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# WE *think*

## ADDRESSING THE NEEDS OF WOMEN EXHIBITORS

*What is the future of our hobby? Will we still be exhibiting our treasured stamp collections in frames at stamp shows ten years from now? Are there other ways to exhibit and share our collections with others?*

# What's in our future?

By Janet Klug

It is hard to believe how fast technology is changing the way we work and live. Most of us use e-mail to communicate. In fact, we use e-mail more than the telephone. And, more frequently, homes are likely to not have land line phones, having converted to cellular phones exclusively.

We Google or Wiki for quick answers to all sorts of questions. What was the name of that funny movie with Sandy Dennis and what's-his-name that was about them being tourists in New York City, where every imaginable big city calamity happened to them? Google "Sandy Dennis movie

New York City." In less than a second you have the answer to that which has been driving you crazy trying to remember. (In my advancing years, this happens more frequently than I would like to admit.)

The movie, by the way, was *The Out-of-Towners* and "what's-his-name" was Jack Lemmon. One more mouse click and you can watch that movie trailer or buy the DVD or even download the movie into your iPod and watch it whenever you want. It is a whole new world that did not exist a mere decade ago.



So now let's talk about stamp exhibits. We love them. We love making them and showing them and winning awards. We love challenging ourselves.

With the addition of display, open class, social philately (or whatever name you wish to call exhibits that marry philately with collateral material) exhibits and exhibiting have changed a little...but the world is still passing us by.

Ten years from now will we still be making and viewing philatelic exhibits in frames that hold exactly 16 pages? Will there still be stamp shows that have sufficient commercial revenue to pay for the facilities? (Surely you must be aware that dealers and the fees they pay for their booths make stamp shows possible).

*“If ever there was a time  
for the special kind  
of creativity members of  
WE  
own in abundance,  
it is now.”*

The world is changing. The way we access information and communicate with one another has changed dramatically in the past decade and this will continue. Computers are getting smaller, faster, less expensive and capable of doing so much more. That will continue. How will the stamp hobby, specifically the exhibiting arm, keep up?

Are there ways we can achieve our goals of producing an interesting exhibit that displays our knowledge and creativity without having the confines of an A-frame that holds 16 pages on each side? Where do we start? How do we start? What would a “frameless” exhibit look like? How would it be seen by others? Would it be judged? Would it create new collectors?

Should we care about the future of stamp exhibiting? Or should we just enjoy what we have here and now and let the next generation be the innovators? How do we harness modern technology and all of its possibilities? How much will it cost? Who will pay the price? Who will make it happen?

Where do we go from here?

If ever there was a time for the special kind of creativity members of WE own in abundance, it is now.

Yes, stamp exhibits are online already at on the AAPE ([www.aape.org](http://www.aape.org)) website, EXPONET ([www.japhila.cz/hof/exponet\\_menu.htm](http://www.japhila.cz/hof/exponet_menu.htm)) and a few others. These are based upon exhibits that are shown in a 16-page frame.

There is an excellent introduction to digital philately written by Fran Adams at this website: What is DP? ([dpsworkshop.com/digital-philately-explained/](http://dpsworkshop.com/digital-philately-explained/)). Fran has an article that was published in *Philatelic Communicator* that you can read online as well: Planning Digital Philatelic References and Studies ([www.starkweatherdesign.com/pdf/communicator-4-07.pdf](http://www.starkweatherdesign.com/pdf/communicator-4-07.pdf)).

It is clear others are thinking about using technology to enjoy and promote our hobby.

The big question is: What is next; and what are YOU going to do? How will WE not just embrace technology, but use it, alter it and create new methods to exhibit, entertain, promote and nurture new collectors?

The future is in our hands. What in the world will we do with it?

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This is a publication of WE  
— **Women Exhibitors** —  
Whose mission is to be the vehicle through which women exhibitors can encourage each other through sharing information, ideas, experience, advice, problems, and solutions.

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*“The best thing about the future is that it only comes one day at a time.”*

ABRAHAM LINCOLN

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Here is a new idea developed by the National Postal Museum's Council of Philatelists New Initiatives Committee. This committee has been charged with creating new collectors.

It helps to have a broadband connection, as viewing video on dial-up is exasperating.

My video is called "A Cat's Stamp of Approval." (<http://www.youtube.com/watch?v=usSDnnvapGg>) It shows lots of colorful cat stamps and the story is

told ostensibly by my cat Bandit, who sounds a lot like me.

