



# WE Expressions



APS Affiliate #230

Women Exhibitors

Supported by AAPE

## WE Contributing Writer, Sheryll Ruecker - Carol j. Edholm

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Sheryll is a transplant from Canberra, Australia. As with all children there, she and her siblings started collecting stamps, thanks in large part to oil company, Ampol, which gave away stamps to customers at their service stations. The 1964 Chinese Bronze Vessels of



Yin Dynasty are some of the stamps she received as part of this program. "In my first year of high school, my parents moved towns and I remained as a boarder. On my next trip home for school holidays, I played with my stamps on the plane!"

As many who collect in their youth, Sheryll's collecting dropped off later in high school though still keeping her stockbooks. She eventually married

and raised a family. All parents make personal sacrifices while raising kids; stamps were Sheryll's. Eventually, she made a conscious decision to remain a stamp collector, bought a catalogue and moved her stamps out of stockbooks that were falling apart and onto Hagner sheets. But sadly, her childhood collection had become "toned" due to Australia's tropical climate. She later gave them to her children, freeing her up to "collect *The World I Like*, particularly the British Commonwealth bi-colors and the French colonial equivalents."

Since the late 1990s, Sheryll was active in the Philatelic Society of Canberra as Refreshments Secretary and a coordinator for Youth Meetings, as well as Secretary for Canberra Stampshow 2002. When she visited Oregon in 2003, Bill Seymour introduced her to the Oregon Stamp Society (OSS).

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## Chair Chick-Chat - Lisa Foster

At AmeriStamp Expo 2018, I was thrilled to be present at the banquet when Cheryl Ganz became the first woman to win the Single Frame Champion of Champions and honored when she called up all women exhibitors in attendance to join her in a celebratory group photograph. At

the membership meeting WE had 10 attendees and welcomed three new members. I am looking forward to additional celebrations, fellowship, and activities at WE Fest VI at WESTPEX. Be sure to visit the WE Hospitality Suite #7047 from 8 p.m. to 10 p.m. on Thursday 4-26 and/or Friday 4-27.

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### WSP Exhibitions

- Apr 21-22, Plymouth Show, Westland, MI
- Apr 27-29, WESTPEX, Burlingame, CA
- May 4-6, Philatelic Show, Boxborough, MA
- May 5-6, ORAPEX, Ottawa, Ontario, Canada
- May 11-13 PIPEX, Portland, OR
- May 18-19, ROPEX, Canandaigua, NY
- May 25-27, ROMPEX, Denver, CO
- June 8-10, NAPEX, McLean, VA
- June 15-16, COLOPEX, Columbus, OH
- June 22-24, Royal 2018 Royale, St. Catharines, Ontario, Canada
- June 29-30, OKPEX, Midwest City, OK

## WE Contributing Writer, Sheryll Ruecker - continued from page 1

With Bill's support and encouragement, she joined in 2005 after moving across the pond to be with her new husband, an Oregon stamp dealer. Since then, she has been a strong advocate for other club members to exhibit, whether submitting a single page for the Club Showcase one-frame or putting together personal one-frame and multi-frame exhibits.

Sheryll said, "PIPEX 2005 was held just a month after I arrived. I went along and everyone was very welcoming and friendly, but I still felt like a fish out of water. I met Tim Bartshe at the AAPE meeting, and he was very enthusiastic about my exhibiting in the USA. Another friendly face there was David McNamee, who was apprenticing at PIPEX. I had come to know him

from Canberra and Melbourne shows, as well as Pacific Explorer 2005 in Sydney, which I had attended on my way out of Australia."

A Parkinson's disease diagnosis in 2012 did not slow this dynamo lady down. She started preparing (and continues to do so) physical and web-based exhibits to enter at stamp shows, as a part of club showcase one-frame exhibits, displays at her local library, and online displays at [www.sheryll.net](http://www.sheryll.net). Her articles on preparing a title page and synopsis, with added input from WE member Tony Wawrukiewicz (exhibitor, judge emeritus, and prolific philatelic writer from OSS) are available online for use by novice PIPEX exhibitors. She has submitted articles to WE

intermittently since 2007, and is now writing the new *Spotlight* series.

