

Communiqué No. 3
from AICO/IAOC to Member Associations

Date: May 22, 2015

Subject: AICO Birthday

Fellow Olympic Collectors:

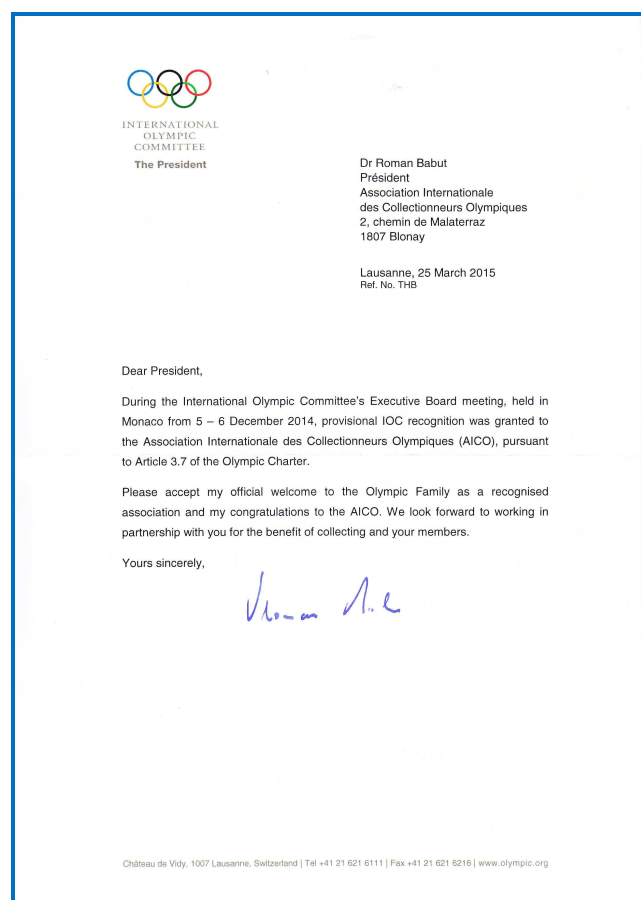
It is amazing how fast time flies; it has already been ONE YEAR since representatives of your collector organizations gathered in Lausanne, Switzerland on 22 May 2014 to found the new organization known as AICO and to elect its first Executive Board. Today, we can say that our association is fully operational with a permanent address, bank account, and, very soon, a new logo and website! The process has been a long one as your Executive Board establishes a working relationship with the International Olympic Committee and the myriad other entities with which it must interact. An overview of activities performed by the Executive Board is presented in the **CALENDARIUM 2014/2015** at the end of this Communiqué.

The Board wishes to express its gratitude to Mr. Francis Gabet and Mrs. Stéphanie Coppex of the Olympic Museum and their colleagues for help and assistance.

We also would like to thank Jocelyne and Jean-Pierre Bernhard for their generosity in providing AICO with an official address for administrative matters.

Last, but certainly not least, the Board also wishes to thank David Maiden for his practical advice and valuable input in helping us build AICO.

1. THE IOC RECOGNIZED ORGANISATION AWARD



2. USE OF THE OLYMPIC DESIGNATION AND OLYMPIC SYMBOL

The Board has received inquiries from several member associations regarding usage of Olympic branding as a part of their association's logo or tag line. We are following the IOC's official document (*"Olympic designation and Olympic symbol - Principles and usage guidelines for organizations recognised by the IOC"*) in designing the new AICO logo and website. The IOC has reserved the right to examine and approve our proposed designs for both. Once the IOC has given its acceptance, we will also obtain guidance on how the member associations may use AICO's branding.

3. AICO PROPOSED LOGO AND WEBSITE

The Board contracted a design firm BOP Design Inc. in the USA to create both a logo for AICO and our website. A domain name has been registered: **aicolympic.org** (nothing to see there yet). BOP Design has already presented several concepts for the logo and website homepage. The Board has selected two concepts for the logo, and one for the website for further development. These are presented below.

a. Logo

The two concepts under consideration are quite different. The first is simple and bold, featuring a torch, long a symbol of excellence in sport and education, in place of the letter “i”. The second concept incorporates a special iconographic device that represents the four fields of collectibles: stamp perforations for philately, a circular outline representing a coin for numismatics, a star suggesting a pin, and the wavy lines of a medal ribbon for memorabilia. Both concepts are envisioned in the colors blue and gold.



