

WE Expressions



APS Affiliate #230

Women Exhibitors

Supported by AAPE

AmeriStamp Expo 2017 - Lisa Foster

The three-day exhibition and Reno venue offered attendees multiple opportunities education, entertainment and networking. I finally got a chance to meet Jessica Rodriguex (YPLF exhibitor) when she was a speaker at the Marshall Islands Flora Stamp First Day of Issue ceremony on Friday (Figure 1). Throughout the weekend Jessica was busy taking advantage of all the winter show had to offer, including but not limited to receiving mentoring at the AAPE/WE society table for her 1889 Bernardo Soto series stamp exhibit from Wayne Youngblood and Dr. Edwin Andrews. Andrews gave excellent presentations "The Use of Point Scores Evaluate Exhibits".

"How to Judge A Cont' on page 10



Figure 1: Jessica Rodriguex speaking at the Marshall Islands FDC.

Chair Chick-Chat - Lisa Foster

In preparation for the bi-annual WE meeting AmeriStamp Expo 2017 I was feeling a little discouraged; our membership was down to 49 paid members and WE Fest V had cost more than what was obtained in registration fees due to low attendance. My enthusiasm was renewed with the support and excitement conveyed throughout the weekend. Many members renewed their membership, volunteered to assist and/or indicated they planned to attend WE Fest VI at WESTPEX 2018.

A philatelist, Lisa Wooldridge,

attended the WE meeting on Sunday, joined the membership and made a generous donation in support of the organization. I felt prideful as attendees shared their contact information and offered assistance. After the meeting Lisa further validated our purpose when she wrote to me, "I think your organization is exactly what I have been needing to motivate me to fulfill a long standing item on my bucket list - to learn how to, and eventually participate in, philatelic exhibiting. Now with WEs help and support, that may very likely come to fruition!"

Q2 2017

Volume 11, Issue 2

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WSP Exhibitions

WE at PIPEX 2017 10

- April 28-30, WESTPEX, Burlingame, CA
- April 29-30, Plymouth Show, Westland, MI
- May 5-7, Philatelic Show, Boxborough, MA
- May 12-4, PIPEX, Portland, OR
- May 19-20, ROPEX, Canandaigua, NY
- May 26-8, ROMPEX, Denver, CO
- June 9-11, NAPEX, McLean, VA
- June 16-7, COLOPEX, Columbus, OH
- June 16-7, OKPEX, Midwest City, OK
- June 23-5, National Topical Stamp Show, Milwaukee, WI

WE FEST V Follow-up - Steven Zwillinger, steven.zwillinger@gmail.com

past September, participated in WE FEST V at BALPEX in Hunt Valley, MD. It was an exciting and edifying adventure. Among the activities that took place, two of them have had a large effect upon me. The first thing was Ed Andrew's discussion of the differences between topical, thematic, and display exhibits. He did not just discuss: he gave examples and showed examples of each and how they differ from one another. As part of his session, provided an in-depth explanation of part of his new 10-frame topical exhibit on hats which was on display at the

Figure 1 is the Title Page for his topical exhibit and Figure 2 is the Plan page. The plan page is a model for a complete treatment of a subject and shows the vital importance of a plan in approaching a complex subject.

Figure 1: Hats exhibit title page.

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Hats

Protection - Identity - Fashion

Purpose

This is a 10 frame Topical Exhibit showing the use of hats as a means of protection, from the weather and physical harm; as a means of recognition and identity, and as a statement of fashion and style.

Scope

In this exhibit a hat is defined as a structured head covering and includes caps and helmets, but does not include hoods, draping scarves, wraps such as turbans, wimples, wigs, wreaths, crowns, tiaras, coronets, diadems and other types of headbands. Also not included are head coverings identified with ancient gods/deities (e.g. , Mercury).

Treatment

The exhibit is categorized topically by the uses of protection, identity and fashion. These three categories are further divided as detailed in the plan which follows. A wide range of philatelic elements are shown.

Bolded Headers and **Sub-Headers** guide the viewer through the plan of presentation. In addition, most pages have an *Upper Right Designation* of the page's particular focus. Some topical design elements, or the philatelic nature of a given element, may not be familiar to the viewer. These are identified with a simple legend in Arial foot 9.

