



# WE Expressions



APS Affiliate #230

Women Exhibitors

Supported by AAPE

## WE Fest VI - A Grand Event - Jean C. Stout

WE Fest VI was part of the larger WESTPEX 2018 Stamp Show, held in Burlingame, CA on April 27–29<sup>th</sup>. Participants of WE Fest VI arrived a day early to learn more about this hobby we all enjoy called exhibiting. I was one of 24 participants including instructors that were in attendance. There were as many men as women in the gathering.

WE Fest started with a social event and pizza supper on Wednesday evening. Lisa Foster, WE President, welcomed everyone and shared a few of the highlights of the weekend. This gathering gave us a chance to meet everyone and make some new friends. One of the three women founders of WE, Ruth Caswell, that I had not met before was there to share with us newbies. Other founders, Liz Hisey and Pat Stilwell-Walker, were



Figure 1: Jean Stout holding her exhibit Large Vermeil, AAPE, and ATA Awards.

enjoying the festivities. The pizza was delicious and with at least 5 different types of pizza, some of us had more than one piece. I think I saw Jack Congrove go back for seconds!

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## Chair Chick-Chat - Lisa Foster

WE Fest VI was a great success thanks to the attendees, speakers, member volunteers, WE Fest committee, WESTPEX committee, and the multiple hours devoted by Kristin Patterson in planning and coordination. The WESTPEX Society Liaisons wrote a nice letter thanking Women Exhibitors for our “participation”, “exceptional quality exhibits”, and

noted our presence “contributed greatly” to the show. I wish every member could have attended and hope you will plan to attend WE Fest VII at CHICAGOPEX 2020, November 18-22.

Until then, I look forward to seeing you at APS StampShow 2018 in Ohio for the WE Bi-annual Meeting and Elections at 10 a.m. on Friday, August 10.

Q3 2018

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### WSP Exhibitions

- July 20-22, Minnesota Stamp Expo, Minneapolis
- Aug. 3-5, AMERICOVER, Peachtree Corners, GA
- Aug. 9-12, APS STAMPSHOW, Columbus, OH
- Aug. 31 - Sep. 2, BALPEX, Hunt Valley, MD
- Sep. 8-9, Omaha Stamp Show, NE
- Sep. 14-16, MILCOPEX, Milwaukee, WI
- Sep. 14-16, SEAPEX, Tukwila, WA
- Sep. 21-23, BNAPEX, Quebec City, Canada

## WE Fest VI Report Summary - Lisa Foster

The following is a short summary from the 12-page WE Fest VI Report that was written by Lisa Foster.

The seminars would not have been possible without the generosity of the speakers who volunteered to present at WE Fest.

WESTPEX 2018 provided show postcards with WE listed, information on their website, and an article in the show program. Also, WESTPEX gave WE a premier society table, so many people walked by and 10 people joined WE.

There were 16 different activities that people could attend. The success of the festival was dependent on participants attending the majority of the events. Kristin Patterson made name badges with the WE logo and included a mini schedule with the activities' events, times, and locations.



Lisa Foster (left) and Paget Lenarz greeting people at the Women Exhibitors' table at WESTPEX 2018.

The turnout was variable, but consistently high.

Laurie Anderson took photos of the events (figure 1) and posted daily on the WE Facebook page. The

photos can also be used in WE Expressions, WE presentations, and future promotions. Members who could not attend in person enjoyed the posts.

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

As you read through this quarter's *WE Expressions*, you will find many articles about WE Fest VI as it is definitely worth hearing about. People took lots of pictures, so enjoy.

I hope everyone has a great 4<sup>th</sup> of July Independence Day. I particularly enjoy this holiday as it is in the summer and I usually attend a picnic with lots of socializing and fun events. And who can forget the evening fireworks.

Speaking of independence, the beauty of stamp collecting and exhibiting is that everyone can enjoy the hobby the way they choose. Whether you collect stationery, covers, postage stamps, covers without stamps, revenues, cinderellas, or something else, there is a niche for you and you get to decide how in-depth or expansive your collection or exhibit will be. And at anytime, you can change your focus for even more fun.

### Women Exhibitors 2016-2018 Board

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

Shirley Griff.....Vice-Chair  
[shirley@griffrealestate.com](mailto:shirley@griffrealestate.com)

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Denise Stotts.....Dir-at-Large  
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## APS Director, Michael Bloom - Sheryll Ruecker

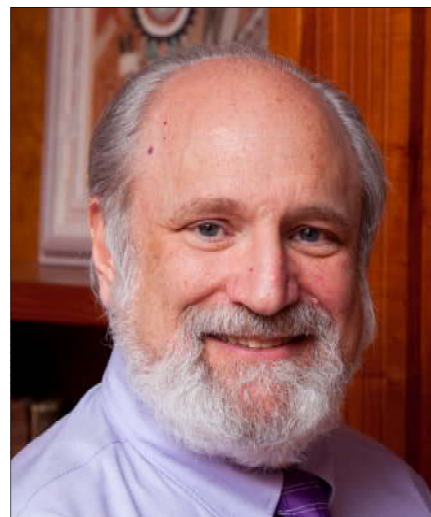
Michael Bloom has been a WE member since 2017. He is best known for his StampBuddy program, which aims to get adults into stamp collecting by providing them with a mentor - a stamp buddy! After the program was accepted and implemented by the American Philatelic Society (APS), Michael went on to run successfully for an APS board member position in the 2016 elections.

