



Women Exhibitors
APS Affiliate #260

WE EXPRESSIONS



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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: 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:

Thanks to hard-working WE member, Barb Harrison, for heading up the WE presence at the Hudson-Fulton-Champlain Quadricentennial Stamp Exposition. WE shared a table with AAPE. Maureen Lynch, Cheryl Edgcomb, Linda Cox, and others helped Barb at the table. You'll read about their adventures elsewhere in this newsletter.

By this time, you should have received Bonnie's survey on *Issues Related to Women in Philately*. I hope that you have voiced your opinions as Bonnie would like to have many survey responders. Her article in the *American Stamp Dealer and Collector* is entitled "The Phemale Philatelist." If you do not take this publication, do find a copy so you can read Bonnie's column.

You also want to read the October 2009 issue of *The American Philatelist*. It is dedicated to "Women in the Hobby." Wade Saadi, APS president, introduced the upcoming issue in his last AP column. I suspect the group picture from Festival I will appear along with articles by our own WE members and others. I'm looking forward to reading the October issue.

Don't forget that WE is committed to 120 frames at RMSS in Denver (May 13 though 16). At the WE Festival in Bellefonte, several WE members talked about their planned exhibits. Are you making progress on your exhibits? Would you like a mentor to help you? Let me know how WE can help.

Lastly, I want to thank the many donors who support WE. Please know that your support is appreciated by all.

Ruth

THIS MONTH'S TOPIC: For those who were able to attend StampShow in Pittsburgh, how would you rate it? Include venue (facilities), bourse/dealers, availability of food and seating, show hotel, parking, exhibits, seminars, meeting rooms, critique/judging.

(From Denise Stotts) I would give the Pittsburgh show an A+ - the venue was well lit and comfortable, the views from the hallway outside the meeting rooms were spectacular, food services were par for most convention centers and there seemed to be plenty of seating. It was a good bourse - but I sure missed Jim and Sue Dempsey! I did not stay at the show hotel, but at the Doubletree. It was about a 15 minute walk from the show and was very nice. We were given a two room suite - a little sorry we didn't have a bit more time to enjoy that! And as with most shows, the fellowship (or should I say "ladieship?") was the BEST!

QUESTIONS FOR YOU TO ANSWER FOR NEXT NEWSLETTER: What suggestions, from your own experience, can you offer to local show committees to make it easier for you to exhibit at local shows? To entice you to exhibit? To make the experience more pleasant?

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 questions.

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!!

ANALYSIS OF A LOCAL SHOW: MERPEX XXXIII

by Barb Harrison

Having just participated in MERPEX XXXIII, the show is fresh in my mind. This is the annual show of Merchantville Stamp Club, which meets in Pennsauken, NJ. In recent years, their show was held in a rather small venue, with crowded space for dealers and a small, hot upstairs room for the frames. This year they found a gymnasium in a Catholic school in Pennsauken to replace the Masonic Hall used in years past. The school gym was spacious, air conditioned, and provided a more than adequate area for the frames, without having to climb any stairs. The gym was clean, in good repair, with clean rest rooms just a few feet down the hall. A slight negative was the chairs, which seemed low and made you feel like you might end up sitting on the floor.

Parking appeared to be adequate, using the area normally used by the church and school. There seemed to be a few less dealers than usual, but that could have been an illusion because of the change in venue. Dealers were friendly and helpful.

In past years, a lunch counter had been provided, with fair prices, and a nice variety, with some tables to sit, eat, and chat. I personally missed that this year, as no lunch counter was available. However, the Committee provided donuts, cold drinks, and coffee, for a minimal charge. They also said there were several places nearby to go for lunch and also provided a restaurant menu to anyone who preferred to order, collected the money, called in the order, and the restaurant delivered. That was a great alternative, but I think I'd still like to be able to purchase a nice hamburger when I get hungry. If they do it the same way next year, it would be good if they could provide several tables where you could sit and eat your lunch.

MERPEX provided 2 APS judges this year, 5 levels of awards, and a variety of special awards (including our own WE award, which was won by Rose Anne Dillenschneider, one of our members – congratulations, Rose Anne!) Although ribbons are placed on the exhibits, the actual awards are presented at the Awards Dinner, held at a restaurant in October, which allows time for the Awards chairman to purchase awards which coordinate with the winning exhibits, which is a very nice touch.

