

WE

(WOMEN EXHIBITORS)

2007: Vol. 1-3

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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: *StampShow*, Aug. 9-12, Portland, OR (time, place TBD)
Program: *Overcoming Intimidation* & evaluation of our progress & survey results

Next Workshop: *StampShow*, Aug. 9-12, Portland, OR (time, place TBD)
Women's Beginning Exhibitor's Workshop

Satellite Mtgs: WESTPEX, April 27-29, San Francisco, CA, Vesma Grinfelds. WE mtg: Friday 4/27, 1 pm.
Philatelic Show, May 4-6, Boxborough, Mass., Liz Hisey.
Rocky Mountain Stamp Show, May 18-20, Denver, CO, Liz Hisey.
ATA, June 15-17, Irving, TX, Liz Hisey.
NOJEX-NJ, May 25-27, Secaucus, NJ, Barb Harrison. WE mtg: Sat. 5/26, 1 pm.
Apple Harvest, Sept. 21-23, Spokane, WA, Ruth Caswell.
Sarasota Natl. Stamp Exhibition, Feb. 1-3, 2008, Sarasota, FL, Ann Trigg & Liz Hisey.

Keeper's Korner:

WE is growing. We now have over 30 members. Thank you for spreading the word about WE and for encouraging women to join.

Our next meeting will be at noon on Saturday, August 11, at StampShow in Portland, OR. Janet Klug and Denise Stotts are planning the program on *Overcoming Intimidation*. Mark the date on your calendars and bring lunch with you to the meeting. There will be more information on the Exhibitors Workshop, also held at StampShow, in the next newsletter.

There are many satellite meetings, all listed at the top of this newsletter. If you attend one of the shows, please be sure to note time and place of WE satellite meeting, and plan to attend.

The *WE buttons* have arrived. They will be distributed to members at the satellite meetings and at our meeting at StampShow '07.

Your survey responses are needed. If you have not responded, please send your input to the three questions to me at: ruthandlyman@earthlink.net. Questions are: (1) What topic(s) would you suggest for WE meetings, seminars, or workshops? (2) What do you expect to receive for your WE membership? (3) How can WE facilitate the participation of women in exhibiting?

Don't forget to send in your entry form for the Sarasota National Stamp Exhibition. WE is trying to fill in 100 frames at this show. Entry forms are available at www.sarasotastampclub.org or jakcman@comcast.net.

Your Partner in Exhibiting, **Ruth**

THIS MONTH'S TOPIC: What challenges have you faced in exhibiting? Have you successfully handled those challenges?

(Liz Hisey) Starting to collect stamps is both a joy and also a challenge. Stamp collecting has been around for centuries, people have been collecting for centuries and the subject matter available is never ending. One of the challenges is to restrict oneself to a topic, subject, country, etc.

I started collecting five years ago, after a suggestion from my husband, a long term collector, that since the house was filling up with china rabbits maybe I should collect rabbit stamps which would take up less space. Little did he know!! So I started with rabbit stamps and philatelic material showing rabbits, visiting shows with Bob and accumulating everything. Then I discovered the Display Class, and suddenly there was this major opportunity and challenge to join others who were exhibiting in this class. My first exhibit was a single frame "Around the World in 24 Hip Hops, Year of the Rabbit 1999." It has done very well in the past three years, moving from a silver bronze to a vermeil and also being a C of C candidate for Most Popular at AmeriStamp '07. There was plenty of new material (1999), but the main challenge is to find commercial usage material with cancellations for 1999. Should I find some, then maybe "Hip Hop" might hop another few points into the next level, but dealers are not selling this material as it is too young!!

Having dipped my feet into the challenging pool of exhibiting, I then returned to my favorite subject, "Food." I have a background in cooking so this made the choice easy. Again the challenge has been to find stamps and philatelic material with food ingredients on them. Many dealers have rolled their eyes at me when I tell them I collect "Food." Then they ask what country and what year. Unless I was prepared to restrict my reading to the Scott Catalogue as a regular pastime, finding food stamps became a question of sitting and looking

through different countries. In handling this challenge, I have spent a lot of time with dealers explaining what I was looking for, and I think it has helped. More recently dealers have been separating out food, agriculture and plants into topical boxes, which has made finding actual stamps easier. The late Clyde Jennings also did me a favor – one of his many exhibits had lots of food stamps which gave me a list to search from.

