

“Necessity is the mother of all invention.” Someone once said that. (sounds like he must have been in a bind!) It’s true, though. When circumstances make your usual way of doing things no longer possible, you’re forced to come up with a new way of doing things...And Sierra-Diablo *has!*

Sierra-Diablo MC has given over its 2010 swapfest site in Roseville, CA, to AMCAL 2010, but the site only consists of one large room. That means there’s no place for displays [*necessity!*]. Thus, AMCAL 2010 will present displays in a completely new format [*invention!*].....*digital displays!*

So, for AMCAL 2010, if you wish to enter one or more displays, all you have to do, after you make the actual display, is send in photo(s) or scans(s) of your display(s). How simple! Of course, you’d want to take the most flattering pics you can, but with today’s digital technology (cell phone cameras, etc), using no film, you can take all the pics you want until you feel you’ve got the best one...and it’s basically free! Next, just send the photo file in. And voilà! Then you just sit back and (hopefully) watch all those awards, plaques, and trophies roll in .

AMCAL will arrange the digital entries into the appropriate convention categories and make the visual presentation during the convention. Or...we’re also discussing another intriguing possibility (or, perhaps, a simultaneous possibility). Joan Ewart is making up a new AMCAL web site, and the digital displays could easily be posted there, along, perhaps, with an electronic voting form. And then *everyone* could vote on the best displays (at least, everyone *on-line*). That, in itself, would be something of a revolution in the hobby!

Instead of putting in all those hours of effort and creativity making a beautiful, unique display—only to have a handful of people see it for a few brief minutes during the ‘judging’—now, *hundreds* of collectors could view your display for as long as they wish. Plus, people being people, there used to be at least some ‘subtle’ in-house lobbying for various displays at the conventions, themselves. Now, such lobbying wouldn’t reach most of the voters...because most of the voters would be at home! In fact, digital displays offer a wide variety of advantages over using the actual displays.

- No transportation! No lugging over-sized items through airports; no asking a friend to contend with your display by taking it down for you; no exorbitant postage costs.
- No worrying about theft or damage to your display—because it never leaves your house.
- No one has to ‘stand guard’ over the displays at the convention.
- The convention, itself, doesn’t have to pay for an extra room to house the displays.
- No more will your display be a fleeting thing seen only for a day or so. The images can be archived...  
*forever...*
- Digital displays can be seen by far more people, posted on a web site.
- Voting can be far more comprehensive, with digital displays posted on a web site.
- Posting displays on a web site and opening the voting to collectors not at the convention actually

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## Displays!

opens the convention to far more collectors, making them active participants, which is especially important for those who can't travel, have medical problems, etc.

- Those posted digital displays would also be a dazzling advertisement of the hobby to all those non-collectors visiting the site.

- Web site voting on digital displays would also solve the problem of some convention attendees not being able to vote because they'd already departed before the designated day/time of the official judging.

- A digital display presentation can be more organized, more concise, and more efficient than the standard 'room-full-of-tables' displays.

- With digitized display files, visiting reporters from the local media can literally take their pick of the best photos (readymade!) to run in their newspaper articles and TV spots.

- Actually, come to think of it, one or more of those same pictures can be used by the convention to run pre-convention publicity, both locally and within the hobby, itself.

I suppose one might argue that, in spite of all the advantages noted here, there's still nothing like seeing the real display in person. But, that's like saying that there's no point in writing because there's nothing like talking to the person face to face.....*We'll see!*

