

— *First Day Ceremony* —

# *Beautiful Blooms*

*Jointly Sponsored by American Philatelic Society and  
the Plate Number Coil Collectors Club (PNC<sup>3</sup>)  
with assistance from the Oregon Stamp Society*

*Floral Decorations by  
Dennis' Seven Dees, Portland, Oregon*

**August 10, 2007  
APS STAMP SHOW  
Portland, Oregon**



*P*ortland, Oregon — “the City of Roses” — is the ideal locale for the release of these Beautiful Blooms definitives by photographer Mark Laita. Small but striking, the stamps picture common American blooms — the coneflower, dahlia, chrysanthemum, gerbera daisy, tulip, iris, poppy, water lily, and magnolia — with uncommon beauty and elegance. They are what millions of postal patrons mean when they ask for “pretty stamps,” and will grace millions of envelopes for years to come.

Both the American Philatelic Society and the Plate Number Coil Collectors Club, which have worked together to sponsor this event, believe that nothing promotes stamp collecting more effectively than attractive, appealing adhesives on everyday mail. We are delighted to have the opportunity to launch these Beautiful Blooms. As surely as they move the mail, they move men and women to become collectors, to find other flowers to add to their albums.



## Ceremony Participants

Dan Saltzman, Commissioner  
*Portland Parks & Recreation*

Nick Carter, President-Elect  
*American Philatelic Society*

Ron Maifeld, President  
*Plate Number Coil Collectors Club (PNC<sup>3</sup>)*

Peter Mastrangelo, Executive Director  
*American Philatelic Society*

Shawneen L. Betha, Postmaster  
*United States Postal Service — Portland, Oregon*