Knowledge

Topical knowledge is demonstrated through the selection of a wide range of different philatelic elements each depicting the hat. While repetition is expected in a topical collection, it has been limited in this exhibit to several examples of the given focus of each section or page, else the entire collection would need to be shown.

Condition & Rarity

In general, mint material is used unless postal use examples lend emphasis to the subject on a given page. Older material is also presented and may show the effects of age, otherwise, the best condition has been chosen.

Rare or unusual material is highlighted by double matting in maroon and white. Only rare material is quantified. Elements which have been authenticated by experts are designated with the symbol ©.

Presentation

Matting is used to enhance the visualization of elements. Occasionally windowing of large material is employed to minimize distraction and to provide a more pleasing appearance to the items on a given page.

Definitions per the Oxford Dictionary

- · A hat is most commonly defined as a head covering generally with a brim.
 - A cap is defined as a brimless hat.
- · A helmet is defined as a hard hat to protect the head.



1988 Swiss slogan meter. Printed matter rate.

Editor's Remarks - Kristin Patterson, Kristin email@yahoo.com

Following Steve Zwillinger's lead, my first major collectible was not stamps, but rather playing cards. As a 5th grader, I traded playing cards with other young girls on the school playground. A friend and I got our supply of cards by going around the neighborhood asking people if they had any cards that they no longer wanted.

At the same time, the United States Playing Card Company would mail you 52 different cards for just \$1. You never knew what you were going to get, but they were pristine cards and great trade material.

I still have that collection, but now my primary collection is playing card revenue stamps. Yet, today I buy ephemera items with playing cards like postcards, newspaper ads, poker chips, playing card corner cards, tokens, rule books, and even an employee watch. The hunt is endless.

Women Exhibitors 2016-2018 Board

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WE FEST V Follow-up - continued from page 2

Ed will be showing his topical exhibit at selected WSP shows. He is also speaking at the National Topical Stamp Show Milwaukee in June. Ed is a great speaker and if you are going to NTSS, be sure to attend his session. addition, his article How to Judge Topical Exhibits is being uploaded to the AAPE website. It will be worth reading.

"I am devoting a great deal of care to the plan."

After Ed's presentation, I decided that I am going to prepare a topical exhibit. Based on his experience, I am devoting a great deal of care to the plan. It is paying off already in giving my draft exhibit a strong internal structure and making the exhibit more interesting.

The second part of the WE Festival that resonated with me dealt with ephemera. Michael Mead, of Britannia Enterprises, gave a fascinating talk on ephemera: what it is, how to find it and how it can be used in exhibiting. During his talk, he recommended that we should visit an ephemera show if we had not done so. He is a smart man, and he made a carefully considered suggestion, so I followed his advice. I went to

an ephemera show: I attended Papermania Plus in Hartford in January. (Note: I wrote about my attending this show in the January 2017 issue of ThePhilatelicExhibitor: thought the subject interesting and exciting enough to talk about here as well.)

When I entered the show

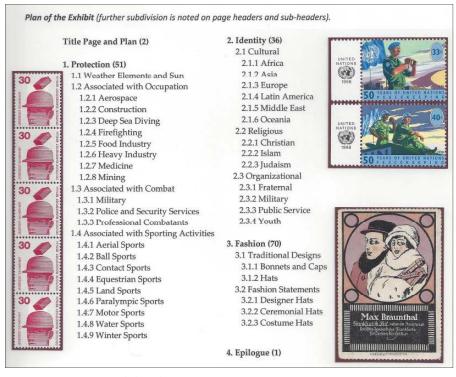


Figure 2: Hats exhibit plan page.

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WE Sterling Achievement Award Winners

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

Larry Crain - *Pre-Philatelic* Cancels of Colombia at SACAPEX.

Paul Spiwak - Zemstro (Rural) Stamps of Ukraine at FLOREX,

Samual J. Cutler - Jamaica.

The Unusual at Southeastern Stamp Expo,



Sterling Achievement Medal

Roger S. Waivio - *Portrayal* of the American Indian at SARASOTA, and

Phillippe Orsetti - *The History of Rotary Wings* at TEXPEX.

If your show has competitive exhibits and is interested in awarding the WE Sterling Award please contact Bill Johnson at williamdaddy51@yahoo.com or call him at (785) 925-1789.

