



# WE Expressions



APS Affiliate #230

Women Exhibitors

Supported by AAPE

## WE Fest VI Speakers Finalized

The upcoming WE Fest VI is a place for people to learn more about exhibiting while meeting mentors and exhibitors. The event will be a fun time while also allowing you to walk away with many new, exhibiting tips.

On Thursday, April 26, 2018, WE Fest VI provide the following presenters and topics:

**Steven Zwillinger** from Silver Spring, Maryland will be Showing What is Hard to See.

**Pat Stilwell Walker** from University Park, Florida will explain how to Add Old (er) Material to an Exhibit: What, Where and How.

**Larry Crain** from Medford, Oregon will give suggestions when You've had Your Arm Twisted to Exhibit . . . Now What?

**Tony Wawrukiewicz** from Portland, Oregon will present Types of Postal History Exhibiting: Purpose and Plan.

**Tim Bartshe** from Denver, Colorado will reveal An Opportunity to Exhibit Anything.

**Liz Hisey** from University Park, Florida will close the day

with the most anticipated opportunity to be an exhibit judge for a day.

The cost for WE Fest VI is \$75 if you register before February 28, after that day it is \$85. The Fest includes Wednesday evening pizza party, all 6 classes on Thursday (8 am to 5 pm), Thursday gourmet lunch, Friday morning continental breakfast, Saturday morning class, two hospitality suite nights with light refreshments, and adult beverages, and Sunday morning Farewell breakfast. If you are just interested in taking part in the meals, the cost is \$60.

There will also be exhibiting seminars during WESTPEX that will be open to everyone. These seminars will be listed on the show schedule, [www.westpex.com/html/schedule.html](http://www.westpex.com/html/schedule.html). If you have questions about the show or WE Fest contact Kristin Patterson at [Kristin\\_email@yahoo.com](mailto:Kristin_email@yahoo.com) or 408-267-6643. WE hope to see you there as this type of event does not happen everyday.

## Chair Chick-Chat - Lisa Foster

As one year ends and another begins, I take time to reflect on my philatelic activities and revise my goals and priorities. As a WE member in a leadership position, I would like to understand better the members' desires and needs from the organization itself, and from me particularly.

I will be at AmeriStamp Expo 2018 in February and hope you will attend the bi-annual meeting and/or find me to discuss and explore this topic further. I am looking forward to seeing all of you at WE Fest VI in April for continued exploration of ideas and of a course fun and good food.

Q1 2018

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### WSP Exhibitions

- Jan 26-28, Southeastern Stamp Expo, Norcross, GA
- Feb 2-4, Sarasota National Stamp Exhibition, FL
- Feb 16-18, ARIPEX, Mesa, AZ
- Feb 23-25, 2018 APS AmeriStamp Expo, Birmingham, AL
- Mar 16-18, St. Louis Stamp Expo, MO
- Mar 22-24, Garfield-Perry March Party, Cleveland, OH
- Mar 24-25, Edmonton Stamp Club Spring Show, Alberta, Canada

## Hurray for Deadlines - Steven Zwillinger, [steven.zwillinger@gmail.com](mailto:steven.zwillinger@gmail.com)

A little pressure helps you get the exhibit out of the door. At least it helps me get my exhibit out the door.

On the continuum of exhibitors there are two extremes: Those who wait until their exhibit is perfect or almost perfect before they fill out an application to show it and those who send in an application before the exhibit is completed. Neither is necessarily good or bad or right or wrong; they are different.

I am one of those who sometimes submits an application before an exhibit is prepared. Part of this is because I am like you: busy with other things to do and cannot spend as much time as I would like working with my exhibits.

I like deadlines; they force me to complete an exhibit. I had one exhibit that I was "working on" ("playing with" is a more accurate description)

for over 7 years and completion was nowhere in sight. I submitted an application to show the then unwritten 7-frame exhibit. In the section of the synopsis that describes how the exhibit is organized and where the highlighted material is to be found, I included a "guestimate" of which frame the material would be located and wrote something like "This is an estimate because as of this writing the exhibit is a pile of over 100 stock sheets of material."

**"I like deadlines; they force me to complete an exhibit."**

I got the exhibit done. I accepted the fact that the exhibit I submitted was not as good an exhibit as it could have been had I prepared it earlier and revised it before showing it. I knew I would not

get as high a medal the first time out as I would receive on subsequent showings. I find getting the material on pages the first time is the hardest step in the exhibiting process.