The whole idea is to put together a video "exhibit" that will attract non-collectors. Our two videos together have over 1000 viewers, so in the 2+ weeks they have been up, they have reached people we would never have been able to reach before.

And that is what WE should be doing!

Now I can hear your excuses: "I don't have a video camera."

You don't need one.

"I don't have the time."  
Who does? If it is something we really want to do, we always find the time.

"I don't have the computer knowledge."  
No problem. I have written instructions, which follow.

"I don't know anything I could put on the Internet."  
Hey, you have an exhibit, don't you?

YouTube may or may not be the future of our hobby, but it is here now and we are not using it. I implore you: Use it! Make a video. Promote our hobby. Recruit new collectors. Be creative. Consider this may be the future of exhibiting, and WE can lead the way.

**See the APS President's YouTube challenge on page 8!**

# What is YouTube?

By Janet Klug

YouTube ([www.youtube.com](http://www.youtube.com)) is a video upload website that allows users to place their own videos and share them with, well, the entire world. The Pope has a YouTube channel. So does President Obama and Queen Elizabeth. And so does yours truly. It doesn't cost anything to view videos; and it doesn't cost anything to upload your own videos.

Millions of people have uploaded millions of videos. If you have an interest in something, you enter your search into the search box on YouTube and you will be offered suggestions. I love the author Neville Shute, who wrote, among other things, *On the Beach* and *A Town Like Alice*. I keyed in Neville Shute, thinking there would be nothing about him or his books on YouTube. Wrong! Fifteen selections were presented to me, including one chilling tribute to Shute's *On the Beach* novel. (<http://www.youtube.com/watch?v=tTcAxCdVnks>). But I digress.

With millions of people accessing YouTube on a daily basis to be educated and entertained, this is an Internet technology just waiting for stamp collectors (that means US/WE) to exploit.

I'm on a committee called "New Initiatives" of the National Postal Museum's Council of Philatelists. This committee is chaired by APS President Wade Saadi and I chair a sub-



YouTube screen shot of the introduction of APS President Wade Saadi's video "Trains on Stamps."

committee called "Building New Collectors." The "Building New Collectors" subcommittee has several initiatives in various stages of development, and one of them is the YouTube initiative.

In order to kick-start this initiative, Wade and I both prepared video presentations that we hope will show non-collectors how interesting and exciting stamp collecting can be. Wade had his son video him talking about his toy train collection and trains on stamps. You can see Wade's video here: [Trains on Stamps \(http://www.youtube.com/watch?v=qvC0xRMYYvs\)](http://www.youtube.com/watch?v=qvC0xRMYYvs).

My contribution to the effort was done without using a video camera. Although we do have a video camera, I wanted to be able to show others that you don't need expensive equipment to do this. If you have a computer, you have what you need.

"The future has a way of arriving unannounced."

GEORGE WILL

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# Step-by-step instructions on how to create and post a video to YouTube using PowerPoint

By Janet Klug

## Materials

You will need PowerPoint software and Windows XP or Vista or the Mac equivalent (iMovie). If you do not have PowerPoint, try downloading and using the free-ware Open Office software ([www.openoffice.org](http://www.openoffice.org)), which has a PowerPoint-like application and others that work just like Microsoft Office.

## Making the PowerPoint Presentation

1. Write the script for your program. Collect the images you will use and put both into a file on the desk top where you can find it when you need it. Note on your script what images need to be where within the script.
  2. Open the PowerPoint software and make the program, following your script. If you don't know how to use PowerPoint, read the help files or use the wizard to help you create your first PowerPoint presentation.
  3. When you have completed the program, you need to save it. Here is where it is different from saving a regular PowerPoint presentation. Click "File" on the toolbar and then click "Save As..." You will be presented with a box. At the bottom of the box is a drop-down menu that says "Save as Type" and then a blank box that has a "down" arrow behind it. Click the down arrow.
  4. Scroll down to where it says "PNG Portable Network Graphics Format (png)". Click that. Give your file a name and then click "Save."
- So now a bit of warning. PowerPoint allows for animated gif images and all sorts of fancy fade in and fade out techniques. Don't use them. PNG does not support them, and all you will have are plain slides that don't do anything fancy. But you can fancy it up in the next step.