With a lifetime of philately spanning two continents, Sheryll has retained memberships in OSS, the Philatelic Society of Canberra (PSC), the American Association of Philatelic Exhibitors (AAPE), Women Exhibitors (WE), the interNational Association of Philatelic Exhibitors (NAPE), the Pacific Islands Study Circle of Great Britain (PISC of GB), and the Society of Australasian Specialists/Oceania (SAS/O). Since 2014, she has been the co-President of the eBay Users' Stamp Club (eUSC).

Sheryll is a force to be reckoned with, so pop on over to page 3 for her Spotlight interview to learn more about her.

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

A Happy Easter to everyone. Easter is one of those holidays that changes dates each year. This year it falls on April Fools Day. So for some, it might be a funny day also.

The last time that Easter fell on April Fools Day was in 1959. And it will not happen again until the year 2029. So if you have a funny practical joke that is suitable for Easter, now is the time for it.

April also brings WE Fest VI which will have great speakers,

fun social events, great meals, and an opportunity to talk about your exhibits. If that is not enough fun, the best National Stamp Show, WESTPEX, follows on April 27 - 29 at the same SFO Airport Marriott Waterfront Hotel.

I look forward to seeing you there. During WESPEX, besides giving a Friday 3 pm talk on *Mounting Odd and Large Shaped Material in An Exhibit*, I will be selling WESTPEX mementoes at the WESTPEX Sales Booth.

### Women Exhibitors 2016-2018 Board

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## Spotlight on ... Sheryll Ruecker, an Aussie Powerhouse - Carol j Edholm



Thank you so much Sheryll for sharing with us your philatelic life story. First off, what exactly do you collect?

Before joining the Philatelic Society of Canberra in the late 1990's, I was collecting Australia mint and used as well as some worldwide. PSC members urged me to specialize, whereby I chose early (pre-1950's) New Hebrides.

A local dealer had some unpriced millesimes. (Figure 1) They were very interesting and unusual, I thought, but

more appropriate for a specialized collection. I spent half the next day agonizing over whether I was a specialist or not. I decided I was, called the dealer, asked him to price them for me, and went and picked them up the same day.



Figure 1: These millesimes were the catalyst for Sheryll to specialize.

### Why the New Hebrides?

For one thing, it was a dead country, so I wouldn't have to collect new issues. The early sets were affordable. Also, I'd been there after it had become independent as Vanuatu.

Earlier in your bio, you referred to collecting "*The World I Like*, particularly the British Commonwealth bi-colors and the French colonial equivalents." What is this about?

This is about opening your album and being pleased with what you see. I also started writing up countries – one or two pages each, with some text describing the country and stamps to illustrate. This worked well with the French departments and colonies. I wasn't sure if this was something I wanted to keep, but I was glad I brought my *World I Like* album over here. I just wish I'd kept the British

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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:

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

Edward O de Bary - *Belgium Philately and World War 1* at FLOREX,

Robert A. Rentsch - *The Penny Black Centenary* at SESS,

Thomas Shilling - *Stamps of the Overrun Countries*

*Series* at SNSE,

Richard Hall - *Pro Juventute Briefli and Their Associated Greeting Cards* at AmeriStamp Expo,



Sterling Achievement Medal

Douglas Sandler - *U.S. Postal Stationery E.F.O.'s 1884-1958* at NOVAPEX,

Robert Pildes - *Holy Land Forerunners - The French Post Offices* at Rockford 2-3-4 Expo,

Wayne Anmuth - *The Men in Black* at SPRINGPEX, and

Marc Dochez - *Colors of the U.S. 3 Cent Stamp 1851-1857* at Willamette Valley Stamp Expo.

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.

## Spotlight on ... Sheryll Ruecker - continued from page 3

Commonwealth bi-colors! I am a sucker for a nice vignette.

### What other philatelic interests do you have?

My current interests are all over the place. A lot of what I collect is U.S. stuff that is easily obtainable – plate number coils, pre-cancels, meters, postcards and postmarks, including Oregon town postmarks. It is a way to learn about the U.S. I also have some topical collections, including an estate lot on the Fire Service. I'd like to turn it into a thematic exhibit one day.

