



# WE Expressions



APS Affiliate #230

Women Exhibitors

Supported by AAPE

## WE FEST V - Jean Stout

Wow! What a great experience. I wish more would have taken advantage of the opportunity. With six different focus sessions, our time was well spent.

Dr. Ed Andrews covered the differences as reflected by UEEF Criteria in Thematic, Topical, and Display Exhibits in two sessions. Steve Zwillinger was there with his new book Path to Gold, 175 Proven Tips and how to use the references included in the book. Michael Mead shared his insights on how ephemera can add points to your exhibit efforts and current trends. Ron Leshner introduced one use of revenues around the topic of lard, margarine, and butter. All the women participants could identify with all three references. Last but not least was Pat Stillwell-Walker identifying all the various markings on early stampless postal history covers.



Fest V attendees:

(l-r) Kris McIntosh, Liz Hisey, Jean Stout, Dawn Hammon, Scott English, seated Betsy Carter and Pat Stillwell-Walker.

The fellowship was great and the meals were delicious and plentiful. The hospitality of the WE Fest officers made all feel welcome and our participation important to them. The Deep South was well represented (Florida, Mississippi, and Texas)! It was pointed out to me that the Mason/Dixon Line is at the border of Maryland and Pennsylvania hence, Maryland is considered part of the South. No wonder everyone was so friendly! Can't wait until WE Fest 2018!!

## Chair Chick-Chat - Lisa Foster

WE and the members who make up this group have brought me great joy and have contributed to my becoming the "prominent northwest philatelist" I am today. I was unable to attend WE FEST V but understand that all those who were lucky enough to attend had a wonderful time.

The first time I attended WE FEST, I was introduced to the idea of "becoming a philatelic judge." Immediate past WE Chair, Liz Hisey has served as a role model of judicial excellence that I

only dream of obtaining.

Former WE Chair, Ruth Caswell served as my mentor for years including, training me to be an exhibiting chair. I am grateful to both of them for their service to Philately, to this organization, and to me as an individual.

I was quite surprised when Liz asked me to consider running for Chair...who? Me?! I am honored to have been asked and elected. I only hope that I can provide the level of service and commitment of my predecessors, Liz and Ruth.

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### WSP Exhibitions

- Oct. 7-9 INDYPEX, Noblesville, IN
- Nov. 12-13 Filatelic Fiesta, San Jose, CA
- Nov. 18-20 CHICAGOPEX, Itasca, IL
- Dec. 2-4 FLOREX, Orlando, FL

## Descriptive Text for Your Exhibit - Steven Zwillinger, [steven.zwillinger@gmail.com](mailto:steven.zwillinger@gmail.com)

An exhibit has two major parts: philatelic material and descriptive text about the philatelic material. Much attention has been focused, in the pages of this journal and other philatelic journals, about selecting, arranging, and displaying philatelic material on exhibit pages. I do not think there has not been equal treatment accorded to how an exhibitor can prepare good descriptive text.

Preparing good descriptive text is difficult:

1. We have to know what to say. That is, we have to know our material well enough so we can describe the attributes of the elements of the item that makes it an important part of an exhibit. (After all, if it were not an important part of our exhibit we would not have included it.)
2. We have to overcome our academic training to use

complete sentences and good grammar. While some text on an exhibit page, usually the introductory or detailed explanatory text at the top or bottom of a page

is standard prose format, the descriptions of philatelic items are frequently in a telegraphic style.

3. We have to go through an iterative process to discover how much we want to say, how much space we have and what kind of visual cues we want to give to the viewer (e.g. bold or italic type).

There is also another barrier to preparing good

descriptive text in an exhibit: we have to take the time to be thoughtful and plan how we are going to describe our material. Figures 1 and 2 are pages from an exhibit of the



Fig. 1: Page with rate classes. Continue on page 3

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

Congratulation to Lisa Foster for becoming the 3<sup>rd</sup> Women Exhibitor's Chair since its inception in 2007. I look forward to her bringing new ideas and a new perspective to WE. She already has the ball rolling with plans for WE FEST VI which will be held at WESTPEX on April 26, 2018.

On the front page of each *WE Expressions* is a list of upcoming WSP shows. Lisa has suggested and Carol, who oversees the WE email, has agreed to implement the

following idea.

If you would like an e-blast sent out to WE members requesting exhibits or notifying them of upcoming WE meetings you are holding at a show, send the content, contact, and when you would like the WE-blast sent to Carol at [WomenExhibitors@gmail.com](mailto:WomenExhibitors@gmail.com) with the subject heading "WE-blast Request."

