

February 13, 2007

MANY INNOVATIONS AT NTSS2007

American Topical Association's National Topical Stamp Show (NTSS) 2007 will differ from past shows in several ways. First, although the ATA has invited non-topical dealers in the past, this is the first time that it has publicized the fact widely to collectors. According to Executive Director, Ray E. Cartier, "We want to make this a show for all stamp collectors to enjoy. By having a wide assortment of dealers at the show we can allow many other people to see that Topical Collecting may dovetail well with their current collections opening a window of creativity to many."

The show, to be held June 15-17 in Irving, Texas is also Western Themed throughout. From a saddled Texas Longhorn steer and eight live Texas Critters, to authors of books on western outlaws and lawmen, to country singers, a mariachi group and an astronaut from Houston, Texas, these special show activities will be intermingled with many of the normal show functions. High on that special list will be a foreign First Day of Issue for a sheet of 9 stamps portraying old photos of groups of Texas Rangers and a separate sheet depicting Texas Ranger Charles Goodnight. This will be unveiled by a current-day Texas Ranger on Friday Morning at 9:15. The three show cancels, along with the First Day Cancel and a professional cachet for Ranger Charles Goodnight by noted stamp artist Chris Calle, will also all tie into the Western theme.

For the first time ever, all attendees will be required to sign in and then must wear badges to enter the show floor. This will help the ATA verify the attendance, determine which publicity and advertising efforts worked and verify room counts with the Sheraton Grand Hotel in Irving, Texas, in which the show will be held.

Attendees are strongly encouraged to complete and submit pre-registration forms in advance of the show and submit them to the ATA early so that the names can be typed and any ribbons can be added. This will help speed up getting badged at the show. The forms are available on line or at the ATA office as shown at the bottom of this article. One of those ribbons will be another new feature for all ATA members who have been affiliated with the ATA for at least 10, 20, 25, 30, 40 or 50 years. These "tenure" ribbons will be a strong recognition for the loyal members who have supported the ATA and its activities for significant periods of time.

Another innovation will be a new exhibitor award medal. These will be available only to Bronze,

Silver- Bronze and Silver award winners this year. These heavy medals have a hanger attached on which the name of the exhibitor and the year of the award will be placed. Something unique to these medals is that two holes have been drilled into the upper corners so that these they can be mounted on a wall with two small pins or nails. The Grand Prize will be a Remington Bronze on a marble paten in keeping with the show's Western theme.

There will be many youth activities with Cheryl Edgecomb's Youth Stamp Camp appearing at an NTSS for the first time. Also Carol Barr's National Youth Champion of Champion's competition will take place. As a favor to grandparents and parents, on Sunday the ATA will sponsor a two-hour cartoon and popcorn room with two chaperons for children. This will allow the accompanying adults to go down to visit dealers.

One other new twist will be that show programs will be available in return for a donation of any size to the non-profit ATA to help cover some of the excess costs incurred as a result of adding many of the above features and entertainment. A receipt will be given to anyone giving checks or cash who want a receipt for tax purposes. Also for those wishing to attend Church on Sunday morning, the hotel has agreed to provide transportation to some local churches. Attendees must ask for this at the hotel desk. The ATA will provide a ride to a nearby synagogue on Saturday upon request. Inquire at the ATA table for this service.

Hotel rooms will be available for \$89 which is 45% off the standard price, if the ATA or NTSS is mentioned when booking rooms by calling direct to 1-800-345-5251. This price is not available on-line. Finally, attendees will have a chance to become BOUNTY HUNTERS at the show. Details to follow as the show dates get closer.

For additional information see the ATA Website at www.americantopicalassn.org or contact the ATA at 1-817-274-1181 or ATA – PO Box 57 – Arlington, TX 76004-0057.