Advertising covers have proved a valuable source of material. Again, working on a relationship with different dealers has encouraged them to be more active in dividing their topical advertising covers into more subjects.

So challenges in exhibiting are dependent on what your subject is and which class you wish to participate in. Handling the challenges includes being prepared to educate the dealers, and in some cases the jury, as to what and why you are showing this subject. In the past few years I have found that there is more acceptance for the new "Display" class. Now I am off on another challenge, "Illustrated Mail." This is proving to be great fun, but my subject matter is proving difficult to restrict to a specific subject!!

(Barb Harrison) I came into exhibiting through the back door and also started doing everything backwards. I was persuaded by Ken Martin into preparing a picture postcard exhibit (experimental) for AmeriStamp '04. I had not a clue as to how to begin, what to do, what the exhibit should look like. Even though an APS member since 1987, I never gave exhibiting a second thought because I was still too involved in raising a family, involved in church work and music, and working full time. And besides, exhibiting was for "old men" who could afford to buy those expensive old stamps, right? My stamp hobby was basically buying some stamps and putting them in the album – IF I had time! But Ken Martin wouldn't take no for an answer, and gave me some pointers, telling me to just do it the way I would do it for a postcard show. So I proceeded to prepare 3 "boards" and away I went to AmeriStamp. Looking back, the boards looked terrible compared to the beautiful stamp exhibits. I spent the entire time at the show closely studying all the other exhibits, taking notes, and discovering how very little I knew. Even though the judges were extremely kind on that first try and I did very well, the first thing I did after the show was take the whole exhibit apart, add a lot more material, and re-do everything on pages (5 frames) like the stamp exhibits. What an improvement! I was proud when it received gold and grand at AmeriStamp '05.

As a result of that first show, the first 2 things I did were to join AAPE and sign up for Janet and Ann's APS exhibiting course. I read all of the course material, did the assignments, and decided I wanted to try to do a "real" exhibit, so proceeded to do a 10-frame display for my first effort, drawing material from my various collections and also purchasing some new items. Since the subject of the exhibit was "Phila.," I entered it at PNSE and did quite well, for a first try (vermeil). I received good suggestions from the judges, but by then I was already off and running with some other ideas for exhibits. "Phila." will most likely sit for another few years before breaking it apart, probably into a couple of smaller exhibits. (Janet TOLD me I was choosing too big a topic!)

Because I had no previous experience with shows or exhibits, I really started with a handicap. I bought and quickly read the Judges Manual at the first show I attended and have since read many back issues of TPE (from AAPE), received additional advice from Tim Bartshe, Jerry Kasper, Ruth Caswell, Pat Stilwell-Walker, Janet Klug, and Ann Trigg. I've read some older books on exhibiting, and most recently purchased the new Exhibitor's Handbook, written by Randy Neil and updated by Ada Prill. It's a philatelic gem! If I had only had that book 3 years ago! What a help it would have been!

Had I started exhibiting when I was young, I would have discovered that it's best to start at smaller shows and work up. I did it all backwards by starting at AmeriStamp and StampShow, followed by PNSE. I finally entered at a small show (MERPEX) for the first time just last fall. THAT is where I should have gotten my feet wet, and then worked up to the big shows, learning as I went.

Another problem was that I knew not a soul when I went to AmeriStamp '04. I was quickly greeted by Ken Martin, and was soon "found" by Jean Kasper, who befriended me. I met a few others at that show, plus a few dealers. With each show I now attend (3-6/yr.) I meet more and more wonderful exhibitors and dealers, and I'm gradually overcoming my "handicaps." Had I known before what fun I could have with attending shows and exhibiting, I would have started 30 years ago! Now I must work fast to try to fit it all in! (I'm not getting any younger!) I look forward to seeing many friends now at the shows, and a number of dealers have gotten to know me.