Hope to see your exhibit or you at a future stamp show. Also, please tell me how your exhibiting is coming along and I would be happy to share it here.

### Women Exhibitors 2016-2018 Board

Lisa Foster.....Chair  
[fosteld@gmail.com](mailto:fosteld@gmail.com)

Shirley Griff.....Vice-Chair  
[shirley@griffrealestate.com](mailto:shirley@griffrealestate.com)

Liz Hisey .....Treasurer  
[lizhisey@comcast.net](mailto:lizhisey@comcast.net)

Vesma Grinfelds.....Secretary  
[vesmag@gmail.com](mailto:vesmag@gmail.com)

Carol Edholm..... Membership  
[peafowlphilatelics@gmail.com](mailto:peafowlphilatelics@gmail.com)

Denise Stotts.....Dir-at-Large  
[stottsid@swbell.net](mailto:stottsid@swbell.net)

## Descriptive Text for Your Exhibit - continued from page 2



Figures 2: Page named APO but showing active duty rates.

Texas Centenary of Statehood stamp. They look reasonable. Each item is described in a manner that allows the viewer to understand what the item is. But – and this is a big but – each item was described on its own without a plan for how descriptive text was to be prepared. The exhibitor dealt with each item independently, not as part of an integrated presentation. Let's look at each in turn.

Figure 3 is one of the 4 items on these pages. The format for the description of this item is:

1. What it is (package tag)
2. Origin and destination
3. Rate calculation
4. Extra useful information

It is a straightforward and easy to understand. Figure 4 is the next item on the same page. It too follows a simple sequence:

1. Postal rate
2. Rate class
3. Origin and destination
4. Extra useful information.

While clear, the sequence

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:

