



WE Expressions



APS Affiliate #230

Women Exhibitors

Supported by AAPE

Electronics in Exhibits - Kristin Patterson

When we hear the term electronics, we think of recent inventions such as the iPad and cell phone. These items that we cannot live without seem to have no connection with philatelic exhibiting, but be assured that after you read this article and two other related articles on pages 2 and 3, you will have a philatelic appreciation for electronics.

Most exhibit divisions allow for **only** philatelic material and penalize for non-philatelic elements. But the "Display Division exhibits combine philatelic elements from any or all of the General Class Divisions with a significant number, range and diversity of non-philatelic elements to tell a unified, cohesive story." Phrases in quotes are taken directly from the 2012 APS Judging Manual.

The judging manual goes on to mention "Non-philatelic elements normally encountered include paper

ephemera, photographs, physical objects and the addressee and/or content of mailed letters." This is not an inclusive list but rather gives exhibitors a starting point. It does require that "The non-philatelic collateral material must be directly related to and form part of the subject story."

In the Display Division, it would appear that an audio or a video tape would be perfectly suitable if it was related to the exhibit subject matter. On page 2, Video Used in Exhibit is discussed.

But what about the other divisions? I have heard many judges say that exhibitors need to keep the number of words on their pages to a minimum. Yet, most exhibits want to tell a more complete story than just the philatelic aspect. Now that can be done with QR codes Read on page 3, Incorporating QR Codes in Exhibits.

Chair Chit-Chat - Liz Hisey

WE had a great meeting at Stamp-Show in Sacramento, with lots of discussion about philatelic interests, difference between "thematic" and "themed" exhibits and also the possibility of setting up a "Buddy System" as a mentoring service to new exhibitors. If you would like to have a mentor or would like to become a mentor, please let me know.

Plans are afoot for the next three WE Fests. We have approached the St. Louis Expo committee to have a meeting there in 2014, they meet in the middle of March. We have also asked for a slot at BALPEX for 2016, they meet in Baltimore over Labor

Day Weekend, and we hope to go to WESTPEX, who meet in the San Francisco Area in 2018. They meet at the end of April. So this would give us an opportunity to reach members all over the country and at different times of the year.

We have also decided to offer free memberships to the AAPE youth exhibitors. We hope that this will encourage them in their exhibiting and collecting endeavors.

Please continue to support your local and national shows. I understand from Ruth that SEAPEX has its full commitment of frames which is really great news.

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WSP Exhibitions

- Oct. 5-7, SESCOAL, Los Angeles, CA
- Oct. 19-20 OKPEX, Oklahoma City, OK
- Nov. 9-11, Filatelic Fiesta, San Jose, CA
- Nov. 16-18, ChicagoPEX, Itasca, IL
- Nov. 16-18, VAPEX, Williamsburg, VA
- Nov. 30-Dec. 2, FLOREX, Orlando, FL

Video Used in an Exhibit - Kristin Patterson

At StampShow 2012 held in Sacramento, a great example of the use of electronics was used in Anne Harris' Display Division exhibit, *The Horse in America During its Golden Age*. This exhibit shows the horse as it lived and was used from 1840 to the 1920s. The exhibit illustrates horses teaming with industry to bring America from a predominately agricultural society into an industrial society.

Anne shows many diverse philatelic items such as a large cut down die proof, fancy cancels, private die medicine stamps, revenue stamps, a feed tax stamp, stampless covers, postal cards, advertising covers and poster stamps. But collateral items such as hay, grain, horse teeth, horseshoe nails, hoof, and more are also included.

But the item that caught my attention was the video box that projected out of the frame. The 1903 video entitled the Rural Wagon Delivering Mail was restored by the U.S. Postal Office. The 50-

The video shows a U.S.P.O. wagon being pulled by two horses as the mail clerk hangs on the back of the wagon and places the mail in the curbside, delivery mailbox. It demonstrates that the horse has learned the route and knows to walk closely to the left side of the road which is the opposite side that the traffic would travel.

This definitely shows the value of the horse in the daily work of

www.youtube.com and search for Rural Wagon Delivering Mail.

The ingenious video box was designed by Anne's son. The LCD screen is 4" wide by 3" tall and plays the Rural Wagon Mail Delivery video on a continuous loop. The LCD is mounted in a handmade wood frame that is suction cupped to the plexiglass. To power the LCD screen, twelve lithium batteries are mounted in the center of the A-frame. Each evening, Anne takes the batteries back to her room to recharge them for the next day's viewing.

I attended the Exhibits Judges Feedback Forum on Saturday and was surprised that some of the judges thought that the video was not acceptable since it was not owned by Anne. The judging manual states "Each exhibit entered in competition must be the property of the exhibitor." But in the current age of electronics, this rule needs to be applied differently. I think in the case of audio and video recording, as long as it is in the public domain then it is acceptable for use in a philatelic exhibit.



Anne Harris viewing her exhibit video tape.

the U.S. Postal Office. The second video can be seen at

Editor's Remarks - Kristin Patterson

I mentioned in the last *WE Expression* that I have grown my exhibit from a 1-framer at StampShow 2004 to a 4-framer at StampShow 2012. I felt with the additional items and more diverse material, that the exhibit would again get a Gold Award. But that was not the case, it received a Vermeil.

I realized after the fact that I should have looked to see who was judging. I have noticed that once a judge gives you a mark, they

rarely change their view even with differing input from other judges along with things being changed and added.

But StampShow still excited me as I had the opportunity to see a short movie as part of an exhibit by WE member, Anne Harris. See the above article for all the details. With musical and video devices becoming smaller every day, I foresee the use of electronics being a more common element in exhibits.

