



Women Exhibitors
APS Affiliate #260

WE EXPRESSIONS



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Ed., *WE Exp.*: Barbara Harrison, barbandwill@comcast.net Dirs. at Large: Pat Stilwell-Walker, psw123@comcast.net
Chair: Ruth Caswell, ruthandlyman@earthlink.net Denise Stotts, stottsjd@swbell.net
Secretary: Vesma Grinfelds, dzvesma@sprintmail.com Ed., *WE Think*: Janet Klug, tongajan@aol.com
Treasurer: Liz Hisey, lizhisey@comcast.net Web Site: <http://www.aape.org/weweb.asp>

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: AmeriStamp Expo '10, Riverside, CA, Feb. 19-21, 2010.

Satellite Mtgs: WHO WILL VOLUNTEER TO LEAD A WE SATELLITE MEETING AT AN UPCOMING SHOW (LOCAL OR WSP)????

Keeper's Korner: One of the perks of being your Keeper is that WE members send me reports of their exhibiting adventures. Norma Nielsen sent me the palmars from Caltapex showing the many awards won by WE members at this show. Congratulations to all. The WE award was also presented, courtesy of Tim Bartshe who carried the medals across the border so they could be distributed in Canada. Thanks to all to who made the WE awards in Canada happen.

Rocky Mountain Stamp Show (RMSS) is coming up soon. Remember WE is responsible for 120 frames. The prospectus and entry forms are now available, so it's time for everyone to step up to the plate. Write WE at the top of your entry form. It will help to identify WE exhibits. These forms are available on the RMSS web site, www.rockymountainstampshow.com Both forms are easily available for download. **PLEASE NOTE: Deadline for RMSS entries is Feb. 1st.**

RMSS allows each exhibitor to have 2 multi-frame exhibits and 2 single frame exhibits. To reach 120 frames, we need to have **60** exhibitors. Yes, you read that right. WE needs 60 members to exhibit at RMSS. I've been exhorting you to look on your shelves, identify which exhibits you will bring/send, and send in those entry forms. NOW is the time. I am considering listing WE members who have sent in their entry forms in the newsletter.

Please note Barb's suggestion at the top of the October newsletter about satellite meetings. WE has been neglecting satellite meetings for causes unknown. At your local/regional shows, hold a gathering where WE members and prospective members can get together and talk. We tried that at SEAPEX. There was no meeting room, so we gathered around a table and discussed issues relating to WE. It is important that WE members stay connected if we are to bring in new members.

Our very own Vesma Grinfelds was one of the judges at SEAPEX, a local show in Seattle which draws exhibitors from the Northwest area. She encouraged me to write a bit about the show. Kudos to all judges who come to local/regional shows. Their efforts are truly appreciated. Unfortunately, we have no pics of the exhibit area, but we do have a pic (very dark) of Carol accepting an award. Local/regional shows are fun times, also a lot of work and long days. SEAPEX has just completed its second year with exhibits. Previously, it was a bourse only. And much, much earlier, I'm told the show did have exhibits. So, it's come full circle. The show has a bourse, 80 frames of exhibits, as many awards as applicable, an awards breakfast, show cancels, USPS, a Club Showcase area with single page exhibits, and so forth. MANY volunteers and

exhibitors make this show happen. It's great to renew friendships and share exhibiting ideas with others. I'm sharing the SEAPEX information to encourage you to volunteer for your local event.

Have a wonderful holiday and talk about your exhibits with your family and friends.

Ruth

THIS MONTH'S TOPIC: What entices you to enter your exhibit in a national show? What prevents you from entering (either national or local)?

Although no responses were received, several obvious things come to mind. **Why enter a national show?** There is the thrill of competition, feedback from experienced judges, the reward of a nice medal. If you personally attend the show, there is the joy of mingling with those like-minded people who are crazy about philately and exhibiting. There is the opportunity to travel to cities all around the country for a mini-vacation combined with the chance to spend hours and hours perusing wonderful material at the dealer tables and gazing upon hundreds of pages of beautiful exhibits. There is the pleasure of having other exhibitors, judges, and show attendees bestow nice comments on your exhibit – and also offer good suggestions for additions or improvements. There is the self-satisfaction of continually improving your exhibit and seeing your medal award climb to the top! For those with competitive natures, you can have a great deal of self-satisfaction!

What prevents you from entering shows? The obvious reasons would include time and years to prepare the exhibit, cost and travel. In these difficult economic times, spending the money necessary to enter your exhibit (the larger the exhibit, the higher the cost), and ship it across country can run into several hundred dollars or more. If you fly to the show and hand carry the exhibit, you must take into consideration the cost of the flights, hotel, and food, in addition to entry fees. If you drive, the cost is lower. If you fly, it has become much more difficult to hand carry your exhibit(s), in addition to extra fees for checking a piece of luggage (yes, you do need to take some clothes with you in addition to the exhibits in your carry-on!). Flying has also become quite a hassle, with early check-ins required, lugging heavy exhibits through airports, retrieving luggage, arranging and finding transportation from airports to hotels – and it becomes more difficult when you take into account aging exhibitors. If you happen to be thin skinned, it can be rather uncomfortable or even unpleasant to sit in a critique if there are few good comments about your exhibit and an abundance of criticisms, even though necessary.