As I finished my exhibit (literally one hour before I departed for the show), I knew there were a few spots that needed strengthening (and for some of them, I knew how to strengthen it if I had had more time. But if seven years is not 'more time', I do not know what is.) For me, this approach to exhibiting works. For others, this sounds horrible and is something they would never undergo voluntarily. One of the joys of the hobby is that we can each do things our own way.

Of course I have an interest in going back to this exhibit to make the improvements that I know it needs. I only hope I can return to the

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## Editor's Remarks - Kristin Patterson, [Kristin\\_email@yahoo.com](mailto:Kristin_email@yahoo.com)

On April 26, 2018, WE will be hosting WE Fest VI in Northern California, the day preceding WESTPEX 2018. The Fest is open to women and men both beginners and advanced, who want to learn more tips about exhibiting while hearing how others have gained so much from preparing and showing their exhibit. See the list of presenters on page 1.

Do not delay. Register now for WE Fest VI. The registration form can be downloaded at

[aape.org/weweb.asp](http://aape.org/weweb.asp). If you register before February 28, the cost is only \$75 which includes the all day seminar, 3 meals, and more. Starting March 1, the cost is \$85.

WESTPEX also has a great \$159 room rate at the San Francisco Airport Marriott Waterfront hotel. To get the discounted rate when making your reservation mention WESTPEX.

Have a Happy New Year. And hope to see you there.

### Women Exhibitors 2016-2018 Board

Lisa Foster.....Chair  
[fosteld@gmail.com](mailto:fosteld@gmail.com)

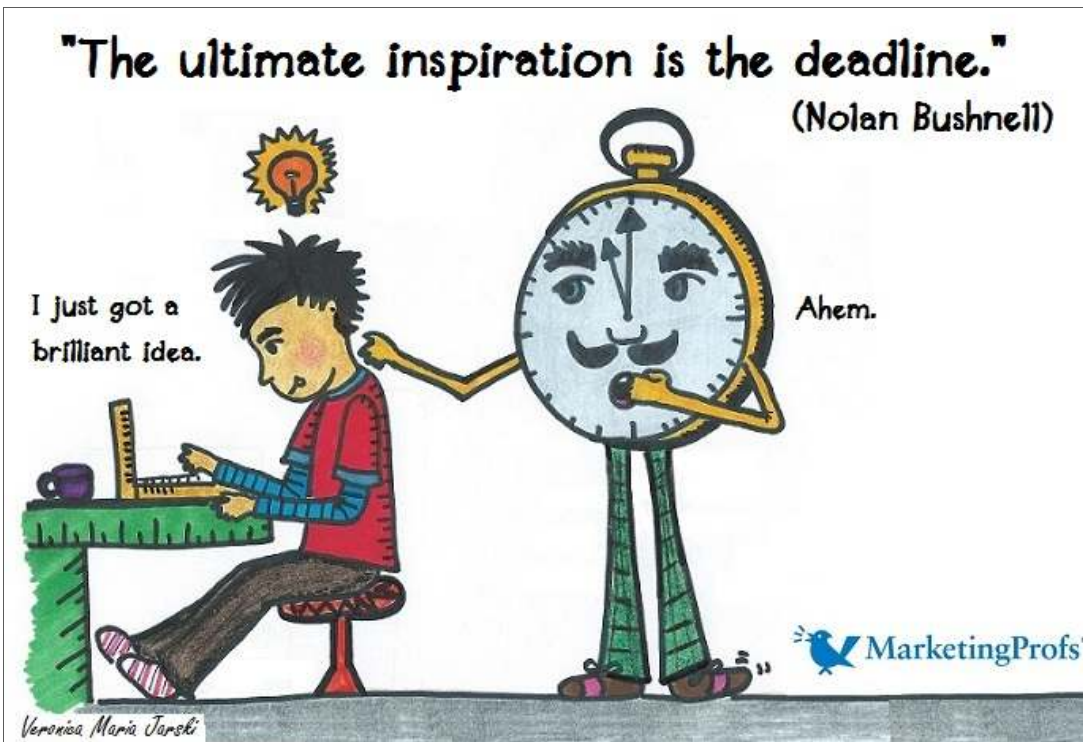
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my friends – they allow me to do more in a year than I could otherwise accomplish.

