



Women Exhibitors
APS Affiliate #260

WE EXPRESSIONS



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STATEMENT OF PURPOSE: *To provide a vehicle through which women exhibitors can encourage each other through sharing information, ideas, experience, advice, problems, and solutions.*

Next Meeting: AMERISTAMP, Feb. 20-22, 2009; Arlington, TX. Sat., Feb. 21, 12 noon, Room M-2:
Title & Synopsis Pages, by Pat Stilwell-Walker.

Festival for Philatelic Women, May 28-31, 2009; Bellefonte, PA. Keynote speaker, Dr. Cheryl Ganz, *Women in Philately: Where We Were, Where We Are, and Where We're Going*. Lots of other great workshops, seminars, social events.

Satellite Mtgs: *Hudson-Fulton StampExpo 400*, Sept. 25-27, 2009, Albany, NY; will include mini-seminar on *The Basics of Exhibiting*, by Barb Harrison, on Sat., 1-2 pm, room TBD.

Keeper's Korner:

WE is bringing several opportunities your way this spring. Actually, it's not yet spring as Seattle still had snow flurries this morning, but all has turned to rain this evening.

The first opportunity is the WE meeting at AmeriStamp Expo 2009, held this year on 20-22 of February at the Arlington Convention Center in Arlington, Texas. The WE meeting will be at noon, our traditional meeting time, on Saturday. WE members and guests will gather in room M-2 to hear our own Pat Walker tell us about *Title and Synopsis Pages*. Come and bring your friends. Don't forget to wear your buttons at the show.

The second opportunity is the *Festival for Philatelic Women* held 28-31 of May 2009 at the American Philatelic Center in Bellefonte, PA. Everyone will find something of interest and opportunities to learn from the *Festival* speakers and seminars. Look for more on the *Festival* in the next *WE Think*.

Please remember to support your local or regional show with your exhibits and your presence. Many of these shows invite us to their meeting, and I am always amazed at how much is offered at these shows. The most recent invite to cross my desk is CHARPEX, held 25-26 July 2009 at Charlotte NC. If you are in the region, please support this show.

See you at AmeriStamp Expo.

Ruth

THIS MONTH'S TOPIC: How did you get started in exhibiting? How well did you do with your first exhibit? What did you learn from it, both good and bad?

(From Pat Stilwell-Walker) I didn't discover stamp shows or postal history until I was a young adult – as I wrote in my brief biography in an earlier Newsletter, I knew I wanted to compete in philatelic exhibiting as soon as I started collecting – I know, that's pretty strange for most of us.

I bought my first cover in 1976 at Interphil (the international stamp show in Philadelphia) and was lucky enough later that year to buy a "remainder lot" of about 75 covers from an auction of Irish postal history (for the huge sum of \$150) which gave my collection enough critical mass that I could begin to construct an exhibit.

That first exhibit was 48 pages (4 frames) and was handwritten – I entered it in the local show sponsored by the club my parents belonged to in 1978 (VALPEX – near Valley Forge, PA). The exhibit won the grand award – WOW you say, so did I when I got over my surprise. I next entered it into the local show where I lived (Kingston, NY) and it won – TA DA – "Second Place in Rest of the World" – the first place in Rest of the World was catalog organized – ie, album pages of someone's 20th Century GB.

What I learned from it was that judges have majorly different ideas of what an exhibit should be (or they did at that time, fortunately we have got beyond the mentality that "if it doesn't have a stamp on it it's not part of stamp collecting"). I was able to talk to the 2 judges at the first show; I seem to remember that they recommended black mattes (mine were grey-green) but nothing else of substance. I can't recall talking to the judges at all at the second show.

I also learned that handwriting anything when you can't produce an excellent consistent "script" is a BAD idea – the next incarnation of the exhibit was typed – remember this was all pre-computer. Even with typewriters, changing exhibits in any substantive way was a LOT of work.

The major benefit for me was understanding that putting an exhibit together forces you to learn and understand your subject – organizing your "stuff" for an exhibit teaches you a lot about what you have and it also shows you what is missing.

I showed the exhibit next at the National level – winning VALPEX got me an invitation to show at SEPAD (now PNSE) – the exhibit won silvers or silver-bronzes at the National level when it started out. I was extremely fortunate to get a good critique at StampShow 1979 from Jim Graue; he sought me out (I was too shy to ask at the formal critique); he told me I had a decent organization but it wasn't obvious enough (think section start pages and running headings), but my real problem was lack of material. His advice – get more good covers, expand the number of frames and try again – next level a consistent vermeil. Learn more about my subject, get more material, realize the scope is too broad, reduce the breadth and increase the depth of my subject coverage, and the next level was a consistent gold. How long did this take? 4 to 5 years.

I wish more beginning exhibitors would take this route today... so often I hear folks say that they don't have enough material to make an exhibit. Yes, you do have enough stuff!! No, it won't be a gold medal, but so what – you learn as you go. Plus one of the greatest things about exhibiting is that you advertise to all your friends what you are collecting and they start to help you find it!! I didn't learn this from my fist exhibit, but soon found it to be one of the BEST side benefits.

QUESTIONS FOR YOU TO ANSWER FOR NEXT NEWSLETTER: How do you handle “numbering” chapters in your exhibits? What kind of numbering do you use? Or do you prefer not to number? Why/why not? Why do you do it the way you do? Do you always do it the same way? What kinds of comments from the juries have you had on various ways of numbering?

HELP!! SUGGESTIONS FOR MONTHLY QUESTIONS ARE NEEDED FROM YOU, in addition to your answers!! PLEASE SUBMIT QUESTIONS OR TOPICS FOR UPCOMING NEWSLETTERS, AND ALSO SEND IN YOUR RESPONSES –THIS IS AN EASY WAY THAT WE CAN HELP EACH OTHER!!