Malcolm Pacey - *Wildflower Definitives of Ireland* at KAPEX,

Robert Collins - *Collins* at COLOPEX,

Dzintars Grinfelds - *The Republic of Central Lithuania*

at COALPEX,

Ray Cartier - *The Warbirds*



Sterling Achievement Medal

*of Air Force Plant #4* at OKPEX,

Jack Congrove - *UN Peacekeepers* at Evergreen Stamp Summer Exhibition,

Jerry Jensen - *When Money Buys Little* at MSNE,

Bill Mitchell - *The Great White Fleet: Sailing the Mediterranean* at CHARPEX,

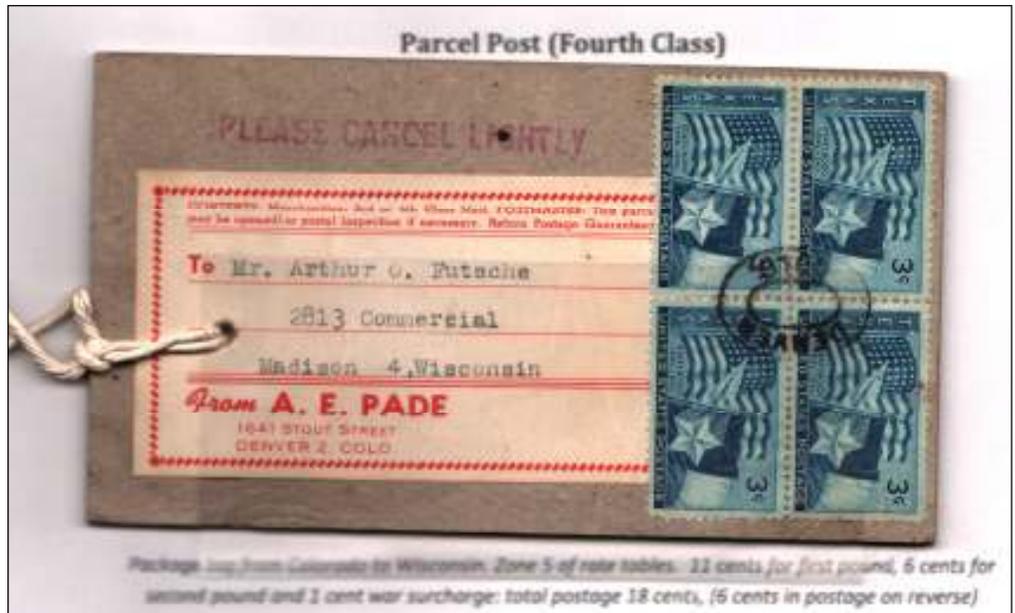
Niko Courtelis - *The Greek Occupation*

Continue on page 8

## Descriptive Text for Your Exhibit ~ continued from page 3

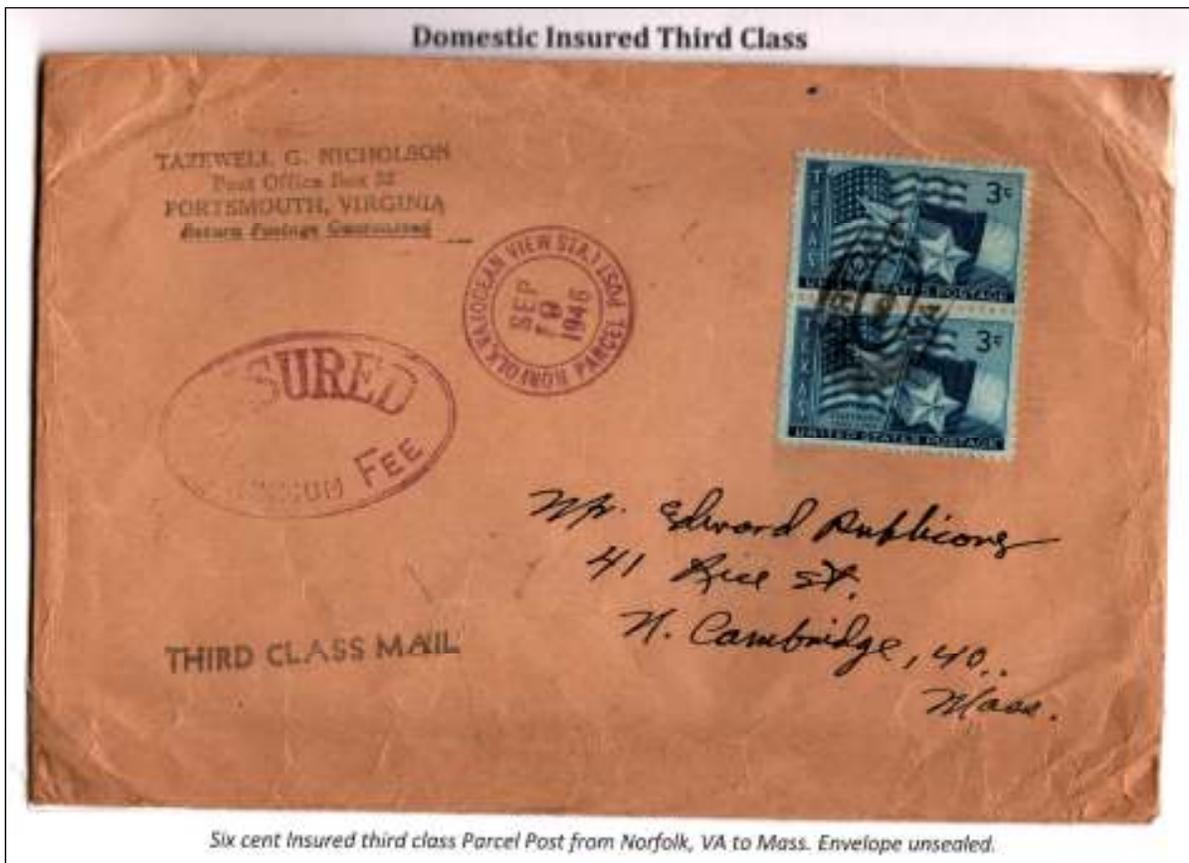
of information presented for these two items is confusing. If viewers are expecting the exhibitor to follow a template of some kind, so that material is presented in a similar order so that the viewer can move from one item to the next and assimilate the information easily, they will be disappointed. More than that, they will have to engage with the text more than is necessary to figure out what each item is. Let's look at the next page.

Figure 5 has the following information:



Figures 3: Package tag from Colorado to Washington, Zone 5 of rate tables.

- |                                       |  |
|---------------------------------------|--|
| 1. Rate paid                          | 4. Description of rate paid                    |
| 2. Origin                             | 5. Date  |
| 3. Extra useful information (in bold) | Figure 6 continues the non-parallelism between |



Figures 4: Third class item not described in a parallel format with the other item on the page.

Cont' on page 5

## Descriptive Text for Your Exhibit - continued from page 4

descriptions:

1. Origin
2. Description
3. Extra useful information (in bold)

1. Rate
2. Date (looks like a cut and paste error – proper date spelled out January 13, 1947)

A viewer could be forgiven for not reading this text; there is too much jumping around to make it easy to follow. There is something even more wrong with this. Page 1 (Figure 1) shows rate classes. Page 2 (Figure 2) is described as Army Post Office. But is that even the best description for the page? Is it the military rate or the type of post office that handled the mail that's important? A better way to head this page would be something like "Active Duty Military Rates."