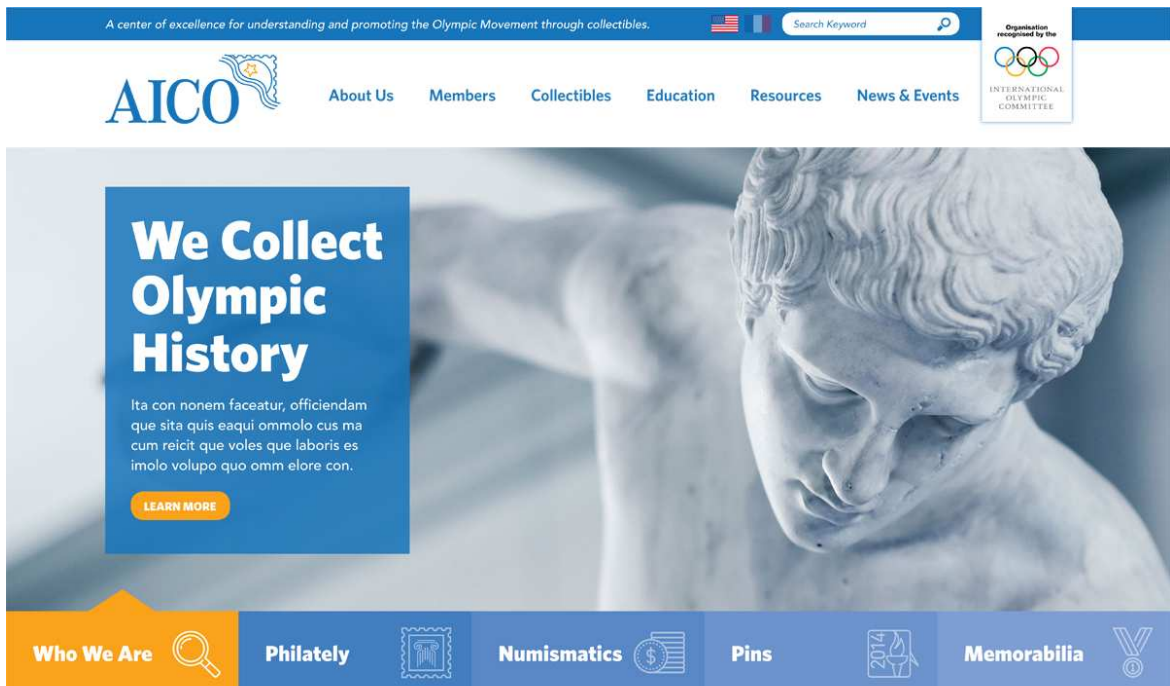
Logo Concept #1, Version 1



Logo Concept #2, Version 1

b. Website

The upper portion of the website home page currently under consideration features the usual navigation with our members associations taking a leading position. Also note that the content, which will be feature-rich, revolves around the four fields of Olympic collectibles: Philately, Numismatics, Pins, Memorabilia! We also have some surprises for visitors that won't be revealed until the website launch, hopefully in mid-September during the World Olympic Collectors Fair in Lake Placid, New York.



We invite our members' comments on the logos and website which may be directed to our AICO Vice-President, Mark Maestroni, who is coordinating the work (vicepresident1@aicolympic.org).

It is stressed that the concept designs illustrated above for the logo and web site are internal drafts, and have not yet been seen or approved by the IOC, which has the right of approval over the final designs. The drafts are being shown at this early stage so that Member clubs can see the work which has been undertaken to date and to give Member clubs an opportunity to comment on the draft proposals while they are still being developed.

4. COLLECTIBLES COMMITTEES

AICO's effectiveness will depend in great part on the information we provide through our website. Over the next few months, the Board, with the help of the collecting community, will be developing content guidelines for each collectible field. For example, will we be presenting checklists of collectibles organized by Olympic Games? Do we want to assist collectors in avoiding counterfeit or bogus material? What kind of materials shall we archive in an online library? These are just a few examples of content that the new website might include. It will be up to the member associations – who are themselves the experts in their own field – to help create this base of knowledge. The Board would like to hear everyone's thoughts which may be submitted to President Roman Babut (president@aicolympic.org). To assist us in creating committees for each field, we invite the nomination of members within your club/association whose knowledge and experience could be used for the benefit of all collectors.