HOLD THE DATE: May 28 – 31, 2009.

******Festival for Philatelic Women******

If you are planning to attend, SEND AN E-MAIL NOW TO FESTIVAL ADDRESS BELOW STATING YOUR INTENTION, even if you will be sending your registration fee in later. A headcount is needed. For those who can: Please send in your registration fee as soon as possible as expenses are already being incurred which must be paid. The Festival Committee needs to know that you are coming!

There will be ample time to make use of the American Philatelic Center and all it has to offer stamp collectors. The cost to attend the Festival for Philatelic Women is \$85 and covers daily lunch, dinner, and all activities. Hotel and travel expenses are on your own. For more information contact Women Exhibitors, 7277 Sparta Road, Sebring, FL 33875. Email: WEfestival@comcast.net.

HAVE YOU COMPLETED AND RETURNED YOUR REGISTRATION FORM TO LIZ HISEY? (A HARD COPY WILL BE SENT TO YOU BY SNAIL MAIL IN FEBRUARY.)

SPECIAL NOTE TO ALL WE MEMBERS: If you are planning to attend the festival in Bellefonte in 2009, please also consider bringing an exhibit for other attendees to see. Exhibits will NOT be judged, but will be used for discussion and learning. WE hopes to have a variety of exhibits displayed which will provide opportunities to share ideas and to ask questions about the various types of exhibits and exhibiting in general. Exhibits do NOT have to be complete, but can be “under construction.” Please contact Joann if you have questions or want to volunteer an exhibit. (Joann Lenz; joann@stampsjoann.net)

WE FESTIVAL SEMINARS: The Festival Committee is working very hard to put together an enjoyable and helpful learning experience for all who attend. To whet your appetite, here is the latest list of seminars that are already included:

Cheryl Ganz: Women in Philately: Where We Were, Where We Are, Where We're Going

Charles Verge: Family correspondence & research

Ruth Caswell: Creating a Philatelic Exhibit Workshop

Gretchen Moody: Stamp Saturday (A program for beginners)

Janet Houser: Learn, do, teach . . . Mentoring New Collectors

Barb Harrison: Collecting & Exhibiting Picture Post Cards 101

Barb Boal: Using Photoshop Elements for Exhibit Pages

Marj Sente: Experiences & Evolution of an Exhibitor

Gini Horn: Using the American Philatelic Research Library

Cheryl Edgcomb: Creating 3-D Exhibits

Denise Stotts: Philatelic Elements in Thematic Exhibits

Barb Boal: Layout & Design for Album & Exhibit Pages

Sue Dempsey: How to Get What You Want from a Dealer

Roundtable Discussion: How Exhibits are Judged

Betsey Carter: Artful Philately

Patricia Stilwell Walker: Title Page & Synopsis Workshop

Liz Hisey: Exhibiting & Judging Display Exhibits

Denise Lazaroff: Using Stamps in Scrapbooking

Nancy Clark: Tools to Build a Talk

Nancy Clark: Where and How to Publish Your Research

Janet Klug: Beyond Googling

In addition, APS will provide a Stamps by the Bucket booth. We need volunteers to help staff it and collect money for the stamps bought by the bucketful. Lots of fun for little money!

HUDSON-FULTON: Exhibit Entry Forms are available at the website: [Http://www.stampExpo400.org](http://www.stampExpo400.org). Take a look around the site – it's going to be an exciting show, and there's a wealth of information. Let's have a good WE representation in this competition – applications and fees are now being accepted, and the frames could fill up early. Show date is Sept. 25-27, 2009. WE will have a table, shared with AAPE, and a WE satellite meeting. If you can help by spending a few hours at the table, please e-mail your editor. So far we have 2 people: Maureen Lynch & Barb Harrison.

WELCOME TO NEW MEMBERS:

- **Birthe King** lives in London and does display exhibits, her topic being Denmark during WWII. Her husband is also an award winning exhibitor. She travels to the U.S. several times yearly, and she may be here for StampShow.

EDUCATIONAL OPPORTUNITIES FROM APS: The following courses are being offered by the American Philatelic Society Education Department:

Keys to Exhibiting, with *Janet Klug*, leads you through the critical steps of building a successful exhibit. Six lessons cover everything you've always wanted to know about exhibiting — from the nuts and bolts of a successful exhibit to understanding the new classes of exhibiting. Discover the fun and challenges of exhibiting, with individual guidance in getting started, putting your exhibit together, where to show, and final tips. The course workbook is included in the registration. The APS Manual of Philatelic Judging is required. Beginners are welcome. Cost: APS members \$75, Nonmembers \$105. **January 26–March 6, 2009 online at StampCampus.org. (WE members, please note: You may sign up by Feb. 2 if you would like to participate.)**

Exhibiting for the Prize, with Rich Drews, will explore how judging takes place in all the various exhibiting divisions. Discover what considerations — including treatment, succinctly conveying knowledge and research, and difficulty of acquisition — will affect award level, and gain insight into what is in the mind of judges as they make their decisions. Students will learn what separates Silver and Vermeil from Gold, and what it takes to reach the sought-after Grand Award level. Exhibitors are encouraged to bring their exhibits for assistance and comparison with a wide range of successful exhibits in all disciplines. Cost: APS member \$195, Nonmembers \$295. **May 13–14, 2009 prior to Rocky Mountain Stamp Show**
October 7-8, 2009 prior to SESCO

It's All About Thematics!, with *Peter Butler*, will focus on current ideas about obtaining stamps, organizing and mounting collections, researching themes, using new materials and up-grading techniques for creating unique and personal albums and reviewing guidelines and experimenting with new tools to build exhibits. Copies

