



Women Exhibitors
APS Affiliate #260

WE EXPRESSIONS



Supported by AAPE

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STATEMENT OF PURPOSE: *To provide a vehicle through which women exhibitors can encourage each other through sharing information, ideas, experience, advice, problems, and solutions.*

Next Meeting: STAMPSHOW '09, Aug. 6-9, 2009; Pittsburgh, PA.

Festival for Philatelic Women, May 28-31, 2009; Bellefonte, PA. Keynote speaker, Dr. Cheryl Ganz, *Women in Philately: Where We Were, Where We Are, and Where We're Going*. Lots of other great workshops, seminars, social events.

Satellite Mtgs: *Hudson-Fulton StampExpo 400*, Sept. 25-27, 2009, Albany, NY; will include mini-seminar on *The Basics of Exhibiting*, by Barb Harrison, on Sat., 1-2 pm, room TBD.

Keeper's Korner: Pat Stilwell-Walker gave all who attended the WE meeting at AmeriStampExpo lots of information and ideas on how to construct title and synopsis pages. If you were unable to attend, look for a summary of her presentation in the next *WE Think*. You may want to re-think your pages after reading her report.

WE welcomed two new members, Wade Saadi, APS president, and Michael Dixon, APS at-large board member, to our group. When you see them at shows, please welcome each of them to WE. Yes, they do have WE buttons to wear.

Now is a good time to send in your Festival registration, if you have not done so. At the meeting, members discussed ideas for making travel to Bellefonte easier. For those flying to Pittsburgh on Thursday, Anne Harris will rent a vehicle large enough for 6 people. If you want to travel from Pittsburgh to Bellefonte with her, please get in touch (gofrogger@gmail.com). If you would like a ride from Maryland, please contact Pat Walker (psw123@comcast.net). I'll send an e-mail to all WE members soon outlining possible travel arrangements from Pennsylvania airports.

If you have not sent in your 2009 dues, it is time to do so. For your convenience, you'll find a 2009 dues statement attached to this newsletter. If you forget, the membership chair will get a reminder letter to you.

See the separate write up of the WE meeting immediately below to keep abreast of all WE happenings.

It is great to see so many of your exhibits in the frames. Please give yourself a pat on the back for getting those exhibits ready for viewing. Thanks to all for wearing your buttons at all stamp shows: local, regional, national.

Ruth

WE Meeting Report: WE held their winter meeting on Saturday, February 21, 2009, at noon at AmeriStampExpo 2009 at Arlington, TX.

WE welcomed two new members, Wade Saadi, APS President, and Michael Dixon, APS at-large board member. WE application forms, dues statements, and general information about our group were available. Dues for 2009 are now payable, and dues statements will be mailed to those who have not sent in their membership.

Transportation to the *Festival* was discussed. The main focus of discussion was how to make it easier to get to Bellefonte. Because car rentals are high cost at Pittsburgh, Anne Harris (gofrogger@gamil.com) volunteered to drive a vehicle for 6 from Pittsburgh to Bellefonte. Those leaving from Maryland, should get in touch with Pat Walker (psw123@comcast.net). Another alternate airport is Harrisburg, which may have lower rates than the airport at State College. Ruth will e-mail all WE members with this general travel information.

The criteria for the *Sterling Achievement Award*, the WE award available to local, regional, and national shows, need updating. Language for the revision was suggested and will be presented to the WE board. The revised criteria will appear in the next Keeper's Korner.

WE members were reminded of the exhibiting challenge of 120 frames to fill at RMSS 2010. The treasurer reported that WE has money in the bank and that WE has received support from AAPE for the *Festival*. Publication editor of *We Think* (Janet Klug) and newsletter editor, *WE Expressions* (Barb Harrison), received thanks for all their time consuming work on these ventures. Announcement was made of the collection of artifacts about Women Philatelic Pioneers which WE oversees.

The program for the meeting was *Title and Synopsis Pages*, by Pat Stilwell-Walker. **(submitted by Ruth Caswell)**

THIS MONTH'S TOPIC: How do you handle "numbering" chapters in your exhibits? What kind of numbering do you use? Or do you prefer not to number? Why/why not? Why do you do it the way you do? Do you always do it the same way? What kinds of comments from the juries have you had on various ways of numbering?

(From Denise Stotts) Since I mostly exhibit thematically, I use the standard numbering system recommended. Chapter 1 is: 1. title, then subchapters are 1.1, 1.1.1, 1.2, etc., with the titles of the subchapters as well. This is shown on the plan page in standard outline form, then followed through on the top of each page. I have been using this system on my traditional exhibits as well - I think the judges like it as it provides a "road map" for the exhibit, and they know what they will see and can find it easily. Jay was one of the first exhibitors to use thematic style plan page and numbering in his traditional and postal history exhibits (it even got a "shout out" in Randy Neil's first edition of the Exhibitor's Handbook. Since then, it has become commonplace in all sorts of exhibits. It was something, when he first started doing it, that the judges always commented on very favorably. It's possibly a little more work, but I think once you are used to doing an exhibit that way, it does become second nature and helps keep you organized.