QUESTIONS FOR YOU TO ANSWER FOR NEXT NEWSLETTER: HOW LONG HAVE YOU BEEN EXHIBITING? HOW DID YOU GET INVOLVED IN THE HOBBY AND THEN IN EXHIBITING? (Since we now have over 120 members, it's time to repeat this question. Please send in your story, from a paragraph up to a full page, and they'll be included a few each month, in the order received, assuming we get numerous responses!) If you've never sent in your *answers* to a monthly question, NOW is the time! Also, how about sending in a question??? WE really need some suggestions for good discussion topics. **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!!**



WOMEN FROM THE PHILATELIC PAST

Ethel Bergstresser (Stewart) McCoy

(June 20, 1893 – August 17, 1980) New York City

Ethel McCoy was an ardent stamp collector and philatelic activist. She formed many collections, most notable of which was her U.S. airmails. She was one of the earliest topical collectors.

She became a director of the American Air Mail Society in 1937, when few women held office in any philatelic organization. She was then known as Ethel B. Stewart (her first husband, Bert A. Stewart, died in 1936). In 1941 she married [Walter R. McCoy](#), like her, an enthusiastic stamp collector and activist. They both belonged to many stamp societies and often provided special prizes for philatelic events. She was a director of the Essay-Proof Society for over 20 years.

The highlight of her U.S. Airmail Collection was a block of four of the 24-cent "inverted Jenny" (Scott No. C3a) which she acquired in 1936. The block was from positions 65-66, 75-76 of the original sheet of one hundred, and was one of the best centered of the few blocks in existence. It was stolen from her exhibit in the 1955 APS Convention in Norfolk, VA. In 1979, she transferred title to the stolen stamps to the American Philatelic Research Library. As of 2001, two stamps from the left side of the block (positions 65 and 75) have been recovered.

HELP!!! I CAN'T FIND THE TIME TO EXHIBIT!!

A busy life, other responsibilities, and lack of time seems to plague so many of us these days. Many of our members face this same problem. How can we deal with this? Is this a problem for you, too? What are you doing to find the needed time?

(From Denise Stotts) I am struggling with this right now as well. Between craft shows and all of the other jobs (paid and unpaid), I find that the only way I seem to work on the exhibit is to actually schedule it in on my calendar. I seem to "respect" what's there each day. If I know I will have a block of time on a certain day, I go ahead and schedule it in - unfortunately, those days are few and far between right now. Tomorrow will be the first Saturday that I will be at home since August, so have planned to put in some hours – but I also need to weed the gardens!

(From John Hotchner) This got me started thinking about how I have done this in the past, and, on reflection, how I continue to do this. Essentially, any project such as an exhibit has to be looked upon as a series of short steps that build upon each other, and it is key at the start to build enthusiasm. Why? We all have more to do than we have time to do it. Thus we prioritize, and it is the things we want most to do that get done. Recognizing that different people get enthusiastic in different ways, I can report that the bug bites me by actually handling the stamps and/or covers that will form the basis of an exhibit, and beginning to "see" how individual items will fit together to tell a story. Thus, the first thing I do when I have an idea is to assemble all the relevant material I have, both to see what is there, and to find the gaps that will need to be filled. At this point I am motivated to start the process of putting the material in order (or several different orders), looking up information, seeking out needed material, roughing out pages, etc. Hope this will help to build your own enthusiasm!

SELLING IT! by Janet Klug

Sooner or later the shelf life of an exhibit expires. You haven't been able to find any new material for it in a couple of years. You have taken it as far as it is likely to go. You see lesser material than you currently own being offered by sellers at greater prices than you dreamed imaginable. *** **It's probably time to sell.** ***

Those are incredibly traumatic words. "Sell my exhibit? You must be crazy!" Go ahead. Say them. I said them, too. And then, after much gnashing of teeth, I consigned my Tonga exhibit (30 years in the making!) to an auction firm in Australia. My hands shook when I took the box to Fed Ex to ship it.

Deciding when to sell is a personal choice, of course. But when you find you are just going through the motions, adding nothing and changing nothing, maybe it is time to start thinking about selling. There are many methods available. A good exhibit of desirable material in excellent condition with a strong track record of awards is easier to sell than an exhibit with modest material in so-so condition that has had modest success. Condition is king when you sell. It is also important when exhibiting, so watch what you buy. Buy the best you can find.

There is only one trick to having a successful sale of your exhibit and that is finding the right place to sell or a highly motivated buyer. If you are buying most of your material at auction in Britain, odds are good that Britain is a good place to sell it. Do you have a few favorite dealers from whom you have made many purchases in the past? Those dealers are probably a good place to begin your investigation for potential buyers for your collection. Before you let your exhibit out of your possession, understand how and when you will be paid, the exact amount of payment and whether or not there are any associated fees the dealer will expect to be paid. If you are consigning to auction, make certain you understand every single clause of the consignor's agreement before you sign on the dotted line. If you have questions, ask them. If you don't receive a satisfactory response, go elsewhere.