Figure 5. Concessionary Military Airmail Rate on page headed "Army Post Office."

It is easy to look at an item, describe it, type up the description on the exhibit page, and move to the next item. It is more difficult and more time consuming to plan how we want to describe our material and to be consistent in presenting information. I

can tell you with 100% confidence, as these pages come from one of my exhibits, that it takes the most time to do it the wrong way first and then to redo it in a better way.

What do you think? Please send your comments to [steven.zwillinger@gmail.com](mailto:steven.zwillinger@gmail.com).

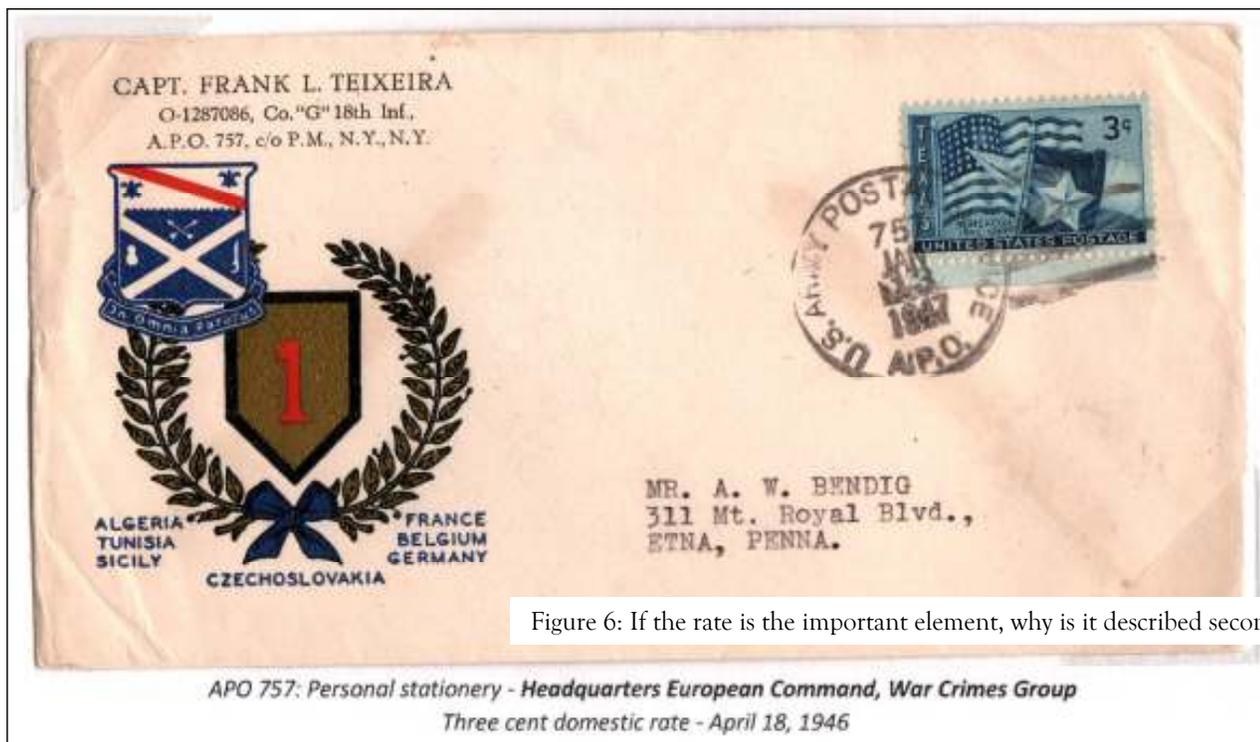


Figure 6: If the rate is the important element, why is it described second?

## APS Online Introduction to Exhibiting Course - [stamps.org/Courses](http://stamps.org/Courses)

Steve Zwilling, author, awarding winning exhibitor, and WE contributor, will lead both collectors new to exhibiting and rookie exhibitors on a step-by-step journey through the basics of exhibiting. Topics to be addressed include: the main components of a

philatelic exhibit; preparing an effective title page; techniques for arranging, displaying, and describing philatelic material; and methods for telling a coherent and engaging story. Participants should expect to spend several hours per week

working on their exhibit.

