



# WE Expressions



APS Affiliate #230

Women Exhibitors

Supported by AAPE

## Planning for WE FEST V - Kristin Patterson

Coming Sept. 1 - 4, 2016 to BALPEX is the 5<sup>th</sup> Festival that WE has sponsored. The festivals are open to any person who is interested in learning something new about exhibiting. WE FEST is for experienced and new stamp collectors who are interested in exhibiting. The seminar classes are given by experts in their fields. There is lots of time for questions.

The specifics still need to be ironed out. If you are attending AmeriStamp Expo 2016 in Atlanta, please make sure to talk to Liz Hisey about your ideas that would make Fest V the best ever.

Or come to the meeting on Sunday, Jan. 31 at noon to actively discuss it with others.



WE hopes to see you at BALPEX 2016 for WE FEST V.

## Chair Chick-Chat - Liz Hisey

Happy Holidays to everyone. Please welcome Shirley Griff of Canada as our new WE Vice President. Thank you Shirley for volunteering to fill the position

I hope many of you are planning on coming to Atlanta the last weekend in January. WE will have a meeting on Sun, Jan. 31 at noon to talk more about our festival at BALPEX 2016.

By now those of you who have entered NY 2016 will have heard whether your exhibit has been accepted. I am the coordinator for AAPE and NY 2016, so would love to hear from any of you who plan on attending. We now have confirmation that we have the four booths that we requested. They are right beside the exhibits so we should attract a lot of attention. Plans are afoot to set up an

educational area using computers with exhibiting You Tubes and dvd's of other presentations by AAPE members. Also planned is a sitting area where you will be able to charge your cell phone and rest and chat with other visitors.

AAPE will also be presenting 5 workshops – “Exhibiting First Day Covers” on May 31 at 11am; “Exhibiting Postal History” on May 31 at 1pm; “Panel discussion on Display and Open Class” on May 31 at 3pm; “One Frame Exhibiting” on June 1 at 11am; “Exhibiting Picture Postcards” on June 1 at 1pm; “Fun of Exhibiting” on June 2 at 1pm; and AAPE Open Forum” on June 3 at 3pm.” So there will be plenty to do.

See you in Atlanta. Happy New Year.

Q1 2016

Volume 10, Issue 1

### Inside this issue:

Planning for WE FEST V	1
Chair Chick-Chat	1
The Importance of a Great Title	2
Editor's Remarks	2
WE Sterling Achievement Award Winners	3

### WSP Exhibitions

- Jan 22-24, SANDICAL, San Diego, CA
- Jan 29-31, APS AmeriStamp/ Southeastern Stamp Expo, Atlanta, GA
- Feb 5-7, Sarasota National Stamp Exhibition, FL
- Feb 19-21, ARIPEX, Mesa, AR
- Feb 26-28, TEXPEX, Grapevine, TX
- Mar 10-12, Garfield-Perry March Party, Cleveland, OH

### Save the DATE!

May 28 - June 4,  
World Stamp Show  
NY2016

[www.ny2016.org](http://www.ny2016.org)

## The Importance of a Great Title - Steven Zwillinger, [steven.zwillinger@gmail.com](mailto:steven.zwillinger@gmail.com)

We only get one chance to make a first impression. This is as true for us as individuals when we are meeting a new person as it is when someone is seeing the title of our exhibit. A title sets the stage for understanding what the exhibit is about and provide a summary description of what is included in the exhibit

A good title is more than just a quick description of the exhibit; it defines the exhibit and lets viewers know what they are going to see as well as what they will not see.

Consider the following fictional titles of an exhibit of New York City Foreign Mail Cancellations:

- *New York City Postal History*
- *New York City Cancellations in the 19<sup>th</sup> Century*

- *New York City Foreign Mail Cancellations 1870-1878*
- *Fancy Circles: Creative Use of Cork*
- *Post Office Whimsy – Creative Cancels*

One of these is better than the others; it describes the exhibit and lets the viewer know what to expect. The other titles are non-specific or, in the case of the last two, do not give the slightest hint what the exhibit is about.

**“We only get one chance to make a first impression.”**

A good title helps the viewer: it gives them a sense of what the exhibit is about and where it exists in time and geographic space. If done well, it allows the viewer to instantly understand what the

exhibit is about instead of wondering and having to try to piece together clues from the title page and the exhibit pages. Cute or clever titles like “*Post Office Whimsy*” do not serve you well (just what is a whimsy, anyway?) A good title helps the judges: it lets them know what the exhibit is about and how to prepare for judging it. It allows them to focus their attention on the specific elements of your exhibit and to not waste time preparing for things that are not to be found in your exhibit.

As long as you include the essential information in your title, you can include additional creative or clever terms that make you happy; sometimes a colon (:) can be your best friend in creating a

Continue on page 3

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

I hope everyone has had a wonderful holiday. This issue of Women Exhibitors is only 4 pages since other than Steve Zwillinger’s, I did not receive any other articles.

When you see something that you think is interesting, think if it would be interesting for other exhibitors, and then send the details my way. I am happy to take info (with permission and credit) from other publication or from your own experiences. I can help you make an article with photos, scans, or diagrams.