There is no hard and fast rule to use to determine the value to expect in selling your exhibit since every exhibit is different. Some material is more popular than others. Classic US will sell for more than a modern FDC exhibit. Some people are good at finding bargains when they buy; others are not. As the seller, you need to have a good idea about how much money you expect to receive for the sale, taking into consideration such criteria as condition, supply, demand, and how much you have spent on your acquisitions over time. It doesn't hurt to do additional homework to find out what like items are selling for in the open market or in competitive bidding. Even though there are way too many variables to generalize on your exhibit's value, you can come up with an approximate value on your own by keeping good records and doing a little math.

Of course, you can sell your exhibit yourself using eBay, Delcampe, StampWants or other Internet selling venues. It is a lot of work. What do you do with the material that doesn't sell? One practice you want to avoid is an offer from a dealer who will buy just the best material from your exhibit. Again, what do you do with the remainder? You will get much less for it than you would have had the exhibit remained intact and finding a buyer will be tricky.

And as for me, I am a firm believer of having my cake and eating it, too. Before my Tonga exhibit when on an Australian walkabout I scanned every page. When I miss it, I put in the CD and let each page play as a slide show on my computer. Ahhhh!

My story had a strange – and lovely – ending. The exhibit ended up not being sold at auction, but rather it was a private treaty sale (which is a sale to a private person corporation, or stamp dealer). It was offered to a motivated buyer at a price that was acceptable to me and now the exhibit – still intact – has a new proud owner. Talk about your win, win, win situation!

THOUGHTS ABOUT PARTICIPATING IN PHILATELY: WAYS TO SHARE THE JOY, by May Day Taylor

Each of us has the potential to introduce the joy of our passion to someone else. Here's my recent list:

****Call the Boy Scouts and Girl Scouts.** I was once a Girl Scout. I picked up the phone and made lots of calls. Now I have an appointment to talk with some Cub Scouts in January.

****When house guests come give them some stamps to take home.** Most of my company wants to go sightseeing, and it is relatively easy to give them some Washington DC stamps. Some friends come over to see my quilts so that is another favorite giveaway. Or it could be that you could give a collection of stamps about their hobbies of railroad trains, fly fishing or baseball. Sometimes the note says "I'm glad you enjoyed visiting the National Postal Museum."

****Frame some favorite stamps.** I have the transportation series framed in my office along with the Duryea car on a 1995 stamp with the signatures of the descendants who are still in the car business. At home I have Statue of Liberty stamp images on a wall with a big jigsaw puzzle my children did for me. The visual images are good conversation starters.

****Offer to sell your friends some older mint postage.** A big stack was donated to a local stamp club and rather than taking it to a dealer at a bigger discount, I sorted it into smaller packets and offered it to my friends. After getting an understanding that it was legitimate postage, my budget conscious friends were eager to buy the stamps. So many were surprised how intrigued they were with the stamps they had never seen before and some said "oh, the stamps are too pretty to use." Most everyone has asked for more. This weekend I will be busy making up more packets!

What will you be doing to spread the joy of philately? **Editor's note: 1) Drop me a note so everyone will know what you're doing. 2) WE can look forward to Philately Is Fun, by May Day, next month!**

CALLING ALL WE MEMBERS! As you know WE has been asked to attend as a convening Society at the Rocky Mountain Stamp Show (RMSS) May 14-16, 2010. WE has also committed to mounting 120 frames. So please look at your exhibits and see what you can send/bring to RMSS. WE Fest II will also be held in conjunction with the show. If you plan to exhibit, please let me know via e-mail the title and number of frames as soon as possible so that I can keep the RMSS Committee informed. This is in addition to sending in your entry form to RMSS. (See Note from Ronald Hill, below.) More information on the WE Fest will be coming in the next couple of months.

WE will also be taking part in a "throw down" competition between WE, Bittersweets based in CT, Midnight Mavericks based in TX, and also I think Betty's Boys from St. Louis. Scoring will be done by number of awards and medals won by each team. We need all kinds of exhibits, so please do not feel that your exhibit is not up to standard. We want to put on a good showing for WE. All classes of exhibits are acceptable. Also our male members are welcome to exhibit if you are not already committed to one of the other teams. **Lets whomp the other teams!!!! (from Liz Hisey)**

A NOTE FROM RONALD HILL, EXHIBITS CHAIR, RMSS 2010: The Exhibition Prospectus and the Entry Form for the RMSS 2010 show can now be downloaded from the Show web page (www.rockymountainstampshow.com) by your members. A news release has recently been sent to the philatelic press so we also expect activity to pick up soon.

WELCOME TO NEW MEMBERS: We're happy to welcome –

With apologies to Elizabeth for the error in last month's newsletter:

- Elizabeth Sodero (proud *mother* of member Jane Sodero). Elizabeth lives in Halifax and enjoys collecting postal history of Canada's Admiral Issue, mourning covers, small covers, Kaulbach Island and Halifax associated Cunard.
- Barbara L. Anderson, who lives in Urbana, IL. Barbara has received our Women Exhibitors Sterling Achievement award twice. She exhibits Apis Philatelica (bees) and Perfumery – The Art of Scent.