The Committee does a great job in advance planning, keeping everyone informed, and helping exhibitors to mount and take down their exhibits. The Club Prez, Mac Sarreal, does a super job in sending information to exhibitors via e-mail, and seems to really be on top of the many details connected with putting on a show. So – a Gold Medal to Mac and all the Show Committee at MERPEX XXXIII!!

SOMETHING NEW:

Your editor requested the AAPE web master to post back issues of WE Expressions on the web site, and within 24 hours, PRESTO – it was done to perfection! Just click on the AAPE address (listed above, in the masthead each month, click on WE, and there you are: 3 back issues of the newsletter. Suggest that your exhibiting friends, who are not yet WE members, click to see some newsletters (which can be printed out very easily). Let's hope that other ladies who look at the web site will become interested and choose to join. So – a huge **THANK YOU** to **Larry Fillion**, AAPE web master!



FROM THE APS HALL OF FAME: **FAMOUS WOMEN IN PHILATELY**

Edith Margaret Faulstich

(May 22, 1907 – September 4, 1972) New Jersey, New York City

Faulstich was a pioneer student and collector of postal history. She campaigned extensively to have postal history recognized as a category at major exhibitions. She was a founder of the Postal History Society of the Americas (now the Postal History Society, Inc.). Faulstich helped the PHS through its early years as the first editor of its *Postal History Journal*, and as president from 1965 to 1967.

In her philatelic career, "Dee" edited *Covers* magazine, *The Essay-Proof Journal* and was associate editor of *Western Stamp Collector*. She wrote a stamp column in the *Bergen (NJ) Evening Record* and later in the *Newark (NJ) News*.

Faulstich built world-class collections of the postal history of the American Expeditionary Forces and the Canadian Expeditionary Forces in Siberia during World War I.

STAMPEXPO 400 (HUDSON-FULTON): Because another group had been using the show area earlier that day, exhibitors were to come for set-up on Thursday night, after 7 pm. I had offered "taxi service" for that night, and Tom Fortunato arranged for Pat Prevey, Penny Borrowman, and another exhibitor (Walter Orton) to ride with me from the hotel. I was delighted, not having met Pat or Penny before (both WE members). Walter served as co-pilot that night, pointing out all the turns. We got there safe and sound, finding our way to the proper parking garage, having previously registered for VIP parking in the area patrolled by the NY State Police. Security was tight, license plates checked against the info in their computer, and photo driver's license required to enter. At the registration table, we picked up our name tags, banquet tickets, parking placards, and then proceeded to wait to mount exhibits. There was a separate large, secure exhibit area, just off the main concourse, which adequately held the exhibits. Several cases at the rear held a variety of ribbons, badges, and wonderful silver souvenir spoons from the 1909 event. Thanks to helpful volunteers, we eventually completed our tasks. All were tired upon our return to the hotel several hours later.

The show venue was very interesting – it possibly could get into Guinness Book of World Records for the longest (in footage, not time) stamp show. It seemed to take 10-12 minutes (walking very fast) from the WE booth (about a block from one end) to the opposite end. I had to do this quite often, as my browsing time ranged from 30 minutes to 2 hours.

There was a beautiful set of postcards available, plus some wonderful cacheted covers which could be individualized by collectors. Some who are really into modern covers

created some beautiful and unique covers, bringing their own #10 envelopes, affixing the Expo sheetlet (block of 4 “stamps”), then affixing 3 postage stamps, and having them cancelled with the 3 special cancellations available at the USPS booth. The post office ladies were kept quite busy as the items they offered were popular, including 3 beautiful silk cacheted covers, one for each day of the show. And they seemed to be affixing the cachets very carefully to meet the desires of the buyers.

It was an interesting bourse, with many dealers who were new to me, along with several from whom I’ve made many purchases in the past. The dealers see the WE button and in almost all cases were very friendly and helpful. Several different dealers each day commented to me that WE is just what the hobby needed, that WE is doing so much to encourage women and invigorate the hobby, and they fully support us. I did have one instance where a dealer was too busy talking to a friend and brushed me off without offering any help. Those are the dealers who will receive no inquiries from me nor any of my exhibiting money in the future.

We had a fair amount of traffic at our WE booth, but since it was such an unusual venue only a small proportion of the ladies were even collectors, let alone exhibitors. Maureen supplied a bowl of sweet treats, so we had plenty of visitors who needed a sugar boost.