Michael brings a lot of cards to the APS table. He has a degree in engineering and is the founder and president of a multinational manufacturing company.

He has founded and run non-profit organizations and for 12 years was a teacher and counselor at the high school and college level.

As an APS Director at Large, he has been a member or chairman of a number of APS committees, including the APS Membership Committee, the StampBuddy Committee, the Education Committee, the eBay Pathway to Stamp Collecting Committee, the Virtual Stamp Club work group, an awards committee, and the Campaign for Philately.

Michael's zest for exhibiting began when...



Michael Bloom, happy to take on new philatelic responsibilities.

but why don't we let him tell us himself in this issue's Spotlight article on pages 5-9.

## WE Sterling Achievement Award Winners

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

Romana Witte - *The Great American Solar Eclipse of 2017* at St. Louis Expo,

Robert Collins - *Glimpse into Women's WWII Mail* at Garfield Perry,

Diane Richardson - *Eradicating Malaria in Africa* at KAPEX,

James E. Smith - *Surrender in Tokyo Bay* at Plymouth,

Paget Leh Lenarz - *A Landscape Architect's View of*

*Expos 1904-15 Through Picture Postcards* at WESTPEX,

John Rdzak - *An Ohio Volunteer* at Paraforex,



Sterling Achievement Award

Erika Epstein - *The Growth of Cities* at Philatelic Show,

Ed Bailey - *United States Two Cent Reds 1901-1932* at ROPEX,

Donald Bourassa - *"Lafayette"* at PIPEX, and

Carol Edholm - *Madras, India, Experimental Cancellations: An Introduction (1900's - 1979)* at RMSS.

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.

Best of luck with your future exhibits.

## New WE Mentor Award - Lisa Foster

At the bi-annual WE meeting held at AmeriStamp Expo in February 2018 the decision was made to create an award to recognize those who have provided mentorship to women exhibitors. The "WE Mentor Award" was developed to honor an individual for their excellence, expertise, and willingness to mentor exhibitors. As long as there is an individual nominated to receive the award, it will be awarded every two years at WE Fest.

In preparation for WE Fest VI, a call for nominations was sent out to members and many deserving individuals were identified. But one individual received multiple nominations, for a multitude of reasons. Women Exhibitors wrote, "He helped many of us get started in exhibiting, critiquing our efforts, encouraging us to continue, and supporting WE.", "He has never said no to helping me nor anyone else when it comes to helping someone.", "He still remains a good supporter and will answer emails and questions about exhibiting.", "He does not look down his nose at beginner, topical, or women collectors/exhibitors.", "He gives constructive (versus destructive) criticism to improving an exhibit.", "He is a great mentor as well as Judge.", "Without him I would never have attained the level at which I now exhibit.", and "(Tim) is the perfect



Figure 1: WE President, Lisa Foster, awarding Tim Bartshe the first WE Mentor Award.

mentor and supporter that all organizations should follow and benefit from."

At the WESTPEX 2018 Awards Banquet, on behalf of Women Exhibitors, Lisa Foster presented the inaugural "WE Mentor Award" to Tim Bartshe (figure 1) in recognition of his dedication, commitment, and willingness to support women exhibitors. He helped many women to get started in exhibiting, providing constructive feedback and ongoing encouragement which enabled many to attain high medal levels. His support of the organization and its members is an inspiring example of mentorship.

Tim Bartshe from Denver,

Colorado has been an accredited APS judge since 1997 and has judged at every APS World Series of Philately show. Tim specializes in the Boer Republics, all aspects, and has created gold medal exhibits in the Picture Post Card, Thematic, First Day Cover, Stationery, Postal History, and Traditional exhibiting arenas. Tim was AAPE President and a member of the Committee for Accreditation of National Exhibitions and Judges (CANEJ) for some 12 years.

Nominations for the next WE Mentor Award, to be presented at WE Fest VII in 2020 at CHICAGOPEX can be submitted to Lisa Foster at [womenexhibitors@gmail.com](mailto:womenexhibitors@gmail.com).

## Spotlight on ... Michael Bloom, A Natural Exhibitor - Sheryll Ruecker



Michael, thank you for taking time out to talk to WE. Firstly, tell us how you got hooked into stamp collecting?

I was very close to my dad and largely followed in his footsteps with stamp collecting and ham radio. Dad gave me an old Scott's International Catalog, and stamps, when I was eight years old and I was hooked.

What was the impetus for you to specialize?

