



Women Exhibitors
APS Affiliate #260

WE EXPRESSIONS



Supported by AAPE

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Ed., *WE Exp.*: TO BE ANNOUNCED

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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 2010, Aug. 12-15, Richmond Convention Center, Richmond, VA. WE meeting details TBA.

Keeper's Korner:

If you were unable to attend, you missed a great Fest II. WE members worked together on assignments throughout the show. I know they had a good time, because they were chatting with smiles on their faces. We all learned a lot from our leaders and each other, caught up with friendships, and enjoyed Fest II events. Rocky Mountain Philatelic Library (RMPL) hosted us one evening, providing transportation, good eats, entertainment in the form of the RMPL story, and docents to lead us through the new expanded library. Fest II closed on Sunday with a Celebration Brunch at which all present toasted a successful Fest, the attainment of 120 frames at RMSS, and winner of the team competition. I again want to thank the Fest II team: co-leaders Liz Hisey and Pat Walker, ABE organizer Denise Stotts, program printer Dalene Thomas, and label maker Kristin Patterson. Thanks to each of you for all you did to make Fest II a success.

I want to personally thank everyone who helped WE make the 120 frames at RMSS, the number you've been reading about for months. WE actually entered over 140 frames, but because the show was oversubscribed, a few were withdrawn. Wherever you are, raise your hand in a toast, because WE did it! There were at least three WE members who were new to WSP exhibiting. Congratulations to each of you on getting that exhibit in the frames. This is what WE is all about -- experienced exhibitors helping beginning exhibitors.

The successes of this group continue to amaze me. Although I've not written a lot about it, there was a team competition at RMSS, where WE was one of the teams. WE, aided by Pat's *Grand Award* on her "Baltimore Postal History" won the team competition. There should be lots of pictures from this event, the final picture showing all WE members at the Awards Banquet. Look for one or two in forthcoming newsletters. Raise both hands in a toast to this amazing group.

WE is not planning a Fest III until 2012. WE need to collectively "catch our breath." But, there will be another Festival.

Now for the not-so-good news. Barb has submitted her resignation as newsletter editor. Personal reasons prevent her from doing the job as effectively as she would like. I know that all of you have enjoyed Barb's newsletters, and, I personally want to thank her for doing a great job. In June, there will be a "News Notes" or a lengthy KK, and the incoming editor will commence with the July issue. Thank you, Barb, for all you have done for WE.

Ruth

THIS MONTH'S TOPIC: Since the new judging manual came out, have you made changes in the way you write your exhibits? Have you noticed changes in the way they are now judged? What are the changes? Is the new manual more helpful?

(from Rich Drews) The new manual has been a work in progress for 2-3 years. The UEEF has been used by several judges for most of that time as a way of preparing for the introduction of the form and manual. The greatest impact I'm seeing is in 2 areas: treatment and feedback. Judges are talking more about treatment and how it impacts every aspect of the exhibit and exhibitors are receiving feedback that (usually) gives them specific suggestions on how to improve treatment.

If we view presentation as the aesthetic impact of our exhibits, then treatment is the intellectual discipline we impose upon our exhibits. It is the sum total of all the decisions we make about what to show, where to place the items in sequence, how to describe them, how to title our exhibits, what kinds of running headings are the most informative and on and on.

I'm noticing dramatic improvements in treatment from exhibitors who have taken the time to go to the frames and work with one or more judges. The manual and the training seminars are just now beginning to have a significant impact on judges and exhibitors. It will be 2 years until every judge has been required to go through every seminar. During that time the judging should become more consistently focused on how to use the UEEF as a both a judging and a feedback tool.

Using the UEEF makes it much easier for me to focus my comments in each area so I can give specific, detailed suggestions about what can be improved. We all know what we are missing, but we all can use help in getting the best results with what we have. As I plan new exhibits and rework old ones, I use the UEEF to force myself to stop and ask the questions I anticipate a judge will ask. Exhibitors are encouraged to attend any seminar on judging and/or exhibiting that is available to them. It pays to think like a judge.

QUESTIONS FOR YOU TO ANSWER FOR NEXT NEWSLETTER: Why do you exhibit (want to exhibit)? What is your goal? Do you have more than one goal? Do you have one exhibit or many? Do you work on one or more at one time?