My personal THANKS to those who helped out by staffing the WE booth: Maureen Lynch, Pat Prevey, Penny Borrowman, Cheryl Edgcomb, Linda Cox, and Pat Stilwell-Walker. Without their willing help, I would not have been able to enjoy the show – and find some wonderful/unusual picture postcards for upcoming exhibits!

There was a wide variety of exhibits, which I personally enjoyed viewing. The awards banquet was held right in the Empire State Plaza Concourse, at the end where the booths were located. After a delicious dinner (salad, beef, stuffed chicken breast, fresh green beans, mashed potatoes, beverages, carrot cake, apple pie), the awards were presented in a very streamlined fashion. The show committee members and judges all received one of the beautiful Exposition medals. They were also presented to all exhibitors who received Gold through Bronze, followed by a variety of special medals and special awards.

I should also mention that many hardworking people were involved in planning, putting together, and setting up this show – it was really well run, with many dedicated volunteers.

Penny, Pat, and I enjoyed a number of meals together, and Ken Martin joined us for the banquet – nice to have 4 WE members all in one spot.

I’ll conclude with the tale of getting lost in the underground, 3-story parking garage! My car was assigned to a particular level in the parking garage each day (2 different levels). And I think we got lost just about every day, when trying to find our way out! We all agreed we had never seen a parking garage with worse signage – or I should say so little signage! One time a kind gentlemen who was ready to leave offered to lead us to the exit – or we’d probably still be driving around in the dungeons under the Albany capital! As I expected, by the last day, after parking in the same level several times, we finally were able to find the exit! I stopped to mention to the guard as we left that we had gotten lost in there every day – he said “everybody says that!!” (Duh, so why don’t they put up some better signs???)

All in all, I think everyone had a lot of fun. Perhaps you’d like to consider attending the next Hudson-Fulton event – in 2109! (by Barb Harrison)

PENPEX 09: AN OPPORTUNITY TO TRY NEW EXHIBITS - NO ENTRY FEE!

Please consider submitting an entry to PENPEX '09 taking place in Redwood City, CA on December 5-6. The Show location is just south of San Francisco Airport. There is no entry fee and an awards dinner is always held on Saturday evening! Awards are minimal but useful critiques from helpful/caring judges are promised. This is a chance to try out new exhibits and formats as this Show does not accept exhibits which has received Gold Awards at WSP events. This year, multi- frame exhibits of any class would be especially appreciated. The prospectus and additional information can be easily found at the event's web-site which is: www.penpex.org Please submit your entry early as this Show tends to be over-subscribed!

You may also contact the Exhibits Chairman, Vesma Grinfelds, directly with questions or for additional information at: dzvesma@sprintmail.com .

IMPORTANT NOTICE: The 6th Edition of the Manual of Philatelic Judging is now available on line from the APS. It will not be available in a bound edition as in the past because of cost restrictions. Therefore, you can download the manual and print it at home. If this is not possible, you can contact the APS to request them to print a copy for you for the cost of \$10. We are told that there have been many changes made, so it is extremely important for all WE members to become familiar with these changes in how our exhibits will now be judged. The link to download the manual appears just below this note. To save yourself a LOT of time and ink, set your printer for “draft” instead of normal when printing this out. Another suggestion is to print small sections at a time, such as 15 or 20 pages.



JUDGING MANUAL

The new 6th edition of the *APS Judging Manual* is now available for [downloading](#) as a pdf.

It has been suggested that several people “review” this manual and have those reviews printed in *WE Expressions* and *WE Think*, since this is so important to what we are doing. Therefore, once you have read through and digested this revised edition, please write a short review of those sections which affect your particular area of exhibiting (such as Display, Revenues, FDCs, etc.) OR a review of the complete manual. Those members who are judges could help us all by writing perhaps a longer review of the entire manual, giving us a broader area of understanding from their viewpoint as judge. The shorter reviews will run in upcoming monthly newsletters, while Janet will probably use the longer reviews for *WE Think*. PLEASE HELP BY WRITING A REVIEW – then e-mail to Barb for inclusion in the monthly newsletter or to Janet for *WE Think*. Thanks in advance!

PREPARING AN EXHIBIT

(Richard Drews has offered to write some articles on the ins and outs of preparing an exhibit, which should prove extremely helpful not only to first-time exhibitors but also to those with varying levels of experience. Below is the second installment. Thank you SO much, Rich!)

How do the judges evaluate my exhibit and what does my medal level mean?