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WE FEST V Follow-up - continued from page 3

floor at Papermania Plus, I headed straight for the Britannia Enterprises booth to say hello to Michael. His first words to me? "What are you doing here?"

"Well" I said, "At WE FEST you suggested we come, so here I am." He provided a wonderful overview to the show and gave me another mini-lesson in ephemera.

The show was amazing. For those of us who like to expand our philatelic collections or exhibits to show related or contextual material to supplement our philatelic material, the show was a gold mine. Elements of almost any collecting area you can think

of were represented.

"the [ephemera] show was a gold mine."

One of my interests is steamship companies. I was able to come across a 1953 Cunard Line Embarkation Notice (Figure 3), promotional booklet about the Great White Fleet of the Fruit Company United 4), and detailed (Figure listings of P&O Cruises from 1909 (Figure 5) and 1932 (Figure 6). The same breadth and depth of material was on display at the show for just about any subject area you can imagine. If, for example, you had an exhibit of banana boats, then the item in Figure 4 might be relevant. If you have not been to an ephemera show, consider attending one. The largest ephemera show in the country is the annual conference of The Ephemera Society of America. This year the show was March 18-19 in Old Greenwich, CT.

After I returned from the show, I explored the topic of ephemera on the Internet. I found a great observation I would like to share that may resonate with you:

"Eventually I came to understand that collecting stamps, collecting postal

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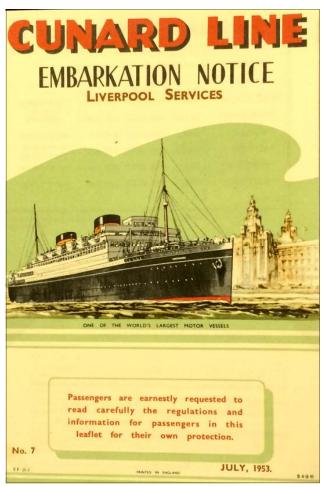


Figure 3: 1953 Cunard Line Embarkation Notice



Figure 4: Great White Fleet of the United Fruit Co.

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WE FEST V Follow-up - continued from page 4

history, collecting printed broadsides. collecting trade cards. collecting quack medicine bottles . . . these are not separate and distinct hobbies; they are all aspects of the same visual and cultural history. Together theyconstitute a spectrum Americana, a continuum of material chronicling ourculture's passage. Each of 'niches' these blinders-on offershistorical upinformation and perspective; taken as whole much a

more can be learned.

"Stamp dealers saw that the 'paper' they happened to have was often selling better than their stamps and covers."

Today there is an ongoing conjoining of these once isolated pursuits, long considered asseparate hobbies. Stamp dealers saw that the 'paper' thevhappened to have was often selling better than their stamps and covers. Customers asked forpaper items. Ephemera dealers found that customer someexpressed interest in postal history and stamp material. **Postcard** dealers now routinely set up at both stamp and shows."

Dick Sheaff's We Are All *One* is an interesting and very accurate blog. Please consider reading his blog. www.ephemerasociety.org/blog/?p=2822.

Happy exhibiting.

[Note: all ephemera items illustrated are courtesy of Michael Mead.

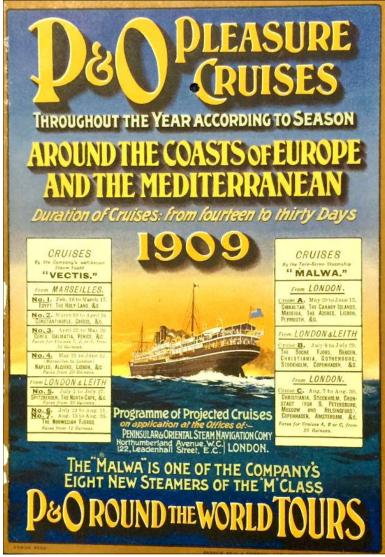




Figure 5: P&O Cruises of 1909.

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Searching for the Right Variety - Sheryll Ruecker

The Original Idea

My choice of topic for a onepage exhibit for the WE traveling exhibit frame was a traditional page on the "H" variety of the 1 krone 1920 Austria Coat of Arms issue. [Figure 1] This variety does not command a premium. It just takes a while before one is spotted in an otherwise normal set.

For the planned PIPEX 2017 WE frame, I decided to prepare an unconventional page on the same topic, making it into a fun "Spot the Difference" game. I wanted my page to catch the viewers' eye so that they would play my game, looking at a number of stamps and eventually finding the variety.

