



Editorial

Ed—Swapfests As Stimulants

It's a proven fact that once a club is established, it pulls local non-collectors into the hobby, just by being there and publicizing its activities. It seems to me that we should be able to apply that phenomenon to the hobby's advantage in another way. There are a number of areas in the country that have relatively sizeable pockets of collectors but no local club. The collectors haven't had the interest in forming such, or there haven't been enough people willing to step up and shoulder the work responsibilities, or not enough locals are willing to attend club meetings, or the interest is 'sort of' there but that one go-getter personality—a Dan Bitter, a Loren Moore, etc—the one to pull things all together—just isn't there.

Why not try to use swapfests as a catalyst to try and bring those local collectors together and stir their interest to the point of organizing themselves into a club? A swapfest could be held in an area where there is no current club. All that would be needed is a couple of collectors in that spot to organize it. I'm assuming a swapfest would draw most collectors within at least driving distance. Then, some advertising, both within the hobby, and, most importantly for our purposes here, *locally*. People come to the swapfest, veteran collectors mix with both new and prospective collectors...and voilà! You've got the beginning core of a new club.