Some of my weird ideas have me collecting worldwide stamps and covers, older and modern. This house is full of philatelic surprises. Just opening a box can start me off on a new collection or display. That's how my Austria cover collection began -- the covers and stamps are attractive and the postmarks are a tantalizing jigsaw puzzle, almost too difficult to solve, but many can be correctly identified from just a partial strike on a stamp.

### How did you get interested in exhibiting?

My Canberra stamp club had many International level exhibitors. Ed Druce, who was very active in international philately, held an Exhibitors Workshop and I went along. He assumed I would exhibit, so I joined NAPE, the Aussie equivalent of AAPE.

I started my exhibiting career in 2000 with a Traditional 2-frame exhibit on early New Hebrides at State

level in Canberra. I expanded it to 3 frames in just 6 short months for the Pacific Challenge at CANPEX 2000, a National show in Christchurch, New Zealand. I gave myself 2 years to advance it to 4 frames for Stampshow Melbourne 2002.

In 2002, I entered two joint exhibits with my colleague, friend and mentor Hubert Goron in the short-lived As You Like It class, an experimental class at Canberra Stampshow 2002 without the usual rules and the winner chosen by popular vote. *Fantasies of the New Hebrides* was the runner-up, and *Snapshots from the Pandemonium* came in third place.

### Did exhibiting change your collecting? If so, how?

It showed me the holes in my collection and my lack of knowledge, particularly of the postal rates. I went on a buying spree and connected with other New Hebrides collectors. I learned a lot from them.

### Was it natural for you to continue exhibiting once you moved to the US?

I had always thought that I

would exhibit here, but I was daunted at first. Bill Seymour encouraged me to exhibit at METRO 2006. I decided to put my exhibit in unchanged from the Canberra 2004 previous showing to use as a benchmark. It did well. One of the judges, Tony Wawrukiewicz, gave me constructive feedback that enabled me to expand it to 5 frames at APS Stamp-Show 2007.

I then showed it at COALPEX 2008, a show dedicated to women exhibitors, and won the Best of the Best Award (figure 2). Its last competitive showing as a multi-frame exhibit was at PIPEX 2009. It has received the following awards in its time: Large Silver, Vermeil, Gold, Grand, Best of the Best in the Court of Honor, and Gold in Prix D'Honneur. Now it is in need of a major rewrite, which I as yet haven't made time for.

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Figure 2: Sheryll holding COALPEX Best of the Best Award in front of her exhibit.

## Spotlight on ... Sheryll Ruecker - Continued from page 4

**Who are the mentors who have helped you the most in your exhibits?**

There are too many mentors to name, but some are listed on the Exhibit page of my website. The Canberra guys made me believe that I could exhibit, helped me get that first exhibit out of my head and into two frames, and provided me with a software package (PageMaker) that could do what I could not get Word to do.

New Hebrides collectors mentored me by giving me items, introducing me to eBay, telling me what makes a “sexy” cover, letting me have auction lots that they themselves would have liked to bid on and answering my many questions. I wore some of them out! Judges here in the US have patiently explained my award and offered feedback. They have become friends and have been a quick email away when it has counted.

**Why did you join Women Exhibitors? How has WE helped you?**

Because it was here? A WE meeting was held at APS StampShow 2007 here in Portland, OR and I joined. Meeting other women exhibitors was great, as I was used to being surrounded by male exhibitors in Canberra. I felt better about being an exhibitor and, of course, enjoyed the chatty newsletter.

**You now write the Spotlight column. How did it get started?**

The Great Britain

Collectors Club did an in-depth interview with Tom Current. I discovered it online while I was researching him for a display for the Centennial of the OSS. This interview resonated with me, and the column was called “In the Spotlight”. So I made mine “Spotlight on...”.

**What other writings have you done?**

I started by contributing to my Australian local club journal *Capital Philately* in 2000 with three articles: *The latest way to shop - eBay* was co-written with the journal’s editor, and exposed readers to different aspects of using eBay. *Net Trek - the Pacific* showcased budding websites in a virtual tour of the Pacific Islands. For *Ode to an Exhibitor*, I used the byline “R.U. Uptuit” and it was simply a parody of Shakespeare’s famous Hamlet soliloquy.