If I did not have a deadline it would be easy to tell myself “I need a more time to make it good,” “I need a little more time to make it really good,” or “Just another month. I’m almost there but not quite; I can make it a

exhibit to make the needed improvements before the next undone or unfinished exhibit is due to another show. Personally, I find creating the first version of an exhibit both more challenging and exciting than revising and retyping

and remounting a previously done exhibit. Perhaps I have a short attention span, but I find doing something new terribly exciting. It is, on some level, creating order from chaos and I enjoy it.

This is why deadlines are

little better.”

I have a friend who has postponed showing a fine exhibit for four years because he keeps waiting for “just one more thing to make it complete.” He is missed a lot of exhibiting fun in the meantime.

## WE Sterling Achievement Award Winners

A special congratulations to the following Sterling Achievement Award winners for their fine exhibits at recent stamp shows:

Joseph Bock - *Uses of the U.S. 5 Cent Large Skymaster Airmail Stamp* at GHSS,

Eric Bridge - *American Lighthouses* at PARFOREX,

William O'Connor - *The Irish International Exhibition, Dublin 1907* at MILCOPEX,

John Kofranek - *Postal History of Humboldt Co. CA from 1900-1915* at WINEPEX,

Randy Tuuri - *Finland - The 1806 40 Penni Issue* at East Bay Collectors Club,



Sterling Achievement Medal

Larry Fillion - *Sent to Domestic United States*

*Addresses* at UNEXPO,

Peter Elias - *Introduction to Spanish Thermal ATM Stamps, Their Varieties and Usages* at MidCities,

Kahomyn Valerij - *King of Cars is a Car of Kings* at Filatelie Fiesta,

Yu Zhen Wu - *Foreign Concessions in Shanghai 1843-1943* at SESCOAL,

Robert L. Glass - *Ernest Hemingway - A Most Interesting Man* at CHICAGOPEX, and

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## WE Membership Chair, Carol j. Edholm ~ Sheryll Ruecker

Carol joined WE in 2007 and since then has been an active member, contributing regularly to the newsletter amid her various interests and commitments. She was appointed WE Membership Chair in 2013.

She ran a very successful youth program, called Youth Stamp Collectors from 1993 through 2012 with her husband, Keith, and helper Stamp Dog. Many collectors donated to the program, which involved workshops, scout stamp collecting merit badges and other activities for youth, both at shows and by mail. The program provided a youth and educator area at 24 stamp shows each year in Oregon and Washington and also at WESTPEX for many years.

One of the aids for this program was her *Tour of*

*Philately* exhibit, written to expose youth collectors to the whole gamut of what one could collect, and as an instructive tool for her educators.

She took on various positions in her local stamp club, the Sno-King Stamp Club. She was Chair for their local annual show from 1998 until 2010. She has run the silent auction at SEAPEX since 2013, and took on the position of Exhibits Chair at SEAPEX in 2017.

Carol has been recognized for her contributions to philately in the Pacific Northwest by receiving the American Philatelic Society's Kehr "Future of Philately" award in 2009 and the Northwest Federation of

Stamp Clubs' Meritorious Achievement Award in 2010.

Her exhibiting passions are... But why don't we let Carol tell us herself, in her own Spotlight on... interview article on pages 5-7.



Youth Stamp Collectors board members:  
Front: Carol and Stamp Dog. Back row (l-r):  
John Klein, Keith Edholm, and John Wheatley.

## Thank You to Steven Zwillinger - Kristin Patterson



Steven Zwillinger is a philatelic researcher, author, exhibitor, and judge. He has written countless articles related to exhibiting that have been published in the *Philatelic Literature*

*Review*, the *Philatelic Exhibitor*, *The American Stamp Dealer & Collector*, and *WE Expressions*.

His most recent book, *The Path to Gold: 175 Proven Stamp Exhibiting Tips*, is an accumulation of his published tips including one that was published in *WE Expressions*. The book has won numerous high awards and is a must have for any exhibitor.

He is deeply involved in the APS, having served seven years as a member of the Board of Directors and is the current President of the American Philatelic Research

Library's Board of Trustees. He leads exhibiting classes for the annual APS Summer Seminar and he attends every APS StampShow.