The course starts **Oct. 24**, 2016 from 8-9 pm E.S.T. for 6 weeks. The cost is \$100 for APS members and \$130 for non-members. The class is limited to 10 people, so make sure to sign up soon online at <http://stamps.org/Courses>.

## Meet the New WE Officers - Lisa Foster

On August 4 at the APS StampShow 2016 the following WE Officers were elected for 2-year terms. Take a moment to read their individually written statements introducing themselves. The cumulative degree of philatelic knowledge, leadership, and dedication is amazing.

**Chairman – Lisa Foster** ([fosteld@gmail.com](mailto:fosteld@gmail.com)): I am a Washington State native and WE member since 2007. I am an Exhibitor, Regional Judge for the Council of Northern California Philatelic Societies, Exhibiting Chair for WSP SEAPEX and local Evergreen Stamp Club Summer exhibition. I am looking forward to serving you and providing myself as a vehicle for encouragement, ideas, and solutions.

**Vice Chair – Shirley Griff** ([shirley@griffrealestate.com](mailto:shirley@griffrealestate.com)): I am on the Board of Directors for the Mourning Cover Society, I have exhibited my mourning covers at National Level shows. I am the AAPE Seminar Liaison and Awards Chairman for Canada. I have recently been appointed on the membership committee for the Philatelic Specialists

Society of Canada. I have owned my own real estate business since 1987 and I believe this business experience would be an asset to WE.

**Treasurer – Elizabeth Hisey** ([lizhisey@comcast.net](mailto:lizhisey@comcast.net)): One of founding members of WE. Exhibitor, APS Chairman of Committee for Accreditation of National Judges and Exhibitions. APS Chief Judge, Chairman of Sarasota Stamp Exhibition, and Vice President of AAPE. Looking forward to serving on the committee and expanding our community.

**Secretary – Vesma Grinfelds** ([vesmag@gmail.com](mailto:vesmag@gmail.com)): Native San Franciscan and member of WE since its inaugural meeting in Riverside, CA. Past President of Council of Northern Calif. Philatelic Societies and Regional Judge. Exhibiting Chair for PENPEX in Redwood City, CA with no charge for entering exhibits. Always striving to encourage and guide anyone into exhibiting; hoping to continue increasing the prominence of women in the philatelic world.

**Membership Chairman – Carol Edholm** ([peafowlphilatelics@gmail.com](mailto:peafowlphilatelics@gmail.com)): Pure-blood Washingtonian

(state of, not DC); a WE member since 2007; Executive Director of Youth Stamp Collectors from 1993 through 2011; Exhibitor since 1999; Sno-King Stamp Show Chair for a dozen years; philatelist since 8 years old 'til the day I die; and part-time stamp dealer (Peafowl Philatelics). I strive to keep the WE member status and membership list as accurate as humanly possible. I pledge to support WE leadership in every way I can. I aim to convince Women that they CAN exhibit and not be intimidated by stamp dealers and judges. Go Ladies!

**Director at Large – Denise Stotts** ([stottsjd@swbell.net](mailto:stottsjd@swbell.net)): I have been a member of WE since the beginning because I truly believe in our original mission statement of women helping women getting started in exhibiting. I have been exhibiting since the late 80s, having won several National golds for my thematic on Japanese Art. I also have exhibited traditional and display class exhibits at the local/regional level. I served as Chair for the Greater Houston Stamp Show for over 20 years and have served on many other boards as well.

## WE FEST V Memories - Kris McIntosh

WE Festival V was an all-day event, connected to BALPEX 2016 and was just what I needed to expand my knowledge and give me more confidence to exhibit my first day cover collection.

Since I have collected for only eight years and exhibited my collection only twice, there is so much I do not yet know about the hobby.

The morning started with Dr. Ed Andrews explaining the way to exhibit a Topical collection. His PowerPoint took us through the judging rules, but then he displayed pages from his 3-frame topical hat collection which put the rules into reality. All the attendees were invited to view the pages and ask questions. Having a wide variety of philatelic and non-philatelic items is important, but organization showing a defined purpose, scope and plan is the key to a Topical exhibit.

The next presenter, Michael Mead, explained how ephemera documents can add to an exhibit, especially since that purchase will help keep a vendor in business. Not only is the stamp collecting community getting older, so too are vendors. His questions about keeping the “hobby” viable are being asked by all stamp organizations.

The final presenter for the morning was Steve Zwillinger, author of *The Path to Gold*. This is the first all color philatelic book containing 175 tips that will help an exhibit

earn a Gold medal, the ultimate goal of every exhibitor. Steve explained how the book came about, based on his many articles published in philatelic magazines. His goal is to give solutions to common problems found in exhibiting a collection. Yet for every solution offered, Steve told us, “there is a, ‘it depends.’”