My best words of advice to newcomers: Attend shows and study carefully all exhibits, taking copious notes. Give your own "awards" to the exhibits, and compare to the awards given by the judges. Attend the critiques, even if not exhibiting, to learn from the comments given by the jury. READ the Exhibitor's Handbook, the Judges Manual, TPE (AAPE journal), and obtain back issues of TPE – every one is helpful. And don't be afraid to ask questions and get advice from the wonderful people in this great hobby!

GREAT ADVICE:

FROM PAT STILWELL-WALKER

Dealing with the Dealers -- Good experiences, Bad experiences.

How to establish credibility with dealers?

1. Get known as a serious buyer by one dealer in your specialty area, and they then will help spread the word. They will also find things for you, once they know (a) what you want and (b) what price range you are working with.
2. Learn how to ask for what you want in a way that indicates your commitment to finding good material. I collect postal history of Baltimore. I had to learn how to ask to see "better US" to get a look at the really good stuff that wasn't in the boxes.

3. Exhibit! It is terrific advertising to dealers that you are a serious customer. Exhibitors are always looking for quality material and dealers know this.

Re #1: it works great! I remember going to a Mega Show in New York one year when I arrived late (on Saturday morning) and didn't have a lot of time to spend at the dealers. As soon as I went to one of "my dealers," not only did he have something for me but he also told me who else was holding stuff for me to look at. I ended up with at least 3 terrific items. Afterwards a fellow collector asked me if I had "found much" at Mega, and I replied "no, it all found me!"

Re #2: It doesn't always work – I tell this as a funny story now, but I remember being plenty steamed at the time. I was at the final FLOREX (before they re-started) and visited a US dealer who I didn't know. Following my own advice, I asked for "better US." As he handed me the binder, the dealer said something like – "*you know, "honey," (or something equally annoying) the covers in here are pretty expensive.*" Who was HE to judge what I considered expensive? In fact, I thought his covers were quite reasonable and on the low end of what I needed to spend for any item that was "exhibit quality." Yes, I did find a cover to buy.....

FROM DILA EATON TO THE FRIENDS IN WE

A funny thing happened at my first show: My husband had been a stamp collector in his youth, but had to put it aside due to college and a career. He accumulated many stamps and envelopes over the years and kept saying "One of these days..." Since one of those days never came, I suggested he let me start organizing his stamps. There were envelopes from all over the world where he had been with the U.S. Army. I needed to know how to start? where to start? So I went to see the only stamp dealer in Asuncion. Well, he practically came out and said "Look, kid, you just go home and cut the stamps off the envelopes, soak them in water, dry them between newspaper pages and stick them into an album." My husband, Roberto, did not know anything different since that was the way it was done way back then.

So I went to town on those thousands of envelopes (all those to and from the war, from the Chaco frontier). I didn't waste any time. Soon I had the floors, the furniture, anything that didn't move was covered with newspapers and stamps. I kept the house shut and allowed no fans for fear the wind would create a snowstorm of stamps. Roberto was impressed. Then we discovered that modern concept of stamp collecting – you do not cut out and soak stamps. You keep them on their envelopes. History is there, written on the envelopes. Well, that history was gone. **LESSON # 1:** When someone comes and tells me he or she has some envelopes and wants to start a stamp collection, I yell out "**DON'T CUT THE ENVELOPES!**"

Well, you all know about not crying over spilled milk. So on I went, reading and talking about stamp collecting. I finally got to have something nice enough to exhibit in a local stamp show. I was really proud of it, and Roberto was happy with what I presented. Then came the old men looking and admiring. There I stood, waiting for the compliments. The first

compliment I heard was to my husband: “Roberto, you have done up a real nice collection, congratulations” (the senior citizen didn’t even look at me!). My husband said, “It’s not my collection. It’s Dila’s.” He gave a knowing look. “Yeah, I know the collection is in her name, but obviously this is your work.” Regardless of all the arguments my husband wielded, that old man was convinced it was my husband’s doing. **LESSON #2:** When you are a woman, and more so a young woman, the mail chauvinists know it all (as most seem to be sometimes) and just will not credit you with having the brains and talent to put together a good collection. It’ll take months, sometimes years, participating in all the expositions, for you, “woman,” to be accepted as a worthy philatelist.