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Incorporating QR Codes in Exhibits - Kristin Patterson

Quick Response Code or QR code for short is the trademark for a type of two-dimensional code which was first designed in Japan for the automotive industry. Recently, the system has become popular outside the industry due to its fast readability and large storage capacity compared to the standard UPC barcode.

The QR code consists of small square dots arranged in a square pattern on a white background. The information encoded can be made up of numeric and alphanumeric characters.

Today, these QR codes are seen everywhere on printed advertisements, the side of a soda cup, and packaged goods. The smart phone has put a QR code

reader in everyone's hands. As a result, the QR code has become a focus of advertising strategy, since it provides quick and effortless access to a brand's website, surveys, coupons, and product details.

Now how does this relate to exhibits? First, many exhibitors

"QR codes are seen everywhere"

are too verbose for the judges and are penalized for attempting to give non-philatelic information to the general viewer. The QR code takes a small amount of space and does not look like text.

A sample QR code is shown here. It contains the following



text: "Women Exhibitors (WE) provides a vehicle through which women exhibitors can encourage each other through sharing information, ideas, experience, advice, problems, and solutions."

You can simply make this code by visiting a QR code generator website. Enter the text you want, generate the code, and then download the image.

Exhibit Space Still Available - Vesma Grinfelds

Please consider entering your exhibit in PENPEX 2012 taking place in Redwood City, California (about 30 miles south of San Francisco) on December 1-2, 2012. There is no entry fee and a three panel jury (one being accredited by the APS) is being

provided. We guarantee a written critique to help in guiding you in improving your exhibit to a higher medal level.

This is an exhibitor friendly event only requiring you to get the exhibit there and back from the event. The entry blank and

prospectus are available at www.penpex.org/penpex-2012/sample-page. New exhibits and novices are gladly accepted in this encouraging environment!

Vesma Grinfelds
PENPEX Exhibiting Chair

WE Sterling Achievement Award Winners

WE congratulates the following Sterling Award winners for their fine exhibits at recent shows.

Allan Fisk - *United We Stand - Remembering* at Whitfield Stamp
Warren Champagne - *Penguins* at NOVAPEX

David Kiehn - *Independent Postal System of America* at NASHVILL PHIL

Robert Ogrodnik - *First Polish Airmail Issue After World War II* at St. Louis EXPO

Wallace Craig - *The Ship Penny*

1926-1954 at FRESPEX

Geneva Varga - *Birds of the World* at SOPEX

Andrew McFarlane - *The 1973 U.S. "Posting of a Broadside" Commemorative* at PSNE

Louise White - *Kaethe Kollwitz, German Artist and Humanitarian* at PARFOREX 51

Darren Mueller - *Fond Du Lac, Wisconsin Postal History - The Stampless Era* at WISCOPEX

Dennis R. Amos - *The Story of Metals Joining: The Silent Bone*



Sterling Achievement Medal

of Energy, Transportation, Electronics and National Defense

Cont' on page 4

Postage Stamp Gifts - Kristin Patterson

Are you looking for a gift for the stamp collector that has everything? How about apparel that has a stamp image on it?

I do not decorate my house or wear many items that have a stamp image on them, but I do have such items. Last year, while looking through the Kohl's Department Store online clearance sale, I found an attractive kitchen towel that had a 20¢ USA stamp patch on a tan cloth. Even though they were not big sellers to the general public, I really liked them and bought a set of two.

There are many sites that sell items with stamp images on them. One example is Cafe

Press, www.cafepress.com. They sell t-shirts, stationery, bags, wall art, drinkware, and baby cloths to name a few. I entered in their search field the words "postage stamp" and the site returned over 800 related items.



Blanket and baby bodysuit design.

For \$8 you can purchase 8 postcards that say, I'm all about Philatelics. The site has

I'M ALL ABOUT



PHILATELICS.

I'm All About Philatelics postcard design.

lots of organic baby bodysuits that have Special Deliver or I Love Stamps cancel designs.

So you can no longer use the excuse that you cannot find a gift for your favorite stamp collector or a future collector.

Liz Hisey, WE Treasurer
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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.*

WE are on the web at www.aape.org/weweb.asp

WE Sterling Achievement Award Winners - cont' from page 3

at Plymouth Show

Richard Colberg - *Lititz, PA Postal History* at LANCOPEX

Bruce Field - *The Town Markings of Lower Canada* at LAKESHORE

Nancy Swan - *Honshu's Quasi - National Parks* at SOPEX

Charles Ekstron III - *Roosevelt's Buzzard* at MANPEX

John P. Young - *Byrd's Antarctic Ventures* at WESTPEX

Ralph Nafziger - *Civil Censorship on U.S. First Day Covers During the World War II Era* at Philatelic Show

David Foster - *Military or Franchise Stamps of Vietnam* at PIPEX

Mike Schumacher - *Exploring the "Vatnajokull" Cancel* at RMSS

Eleanor Steeb - *Everyone Must Get Stoned (But not Bob Dylan's Version)* at ROPEX

David Skipton - *The Emperor's Mail* at NOJEX.

Richard Colberg - *Baltimore Carrier Stamps* at HUNTSPEX

Peter W.W. Powell - *Confederate Postmaster Provisionals* at NAPEX

Christopher Dahle -

Exploring the evolution of plants: From Phytoplankton to orchids at NTSS

Roland Essig - *A Study of S&H Green Trading Stamps* at MSNE

Harvey Teal - *Antebellum South Carolina Postmaster Free Franks* at CHARPEX.

Marilyn Berr - *A tribute to Dogs, Especially the Beagle!* at AMERICOVER

Paul Schumacher - *Sudan - The Fourth Regular Issue on Chalk-Surfaced Paper* at MERPEX