Two New Pages

As the traditional page shows the variety on a piece of postal stationery with the 1kr and the 2kr indicia, I included copies of the 2kr value as a "red herring". This led to my putting a clue on the page – all the 1kr stamps made the shape of an "H". [Figure 2]

I added a modern element, a word cloud, to summarize the page and attract viewers. It ended up being fairly large, so I made it my heading. I surrounded it with stamps, this time including two other more colorful values with the same design. It turned out to be quite spiffy, I thought, and the circle of stamps would draw the viewer in from 6 feet away! [Figure 3.]

I printed up and mounted the two unconventional pages, and tested them on my Facebook friends. The circle

Austria 1920 Coat of Arms 1 krone "H" Variety

In the period after World War I, Austrian postage rates rose as inflation gripped the country. The 1920 coat of arms issue was an early attempt to deal with this rise. However, it contained the name "Deutscheösterreich", which the Allies disapproved of, necessitating a change of name to simply "Österreich" for the new 1922 issue.

This issue contains plate flaws, a variety of shades and two types of papers, making it an interesting issue for study and specialization. The "H" variety on the 1kr value is an example.









"H" white flaw in base feathers of wing of eagle at left, above the sickle

normal

Constant flaw, found on imperforate proofs, and on both white and gray paper issues.

Also found on postal cards (3 types) and printed to private order envelopes (2 types).



Figure 1: Austria 1920 Coat of Arms H variety blue mat traditional exhibit page.

page won hands down. However, an element of doubt about my approach crept in.

A Variety of Feedback

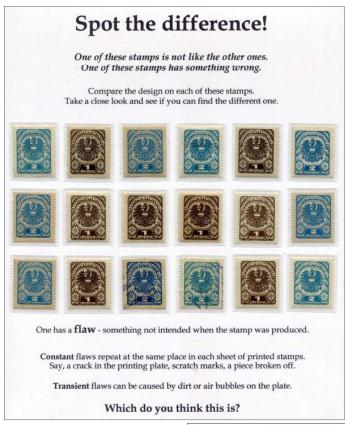
The comment "Too many stamps on the page may discourage participation." was valid. What was I thinking? 18 stamps were way too many for the viewer to look though. And with some hindsight, 12 were nearly as bad.

My next showing was to two face-to-face friends, who gave me quite a lot of feedback. One found the words in the word cloud very negative. The other wanted to see an obvious example of the variety so as to know what to look for. The circle appealed to both but the H clue was appreciated as well.

Knowing that I had to make a new page, I nevertheless showed the two pages to my stamp club members the following Continue on page 7

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Searching for the Right Variety - continued from page 6



One of these stamps is not like the other ones.
One of these stamps has something wrong.

Compare the design on each of these stamps.
Take a close look and see if you can find the different one.

Constant

imperfection

transient weakness

fault failing
stamp
intended
flaws foible
limitation
something

deficiency blemish
inadequacy
shortcoming

One has a flaw - something not intended when the stamp was produced.

Figure 2: H-shaped layout shown with colored stamps.

evening. Here the circle was appreciated, but they all agreed that the general public is not going to go looking through 18 or even 12 stamps. I needed to show the variety first, to explain what to look for, and then put up several stamps for a practice run of "Find the variety" or "Spot the 'H' difference."

What Do You Think?

By this stage, the word cloud was well and truly not going to make it to the final page nor was the circle. [Figure 4] But that does not mean

Spot the difference!

Compare these two stamp designs.





The design on the right has a **flaw** - a defect or fault which came about when the stamp was produced. Something stuck on the printing plate perhaps, causing ink not to print in that spot.

This is a **constant flaw**, thus it can be found in the same position of every sheet of stamps of that value produced.

Now that you know what to look for, take a look at these stamps.















Which stamp do you think has the flaw?

in each sheet of printed stamps. tch marks, a piece broken off.

rt or air bubbles on the plate.

ink this is?

Figure 3: Circle layout exhibit page.

they are bad ideas. Have you ever used a word cloud to get your meaning across? If so, how did it work out? Would the circle be a good way to show shades? What have you done to engage the general public when showing variety? I still think that there are a variety of ways!

Figure 4: Final "Spot the Difference" exhibit page.