At the end of 2000, I started an article on the Florida Forgers on eBay. I also wrote a serious article in 2002 on a New Hebrides NSW Postal Agency cover which was being auctioned in Sydney. That was for the SAS/



Figure 3: SCADS logo.

Oceania’s newsletter, *The Informer*. I had contacted the editors about a mistake in the journal and very nearly became associate editor out of it! *Note to self - Leave sleeping typos alone!*

**Which leads me to my next questions - What happened in 2001 - 2003? What are TOTI and SCADS?**

During this time period, I got into fighting fraud on eBay, created my TOTI (Tip Of The Iceberg) website [www.sheryll.net/Forgeries/Forgeries article.htm](http://www.sheryll.net/Forgeries/Forgeries%20article.htm) which contains a range of articles, and formed SCADS (*Stamp Collectors Against Dodgy Sellers*) [www.scads.org/index.htm](http://www.scads.org/index.htm). This had nothing to do with exhibiting; in fact, it made exhibiting harder to concentrate on, but I mention it for the genesis of my article writing.

**Oregon Stamp Society (OSS) celebrated their 100<sup>th</sup> anniversary in 2016. Didn't you make a significant contribution?**

I prepared over 240 pages of exhibits and displays to commemorate the anniversary including 3 exhibits of the club’s history. One was shown at Portland’s Central Library as part of the exhibition “*Stamps: Pathways to our World*,” the second at our clubhouse Open Day in July and the third at APS StampShow 2016 in August in the Court of Honor, along with a very interesting one-frame exhibit of the club’s OSS Perfin, which is used on newsletter mail-outs. (And no, I didn’t prepare that one!)

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## Spotlight on ... Sheryll Ruecker - continued from page 5

**Have you ever considered becoming a Judge, either here or in Australia?**

In Australia, I was asked to apprentice, and I did some of the course. But when it came to being an apprentice judge at Canberra Stamp Show 2002, I was already the new Secretary and an exhibitor. The previous secretary gave me "permission" to opt out of judging, so I did. (I didn't regret it, as I felt that I could not absorb all the knowledge needed nor able to quickly evaluate an exhibit.)

**When did you decide to enter an exhibit at WESTPEX this year? What are you exhibiting?**

I checked about entering on Thanksgiving weekend, and was told that all the WE one-frame exhibit slots had already been taken. I was first on the waiting list but my exhibit was accepted in late February. I will be showing an updated version of the New Hebrides French Military Franchise Essays (figure 4) exhibit that I spent months

crafting for SEAPEX last year.

**Will you be attending WESTPEX or WE FEST VI?**

I will have recently returned from a trip to Australia when WESTPEX opens, so, sadly, I won't be attending, much as I'd like to. So, girls and boys, take loads of photos! And write loads of articles!

**Tell us about "Homer" - What is it? How many times has it been shown? Why did you start it?**

"Homer" came to me as part of a 2016 OSS auction lot of Oregon town postmarks and pre-cancels. After filing the pre-cancels and the on-piece postmarks, I was left with covers, many of which were to the Land Office in La Grande. They contained letters which were to do with various aspects of acquiring land under the Homestead Act. (Figure 5.) There were 16 of them - a magic exhibit number!

I tackled it in the winter and showed it at PIPEX 2017.

But I was a chicken and entered it in the non-competitive section. After all, what I wanted to show was the letters, not philatelic items. I wanted people to feel the hardships of these brave souls out in the middle of nowhere eking out a living. I used a pseudonym for it - "Homer n'Darange", hence the Homer nickname.

I later regretted going non-competitive, as I could not ask any judges for feedback, so didn't receive any. The exhibit got an airing later that year in Seattle, this time as a fully competitive exhibit. I tried to leave my ego at the Oregon border and submitted it unchanged from its PIPEX showing.

**What got you started on one-page exhibits?**

Ruth and Lyman Caswell had written an interesting article on one-page exhibits, and I thought they were a great idea. When PIPEX first offered the Club Showcase exhibits in 2014, I was so excited

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Figure 4: New Hebrides French Military Franchise essay stamps.



Figure 5: Top of the title page of Sheryll's *The Homestead Act* exhibit.