QUESTIONS FOR YOU TO ANSWER FOR NEXT NEWSLETTER: How do you like the new Uniform Exhibit Evaluation Forms being used by APS judges? Do you find them helpful? Are they better than the old evaluation forms? How do you feel about removing the “points”?

HELP!! SUGGESTIONS FOR MONTHLY QUESTIONS ARE NEEDED FROM YOU, in addition to your answers!! PLEASE SUBMIT QUESTIONS OR TOPICS FOR UPCOMING NEWSLETTERS, AND ALSO SEND IN YOUR RESPONSES –THIS IS AN EASY WAY THAT WE CAN HELP EACH OTHER!!

SEAPEX: Carol Edholm has sent in a nice summary of recent events at SEAPEX, along with some photos. Please see the attachment for her comments. Thanks very much for sharing this with us, Carol. It’s very encouraging!!

MAIL-IN EXHIBITORS (Barb Harrison): For a variety of reasons, I had decided in mid-2008 to personally attend fewer shows and take advantage of mailing my exhibits by Express Mail. I boldly entered 3 multi-frame exhibits for AmeriStamp in Arlington. I was expecting to squeeze them into 3 boxes, but when the time came I discovered it was too risky for the exhibits so had to use 4, splitting one exhibit in half. Trying to eliminate confusion, I labeled the boxes 1 of 4, 2 of 4, etc., had all the envelopes numbered as to exhibit and frame number, and included an explanation sheet inside each box. The cost for Express Mail was pennies under \$200, multiplied by 2 to pay for return shipping. In addition was the cost to enter the 3 multi-frame exhibits, which came to \$270.

The main reason for entering 3 exhibits was that I want to keep encouraging PPC exhibitors, so I felt obliged to send not 1, but 2, PPC exhibits – last year there was very little PPC representation at AmeriStamp. For the immediate future, I think I will try to restrain myself and enter one exhibit per show. My considerations will be as follows: Will it be best to enter 2 exhibits in Show #1, or will it be better to enter 1 exhibit each in Show #1 and Show #2? Shall I try to drive to 2 or 3 shows within distance of my home, or shall I spend my travel dollars flying to a show (and putting up with the frustrations related to air travel: getting to the airport in the wee hours, sitting around waiting for flights, having flights canceled or delayed, lugging exhibit(s) in a carry-on, arriving at the destination exhausted)? How long is my shopping list of needs for upcoming exhibits? Can I get the items at a local show, or will I find more opportunities to locate those perfect items at a larger national show? Can I contact a few dealers for that special item? Or should I try the internet (although I personally prefer to hold items in my hands, to see them up close and personal)?

I will be continually rethinking my positions on these questions, as I work on new exhibits, decide on where to exhibit, decide on driving or flying, and of course the biggie – what will the economy be doing to affect these decisions?

This brings us to the second part, factors to consider when mailing exhibits. I still consider myself a “new” exhibitor, although 5 years have now passed since I was persuaded to take that first plunge. I include in my shipping box a completed return mail label, hoping to save time for those who volunteer to pack up the exhibits at show’s end. But I really hadn’t understood all the ins and outs of what goes on behind the scenes – until Janet Klug shared some of her insight with me. It just so happened that the 2 volunteers who mounted my exhibits were Ken Martin and Janet (thank you both for ALL you do!). (Thank you, too, to Liz Hisey, who with a partner took down my exhibits for return shipping.)

Janet offered these suggestions: *1) Figure out a way to send your exhibits so that you have only one exhibit in a box.* (My problem was that the boxes at the post office weren’t big enough, and I didn’t know of an alternative at the time. This was the first time I had to split up an exhibit for shipping.)

Since I have previously hand-carried and mounted my own exhibits, I had a couple of pages that have material mounted overlapping 2 sheets, which was NOT a problem when I was mounting the exhibits myself. Janet made this comment concerning overlapped pages: *2. Consider using double pages. You would be flabbergasted at how dirty our hands got from handling boxes, screw drivers, screws, frames, etc. You really do not want people with dirty hands trying to put covers into corners and pages into page protectors. You can buy 11X17 Mylar page protectors and send the double pages all set to go. Yes, it does mean you can't use the standard USPS express mail boxes, but in the long run it is MUCH BETTER protection for your material and a whole lot easier for those who are mounting your exhibits. I use double pages all the time, and you can buy the right size shipping boxes from a UPS or office supply store. (If you order a blazer from Lands End, this comes in the right sized box!)*

I had not thought about the points Janet mentioned, but they certainly make sense.