As I rework my exhibit, this resource will be the go to book for new ideas to elevate my Vermeil to Gold! Lunch time gave attendees a chance to visit, to share collecting interest, exhibits, and all those key tips that are filling my journal!



WE FEST V presenters (l-r) Steve Zwillinger, Dr. Ed Andrews, Pat Stillwell-Walker, and Ron Leshner. Photo taken by Liz Hisey.

The afternoon workshops introduced me to two other collecting areas. First, Ron Leshner taught about Revenue stamps that are put on crops. This type of stamp was proof that a tax levied by a governing body had been paid, or the product is exempt from a tax, or shows a credit with the governing body or finally that a payment has paid for a government service. I did not know that both farmers and manufacturers wanted crops

and meat taxed in order to control the quality.

Then Pat Stillwell-Walker taught us how to “read” an envelope before stamps were required. Her samples showed mail from Ireland and England. The collector must not just acquire knowledge of postmarks to determine routes, but must be able to read/decipher cursive writing of the pre1840s. The afternoon sessions also included a 2<sup>nd</sup> presentation by Ed as he taught us the similarities and differences between thematic, topical, and display exhibits. His PowerPoint compared the 3 types and his sample frames

for each type was a wonderful teaching tool, once again giving us the opportunity to view and discuss the different styles.

By the day’s end, I knew the overall goal of WE is to help and encourage collectors; from a novice like myself to experts, to take our collections out of our albums and put them in a frame for all to see! Thank you to the collectors who had the vision to begin and preserve this organization.

## Time to Celebrate ~ Kathy Johnson

The APS World Series of Philately Prix d'Honneur is a once a year competition for the Champion of Champions multi-frame stamp exhibit. Contending for the C of C at StampShow 2016 were two women, who, in addition to the honor of competing for the highest prize in U.S. philatelic exhibiting, will also be recognized by WE.

The winners this year had each never stood on that stage before. With great honor we welcome these women to the winner's circle and celebrate their successes.

**Jane King Fohn**, winner at Americover 2015, held in Columbus, OH, with *The 9-Cent Alamo Stamp and Its First Day Covers*.

Jane has worked hard for many years on her 9¢ Alamo and started in collecting seriously following an interest her father had in philately. Jane is active in philately in Texas and has built this exhibit up over a number of years, really

wowing the judges with her amazing uses of the 9¢ Alamo definitive. Congratulations Jane!

**Seija-Riitta Laakso**, winner at Minnesota Stamp Expo 2015, in Minneapolis, MN with *Paris by Night*.

Seija lives in Finland and comes to the U.S. to enjoy the hobby and friends. Her exhibit won the Grand at Minnesota Stamp Expo in 2015. As another first, it was the first time a picture post card exhibit won the Grand at a WSP show.

Seija is no stranger to U.S. exhibiting, her *Paris Women Drivers* was a part of the First Place Team at AmeriStamp Expo Single-Frame Competition in Atlanta, 2015. Seija is the author of *Across the Oceans, Development of Overseas Business Information Transmission, 1815-1875*, the subject of her dissertation and also you might know her as the author of *Collecting and Exhibiting Picture Post Cards*.

Congratulations Seija!

### Multi-Frame Golds

In the open competition Gold winners were **Janice L. Brookes**: *The Evolution of the World Wildlife Fund Logo*, **Janet Klug**: *British Empire Anti-Communist Actions in the Jungles of Malaya, 1948-1960*, **Dr. Norma Nielson**: *The Story of Lloyd's: From Coffee to Commerce*, and **Donna Trathen**: *Christina Broom, Her Work as a Photographer*.

### Single Frame Golds

**Vesma Grinfelds**: *Official Mail and Postmarks of Riga: 1772 - 1860*, along with **Elizabeth Hisey**: *An Analysis of Edward H. Mitchell's Production of his Exaggerated California Produce Postcard*.

### Rounding out the medals:

Other women exhibitors entered in the show and took an additional five medals at the show for multi and single frame exhibits.

Congratulation to all exhibitors and thank you for sharing your great material.

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

*of Mytilene Stamps of 1912* at APS StampShow,

Paul Schumacher - *Sudan, 1935-1956* at MERPEX,

Otto Graf - *Papua New Guinea Postage Due* at

BALPEX, and

William Messecar - *British War Tax of World War I* at SEAPEX.

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).