I inherited several Minkus specialized collections and had lots of fun filling blank spaces. As my knowledge grew, I realized that collecting the world and numerous countries was nearly impossible. Instead of filling blank spaces in the Minkus albums, I decided to choose only a few areas such as Australia and States, British Colonies, French Colonies and Japan, but still at the level of depth defined by major catalogs such as Scott and Stanley Gibbons. By the time I started collecting the Baltic States and Guatemala, I was deep in the weeds.

How did you envision the format of your album pages?

When I started adding specialist material to my collections of, say, Australia and States, I realized that commercial albums could not accommodate my level of specialty. Desktop publishing, using PageMaker and then Publisher, was the way to go. For uniformity, all my pages started as blank Scott's International pages, in Scott binders. I was able to then use my creativity to tell the story of my stamps.

Do you have a sample

page you could show us?

Sure! Here is a page from my Guatemala collection. (See figure 1.) I chose it because it is in a section of the album that deals with unusual postmarks. This cover is the only known example of a postmark that was created to replace a worn-out one. Since the postmark is hard to see and the receiving postmark is on the back of the cover, I included an enlarged view of the postmark and a reduced view of the back of the cover.

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Figure 1: Guatemala album page.

## Spotlight on ... Michael Bloom - continued from page 5

**You were the inspiration behind the StampBuddy program. Tell us about it.**

In the March 2012 issue of the *American Philatelist*, there was a letter to the editor by a lady, Lisa Pando, a beginning collector, who had been so insulted by a stamp dealer, and so humiliated, that she vowed never to attend another stamp show!

Like other readers, I was highly incensed, and wrote a letter to the editor suggesting that APS needed a program that was truly welcoming to beginners and provided mentoring. The letter was published in the AP two months later, but I realized that published letters to editors do not usually result in anything actually happening.

I then wrote to every APS Board member, and knowing that I would be attending StampShow 2012, offered to present my ideas to the Board, and also offered to take on the running of the program. Can you imagine what it was like for me to walk into an APS Board, as an unknown, and present the StampBuddy program to them?



Figure 2: APS StampBuddy logo.

To my utter amazement, the Board, led by Wade Saadi, loved the program, authorized a new APS committee, funded it, and two Board members offered to join the new APS StampBuddy Committee! Implementation went smoothly and now StampBuddy is a staple of the major APS shows and several World Series of Philately shows.

**How successful has it been in getting people into the hobby?**

As a result of the StampBuddy program, I was able to recruit more than 100 new APS members and in 2016 won the APS Century award, which has not regularly been awarded since 2002.

**What was the catalyst for your becoming an APS board member?**

As a result of chairing the APS StampBuddy Committee, I was invited to chair a number of other APS Committees, including the Education Committee and the eBay Pathway to APS Membership (EPAM) Committee. I also joined the Membership Committee.

My biggest challenge was to design and run the massive Welcome to Stamp Collecting Pavilion at World Stamp Show NY2016. Chairing those committees brought me into close and frequent contact with APS Board members. Two Board members, Kristin Patterson and Alex Haimann, encouraged me to run for election for a Board Director position. This meshed with my experience in business and

non-profit leadership.

My life-work balance has always allowed me to enjoy my hobbies and take on other non-profit activities, including my APS work. Now, I frequently travel to shows and events and have many phone and video conferences related to stamp collecting. Attending stamp shows is far more fun than it used to be. In the past, I'd walk around the show and not have much interaction with other collectors. Now, I can't walk ten feet without meeting someone I know. I feel truly connected.

**What was your motivation for exhibiting?**

I was one of only three Board members who was not an exhibitor. Since the Board makes decisions greatly impacting exhibiting in the U.S., I felt that I needed to either become an exhibitor or recuse myself from any votes on exhibiting.

**How did you decide on your first exhibit subject?**

For starters, I read cover-to-cover every book I could about exhibiting including the new APS Manual of *Philatelic Judging and Exhibiting*. Steve Zwillinger's *The Path to Gold* really set me on my way.

Naturally, I wanted to start with a single-frame exhibit and decided that it would focus on Guatemala. The resplendent quetzals stamps had enough depth, mystique, and opportunities for research. There was a quetzal stamp story to be told and I wanted to tell it.

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## Spotlight on ... Michael Bloom - continued from page 6

**How has preparing your exhibit affected your collecting?**

Exhibiting has really changed the way that I collect. My exhibit was highly specialized, and the hunt for big ticket items meant that instead of looking for stamps, I was contacted by dealers when they found interesting material. Friends alerted me to auctions. My search for information took me deeper than I've ever been before.

**How were mentors useful in preparing your exhibit?**

Mentors were incredibly important. Local members encouraged me to exhibit and provided concepts and feedback. Nationally known exhibitors did the same. The AAPE critique service was a powerful source of feedback.

**How did you feel when you found out about your first award?**

At my first showing of the quetzal exhibit I received two awards: the AAPE Novice Award and the newly created Large Gold for the exhibit. I was SHOCKED! As a first-time exhibitor, I had no idea what level of award it might achieve.

