



### **Alfred F. Lichtenstein Award**

The Collectors Club of New York is proud to present the 1999 Alfred F. Lichtenstein Memorial Award for Distinguished Services to Philately to Gordon C. Morison of Potomac, Maryland.

A collector since youth, Mr. Morison's active contributions date to his period in the Rochester, New York, area from 1953 to 1971. His dynamic and highly effective service to the Rochester Philatelic Association and the Niagara Frontier Federation of Stamp Clubs made its mark locally and nationally. As Chairman of the American Philatelic Society's 1968 Annual Convention, he conceived and executed the first World Series of Philately Champion of Champions competition. He rightly felt that to provide this recognition would encourage more collectors to exhibit. He persuaded the American Philatelic Society to take responsibility for this competition, which continues to flourish. He also chaired the 50th anniversary, 50-hour round-the-clock stamp exhibition of the Rochester Philatelic Association in a newly opened downtown shopping mall. He also served as secretary, vice president, and president of the United Postal Stationery Society.

From 1971 until he retired in 1992, Gordon C. Morison served as the most pro-collector official that the US Postal Service has ever had. From 1971 until 1978 he was manager of philatelic affairs. In 1978, he was appointed Assistant Postmaster General with responsibility for stamps and all customer service. Some of his notable achievements as a postal official included:

Began organization and promotion of Benjamin Franklin Stamp Clubs.

Served as a director of Interphil and played a key role in ensuring its success.

Provided \$500,000 of funding from sale of USPS space covers to create and fund the Council of Philatelic Organizations, dedicated to promoting philately.

Provided \$450,000 of funding from sale of USPS space covers to help underwrite the cost of staging Ameripex.

Introduced open-shelf merchandising of postage stamps in postal lobbies to enable the general public to see the variety of interesting stamp designs available for use on mail and for collecting.

Planned the World Stamp Expo in conjunction with the Universal Postal Union's 1989 meeting in Washington, D.C., to which he was an official delegate. Because of limited space, a competitive exhibit was not presented, but instead a Court of Honor of major world collections and rarities was shown, together with one-frame exhibits from more than 100 philatelic societies to introduce their specialties to the public.

Even more important than these specific achievements, was the confidence that collectors and philatelic organizations felt in having an active and effective supporter within the Postal Service hierarchy.

Since retiring, he has served as a director and vice president of the American Philatelic Society. He is now president of NORDIA 2001, an international Nordic area stamp exhibition to be held in cooperation with the Scandinavian Collectors Club and ARIPEX, the first time for this Nordic area international in the United States.

His collecting interest is postal stationery with particular emphasis on Iceland postal cards. He has made a presentation on this specialized area before the Collectors Club. He has exhibited his collection in international and national shows.

Mr. Morison has received the John N. Luff Award for his service to philately and has received Honorary Life Memberships in the United Postal Stationary Society and the American First Day Cover Society.

Mr. Morison is a graduate of Syracuse University and received his master's degree from Duke University. His wife, Mary Vivian Morison, is a distinguished philatelist in her own right. She has been a stamp columnist and served as Executive Secretary of the American First Day Cover Society. They have two children, Keith and Linda, and three granddaughters.

The Lichtenstein Award will be presented to Mr. Morison at a banquet in the Yale Club in New York on May 19, 1999.