## Making the movie

1. Now open Windows Movie Maker. If you have Windows XP or Vista, you have this software. Try clicking the "Start" button, then click "All Programs" in the box that pops up. It is at

to do is drag each slide down to the timeline at the bottom of the screen. Or, you can highlight all of them and drag all of them into the timeline at one time.

5. You can adjust the length of time the slide stays visible by clicking on the edge of one of the slides that are in the timeline and dragging the edge to the right (to add more time) or to the left (to subtract time). Don't worry too much about this until you start doing the voice-overs.

6. OK...that is the next step. You can add sounds, music or voice. Voice takes priority, and you will have to fiddle a bit to get all three on the same slide, so let's just concentrate on adding the voice-



YouTube screen shot of the introduction of Janet Klug's "A Cat's Stamp of Approval."

- the bottom left. Open Movie Maker.
2. On the left side there is a list of tasks. In the first section labeled "Capture Video" click "Import pictures." The "Import Pictures" box will open.
3. Find the png file you just made and open it. Highlight all of the slides you want to include in your movie and click the "Import" button at the lower right.
4. All of your PowerPoint slides will magically appear in the box at the center of the screen. Now all you have

- over.
7. Just above the timeline and to the left are a few icons. The second one is a microphone. Click on that to get the "Narrate timeline" feature. The center work space of your screen will have a sliding bar for input level and a button to begin narration.
8. Make sure you have a microphone plugged into the appropriate slot in your computer, and that it functions properly. (This can be tested in the Control Panel/Sounds area of your computer).

"The critical responsibility for the generation you're in is to provide the shoulders, the direction, and the support for those generations who come behind."

GLORIA DEAN RANDLE SCOTT

9. Click the “Begin Narration” button and start the voice over for the first slide. When you have finished the narration for the first slide, click the “Finish Narration” button. A box will come up for you to save this narration. Give it a name such as “Slide 1” or something similar.

10. Continue narrating each slide.

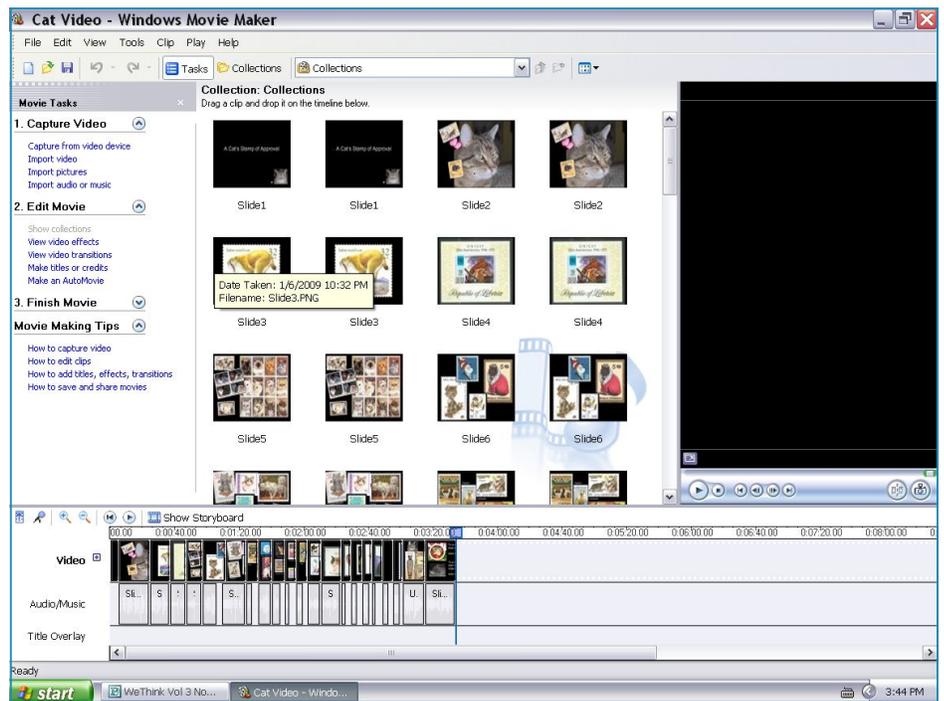
11. When you have finished the narration, adjust the timeline so the narration and the length the slides each stay visible match. It’s a bit of fiddling. You can watch your progress by clicking the “Play” button (the large first round button under the video screen at the right).