For example, at each APS

AmeriStamp Expo, there is a team competition of single frame exhibits. Possibly someone who has competed in this would be willing to write about how to enter, how it is judged, how to win, or about the forming of the competition?

Or how about writing about an experience you have had while planning, assembling, mounting, or receiving a critique on your exhibit? There is so much to write about.

I look forward to seeing you at AmeriStamp Expo. Have a Happy New Year.

### Women Exhibitors 2015-2016 Board

Liz Hisey ..... Chair/Treas.

[lizhisey@comcast.net](mailto:lizhisey@comcast.net)

Shirley Griff.....Vice-Chair

[shirley@griffrealestate.com](mailto:shirley@griffrealestate.com)

Vesma Grinfelds..... Secretary

[vesmag@gmail.com](mailto:vesmag@gmail.com)

Anne Harris..... Marketing

[gofrogger@gmail.com](mailto:gofrogger@gmail.com)

Denise Stotts..... Dir-at-Large

[stottsjd@swbell.net](mailto:stottsjd@swbell.net)

Janet Klug..... Dir-at-Large

[tongajan@aol.com](mailto:tongajan@aol.com)

## The Importance of a Great Title - continued from page 2

title. For instance, *Post Office Whimsy: The New York City Foreign Mail Cancels of 1870-1878* provides the essential information. We know the 'What' (Foreign Mail Cancels), 'Where' (New York City), and 'When' (1870-1878) so we know what to expect.

The use of a colon is often underappreciated in preparing a title. Some exhibitors use two rows of text on their title page to convey a relationship between two sets of terms. Imagine something like Figure 1 for a 1975 US stamp. On an exhibit page we control the placement of text so our meaning (in terms of heading and subheading) is clear. But when we have to fill out an exhibit application or when the list of exhibits is printed in the show program, it will not

appear the same way in which it appears on our title page. It will appear in a single line of text and all of it will be the same font size. In this case, it will appear as *The Non-denominated Postage Stamp How the USPS Handled an Unknown Postage Rate Increase - 1975*. It appears as a run-on sentence. The use of colon fixes this. *The Non-denominated Postage Stamp: How the USPS Handled an Unknown Postage Rate Increase - 1975* is much easier to read.

**"sometimes a colon (:) can be your best friend in creating a title."**

Personally, I am not a big fan of a dash in a title unless it is showing a range of years

(such as 1938 - 1945). In many other cases, it makes what follows the dash look like it is dangling. Look at the title without a dash *The Non-denominated Postage Stamp: How the USPS Handled an Unknown Postage Rate Increase in 1975* conveys a complete thought and does not interrupt the text with a dash.

Figure 2 shows a title page for a never-shown exhibit with the year span as a part of the title and Figure 3 shows a title page for another never-shown exhibit with the year span following a colon.

The title page is, conceptually, one of three ways in which you present your philatelic knowledge and your idea of your exhibit. The other two are one, the synopsis and two, the

### The Non-denominated Postage Stamp How the USPS Handled an Unknown Postage Rate Increase - 1975

Figure 1: Sample title page with a two line title.

Continue on page 4

## WE Sterling Achievement Award Winners

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

Bradley Fritts - *German Colonies in Pacific and Aftermath of WWII* at SEAPEX,

Carl G. Marks - *The Purple Heart Medal* at Omaha,

Jeffrey Shapiro - *Vermont's Scenic Route 100. The Main Street of the Green Mountains*

at Greater Houston,



Sterling Achievement Medal

Doug McGill - *Marseille-Queen Victoria's Mediterranean Getaway* at WINEPEX,

Richard G. Palaschak - *The First Commemorative Issues of Czechoslovakia* at MILCOPEX,

Obie Hill - *U.S. Hunting Permit Stamp* at THAMEX-PEX,

Gal Shifron - *Tzedakah/Charity Goodwill Around the*

Continue on page 4

## The Importance of a Great Title ~ continued from page 3

remaining pages of the exhibit. In future columns we will discuss the concept of the title page, the synopsis, and the exhibit all being carefully aligned and congruent and having a laser-like focus on the subject.

Figure 2: Top: A title page with year span.

Figure 3: Right: A title page with year span after a colon.



Liz Hisey, WE Treasurer  
7203 St. Johns Way  
University Park, FL 34201

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)

## WE Sterling Achievement Award Winners - continued from page 3

*World* at INDYPEX,

Ross Marshall - *Trans-continental Flights between Russia and Antarctica* at Filatelic Fiesta,

Victor Sergei Ivashin - *Early Charity Stamps on Behalf of Russian Soldiers* at SACAPEX,

Alfred Kugel - *British Forces in Ireland 1920-1922* at CHICAGOPEX,

Igor Grigorian - *Pre-Christian Armenia: From Origins to Temple of Garni* at SESCAL, and

Miriam Thurston - *Many Faces of Abraham Lincoln* at

PENPEX.

If your show has competitive exhibits and is interested in awarding the WE Sterling Award please contact Denise Stotts at PO Box 690042, Houston, TX 77269-0042 or email her at [stottsjd@swbell.net](mailto:stottsjd@swbell.net).