**What techniques did you use in your exhibit?**

Exemplar synopsis and title pages from *The Path to Gold* were used as models to follow. I added a chart on the title page to make the exhibit easy to follow. (See figure 3.) Where a number of postmarks were presented, potentially boring graphically, I placed them in arcs across

two pages. Importantly, I made sure that the story told included a strong beginning and a strong ending.

Most of my techniques are "borrowed" from other exhibits. This helped me to win the AAPE award for best synopsis and title. Some of the best techniques I learned resulted from attending Summer Seminar at Bellefonte, PA. I am especially pleased with how my pages with stamps arranged in arcs, and navigation chart on the home page turned out.


**What about your second exhibit on the noted Guatemalan designer / engraver Arnaldo Chavarry? This exhibit appeared out of nowhere as four frames.**

I was fortunate to purchase an incredible collection, probably the most complete, of the issues of Guatemala from 1940 until the 1970s, including a lot of archival material. Since I did well with the single-frame, I was ready to try a multi-frame exhibit. The problem was finding an

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### GUATEMALA: THE UPU RESPLENDENT QUETZALS

#### 1881-1886



Forerunner: a quetzal set, denominated in reals, was issued before joining the UPU. This is a color trial sunken die proof.\*

Approximately 250 covers exist for these stamps. Eight of them are in this exhibit showing various uses and rates.

Many of the rarities of the small quetzal stamps are included in this exhibit: the 2c inverted quetzal in a block of four, the 5c inverted quetzal, the 20c inverted quetzal in a block of four, a 1c inverted quetzal essay block of six, a unique 1c frame essay, discovery blocks of the frame plate proofs and a full sheet of the 2c. The cover rarities are: a local use showing the 1 centavo rate, aa cover to El Salvador and a 20 centavos stamp on cover.

The purpose of this exhibit is to tell the story of some of the most beautiful stamps in all of philately—the “UPU Resplendent Quetzals.” In 1881, Guatemala joined the Universal Postal Union and in November of the same year issued a set of five stamps featuring the resplendent quetzal, a bird native to that country. Guatemala had previously issued a set of similar stamps (see above) featuring the quetzal, however, the UPU issue included the words “UNION POSTAL UNIVERSAL—GUATEMALA” in an oval surrounding the central image. This exhibit covers these stamps from their date of issue (November 7, 1881) until their demonetization (July 1, 1886).

This exhibit includes essays, proofs, the regular issue, postmarks and postal history.

These stamps were used in the most colorful of the Guatemala cancel periods. Here you will see some of the most striking postmarks.

Rarities are highlighted in red. A red asterisk (\*) denotes certification.

FRAME LAYOUT

P1 Title Page	P2 Essays	P3 Die Proofs	P4 Die Proofs & Plate Proofs
P5 Plate Proofs	P6 The Regular Issue	P7 The Inverts	P8 Invert Forgeries The Bisect
P9 Sheet layout, and the plates	P10	P11 P12 Postmarks	
P13 Rates and Uses	P14	P15 P16 Rates and Uses	

Figure 3: The Quetzal exhibit navigation chart on the title page.

## Spotlight on ... Michael Bloom - continued from page 7

interesting story based on the material. So much of the material was about Chavarry, that I decided to tell his story. In the course of my research, I located his grandson who provided more background.

The exhibit started as five frames, but when I took a critical look, I realized that the fifth frame was boring and unimpressive, so I cut it back to four frames. At its first showing, it received a gold medal and was one point short of large gold.

**What was the most useful change that you made to your exhibits?**

The biggest improvement was abandoning the 8½ by 11 format and going to 11 x 17. (See figure 4.) I have a high-

quality inkjet printer that supports that size. It gives you so much more room and flexibility. The latest exhibit, on Chavarry the Designer, took only two weeks to create, resulting in 40 ledger size sheets. In those two weeks I thought up the story line, laid out the material, and dove into MS Publisher to do the design and annotations. I am very focused when on a project.

**How have other exhibitors reacted to your immediate success in exhibiting?**

They have been congratulatory and supportive. Some new and experienced exhibitors have come to me looking for suggestions or encouragement.

**Have you thought about apprenticing as an APS judge?**

I've been invited by a few judges. I have decided not to do the apprentice program for now, because I need more experience exhibiting and I'm afraid the obligations might hurt my enjoyment of the shows. Perhaps someday.

**You have a good eye for exhibiting. How did you learn to collect the way that exhibitors collect?**

Exhibitors collect stamps and covers to tell a story. This is very different from collecting stamps and postal history by country. I do not know what I will exhibit next, so I am constantly on the lookout for a story, even in areas I do

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Figure 4: Double page (11 x 17) spread of postmarks in arcs, pages 11 and 12 of the Quetzal exhibit.



## Spotlight on ... Michael Bloom - continued from page 8

not collect. While I'm hoping my muse inspires me, I am looking at collections and exhibits, thinking, "Can a good story come out of this"? To bankroll my next exhibit, I am selling an important country collection so that when inspiration comes, I will be financially ready.