Under our new **UEEF** (Uniform Exhibit Evaluation Form), every exhibit but youth and literature is judged using the same form and the same principles. The judges are obligated to judge your exhibit in the class or division in which it will receive the highest medal level. If you misclassify it, the judges will fix that for you. You can go to: http://www.stamps.org/directories/dir_UEEP.pdf to download the evaluation form and you can go to: <http://www.stamps.org/directories/JudgingManual.pdf> to download the entire judging manual. If you are exhibiting competitively, you need to do both to understand what is expected of your exhibit.

When the judges have completed their judging at the frames, they go to a jury room and begin their deliberations. Each judge states the award level that he or she has arrived at for each exhibit. If the awards are not unanimous, the judges pause to discuss their differences and exchange views on the strengths and weaknesses of that exhibit until they agree upon a consensus medal level. When all the medals have been awarded, the judges usually go back and look at the list of awards to see that all the silvers really belong in the same medal level. If one seems weaker or stronger than the rest, the judges discuss changing that award if it seems more in line with either the vermeil or the silver bronze awards. They do this with each medal level until they are comfortable that the awards are as consistent as they can make them.

The award levels are gold, vermeil, silver, silver bronze, bronze and certificate of participation. In reverse order, this is roughly what the medal levels mean:

Certificate of Participation: Thank you for helping the show by entering your exhibit. You need to spend more time studying the **UEEF** and the **APS Manual of Philatelic Judging**. Read your feedback and attend the critique.

Bronze: Thanks, you have understood the basics of exhibiting. By reading your feedback on the **UEEF** and going to critiques you can move up to the next award level. You probably need to improve quite a bit in each category.

Silver Bronze: Thanks, you're getting the hang of this. Keep looking for material that will improve your exhibit and ask for help in improving your treatment. This is the most difficult area for exhibitors in the beginning.

Silver: Thanks a bunch, your exhibit seems to have better focus, the material is more challenging and it is time for you to step back and look at your exhibit with a fresh approach.

Is your title page as tight as it could be, is the logic of your treatment as clear as it could be, are there a few key items that might put you over the top?

Vermeil: Thanks and welcome to a whole new level. Your vermeil has allowed you to consider applying to be an apprentice judge. Your exhibit still needs some tweaking, but it has reached the required level where it could be shown internationally. Go to seminars on judging and exhibiting, send your exhibit to the **AAPE** for a critique, do the same for your title page and your synopsis. (You can do this at any level, but by this level you should.)

Gold: Congratulations, now you can start thinking about special awards. Unfortunately, gold is the widest category, and the encouragement aspect of exhibiting is ending and the head to head competition is getting fierce! Now every aspect of your exhibit should be questioned and refined until you have anticipated everything the judges could ask or want from the exhibit.

The new manual refers to what may be missing in an exhibit. Many exhibitors ask why they are judged on what they don't have. The answer isn't so simple. At the lower award levels it is all about encouragement and giving you credit for what you have. You choose what to exhibit and the judges try to reward you for how well you have achieved your stated goal. If you choose something that is very simple, there may not be enough challenge to merit a top award. If you choose a very difficult task, you may get a very good award even if you can't have all the top items. Once you get to a gold medal, you are now competing not just against a standard, but against every other exhibit. That is where what you don't have comes into play. The medal levels reward you for the material you have and story you have told with it. The special awards challenge you and reward you as well. If two roughly equivalent exhibits are competing for the same special award and they both have excellent treatment, great condition, etc.... the one with the greatest difficulty of acquisition, the one missing the least, will usually have an edge.

– **Rich Drews**

WELCOME TO NEW MEMBERS: We're happy to welcome the following into our growing membership –

- **CAROL ANNE VISALLI** – Carol Anne joined at the WE Satellite Meeting at MERPEX, and is very enthusiastic about exhibiting. She lives in Berlin, NJ, and collects fireworks on stamps, U.S. mint and used, and Aruba. Her exhibit is called “Fireworks, A Celebration.”
- **JENNIFER D. GRANGER** – Jennifer joined us at the WE booth at the Hudson-Fulton StampExpo 400 in Albany, and lives in Rochester, NH. She is an APS member and collects U.S. mint.
- **JANIE KENT** – Janie joined at the WE booth in Albany and enjoys collecting scouting, and Crosby naval. She has not yet done an exhibit, but is very interested in getting started.
- **ANN DOUBLEDAY** – Ann and her husband are dealers and supported our Festival I with a nice donation, and she is very happy to now be a member. She lives in Alton, NH, is an APS member, and collects pink cancels and cat ad covers.

