

WE EXPRESSIONS

(WOMEN EXHIBITORS)

2007: Vol. 1-10

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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*, Jan. 11-13, Charlotte, NC; Sat. Jan. 12, 12 noon, Room 205, brief business mtg., followed by *Interacting with Judges* (panel discussion), Pat Stilwell-Walker.

Next Workshop: *AmeriStamp Expo*, Friday, Jan. 11, 12-2 pm, Room 205; Beginning Exhibitor's Workshop, Ruth Caswell, Janet Klug.

Satellite Mtgs: *PENPEX*, Redwood City, CA, Sunday, Dec. 2, NOTE CHANGE IN TIME TO 2 PM; Vesma Grinfelds.
Sarasota Natl. Stamp Exhibition, Feb. 1-3, 2008, Sarasota, FL, Ann Triggler & Liz Hisey.
SOPEX, April 5-6, 2008, Central Point, OR, Nancy Swan.
PIPEX, May 31, 2008, Seattle, WA, 12 noon, Ruth Caswell.
COALPEX, June 14-15, 2008, Walnut Creek, CA, Sat., June 14, 2 pm; Vesma Grinfelds. (Critique at 3 pm, followed by meeting at frames.)

Keeper's Korner:

AmeriStamp Expo '08 is coming soon, and WE will be one year old. WE has grown greatly in this initial year, starting with 13 members and building to about 80.

The WE meeting at AmeriStamp Expo '08 will be on Saturday, January 12 at noon in Room 205. The program will be *Interacting with Judges*, a panel discussion coordinated by Patricia Stilwell-Walker. Pat will start with judging logistics followed by a panel presentation by three judges. This will be followed by a question and answer discussion with ample time for interaction with this panel. Just preceding the program, there will be a brief business meeting.

Also at AmeriStamp, there will be another WE sponsored event. The *Beginning Exhibitors Workshop for Women*, led by Janet Klug and Ruth Caswell, will be held on Friday, January 11 at noon in Room 205. The workshop will last two hours. Please tell all your friends and anyone who might be interested about these two WE events.

WE is applying for APS affiliate status. Your administrative group decided that WE would benefit from the affiliation. You'll hear more later on about the status of this application in this column.

June may seem far away, but you need to plan now to take or send your exhibit(s) to CoalPex (Walnut Creek, CA, 14-15 June 2008). This is the **first all women's venue**, so let's fill all the frames. Whether or not you plan to be there in person, please enter and take or send your exhibit(s).

Season's greetings to all,

Ruth

*******UPCOMING SHOWS*******

INVITATION FROM SOPEX: WE will hold a satellite meeting (Nancy Swan) at SOPEX 2008 (Southern Oregon Philatelic Society's show and bourse), being held again at the Padgham Pavillion at EXPO in Central Point, OR. Dates are April 5 & 6, 10-5:30 and 10-4. It's an open show and they will be showing in 12 page frames. There will be 12-14 dealers. Nick Follansbee, show chair, is happy to welcome a WE satellite meeting, which will probably be around noon on April 6.

INVITATION FROM COALPEX: COALPEX 2008, which will be held June 14 and 15 in Walnut Creek, California, will host a WE satellite meeting (Vesma Grinfelds). The exhibition will be restricted to women exhibitors who need not belong to WE. There are 50 frames available. In consideration of others who may wish to participate, it is suggested that exhibits be limited to 5 frames or less. Special awards are available for novice exhibitors and "brand new" exhibits. Previous WSP Gold Medal exhibits will be judged head-to-head in a "best of the best" competition; all others will compete for the usual five medal levels and other awards. APS accredited judges will provide written feedback to all who exhibit. For additional information, email David McNamee, COALPEX Show Chairman at dmcnamee@aol.com. **NO ENTRY FEES.**

THIS MONTH'S TOPIC: What are the characteristics of a good dealer? How do you help the dealers help YOU? What do YOU do that makes you a good customer?

(Jane Fohn) I have always had a good relationship with Texas dealers, and dealers in Texas. They offer to help me when I step up to their tables. A number of them keep track of 9-cent Alamos (#1043) and swine and get in touch. I make a point to buy philatelic materials in San Antonio first, and then Texas before going to out-of-town dealers or e-bay. We greet each other with smiles and often good-natured ribbing. I have only had two bad experiences since becoming active in 1985 -- one dealer would not look up when I tried to talk to him; and another would not get a fairly expensive item out of the cabinet behind him because he thought it was too expensive for me. I must add that I was a new editor of The Texas Philatelist from 1985 to 2005 which gave me an early opportunity to visit with the dealers.