To me, most of the exhibits I see are visually boring, although the contents and material may be fabulous. I wanted my exhibits to entice both neophytes and the judges to come closer. Many exhibits look like they could be reduced to an article or white paper. I create exhibits as though they are on display in a museum.

### How well has your exhibiting experience met your original goal of exhibiting?

It has been a rollercoaster experience, amazing and incredible, far beyond my original goals. After having my Quetzal exhibit do so well the first time out then drop a medal level, I took a step back and worked on addressing the judges' feedback comments. Some of my initial ideas for formatting the exhibit have been improved or discarded, as the exhibit has evolved. With the Chavarry the Designer exhibit, the material sings, and I have let it tell the story.

At PIPEX in May, both of the exhibits

won large golds. However, I was called away during the feedback session, then missed attending the Saturday night banquet. On Sunday, people kept coming up to congratulate me. I assumed they were talking about the large gold awards. I was eventually walked over to my Quetzal exhibit (figure 5) just before the end of the show and, much to my surprise, saw the Grand Award ribbon hanging from the frame! Now, I understood why they were congratulating me.

### How has WE helped your exhibiting?

The support from WE came mostly in the form of suggestions for improvements to my exhibits from those WE members with whom I have had contact.

### Where do you see yourself heading with exhibiting?

Besides looking for inspiration for a subject and story, I would like to take my exhibits from 2-D to 3-D, and add some sort of electronic audio or video to the exhibit.

### Lastly, what advice would you give to WE members?

Anyone can learn to exhibit. Read the best books on exhibiting and be sure to read the new judging rules at [www.stamps.org/userfiles/file/judges/Judging-Manual.pdf](http://www.stamps.org/userfiles/file/judges/Judging-Manual.pdf).

Sit back, imagine the material on hand and look for a story to tell. Purchase stamps, covers and ephemera that enhance the story. The biggest test of success is how well you accomplish what you say you will do on your title page. Most of all, have fun!

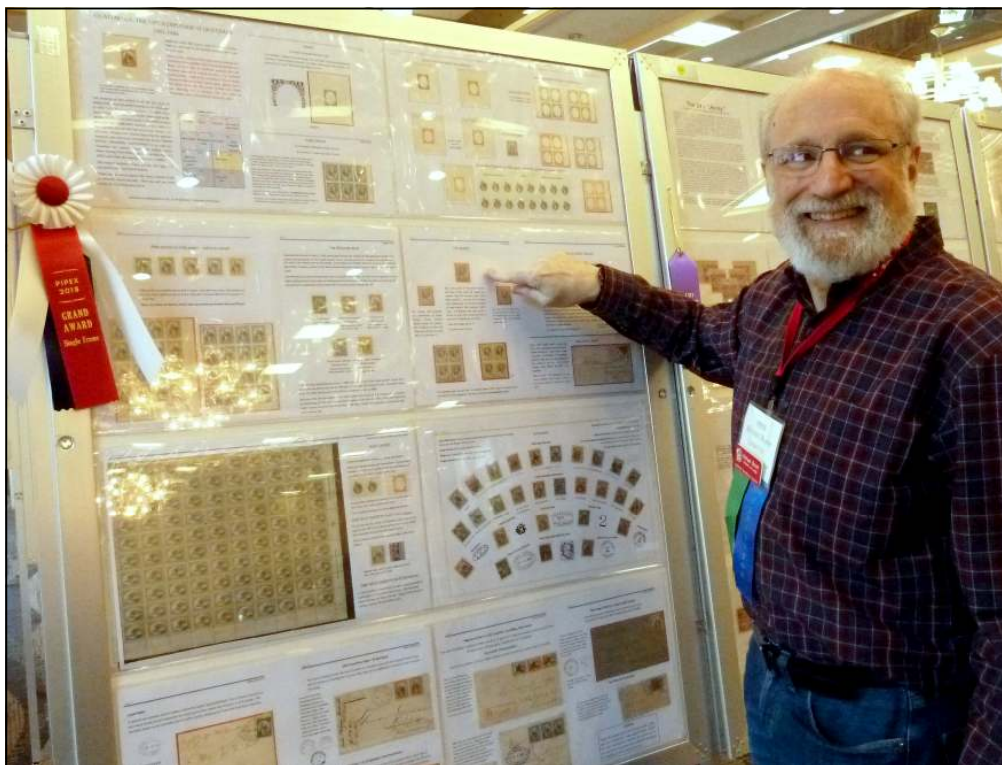


Figure 5: Michael points out a rare Quetzal invert proof in his Grand Award-winning exhibit.

## WE Fest VI - A Grand Event - continued from page 1

I did not attend all the functions available to the attendees. The Hospitality Suite was open each evening and a continental breakfast was available on Friday morning. My husband, Lamar, had his Rhodesian Study Circle meeting in conjunction with us so I had to divide my time between the two.

At precisely 8:00 AM on Thursday morning, Kristin Patterson welcomed everyone (figure 2.) to the seminar. She introduced our presenters and gave us the schedule for the remainder of the day.