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Spotlight on ... Lisa Foster, the Path to President-Sheryll Ruecker



Congratulations, Lisa, becoming our new WEPresident. WE is very excited to have you take on the job.

Tell us, what got you into collecting?

Both my grandfather and father were stamp collectors, philately is a family tradition. My grandfather once gave me a shoebox filled with "bundleware" (see Fig 1) containing 800 2¢ George Washington (GW) stamps. As a result, and because I was living in Washington State, I have become an avid collector of GW topically, have



Fig. 1: Bundleware - small bundles of the same stamp in packs of 100, bound together with paper or string.

thematic exhibit of his life, and dream of creating an exhibit of differentiating the "little red square stamps."

When did you first exhibit?

I first exhibited in 1991 or 1992 at the Strait Stamp Club, in Sequim, WA where I was a member. My mentor Secretary/Treasurer/ Show Chairperson and WE member, Cathie Osborne. She encouraged me to pick a topic I was familiar with and as I am a nurse I chose to exhibit Nursing stamps.

You are more widely known for your Chicago Flag Cancel exhibit, though. Where did you find the material for that?

I have always had an interest in postmarks along with fancy, pictorial, and other auxiliary markings. At stamp bourse while going through a dollar box, I found a whole bunch of flag cancels

postmarked in Chicago, Ill. This find has brought me years of enjoyment, learning, and searching for the next addition to my exhibit. Figure 2 shows a section of Lisa's Flag Cancel title page.

When did you join WE and what effect did it have on your exhibiting?

I joined WE in 2007 at the encouragement of then WE President and founder Ruth Caswell. Ruth was also the exhibit chair at SEAPEX and encouraged me to exhibit in Seattle and at PIPEX in Portland. She also helped pair me with other mentors in the area who were "experts" in the areas and topics I collected.

What other factors organizations influenced your exhibiting?

I took an American Philatelic Society (APS) online

Cont' on page 9

STRUCTURE: The letter die Flag Cancels are distinguished by the two dial types used, the two major types of flag styles found, by the letters in the flag cancels, and by some minor types of flag styles produced. This exhibit is organized primarily by the dial and flag style types, and secondarily by the letters used with them and only in a minor manner by the minor flag types. The dial and major flag styles are shown, followed by the Plan defined by the dials, major flag types and letters. Bold Font is used to highlight when a component is explained. Italic Font is used to highlight historical information of interest. Items that are more difficult to acquire are boxed in black. DIAL D DIAL B The city is on the The city and state top and the state

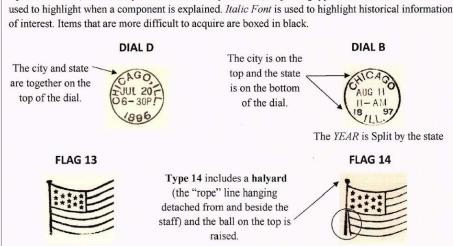


Figure 2: Explanatory text on the title page of Lisa's Flag Cancel marcophily exhibit.

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Spotlight on ... Lisa Foster - continued from page 8

exhibiting course taught by WE member and founder Janet Klug. This helped me immensely to develop my exhibit, layout, implement APS judging guidelines and raise my medal level.

In 2014, I received a bill from The Machine Cancel Society notifying me it was time to pay my annual dues. It was sent in an envelope that had been "franked" with a picture of the Ray Charles U.S. stamp cut out of a magazine. Although humorous, I did question whether they really wanted me to renew my membership considering the fact that the letter should never have been delivered to me. I now have an exhibit about invalid postage use. See figure 3 for my exhibit plan.

You have attended two WE FESTs so far. What were the highlights?

I would say that learning to judge exhibits, practicing at the exhibition, then attending the jury feedback session to responses compare were the most memorable and beneficial experiences that improved my exhibiting. I also enioved meeting members, seeing and hearing their struggles and successes, knowing I have others to contact when T need assistance.

What effect has becoming a judge had on your exhibiting?

Spending time at the frames with other, more experienced iudges has helped understand what the jury looks for in each exhibit. Exhibitors have also given me insights as they explain their exhibits and share their for passion their chosen topics. I have rewritten my synopsis and title page to more clearly present to the jury what my exhibit is about.

Where do you plan to take WE?