Janet added: *Truly, it helps all exhibitors to volunteer every once in a while to work putting up exhibits. You then realize how dirty the job is, how the weight of paper one uses makes a difference to how easy or difficult it is to get exhibits into frames, and even how page protectors make a difference to how an exhibit goes into the frames. A few experiences being a committee volunteer makes for a better exhibitor.*

Thanks, Janet, for sharing your insight. If any WE members have comments or suggestions pertaining to mail-in exhibits from your own experience, please put them in an e-mail to me for inclusion in a future issue. (Barb at barbandwill@comcast.net.)

QUICKLY APPROACHING: May 28 – 31, 2009.

*****Festival for Philatelic Women*****

There will be ample time to make use of the American Philatelic Center and all it has to offer stamp collectors. The cost to attend the Festival for Philatelic Women is \$85 and covers daily lunch, dinner, and all activities. Hotel and travel expenses are on your own. For more information contact Women Exhibitors, 7277 Sparta Road, Sebring, FL 33875. Email: WEfestival@comcast.net.

The Festival Committee needs to know that you are coming!

PLEASE COMPLETE AND RETURN YOUR REGISTRATION FORM TO LIZ HISEY. BY NOW YOU SHOULD HAVE RECEIVED YOUR HARD COPY VIA SNAIL MAIL. SEND YOUR COMPLETED REGISTRATION FORM ALONG WITH PAYMENT TO LIZ AS SOON AS POSSIBLE.

(More info can be found on the AAPE website by clicking on WE.)

EXHIBITS WILL BE DISPLAYED AT FESTIVAL:

A number of members will bring some exhibits for display. These will NOT be judged, but will be used for discussion and learning. WE hopes to have a variety of exhibits displayed which will provide opportunities to share ideas and to ask questions about the various types of exhibits and exhibiting in general. Exhibits do NOT have to be complete, but can be “under construction.” If you have not yet contacted Joann about bringing your exhibit, please contact her **IMMEDIATELY**. (Joann Lenz; joann@stampsjoann.net)

WE FESTIVAL SEMINARS: The Festival Committee is working very hard to put together an enjoyable and helpful learning experience for all who attend. To whet your appetite, here is the latest list of seminars that are already included:

Cheryl Ganz: Women in Philately: Where We Were, Where We Are, Where We're Going

Charles Verge: Family correspondence & research

Ruth Caswell: Creating a Philatelic Exhibit Workshop

Gretchen Moody: Stamp Saturday (A program for beginners)

Janet Houser: Learn, do, teach . . . Mentoring New Collectors

Barb Harrison: Collecting & Exhibiting Picture Post Cards 101

Barb Boal: Using Photoshop Elements for Exhibit Pages

Marj Sente: Experiences & Evolution of an Exhibitor

Gini Horn: Using the American Philatelic Research Library

Cheryl Edgcomb: Creating 3-D Exhibits

Denise Stotts: Philatelic Elements in Thematic Exhibits

Barb Boal: Layout & Design for Album & Exhibit Pages

Sue Dempsey: How to Get What You Want from a Dealer

Roundtable Discussion: How Exhibits are Judged

Betsey Carter: Artful Philately

Patricia Stilwell Walker: Title Page & Synopsis Workshop

Liz Hisey: Exhibiting & Judging Display Exhibits

Denise Lazaroff: Using Stamps in Scrapbooking

Nancy Clark: Tools to Build a Talk

Nancy Clark: Where and How to Publish Your Research

Janet Klug: Beyond Googling

In addition, APS will provide a Stamps by the Bucket booth. We need volunteers to help staff it and collect money for the stamps bought by the bucketful. Lots of fun for little money!

HUDSON-FULTON: Exhibit Entry Forms are available at the website: [Http://www.stampExpo400.org](http://www.stampExpo400.org). Take a look around the site – it's going to be an exciting show, and there's a wealth of information. They have even posted the Synopses and/or Title Pages. Let's have a good WE representation in this competition – applications and fees are now being accepted, and the frames could fill up early. Show date is Sept. 25-27, 2009. WE will have a table, shared with AAPE, and a WE satellite meeting. If you can help by spending a few hours at the table, please e-mail your editor. So far we have 2 people: Maureen Lynch & Barb Harrison.

WELCOME TO NEW MEMBERS: Welcome to 2 new members who joined at AmeriStamp'09 in Arlington:

- Wade Saadi, APS President
- Michael Dixon, APS at-large Board Member

SAD NEWS: WE member, Jo Bleakley, passed away on Feb. 7 at the home of her son, James, after a long illness. Jo will be greatly missed by the philatelic community. Notes or expressions of sympathy may be sent to son James: The Bleakley Family, 210 Dunbar Drive, Stafford, VA 22556-6005. In lieu of flowers, it is suggested that donations in Jo's name be made to the APS Match Factory Fund, 100 Match Factory Pl., Bellefonte, PA 16823. (If you subscribe to Linn's, see March 9, 2009, issue, page 14, for a comprehensive listing of Jo's philatelic achievements, written by Darrell R. Ertzberger.)