The first presenter was Larry Crain from Medford, Oregon on *Your Arm Twisted to Exhibit... Now What?* Larry emphasized the importance of selecting

the subject of your exhibit. Things to consider would be: what are your interests other than stamp collecting; your job; places you have lived/visited; and pets. Scope of the exhibit is necessary – a specific time period; a county versus a whole state. He emphasized that a stamp collection does not become an exhibit but that both should be fun.

Pat Stilwell-Walker from University Park, Florida presented *Adding Old(er) Material to an Exhibit: What, Where and How*. She gave examples of how to search for and obtain older material for our exhibits. Searching for/finding non-philatelic material such as trading cards, newspaper articles; viewing cards and maps is an asset

when putting exhibits together. Her handouts will go into my reference notebook.

Kristin had scheduled breaks during the day and this gave me a chance to visit with some of the folks I have heard about or maybe have seen their exhibits but had never met. Anne Harris was one of those individuals. Before I ever had any idea of exhibiting I saw her exhibit on Horses! Wow! She even had a video mounted on the frame!! Quite a lady!

The next presenter was David McNamee (figure 3) from Alamo, California. David's presentation was *Layout Exhibiting Challenges* and he showed the importance

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Figure 2: WE Fest VI participants: Standing (l-r) Liz Hisey, Tim Bartshe, Pat Stilwell-Walker, Laurie Anderson, Nancy Swan, Lyman Caswell, Jean Stout, Ruth Caswell, Paget Lenarz, Brad Fritts, Judith Ireton, Nester Nunez, Anne Harris, Larry Crain, Jack Congrove, and Dan Walker. Sitting: Lisa Foster, Tony Wawrukiewicz, Kristin Patterson, and Tom Bodem.

## WE Fest VI - A Grand Event - continued from page 10

of framing your exhibit. Having consistent margins around the perimeter – having mirrored pages – well balanced pages and a solid conclusion help establish a higher medal winning exhibit.

We broke for a buffet lunch at New World Café around the corner from the hotel. Kristin had everything planned to perfection. She even had a special dessert brought in from a local creamery. It's Ice Cream sandwiches were available in five different flavors. Some folks tried more than one flavor!!

A face that we all expected to see on Thursday was Vesma Grinfelds. Come to find out she was bowling a 300 game at the 12<sup>th</sup> Annual San Francisco USBC Open Championship Tournament. Whoever said

WE participants cannot be good at something other than exhibiting?

After lunch, Tony Wawrukiewicz from Portland, Oregon presented *Types of Postal History Exhibiting: Purpose and Plan*. Postal History is not my exhibiting preference but I was able to glean

some examples of ways to improve the display class exhibit I prefer. He also emphasized, "Exhibit limits should be based on the chosen exhibit subject, not the collection."

Liz Hisey (figure 4) from University Park, Florida utilized the APS Manual of Philatelic Judging, 7<sup>th</sup>



Figure 4: Above, Liz Hisey (right) answers Paget Lenarz's questions about exhibiting.

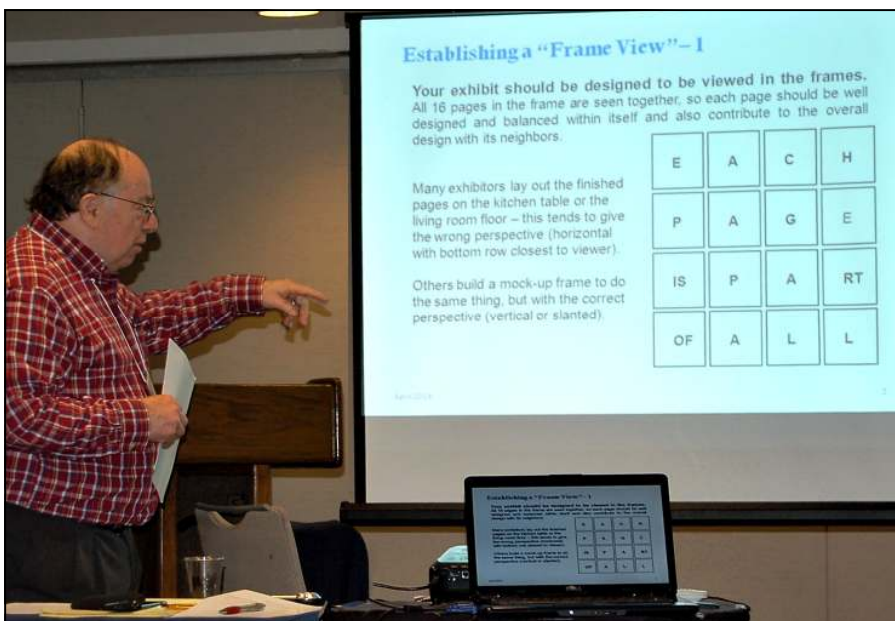


Figure 3: David McNamee pointing out the importance of each page.