But getting there is the fun part. And success is the sweetest vengeance. Don’t give up.

*****BALPEX INVITATION*****

Women Exhibitors – I know that WE has been invited to gather at Sarasota next February, and I can’t claim that Baltimore over Labor Day is half as attractive. Nevertheless, as Chairman of Exhibits at **BALPEX**, I am attempting to disseminate the prospectus as widely as possible to encourage exhibits from new participants. You can send me an email (psw123@comcast.net) to request a copy or go to the **BALPEX** website <http://www.balpex.org/bps.html> where there is a button for downloading. If you want to enter a One Frame exhibit, *please send me an email promptly*, as BALPEX has a limit of 15 OFEs. There is plenty of space for multi-frame exhibits. If you have any questions about the venue, hotel accommodations or travel, feel free to contact me as well. Hope to see some of you there! *Pat Walker*

FUN IN THE SUN, SARASOTA STYLE

(REMINDER) All right, **Women Exhibitors**, here is our chance to **show off our treasures, encourage other women exhibitors, and soak up some rays in beautiful Sarasota**. The annual Sarasota National Stamp Exhibition is a World Series of Philately show. **WE** will have a satellite meeting there, and the show has generously set aside a number of frames just for us.....er.....**WE**. No, that’s not right! Well, you know what I mean. Get a prospectus from Exhibits Chairman, Jack Seaman (jakcman@comcast.net), and mark February 1-3, 2008, on your calendar. Escape winter and have some great fun with **WE**.....us.....oh, whatever!!! (Janet Klug)

THIS 'N THAT

- If you’re planning to enter an exhibit at Sarasota next Feb., keep in mind that frames for **WE** entries will only be held until **Oct. 1. Best to submit your entry early.**
- No one has come up with a **jazzy name for our newsletter**. So, for the time being at least, it will remain as is.
- **AAPE:** If you are not already a member of the American Association of Philatelic Exhibitors, we highly recommend you join (\$20/yr.). Benefits are: 4 very informative

issues per/yr. of TPE (The Philatelic Exhibitor); critique service; mentoring. Contact AAPE Secy., our own Liz Hisey, for membership info.

- For those who want to **print out the newsletter** and want to conserve paper, remember that **you can edit the document before printing** – delete those parts you don't need, paint and change to smaller type, change colors to black, etc. If you just want to print parts of it, you can paint, copy and paste, including only those sections you want to print. Also, save both time and ink by printing it as a “draft.” You may want to *save the complete documents* for future reference.
- Anyone who did not already contribute \$5 toward start-up expenses at the first meeting and would like to do so, please send it to Liz Hisey. (**Youth members send only \$3 ea.**)
- Feel free to tell other women philatelists about **WE**, even if they have only the slightest interest in the possibility of exhibiting.
- **Write Letters to the Editor** of **philatelic publications**, including local societies, to publicize our group. Various hobby publications, including stamp club newsletters, have been very receptive to carrying letters/articles about **WE**. Over the past couple of weeks we've had tremendous response from letters to Linn's and The American Philatelist, resulting in several new members. If you have the opportunity, request that your local club newsletter include a small “blurb” about **WE**, such as was published recently in Stamp Clubs Newsletter (Rocky Mt. Stamp Clubs). (**WE** is even publicized on a couple of web sites now!)
- **Please do NOT forward the membership list to anyone.** When a new member joins they will receive a dated copy of the membership list, which will be kept current by Barb. (If anyone would like a **membership list on an Excel spreadsheet**, contact Kristin Patterson, who will keep that version up to date. Thanks, Kristin!)
- You may refer inquiries to Ruth, Liz, or Barb for further information/clarification.
- If someone would like to join us, refer them to Barb or to Liz who will receive their \$5 start-up contribution. Either one can receive the membership information, and then Barb will send a welcome e-mail, the current newsletter, membership list, and back issues if requested.
- **IMPORTANT – If your membership information is incorrect or NOT complete on the Membership List, please forward any corrections or missing info to Barb ASAP. IF you have a cell phone, please include it (c) since this is an excellent way to keep in touch with each other at shows. (If I forget to make a requested correction, please forgive and tell me again. I'm juggling a lot of balls at once!)**

QUESTIONS FOR YOU TO ANSWER FOR NEXT NEWSLETTER: Have you had/do you have a mentor(s) in the hobby? Who were/are they? How did they become your mentor(s)? What makes a good hobby mentor?