During my term, I hope to continue to build WE into an organization of philatelists who support each other to become the best exhibitors they can be. I love the hobby of stamp collecting and I believe exhibiting is the answer to itslongevity. Women bring new ideas, creativity, and dynamics to it and you can see that in their exhibits.

I would like to increase the membership, offer a strong mentoring program, and provide a welcoming environment for novice exhibitors.

I do appreciate the support of the male members we have and in no way want to dismiss their importance. That said, I believe that women need a

forum to experience exhibiting from a "woman's point of view." Women should be recognized for our participation and involvement in sustaining the hobby, as well as celebrated for our personal accomplishments.

Thank you, Lisa, for your time and for sharing with us. WE wishes you all the best as our new WE President.

Know someone who would benefit from being a WE Member? Encourage them to visit our website at www.aape.org/weweb.asp.

PLAN

- I. Invalid Use
 - A. Precanceled
 - B. Nondenominated
 - C. Foreign
 - D. United Nations
 - E. Perfins
- II. Invalid Postage Stamps
 - A. Mutilated or Defaced
 - B. Cut-Outs
 - C. Re-Use

- III. Nonpostage Stamps
 - A. Revenue
 - B. War Savings
 - C. Trading Stamps
 - D. Imitations of Stamps
 - E. Seals and Stickers
- IV. Omitted Postage
 - A. Short-Paid
 - B. Imprint
 - C. Stampless

Figure 3: Plan of another of Lisa's exhibits, "Invalid Postage Use."

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WE at PIPEX 2017 - Lisa Foster

The Pacific International Philatelic Exhibition (PIPEX) is a World Series of Philately (WSP) event held May 12-14 at the Red Lion Hotel on the River, 909 North Hayden Island Drive, Portland, OR. Parking and admission are free.

Show opens at 10 am each day. There will be 40 or more dealers, 3,800 pages of exhibits, a cachet makers' StampBuddy beginning or returning adult collectors, a youth area (that will offer free stamps by the bucket each day). Grandma's Attic where people can bring their stamp collections to be evaluated.

The following societies will be holding their annual meetings at the show: Mobile Post Office Society; Scouts on Stamps Society

International; and The International Machine Cancel Society. The Pacific Northwest Postal History Society will hold a meeting.

Also, Women Exhibitors will be a convening society. Nine WE members: Jack Congrove, Michael Dixon, Jane Fohn, Lisa Foster, Vesma Grinfelds, Anne Harris, Sheryll Ruecker, Cathie Stumpenhous, and Bea Vogel, have voiced their intent to exhibit to fill the 30 frames held for WE.

As a convening society, WE is listed on the PIPEX website and show card/mailings. Our advertisement will be in the show program free of charge.

WE will also have a society publicity single frame. The above exhibitors along with Carol Edholm and Nancy Swan are creating one-page exhibits to put in the frame to promote Women Exhibitors. Also, WE will have a table to help recruit new members, provide mentoring, and socialization.

Friday, May 12th WE will meet in the lobby at 6:25 pm to take the hotel shuttle or carpool to a no host dinner at 6:45 pm at BJ's Restaurant & Brewery, 12105 N. Center, Portland.

A WE meeting on Sunday at 11 am, will allow people to share our experiences, discuss the awards received for our exhibits, and provide feedback at the frames. In addition "Title Pages" has been added to the agenda as Sheryll Ruecker suggested we bring Title Pages (or copies) to share and discuss.

Liz Hisey, WE Treasurer 7203 St. Johns Way University Park, FL 34201 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 or WomenExhibitors@gmail.com

AmeriStamp Expo 2017 - continued from page 1

Topical Exhibit" and the "Differences Between Topical, Thematic, and Display Exhibits." attended Patricia Walker's informative presentation on "Using MS Publisher to Construct Beautiful Exhibits" I learned faster and easier methods than those I had previously used. On Sunday, Steven Zwillinger led an informative and entertaining exhibit tour emphasizing all the tactics used by the multiple gold level exhibits on display. APS staff indicated there were more attendees at the Saturday Awards Banquet than in previous years. Two members; Dawn Hammon

and Anne Harris, had Most Popular Championship exhibits. Despite the early hour of 9 am Sunday, there were 13 attendees at the WE bi-annual meeting which was productive and energizing. I hope you will consider attending AmeriStamp Expo 2018 February 23-25 in Birmingham, AL.

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