Edition to present *An Exhibit Judge for a Day*. We were given 9 exhibits to judge. The title page and synopsis were provided. Liz went line by line over the Uniform Exhibit Evaluation Form (UEEF) explaining the different areas of consideration and point structure WE were to use. WE had Friday to meet with our partner and come to a consensus on the medal to be awarded. Cont' on page 12

## WE Fest VI - A Grand Event - continued from page 11

Tim Bartshe flew in at the last minute from Denver, CO to close our session on Thursday with *An Opportunity to Exhibit Anything*. Tim walked us through all the challenges of exhibiting under the new guidelines and the baby steps it took to get us here in 2018. He did a fantastic job of summarizing all we had heard during the day, and ironically, his last statement was the same as Larry and David's earlier in the day: "This is a hobby; it is supposed to be Fun!"

Finally, during the WE seminar, attendees could win 1 of 2 drawings. The first was the book, *A Path to Gold*, which was won by Dan Walker. (Figure 5.) Can you believe he did not have a copy of his own. The second drawing for the

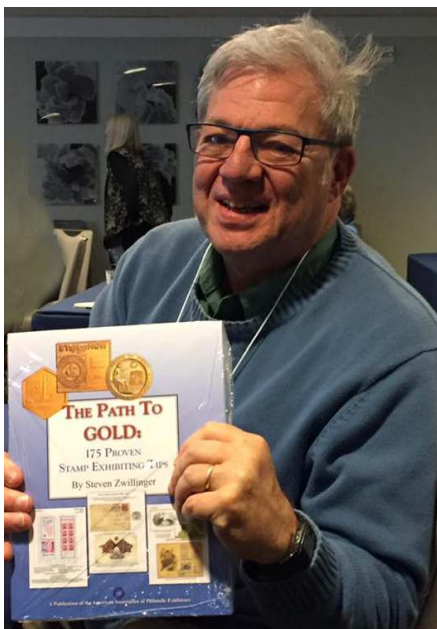


Figure 5: Dan Walker holding the item he won in the WE drawing.

book, *U.S. International Postal Rates*, written by WE presenter, Tony Wawrukiewicz, was won by Bob Helms.

Friday morning after the WE continental breakfast, which included fresh fruit, croissants, bagels, ham, turkey, cheese, and coffee, most attendees went to the show floor to start their judging of the exhibits. Larry Crain, my team member, worked at the Council of Northern California Philatelic Societies booth so we started a little later in the day. Even then we had to be careful not to get in the way of the Judges doing their final paper work as First Responders. With my limited knowledge of other divisions of exhibiting I was teamed with Larry.

Larry was very helpful in pointing out the strong points in exhibits that I would have never known. Strangely enough our consensus on the points to award for each judging criteria was very close. I really enjoyed the opportunity to work with Larry and get to know him. I think this judging experience was the highlight of the seminar for me.

Friday afternoon, Kristin Patterson shared her knowledge of *Mounting Odd and Large Shaped Material in an Exhibit*. This open

presentation was given to 26 show attendees.

Saturday morning, we met as a group for exhibit deliberations. We were able to compare our evaluation with the actual award levels assigned by the jury. Some teams did better than others. This exercise gave us all a better appreciation of what a difficult job the judges have and the amount of knowledge they must have to judge the vast variety of exhibits at each show.

WE members contributed 14 exhibits to the show. I will not list all the medal awards - they are available on the [WESTPEX website](http://WESTPEX.com). I will mention two, however. Novices Laurie Anderson (figure 6) received a Silver in her first national exhibition for *Go for the Gold! The Introduction of Women in* Cont' on page 13



Figure 6: Laurie Anderson receiving her WESTPEX Silver Award from Chief Judge Ken Martin.

## WE Grand Award - Lisa Foster

Women Exhibitor's newly created society award, the "WE Grand Award - Best Member Exhibit" is available to any WSP exhibition, where Women Exhibitors is a convening society. It is awarded by the show jury, to a WE member, with the largest award level based on points. It was awarded for the first time in conjunction with WE Fest VI, at WESTPEX 2018 to Pat Stilwell-Walker (figure 1) for her multi-frame exhibit, *Baltimore Postal History from Colonial Times until June 30, 1851*.

Pat is from University Park, Florida. She started to collect in 1976, first exhibited

in 1978 and won her first gold in 1983 and first international gold in 1991. She collects and exhibits Postal History and Display class. Pat is an APS and a Federation Internationale de Philatelie (FIP) accredited judge. She is the President of the Association of American