12. If your narration doesn’t sound loud enough, click on the narration in the audio/music area below the slides in the timeline. Right click the mouse on one of the sound file blocks. A pop-up menu will appear. Click “Volume.” A slide control will appear. Move the cursor over to the highest volume setting (to the right). That should fix the volume problem.

13. When you think you are finished with the video, play it. Go to the toolbar at the top of the screen. Click “Play” and then “Play Timeline.” If you are satisfied, it is time to save the movie. If not, go back and fix what needs to be fixed. Save the file. On the toolbar at the top of the screen, click “File.” A drop-down box appears. Click “Save Movie File.” Another box appears. The easiest one to work with is “Save to My Computer.” Click that to highlight, then click “Next.” Give the movie a name. Set the location where the file will go (“My Videos” is the default), click next. Click next again on the screen that appears. The movie will begin to save. This could take several minutes. In the meantime...

### Posting to YouTube

1. Open a new account on You Tube ([www.youtube.com](http://www.youtube.com)). Just follow the directions by filling in your name, e-mail address and password. It’s free!  
 2. When your account page comes up, click on “Upload.” A new screen will appear. Select the file to upload. Click the “Browse” button, and your video should be in Documents/ My Videos if you used the default setting when saving



Window’s Movie Maker screen shot of the Windows Movie Maker program while working on the Cats video.

the movie.

3. Click the “Upload” button that is highlighted below the “Browse” button.
4. Your movie will begin uploading. This takes quite some time. Use that time to fill in the boxes where you tell a little bit about your movie and offer key words (separated by a comma) so that people can search for and find your video. Save that to YouTube as well.
5. Once the video has been uploaded, it takes a while longer for it to become available, but YouTube will send you an e-mail when it is all set to view.
6. You can easily put a link to Facebook ([www.facebook.com](http://www.facebook.com)) and other social network sites by clicking the appropriate buttons that are on the same page as your video. This is all free, too, so it is a great way to promote your video, your subject and our wonderful hobby.

### How-to video links:

Making a video on YouTube with a video camera or web cam (<http://www.youtube.com/watch?v=exFI7NIFqNc>)  
 Posting narrated PowerPoint slides on YouTube ([http://www.youtube.com/watch?v=xZmOVt\\_BIAE](http://www.youtube.com/watch?v=xZmOVt_BIAE))  
 PowerPoint to YouTube using Mac iVideo (<http://www.youtube.com/watch?v=4ysTUaCVIoE>)



Now is the time to make your reservations for the Festival for

Philatelic Women

Women Exhibitors  
 7227 Sparta Road  
 Sebring, FL 33875  
 WEfestival@comcast.net

WE meeting and seminar  
 AmeriStamp Expo  
 Arlington, Texas  
 February 21, Noon  
 (bring your lunch)

“Change is the law of life. And those who look only to the past or present are certain to miss the future.”

# Festival for Philatelic Women



May 28–31, 2009

At the American Philatelic Center, Bellefonte, PA

## Preliminary list of seminars & speakers

Women in philately: Where we were, where we are and where we're going	Cheryl Ganz
Family correspondence & research	Charles Verge
Creating a philatelic exhibit workshop	Ruth Caswell
Stamp Saturday (A program for beginners)	Gretchen Moody
Learn, do, teach...mentoring new collectors	Janet Houser
Collecting & exhibiting picture postcards	Barb Harrison
Using Photoshop Elements for exhibit pages	Barb Boal
Experiences & evolution of an exhibitor	Marj Sente
Using the American Philatelic Research Library	Gini Horn
Tools to Build a Talk	Nancy Clark
Creating 3-D exhibits	Cheryl Edgcomb
Philatelic elements in thematic exhibits	Denise Stotts
Layout & design for album & exhibit pages	Barb Boal
How to organize your collection or exhibit	Janet Klug
How to get what you want from a dealer	Sue Dempsey
Where and How to Publish Your Research	Nancy Clark
How exhibits are judged	Roundtable discussion
Artful philately	Betsey Carter
Beyond Googling	Janet Klug
Title page & synopsis workshop	Patricia Stilwell Walker
Exhibiting & judging display exhibits	Liz Hisey
Using stamps in scrapbooking	Denise Lazaroff

To register (\$85 includes meals) contact:

Women Exhibitors  
7227 Sparta Road  
Sebring, FL 33875  
E-Mail: [WEfestival@comcast.net](mailto:WEfestival@comcast.net)

Open to all, but philately is explored from a woman's point of view.