Activity/Collecting category	Given name	Family name	Country	e-mail	telephone
PHILATELY					
NUMISMATICS					
PINS					
MEMORABILIA					
LIBRARY					
WEBSITE&PUBLICATIONS					
EXPERT					

For each candidate, please provide:

- a. Short description/achievements of the candidate:
- b. Language of communication:
- c. Additional remarks:

5. 2015 ANNUAL MEMBERSHIP FEE

If your club has not yet paid its annual dues, we encourage you to do so as soon as possible. The deadline for receipt is June 30. As previously instructed, payment may be made either through a wire transfer to our USB bank account or our PayPal account.

AICO can only accept payments in Euros.

Number of members in club and Annual Fee (Euro):

5 to 20	50
21 to 50	100
51 to 100	140
101 to 200	260
201+	320

6. AICO 2014 BUDGET

The Board is pleased to inform the members that the IOC accepted our budget proposal for 2014 including our requested subsidy. This amount has been transferred to the AICO bank account and will be reflected in the AICO annual financial statement.

7. 2015 AICO EXECUTIVE BOARD MEETING & COLLECTORS OPEN MEETING

It is proposed to use the occasion of the World Olympic Collectors Fair in Lake Placid in September 2015 to hold an Executive Board meeting as well as "Open Meeting" for all collectors present at the Fair to inform members and non- members of AICO's operations to date and future plans. The Board has requested a subsidy from the IOC to cover the cost of holding the meetings in the interests of effective communication and consultation with the collecting community. Confirmation of the proposed meeting will be provided as soon as information is available.

8. XXIst WORLD OLYMPIC COLLECTORS FAIR, LAKE PLACID, 10-13 SEPTEMBER 2015

The XXIst World Olympic Collectors Fair will be held in Lake Placid, New York, USA from 10-13 September 2015. Additional information is available on their website: www.lakeplacid2015.com

9. THE OLYMPIC MULTIMEDIA LIBRARY

We have already informed you that AICO and its member associations may benefit from access to The Olympic Multimedia Library. Please note that while access is free, all requests for material must be made through an automated system on the website followed by approval from the library. Depending on how materials are to be used, there may or may not be a fee involved to you or your club.

How to access the site: create a new account on IOC Extranet

- 1) Go to: www.extranet.olympic.org
- 2) Click on *Register*
- 3) Select our service: **The Olympic Multimedia Library**, follow the steps of registration
- 4) Validate your request and wait for IOC approval

Please do not hesitate contacting us with your questions, comments and suggestions at any time.

AICO Happy Birthday !!!

With best Olympic regards,
The Executive Board

CALENDARIUM 2014/2015

- 22 May 2014 AICO Founding General Assembly
- 23 May 2014 signed the Memorandum of Understanding with the International Olympic Committee
- 25 August 2014: submitted application granting AICO status as a "RECOGNIZED ORGANIZATION" by the IOC
- 12 October 2014: Mr Francis Gabet, the Olympic Museum Director visited the XXI All-Poland National Philatelic Exhibition WARSAW 2014; discussion with Roman Babut on recent matters of AICO
- 14 November 2014: commitment set with Madame Jocelyne Bernhard of Blonay regarding a permanent address for AICO as well as administrative support
- 15 November 2014: R. Babut visit to TOM Lausanne on invitation by Mr. F. Gabet and a triangular teleconference with D. Maiden on future organization of collector's events and responsibilities
- 16 November 2014: submitting application and documents to the USB bank, Lausanne Branch, requesting opening of a bank account
- 1 December 2014: presenting request for the IOC's subsidy and revised AICO Annual Financial Balance 2014
- 9 December 2014: decision of the IOC Board awarding AICO the status of the "IOC RECOGNIZED ORGANIZATION" at the IOC Session in Monaco
- 28 January 2015: USB bank decision to open a bank account for AICO
- 25 March 2015: official letter signed by Mr. Thomas Bach, IOC President, with an official welcome of AICO to the Olympic Family
- 27 March 2015: AICO bank account active: first transfer of the IOC's subsidy to the account
- 1 April 2015: signed a Work Contract for designing the AICO logo and website signed with BOP Design, Inc. , the corporation based in San Diego, California
- 13 April 2015 completed BOP Design Website Questionnaire by the Board
- 14 April 2015: M. Maestrone's first Creative Meeting with BOP Design company – 1st step of the logo and website design process in progress
- 29 April 2015: approval of AICO's subscription to The Olympic Multimedia Library (TOML)
- 15 May 2015 BOP design team presents the 2nd round of revisions to the logo and the website
- 22 May 2015 issued Communiqué No. 3