PLEASE SUBMIT QUESTIONS OR TOPICS FOR UPCOMING NEWSLETTERS, IN ADDITION TO YOUR RESPONSES – THIS IS AN EASY WAY THAT WE CAN LEARN FROM EACH OTHER!! IF YOU HAVE NEVER SUBMITTED ANY MATERIAL FOR OUR NEWSLETTER, NOW WOULD BE THE TIME TO DO IT!

WE FEST II A HUGE SUCCESS

What a great experience having WE FEST II combined with RMSS in Denver. It was a win, win experience for everyone. From just the basics of exhibiting (The How-To of Exhibit Construction) to “You be the Judge” (judging some exhibits on the floor and comparing our results with the jury awards), the seminars were informative and fun. Pat Walker, Liz Hisey, Tim Bartshe, Denise Stotts, Dalene Thomas, David McNamee and Art Groten (one of the judges) did an excellent job of providing the information for the seminars.

“Where’s Abe” was a scavenger hunt which only four of us managed to complete. We were supposed to find philatelic items (such as a full pane of stamps, a piece of mail delivered in NYC by a private company, a pre-printing paper fold) in different exhibits on the floor. Janice Weinstock got the most correct answers and won a bottle of wine. The runners up were Dalene Thomas, Marge Faber, and Nancy Swan. Congrats to them for being the best WE scavengers!

WE reigned supreme and won the team contest. There were five teams: Bittersweet Exhibitors, Saint Louis Bears with Rossica, Midnight Mavericks, WE and unaffiliated local exhibitors. Each exhibit was given points according to the award won, the team with the most points being the winner. Kudos to Pat Walker for winning the Grand Award and putting us over the top.

The special tour for WE of the Rocky Mountain Philatelic Library with their welcoming wine and cheese was wonderful. Thank you to all who had the foresight to make the library happen. For anyone who wishes to do research, all it takes is becoming a member of the library.

And, of course, the food for the pizza party Wednesday night, luncheon Thursday and brunch on Sunday.....it was goooood.

A thank you to Ruth Caswell for having the vision to suggest the creation WE. Without WE, WE girls and guys would not be the power we are becoming in exhibiting.

A lot of new friends were met and a good time was had by all. It was an experience from which all who attended benefitted. I know I did and I am looking forward to WE FEST III. **(submitted by Anne Harris)**

DON'T MISS THIS ARTICLE: If you filled out a questionnaire on exhibiting for Bonnie Smith some months back, be sure to see her column, *The Phemale Philatelist*, in the May 2010 issue of The American Stamp Dealer & Collector (p. 18), entitled “*Why Exhibit?*” She makes some good observations using the data she gathered from WE members.

TWO EDUCATIONAL OPPORTUNITIES:

(1) *Computers and Collecting* ***with Barbara Boal, American Philatelist Editor*** ***Aug. 10-11, 2010***

You will enjoy two days of tips and fun as you learn how to incorporate the computer with collecting — explore and learn about software, scanning, designing exhibit pages, personalized album pages or newsletters, and enhancing scans and digital images. The instructor will be in touch with students prior to the course to learn of specific needs that the course can address. Students will receive handouts, hands-on instruction, and other digitally-based resources. Some basic knowledge of computer use is necessary to receive the most benefit from this course. We will be working on a PC, but most of the information easily translates to the Mac. A computer is not necessary, but to play along, bring your laptop!

InDesign • Publisher • PhotoShop Elements • PhotoShop • PowerPoint • Open Office • Draw

Barb Boal joined the APS staff in 1981 in the publications office. She was appointed design manager in 1985 by AP Editor, Bill Welch. From August 1990 to October 2001, she served as managing editor, working with two different printers in the layout, design, and production of our magazines. She became Editor in 2002 and has learned by experience all the necessary software applications as the AP magazine was produced completely with computers. She has co-taught this course for two years at the APS Summer Seminar.

Registration

Course fee is \$195 for APS members, \$295 for nonmembers. Receive a discount of \$15 if you register by July 14. Register online at https://www.stamps.org/education/Courses_reg.htm. For questions, contact Gretchen Moody, APS Director of Education, gretchen@stamps.org or 814-933-3810.