Because of these activities and more, Steve's exhibiting column in *WE Expressions* will end his 5-year run. I thank him all his work and know members have enjoyed reading each of his articles, sometimes twice.

Steve will be presenting at WE Fest VI on April 26, 2018. When you next see him, make sure to thank him for his valuable contribution to *WE Expressions*.

## Spotlight on ... Carol Edholm, Philatelist Extraordinaire - Sheryll Ruecker



**Thank you, Carol, for taking time out to talk to WE. Firstly, how did you get hooked into collecting?**

I started collecting stamps at about 8 years old. I saw my older brother working on his Boy Scout Stamp Collection at the dining room table and thought it was pretty cool! Over the years, 6 of my 8 siblings collected stamps, but I “inherited” all their collections when they quit. I have been collecting ever since. It was my reprieve from college homework and a life-line when working.

**Do you still have your first stamps?**

Oh yes, definitely and my first stamp albums.

**What did you start to specialize in?**

I began specializing in India philately around age 12. For some reason I have always been fascinated by India. I had several penpals from India when growing up, and now I have some close friends in India.

**How did you get involved with helping young collectors?**

Ah, this was on a Dare! Keith and I started attending

shows after we moved to the Puget Sound region after college. I noticed that we were the youngest visitors at most shows. At one show, I opened my big mouth and asked why there were no younger people in attendance. I was told they weren't interested. I couldn't believe that as I had been collecting since I was a kid. I asked why no one was doing anything to get youth involved. The Dare was issued to do something about it. Thank you John Klein and Noubar Nalbandian for 20 years of wonderful challenges!

**What did your youth program entail?**

Youth Stamp Collectors started out as a classroom stamp club at my baby brother's school four hours' drive away. The following year, we started a local stamp club, adding educational and fun projects to the program. Then, older members in the local club started exhibiting and quite successfully!

Requests to set up a youth area at local stamp shows started coming in. Sno-King Stamp Show in February 1995 was our first show. Youth packets were developed and given to every youth who visited the youth area. Tubs of stamps and covers were available for youth to choose what they needed for their stamp collections and school projects.

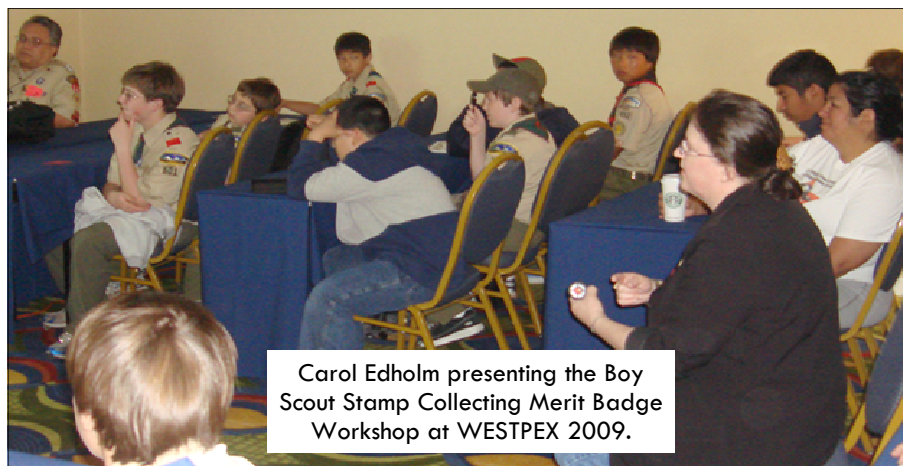
Over time, a variety of educational stamp projects were created for youth, families, and educators to work on at the stamp shows or at home. These projects turned out to be the most

popular part of stamp shows.

When Educators wanted something more, I started creating what I thought they would want in their classrooms and programs. Educators consisted of public and private school teachers, homeschool parents, youth stamp club and (boy and girl) scout leaders, stamp show chairs, and boys and girls club leaders – anyone who worked with youth in educational opportunities. I think this is why our programs were so successful – putting myself in the youth and educator shoes and thinking about what I wanted out of the programs. We eventually conducted three Educator Workshops each year, in Washington, Oregon, and California.