Figure 6: Sheryll holding PIPEX Cup.

about them that I asked an OSS committee member who was the coordinator and was told, "You are!"

**One of the possible photos you sent me for your Spotlight photo showed you with a Cup. What's that all about?**

Ah, the Cup. That is the award for the best Club Showcase award, which the Oregon Stamp Society won at PIPEX 2017. (Figure 6.) We had made a fantastic exhibit (who's biased?) and so winning the cup was no surprise (well, maybe it was, a little). I recall that I walked over and grabbed it from the hands of the Awards Chairman saying, "I'll take that!" not allowing time for

anyone to present it to me on behalf of the club! Oops! The exhibit was promptly displayed at a local library, with the cup, as part of the Oregon Stamp Society's display for the following two months.

**Have you ever mentored anyone, either in Australia or here in the US? What is the best part of mentoring? Toughest part?**

I have been a general mentor here through my articles on exhibiting, written for the OSS newsletter, and my encouragement of club showcase exhibitors. The best part is hearing someone excitedly talking about his or her exhibit. The toughest part

is keeping quiet and letting them do it their way.

**What do you have planned for this year, philatelically?**

I came out of the starting blocks quickly this year by buying a postcard on eBay just after midnight on New Year's Day. I was in the mood to prepare some one-page exhibits on Dead Countries for our PIPEX Club Showcase.

Then there is the display at my local library which I put up in November. It was extended into January, then February, then MARCH! If I weren't so busy with other things, I would have liked to come up with some great ideas for showing parts of my collections. As it was, I changed the display a few times, showing topics such as eclipse covers, the Dead Country pages, Chinese New Year, the Homestead Act (a mini-exhibit), and parts of my U.S. States postcard display (Oregon, California, D.C., and a couple of the east coast states).

Next is the Essays exhibit for WESTPEX, then the Club Showcase at PIPEX. Who knows what's after that?

**Lastly, what advice do you have for WE members?**

Don't be afraid to try something unconventional. The latest Judging and Exhibiting Manual encourages innovation. Have fun!

**Thank you Sheryll for a most entertaining interview and sharing with WE!**

Sheryll will be back next quarter writing the *Spotlight*.

## Cheryl Ganz Wins Single Frame C of C - Kristin Patterson

On February 24, 2018 at AmeriStamp Expo, WE Member, Cheryl R. Ganz, won the single frame Champion of Champions Competition with her *Zeppelin LZ-129 Hindenburg Onboard Postmarks* exhibit. Since its inception in 2000, this is the first time that the prestigious Single Frame Champion award was given to a 20<sup>th</sup> Century exhibit and won by a woman.

After accepting the award, Cheryl asked that the women who were exhibiting at

AmeriStamp Expo come up and be recognized. The photo below shows the 12 women exhibitors.

Cheryl is Curator of Philately Emerita at the Smithsonian National Postal Museum and first exhibited Zeppelin material at CHICAGOPEX 1975 during the International Woman Year when they reached out to encourage women to exhibit. She received a silver-bronze.

The *Zeppelin LZ-129 Hindenburg Onboard*

*Postmarks* exhibit qualified by winning the Grand Award and a large gold in open competition at APS AmeriStamp 2017 in Richmond. The Hindenburg was the world's largest flying post office and subsidized operations by carrying and servicing mail, freight, and passengers. After being in service for 14 months, the German airship caught fire during its May 6, 1937, approach to the Lakehurst Naval Air Station in New Jersey.



Above: (l to r) Lisa Woodridge, Jane Sodero, Jean Stout, Pat Stilwell-Walker, Martha Dewey, Cheryl Ganz, Laurie Anderson, Lisa Foster, Dawn Hamman, Karen Cartier, Alexandra Glashan, and Liz Hisey. Photo by Anthony Dewey.

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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 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 Fest VI Coming to California, April 26, 2018

You still have time to register for WE Fest VI which is taking place April 26, the day before WESTPEX in Burlingame, CA. There are already 20 people partaking

in the festivities.

The WE Fest registration form can be found at <http://aape.org/weweb.asp>. The form has information about the activities related

to WE Fest.

WE hope to see you there as this type of event only happens every 2 years. More details will be emailed to those who have registered.