Location and Accommodation

The course will be held in the Richmond Marriott Hotel next to the Richmond Convention Center. It is the APS StampShow host hotel and is located at 500 East Broad Street, Richmond, VA 23219. The Marriott offers the room rate of \$120 plus 13% tax beginning Sunday, August 8th. For reservations, call 1-800-228-9290. Parking at the hotel is \$19 for hotel guests with a lower rate for daily guests visiting the Convention Center only. Check the APS website for other hotel options in Richmond.

Don't miss the **APS StampShow, August 12-15, 2010**. The show is **free** and features 150+ dealers, 14,000 competitive exhibit pages, and more than 125 meetings and seminars. Save time at the show and register online at <http://www.stamps.org/Stampshow/Registration.htm>.

(2) *APS Education Course goes "On the Road"*

The American Philatelic Society is offering the *Collecting United States Revenues* course, taught by APS Instructor Ron Leshner, **July 14-15, 2010**, prior to the Minnesota Stamp Expo as part of its continuing education series.

The course is intended for the beginning collector of revenues, but there will be enough depth in the topics that collectors with some experience will learn something new. The first day's approach will be to give a broad overview of collecting revenues. The breadth of United States revenues, including federal, state, and local revenues, will be explored. On the second day special attention will be given to ways of collecting revenues, e.g., plate blocks, precancels, perfins, and covers.

Ronald E. Leshner is a former government bureaucrat, retiring from the New Jersey Department of Education after more than twenty years of service. Having flunked retirement, he currently teaches physics and calculus at a small private secondary school. His philatelic collecting interests include U.S. revenue stamped paper

and alcohol related federal and state tax stamps. He is a nationally and internationally accredited judge. His writings have been published in The American Philatelist, The American Revenuer, Scott Stamp Monthly, and the State Revenue News.

The cost of the course is \$195 for APS members and \$295 for nonmembers and will be held at the Radisson Hotel and Conference Center, 3131 Campus Drive, Plymouth, Minnesota 55441. Register online at https://www.stamps.org/education/Courses_reg.htm or by contacting Gretchen Moody, 814-933-3810. A **\$15 discount is available until June 23, 2010.** The Minnesota Stamp Expo is July 16-18, 2010, at the Crystal Community Center in Crystal, MN.

WELCOME TO NEW MEMBERS: This month we welcome --

- Marilyn Berr, from Tyler, Texas.

++++**OTHER STUFF**++++

REMINDERS:

- Be sure to let **editor** know **directly** of any changes in your e-mail address, mailing address, or phone number. **If you do not, you may not receive further newsletters!!**
- If you have NOT received your newsletter by the last day of the month, contact your editor via e-mail. **(IT MAY BE BECAUSE YOU CHANGED YOUR ADDRESS!!)**
- **SIGNING UP NEW WE MEMBERS:** Please refer membership questions/new members to Liz Hisey, who will obtain membership information from the new member and receive membership donations. If you sign up a new member yourself, such as at a WE satellite meeting, plan ahead and have copies of our Membership Application available (you can get them from Liz or Ruth). The info we need is: Full name, mailing address (incl. ZIP), e-mail address, telephone (home, cell, work), \$5 donation, APS member?, AAPE member?, collecting interests, and their exhibits. Either you or the new member should mail the info and \$5 to Liz Hisey, 7227 Sparta Rd., Sebring, FL 33875 (questions: lizhisey@comcast.net).
- If you have not received your WE button, contact Liz to make arrangements. Remember to wear your WE button at local meetings and shows.
- If you are not yet an AAPE member, contact Liz Hisey, AAPE Secy., for info.
- Ruth keeps the membership list current and sends it periodically to everyone. Be sure to proofread your own info on the list and let Ruth know if there are any errors. Should you not receive the list, please let her know.
- Please do NOT forward our membership list to anyone.

Quote of the Month: “A good goal is like a strenuous exercise – it makes you stretch.”
– Mary Kay Ash

IN CONCLUSION: This is my last issue as editor of WE Expressions, having resigned several months ago effective June 1. As some of you know, I had complications from cataract surgery last December, which resulted in the loss of most of the vision in my right eye. I am one of the 1% who develop such a problem. I have been under constant care and seeing various specialists, one of whom will, I hope, come up with the right solution.

I believe the WE editor needs to be actively exhibiting, participating in national shows, and interacting personally with exhibitors, dealers, judges, and other WE members,