One February, WESTPEX asked if we could develop a Boy Scout Stamp Collecting Merit Badge program for their April show. In a few short weeks, after researching what was needed for a merit badge, I developed a PowerPoint program. Keith and I put together packets for the Scouts, including the materials they needed to learn the various aspects of stamp collecting as required in their Merit Badge Manual. The PowerPoint program covered the history of stamp collecting, various types of stamps with photos, and tools and supplies. The Scouting program was a wild success that first year. WESTPEX used it for another decade and many other scout leaders throughout the US wanted a copy of it.

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Carol Edholm presenting the Boy Scout Stamp Collecting Merit Badge Workshop at WESTPEX 2009.

**What feedback did you get from your youth programs?**

Parents loved our programs! They enjoyed working on the stamp show educational projects. The APS used some of our more popular projects at their shows for a while. Many parents stayed for Stamp Club to work on projects with their kids (if the kids would allow them). Educators delayed their retirements (literally!) because they enjoyed the programs. I did receive awards for my work with youth. (See page 4.)

Frankly, there was a time or two that I wondered if all the work was worth it. But every once in a while, someone (youth or adult) would say something about how important and valuable the work was that we were doing.

**How did you get into exhibiting?**

I first started exhibiting in 1999 with *A Tour of Philately*, a Display class exhibit. It was a way to get my feet wet and to introduce our educators and youth to stamp collecting and exhibiting. It turned out to be a customer favorite at shows!

**How did becoming a WE member influence your exhibiting?**

I have gleaned some helpful exhibiting points from the newsletter, gotten to know some of the other members through their submissions, and obtained useful tidbits as well as having added my own. I don't have a WE mentor, but I believe I have been somewhat of a mentor here and there for others.

**Did you ever consider becoming a judge?**

Yes. I was asked to fill in as an Apprentice in 2003 and 2004 at two different stamp shows. When I agreed to it, my goal was to give "Constructive" criticism as I had witnessed too much destructive criticism. I had a couple of role models who helped me reach that goal. From the positive compliments after each show, I did well. I was not able to continue my Apprenticeship, as I was simply too busy with Youth Stamp Collectors.

If anyone is interested in becoming a judge, it is a wonderful experience. Just ask our own WE Chair, Lisa

Foster! Apprenticing gives one a first-hand look at how the judges see the exhibits. It's a great way to improve one's own exhibit.

**What impact did your *Tour of Philately* exhibit have on young collectors?**

My *Tour* exhibit was of great interest to youth. A half dozen of our older youth collectors started exhibiting, earning awards as a result. I showed the exhibit in 2016 after a 10-year break and it earned Gold and the Grand at a local show.

**Your *Sacred Peafowl* exhibit has also done well at shows. Tell us about it.**

I have always loved peafowl. Growing up, we had an aunt who raised peafowl, geese, ducks and all sorts of other critters.

I was at Eugene, Oregon, PIPEX 2003 when I spotted a peafowl stamp/souvenir sheet in a dealer's stock. It then dawned on me that even though I had loved Peafowl all my life, I had yet to collect them! I remedied that immediately by buying every single peafowl philatelic item at the show, and have been collecting ever since. I first showed the exhibit in 2005, and it reached gold medal standard the following year.

**Your husband is also an exhibitor. Is that because you encouraged him?**

Yes, I encouraged Keith to exhibit. He started collecting in the early to mid-1990's. When we attended stamp shows, he always went with me for

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## Spotlight on ... Carol j. Edholm - continued from page 6

support. Instead of sitting off in a corner until I was done shopping, he sat with me at the dealer's booths. He always found stamps he liked, but didn't fit what I was looking for that day. I finally told him he could start collecting for himself. He did; transportation is his main topic.

After I started exhibiting my *Tour* and earning awards, he considered exhibiting too. He had trouble deciding what to exhibit at first, but we finally narrowed it down. He studied my exhibit as well as other exhibits at shows, and took classes until he had a good grasp of what was expected. It was a couple of years after he decided to exhibit before he first started showing his *Camelidae* exhibit, which has earned its own awards, including Golds.

**Your latest exhibit is on Madras, India, Experimental Cancellations. What was different about this exhibit?**

This is my first postal history exhibit. I was at a complete loss as to how to do it, but thankfully, mentors helped me through. Its first showing earned a Vermeil in July at the Evergreen regional show. I have revamped it as a result of feedback I received, and showed it again at PENPEX in December, where it received a Silver.