Philatelic Exhibitors (AAPE), an American Philatelic Research Library Trustee, a

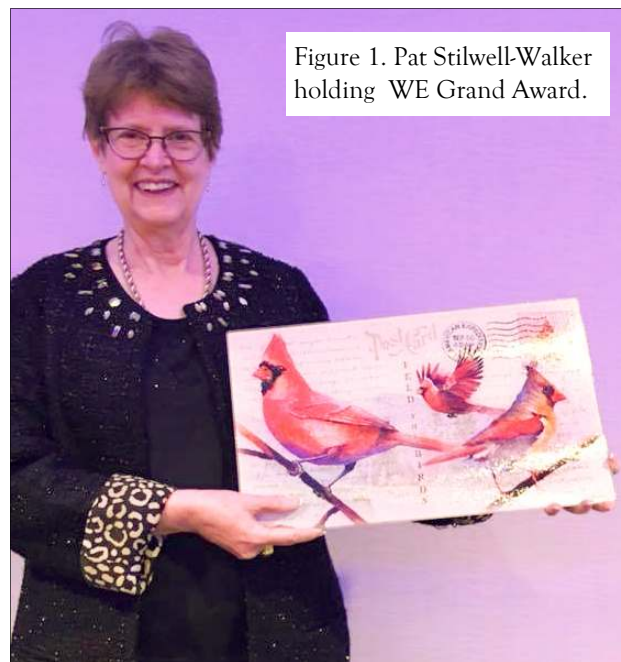


Figure 1. Pat Stilwell-Walker holding WE Grand Award.

founding member of WE, and a WE Fest VI presenter. Well deserved. Pat!

## WE Fest VI - A Grand Event - continued from page 12

*the Olympic Games* in the multi-frame exhibits and Paget Lenarz received a Large Silver in the single frame exhibits for her first national exhibition for *A Landscape Architect's View of Expos 1904-1915 Through Picture Postcards*. She also was awarded the WE - Sterling Achievement Award. Paget was a good sport in receiving the non-subscribed Award from the WESTPEX imaginary sponsors. She was presented with a dead plant in recognition of her expert knowledge and experience as a landscape architect.

Lisa presented the first WE Mentor Award to Tim Bartshe. (See detailed

article on page 4) This will be a bi-annual recognition nominated by the WE membership.

Sunday morning, we gathered for the WE Fest Farewell Breakfast at Peter's Café. Each of us was given the opportunity to share segments and gathering that we enjoyed during our time together. The repeated comment was that everyone enjoyed the information shared - that we would be better exhibitors after having attended the seminar - and last but not least we look forward to the next WE Fest!

Early in the afternoon on Sunday, the WE Meeting

was called to order by Lisa. Most of the WE Fest participants were in attendance and the topic of conversion centered on an evaluation of WE Fest VI. Evaluation forms were returned and Lisa expressed her thanks to Kristin for all her efforts in making the seminar run so smoothly and in such a timely manner. All in attendance echoed Lisa's remarks.

This has been a great learning experience for me and I look forward to attending WE Fest VII during CHICAGOPEX, Nov. 20-22, 2020. Be sure to save me a slice of pizza on Wednesday evening!

## Jury Feedback Highlights from WESTPEX - Lisa Foster

After the ribbons were posted many exhibitors were heard commenting that their award level had dropped from previous exhibitions. Some attributed it to the venue, some to the jury, and others were just confused. During the jury feedback session there were reoccurring themes and comments, many of which exhibitors have heard before.

A jury has an average of 12 to 15 minutes per exhibit. For 10-frame exhibits, that is one minute per frame. Knowing this, the exhibitor needs to be concise and eliminate all extraneous words. The purpose needs to be clearly defined and easily located on the title page. Include a scope and a plan. Ensure the headings follow the plan while being consistent. The beginning of

each chapter needs to be easily located. This assists the jury in evaluating if the exhibitor accomplished what they said would do; if the exhibit fulfilled its stated purpose.

Identify rare/ important/ key elements and note how on title page. Explain why the material is important in the body of the exhibit, provide rationale behind the items highlighted. Do not state the obvious, state things the jury cannot see.

For thematic exhibits in order to get a higher medal level, the exhibit needs a wide variety of philatelic elements including older material and less common items. Also, items which are more challenging to obtain, for example, first day of rate, last date of rate, errors, and proofs.

Avoid use of mint and used stamps on the same page unless there is a reason for it, for example it was needed for completion purposes and explain.

If using charts, maps, and graphics ensure they reproduce well, are easily understandable and add to the purpose/story line of the exhibit. When exhibits are updated, be sure to use the same font and line spacing on the same paper.

In addition, jury members spent time at the exhibits with the exhibitors, provided individualized feedback and graciously answered questions. Afterwards many exhibitors reported they understood why they were awarded the ribbon they were, and had received good suggestions and ideas for improvement.

Carol Edholm, WE Membership  
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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)

## Cheryl Ganz Appointed APS Vice-President

On May 15, 2018, APS President, Mick Zais, was appointed U.S. Deputy Secretary of Education. In accordance with the Ethics in Government Act, Mick resigned from the APS Board. Appointed from the APS Board to fill the open position was VP, Bob Zeigler. Following the APS guidelines, the APS

President selects a new VP with approval of the Board. Bob's selection was Cheryl Ganz.

Cheryl has been active in philately in many arenas (See *WE Expressions* Q2 2018 for more details) and a WE member since 2007. WE congratulates Cheryl on her newest role in our hobby.