Of Special Note:

The following e-mails are worthy of sharing with everyone.

I exhibit "Telephones on Stamps" – along with my husband, who exhibits Grant County, New Mexico, postal history material.

I read the article in the "Collector's Forum" section of the April 2 edition of "LINN'S" and became interested in receiving your newsletter. We are both members of two local stamp clubs here in the Albuquerque area. Getting young people as well as our ladies interested in exhibiting is a major struggle. We have only exhibited at our local show here in Rio Rancho (NewMexPex) and one national show (Aripex) so far. We have plans to improve both our exhibits and exhibit again at either Aripex or Rompex in the future (as well as NewMexPex).

I might add that it is fantastic when both husband and wife can work together to help promote our local stamp clubs as well as help each other improve their exhibits!

Looking forward to receiving your newsletter. Keep on keeping on!!

Jenny

. . . I don't generally carry a cell phone, but you're right. If I'd had one in Washington, I wouldn't have wasted time waiting for people who said they'd meet me, and then got lost.

If I come to Portland, I'll get a cell phone.

I learned about WE from your letter to the editor in Linn's.

I have never exhibited, partly due to the nature of my collection. Since 1975 I have been collecting famous women on stamps. Some of these women are famous only in their own countries. I have never found a way to tell a story with these stamps, but I can't seem to abandon the collection.

For 25 years, I edited (which means wrote) the newsletter for the Women On Stamps Study Unit (affiliated with APS and ATA). When I got really tired of living with a deadline, I opened a page on Yahoo Groups for people interested in the topic. The people who are "members" of this Yahoo Group are the ones I'd like to tell about WE.

I'll be sending my \$5 to your treasurer in the next day or two.

Best regards,

Davida

I just got American Philatelist mag. and have been reading about WE. I am the husband of the President of the Centro Filatelico del Paraguay (CFP), Dila Eaton. I translated part of the article and she is very interested in receiving news from you. Dila is the second woman president of our center. Probably we could say 5% of our active members are women. Both of us had collections in Washington 2006 and Spain 2006. She achieved gold in both expositions. Here it has been primarily an old man's activity for a long time but that has been changing. My email is robertoeaton@tigo.com.py and Dila's is Idamay_artes@hotmail.com.

The CFP web is www.filateliaparaguay.com. By the way Paraguay is in the very heart of South America.

I also have just been reading "EL ECO – FILATELICO Y NUMISMATICO" magazine of Spain of April 2007. On page nine there is an article in honor of women philatelists of Benissera. Since April was dedicated to women, Benissera has produced a stamp cancellation honoring Rossana Cardona,

Tatiana Torres and Judith Aviles. They are prominent women dedicated to philately having traveled throughout the world exhibiting their collections. They are members of “Agrupacion Filatelica de Benissa.” El ECO’s editor’s email address is eco@elementosmagneticos.com. Maybe some of your ladies are of Spanish tradition.

I think WE is a wonderful idea. Wish you all success.

Best regards

Roberto C. Eaton K
Public Relations CFP
Paraguay

In Conclusion:

This edition is a bit longer than ideal, but there is a lot to share this month.

Be sure to read the interesting philatelic bio which is attached. I hope you’ll enjoy it as much as I did, especially the part about the wedding cake!

Many thanks to all of you who have contributed to this issue. It’s just great to learn of your different stories and experiences. Please remember to submit your input for the monthly questions, and do feel free to send in your comments, questions, suggestions, on any area of exhibiting. When each member contributes, we ALL learn and enjoy!

Barb, Editor