(Dila Eaton) Someone who is honest and gives you a fair price. A person knowledgeable, who is generous with information and advice. Someone who keeps in mind what I collect and tells me when he finds items that I could use or need. I need to establish rapport with him or her and advise him what I am doing, what I am collecting, and any financial conditions. What do I do to be a good customer? I answer promptly every time he calls to inform me of material available or even if he just calls to chat. I PAY PROMPTLY.

(Denise Stotts) What are the characteristics of a good dealer? One that has everything I need at great prices! Kidding aside, a good dealer will be willing to work with you, listen to you, and respect you. What we must remember is that they are paying a lot of money for the booth and some of them do shows for a living. We should be respectful of their time and space. One way to help is to have your want lists organized so you can efficiently ask for what you need. If you have a long list of things from various countries (most thematic collectors have those sorts of lists), try to visit with the busier dealers

on Sunday morning when they aren't as busy. It's awful for them to have someone take up a chair at the booth for hours and end up spending a small amount of money -- time is money for them at bigger shows. This probably isn't as crucial at small shows. It is a good idea to have a business card made up with your collecting interests and contact info. Dealers can be our best friends when we are looking for things for a new exhibit -- some of them really enjoy the hunt. Be considerate if you are going to ask for a discount -- and you should if you are buying higher end items. Just be polite about it. Ask gently "Is this your best price on this?" Don't ask for a deal if you aren't spending a significant amount - it's okay for a \$20 cover, but not for a stack of stuff that adds up to \$20. Remember to be specific when asking what you want, smile and thank them for their time even if they didn't have what you needed. They might have something next time.

MORE RESPONSES TO PREVIOUS QUESTIONS:

(Dila Eaton) HOW MUCH INFORMATION SHOULD YOU INCLUDE IN YOUR EXHIBIT? We have gone around and around the problem of how much information is too little, just enough, or too much. As was mentioned, each judge seems to have his own criteria. Sometimes the more we know of a subject, we feel that more needs to be written. Then, we are always trying to improve our exhibit by adding and changing material, and rewriting. I find it important to do constant research on the subject and consult with experts and judges. When I feel that I am being judged unsatisfactorily due to the lack of knowledge of the judge, I make it a point in the future to share information with him. Don't try to argue and snub his nose because he was in error. Make them your friends, and for example ask "I read this in such a place -- how valid is that information?" He may be an idiot, and you may think he is an idiot, but he may be a nice idiot worth knowing as a friend, and you may find out he is more knowledgeable than he seemed at first. At the shows, I don't think spending time arguing is worthwhile. It is better to ask one and all, "What would you suggest to make this presentation better?" You'll be surprised how many people will gladly take the time to advise you and how many of them will be interested in staying in touch with you and seeing how your collection evolves over time. But if the replies you get are not what you wanted to hear, and maybe they even hurt, LISTEN, TAKE NOTE, AND BE THANKFUL.

Many judges have a difficult time with collections on subjects or areas little known. Who ever heard of Paraguay? Much less of the Giant of the Indies? The Guarani Wars? Villa Real de Concepcion? Not many, except if as a historian he has studied that part of South America. So when a judge is assigned the responsibility of evaluating your collection, he will try and do some research on the history of mail in that area (APS Library). And he will probably not find much helpful material. So we exhibitors must help him prepare himself. This is where a synopsis prepared and provided to the judge some time before the show will help him prepare himself and have a better grasp of what he will be seeing as a judge and be more appreciative, we hope. (See *The Philatelic Exhibitors Handbook*, which is a good place to look for advice.)

(Dila Eaton) WHAT SOFTWARE DO YOU USE? My first collection was traditional stamps from Paraguay. I found that Excel permitted me to prepare a good display. First thing with Excel was to format and print a graph page. This I use to determine the placing of stamps and narratives. It has worked out well for me, and I continue with this method for traditional collections. For the postal history I presented at Washington 2006 and Malaga 2006, I used PowerPoint. I have now learned to use CorelDraw, and since I am in the process of translating my collection to English, I am doing it in CorelDraw. And whether English or Spanish, use a spellchecker.

QUESTIONS FOR YOU TO ANSWER FOR NEXT NEWSLETTER: What suggestions can you offer to improve the judges' critiques (both the critique meeting AND the written critique)?