"Prediction is very difficult, especially the future."

# About the Festival for Philatelic Women Bellefonte, PA May 28—31, 2009

The list of speakers and seminars that will be offered at the Festival for Philatelic Women is on page 7. There may be some minor tweaking to this list, but you can see that there are many opportunities to learn, share, and network.



The American Philatelic Center will be open for you to enjoy on Thursday, May 28, but the Festival does not officially begin until 6:00 p.m. that evening where there will be a pizza party “get to know each other” reception. Make your plans to arrive at the show hotel not later than 6:00 p.m. on May 28.

Friday (May 29) will begin with breakfast at your leisure in the hotel lobby. The hotel provides a nice breakfast (sweet rolls, cereal, toast, biscuits, muffins, and some hot items as well). We will gather in the lobby and leave for the American Philatelic Center at 8:30 a.m. Those with automobiles will drive those needing transportation to the APC.

The day will begin with a tour for those who have never been to the APC. Those who have been will want to use the first hour to visit the library or make some purchase in the Sales Division.

Our seminars will begin at 10:00 a.m. and run throughout the day. Lunch is provided.

Our first day at the festival will close with a reception with light refreshments, allowing everyone to have dinner at the place of their choice. There are three restaurants within EASY walking distance (a few hundred feet) of the Holiday Inn Express: Olive Garden, Outback and Texas Roadhouse. There are other restaurants, befitting all budgets, in the State College area. Saturday begins with breakfast in



the hotel lobby and departure as the day before at 8:30 a.m. Our seminars will begin at 9:00 a.m. Lunch is provided and in the evening there will be a reception followed by dinner and our keynote speaker, Dr.

Cheryl Ganz, Chief Curator of Philately at the Smithsonian National Postal Museum.

Those who brought exhibits (please contact Joann Lenz:

[joann@stampsjoann.net](mailto:joann@stampsjoann.net). We need some exhibits!) will have an opportunity to remove them on Saturday for their Sunday departure.



We will all be departing at different times on Sunday, but hope to have a farewell breakfast in the hotel lobby for those who can make it on Sunday morning.

You can pick and choose the seminars and activities you want to attend and organize your time at the American Philatelic Center to suit your interests. You can spend literally DAYS in the library soaking up all that amazing philatelic literature. You can also spend an equal amount of time in the Sales Division, rummaging through sales books to find some wonderful stamps and covers for your collection.

The Festival committee designed this event for YOU. Please come. Bring a friend. Share your hobby and enjoy a few days in the bucolic Victorian town of Bellefonte.

See you at the Festival for Philatelic Women!

“One faces one’s future with one’s past.”

PEARL S. BUCK

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## APS President's "YouTube" Challenge

### Members of WE,

I would like to be sure you are aware of the APS President's Challenge and invite you to participate. You can win \$250 worth of APS products and/or services by entering the contest. Yeah, I'm a nice guy to offer this, but my underlying motive is to help the hobby grow and to encourage diversity. It should be your reason for doing it as well. According to the 2007 APS Survey, the hobby is 89% male! You can do something about that! 😊

WE is the perfect vehicle to attract new women collectors to the hobby and to WE as well! To have Women Exhibitors, you must first have Women Collectors. Below is the info on the contest. It would be great if a WE member won the contest. And remember, "WE will, WE will rock you!"

Thanks,  
Wade

### President's Challenge – Win \$250 worth of APS products or services

So, here is the deal. Make a video and upload it to YouTube by June 30<sup>th</sup>, 2009. Then, email your entry to: [videocontest@stamps.org](mailto:videocontest@stamps.org)

A panel of three APS accredited judges will choose the video that best promotes stamp collecting and the winner will receive a gift certificate for \$250 worth of APS products or services and be featured in a future *American Philatelist*. The award will be announced at the APS Annual Meeting in Pittsburgh on August 8<sup>th</sup>, 2009. You get to help the hobby and a \$250 bonus as well! I will donate the \$250 to the APS for this award.

Making my video was fun. It gave me a chance to play with stamps and be Steven Spielberg for a day (or Ed Wood, as the case may be!). It really is simple; organize your thoughts and what you want to say – prepare your images and/or video – upload to YouTube – watch your video, share with friends and spread the joys of stamp collecting.

"It is today that we fit ourselves for the greater usefulness of tomorrow."

W.E.B. DU BOIS

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