**Do you have any other exhibits planned?**

I have about a half dozen other exhibits in the works and hope to eventually show them. My philatelic specialties are: India, Peafowl, Bhutan,



Carol in front of her *Madras Experimental Cancellations* exhibit.

Specimens, Test/Dummy stamps, China (all), and topics of Chocolate, Siamese Cats, Lipizzans, The Lion King (movie), Stitchery, Seahorses, British Royals and Gandhi.

**Your business card sums you up as "philatelist extraordinaire". What can you tell us about that?**

Ah, my husband created that for me in 2013 after I retired, I think to acknowledge what I have done over the years - working with youth and educators through the non-profit, taking on various positions in the Sno-King Stamp Club, collecting India and China amongst

other countries and topics, dabbling in writing, and now writing more extensive articles (I have two in the works, both on India), back to helping out at shows again, being a small time dealer, doing some exhibiting and stamp collecting mentoring, doing a stint in apprentice judging. Gee, what haven't I done? I'm sure there is much more to do!

**Lastly, what advice would you give WE members to help improve their exhibiting experience?**

Attend Judges Critiques, study exhibits (layouts, write-ups, quality of material, etc.) in the frames at shows, get a mentor or two or three, take classes when offered at a show or online, and DO NOT get discouraged.

Study your exhibit once it is in the frames - it looks totally different from the close-up view on the dining room table at home. Do not be afraid to ask questions from judges, mentors, or other exhibitors. Study the current APS Judging and Exhibiting manuals.

Exhibiting is a growth process. Do not worry about ribbon level or special awards. Exhibit for the FUN of it! If you earn a ribbon or special award, regard it as a bonus!

**Thank you for your time, Carol, and for sharing with WE.**

2013 version of Carol's business card.



## WE Success at SEAPEX 2017 - Carol j. Edholm

Even though there was no formal **WE** meeting at SEAPEX (a WSP show) in Tukwila, Washington, over the September 8 – 10 weekend, **WE** members showed up with their exhibits and cleaned house!

**Michael Bloom** earned a Large Gold for his single frame *Guatemala: The UPU Resplendent Quetzals 1881 – 1886* exhibit.



Above: Michael Bloom (right) and wife, Jaimee, looking on, receives his medal from Eric Bustad.

Other single frame winners include **Sheryll Ruecker**, who

earned a Vermeil for *The 1893 French Military Franchise Essays of the New Hebrides* exhibit and the AAPE Creativity Award.

One of our **WE** members under a pseudonym earned a Silver for *The Homestead Act, Seen Through Letters from Eastern Oregon 1905-1908* exhibit.

This exhibit also earned the Women Exhibitors Sterling Achievement Award.

For multi-frame exhibits, **Tony Wawrukiewicz** walked away with a Gold for his *Operation and Innovation in the Dead Letter Office from 1859-1985* exhibit. His exhibit also earned the Auxiliary Markings Club Award. He also earned another Gold for *The Ways U.S. Postage Due Stamps Were*



Above: Sheryll Ruecker receiving awards from WE Member, Caroline Brandt.

*Used, 1879 – 1986.*

**Jerry Johnson** earned a Vermeil for his *US Mail Delivery Problems* exhibit.

**Beatrice Vogel** earned a Silver-Bronze for *Spiders: Alien Creatures* exhibit.

Congratulations to our **WE** members for a great job!



Tony Wawrukiewicz

Carol Edholm, WE Membership  
4404 – 224<sup>th</sup> Place SW  
Mountlake Terrace, WA 98043

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 is on the web at [www.aape.org/weweb.asp](http://www.aape.org/weweb.asp) or [WomenExhibitors@gmail.com](mailto:WomenExhibitors@gmail.com)

## WE Sterling Achievement Award Winners - continued from page 3

Paget L. Lenarz - *A Landscape Architects View of Expos, 1905-1915, Through Picture Postcards* at PENPEX.

If your show has competitive exhibits and is interested in awarding the WE Sterling Award please contact Bill Johnson at

[williamdaddy51@yahoo.com](mailto:williamdaddy51@yahoo.com) or call him at (785) 925-1789. Good luck with your future exhibits.