SPECIAL ATTACHMENT: Dila Eaton sent us some great pictures from Paraguay. She explains: "I am sending you some pictures of the EXPOSICION FILATELICA PARAGUAY/BOLIVIA PAZ DEL CHACO 2007 which was held in Asuncion. We have been holding this show every 2 years alternating between Bolivia and Paraguay commemorating the peace between our countries. Paraguay and Bolivia fought the biggest war on the American continent in the 20th century. 100,000 men died, and hundreds of thousands more returned home maimed.

This year we invited to the show exhibitors from the countries that were part of the 1st and 2nd Chaco War Peace Conference that managed a cease fire and later a signing of a peace treaty. Those countries were Peru, Chile, Argentina, Uruguay, Brazil, and the U.S.A. We also had a couple of collections from England, a traditional of Paraguay, and a Postal History of the Chaco War. This show got together for the first time 4 collections of the Chaco War, one from Bolivia, one from England, and two from Paraguay (including all the international exhibitions we know of this is the first time this was accomplished).

WE ARE ON THE MOVE: **WHO IS EXHIBITING WHERE????**

Our list of exhibitors is becoming so long that it has now become an **attachment** to the newsletter. Please be sure to click on **WHO IS EXHIBITING WHERE????** to read this impressive list. Does your name appear??

++++**OTHER STUFF**++++

COMMENTS OVERHEARD: I've heard lots of positive feedback and recognition of WE buttons at Shows! (Vesma Grinfelds)

NEW AAPE PPC BROCHURE AVAILABLE: If you are interested in PPCs, you will want to get a copy of the new AAPE brochure, "Collecting & Exhibiting Picture Postcards (PPCs)." The "collecting" portion was written by Barb Harrison. The "exhibiting" portion was by Barb Harrison and Tim Bartshe. There may be a nominal charge (TBD), so contact Liz Hisey (AAPE Secy.) who can fill you in on details.

PPC COLLECTORS: You might be interested in a board game available from Mindware (www.mindwareonline.com or 1-800-999-0398) called Postcards from North America, which takes you traveling all over the USA. The cards are actually miniature postcards. Good for ages 8-adult, 2-4 players or teams.

BUTTONS, BUTTONS: WE buttons are being distributed to members at satellite meetings by the meeting leaders. If you are unable to attend meetings, you can e-mail Liz to request your button. **If at all possible**, please pick up your button at a meeting.

AAPE: If you are not already a member of the American Association of Philatelic Exhibitors, we highly recommend you join (\$20/yr.). Benefits are: 4 very informative issues per/yr. of TPE (The Philatelic Exhibitor); critique service; mentoring. Contact AAPE Secy., our own Liz Hisey, for membership info.

REMINDER: Please do NOT forward the membership list to anyone. When a new member joins they will receive a dated copy of the most recent membership list, which is now being kept current and sent out to the membership by Ruth. Be sure to proofread your info on the list and let Ruth know if there are any errors. If there are changes during a given month, everyone will receive a new list, with the current date, around the same time as the newsletter is sent.

POSSIBLE NEW MEMBERS: Please refer them to Barb or to Liz (Liz will receive their \$5 start-up contribution). Either one can receive the membership information, and then Barb will send a welcome e-mail & the current newsletter; Ruth will send the latest Membership List and Collecting Interests list.

WELCOME TO NEW MEMBER:

- **Ann Eggers**, of Sarasota, FL, collects US Plate Blocks and British Royal Family. She has never exhibited. Welcome, Ann, and we hope you'll be inspired to begin your first exhibit very soon!

BACK MATERIAL FOR NEW MEMBERS: When new members join, they receive a copy of the last newsletter, Membership List, and Collecting Interests List. Should any new member NOT receive a back issue or two, PLEASE e-mail Barb, who has been known to have an occasional "senior moment." If any new member wants to hold a satellite meeting, e-mail Barb to request the poster and handouts you can use.

IN CONCLUSION: I hope everyone else is having better luck than I am in finding time to work on their exhibits. Try as I may, there's always something else, of greater urgency, demanding my attention. I'm still hopeful that I'll have the new exhibit ready to enter at COALPEX in June.

Thank you to all those who have participated in this month's newsletter. Without input from YOU, we will have no newsletter. So PLEASE send me your answers for the monthly questions (or even past questions), suggestions, exhibiting problems. I could also use suggestions for questions, as I'm running out of ideas. Has anyone had an interesting experience at a show lately?

Hope you all have your plans made to attend AmeriStamp – it's only 6 weeks away! We'll see you there – and don't forget to wear your WE button.

Barb, Editor