



Women Exhibitors
APS Affiliate #260

WE EXPRESSIONS



Supported by AAPE

Vol. 3-5; June 3, 2009 (May edition)

Ed., *WE Exp.*: Barbara Harrison, barbandwill@comcast.net Dirs. at Large: Pat Stilwell-Walker, psw123@comcast.net
Chair: Ruth Caswell, ruthandlyman@earthlink.net Denise Stotts, stottsjd@swbell.net
Secretary: Vesma Grinfelds, dzvesma@sprintmail.com Ed., *WE Think*: Janet Klug, tongajan@aol.com
Treasurer: Liz Hisey, lizhisey@comcast.net Web Site: <http://www.aaape.org/weweb.asp>

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. 8, 2009, at noon; Pittsburgh, PA. Denise Stotts will speak on *Philatelic Elements for Thematic Exhibiting*.

Satellite Mtgs: MERPEX XXXIII, Sept. 4-5, 2009; Pennsauken, NJ; will include mini-seminar on *The Basics of Exhibiting*, by Barb Harrison, on Sat., Sept. 5, 1-2 pm.

Hudson-Fulton StampExpo 400, Sept. 25-27, 2009; Albany, NY; will include mini-seminar on *The Basics of Exhibiting*, by Barb Harrison, on Sat., Sept. 26, 1-2 pm, room TBD.

Keeper's Korner:

WE climbed a mountain this last weekend. The first-ever, and very successful, *Festival for Philatelic Women*, was held at the American Philatelic Center in Bellefonte, PA. Forty or so women and men participated in this momentous event. Everyone had a good time, as judged by the interactions, chatter, and laughter. Exhibiting was the main focus of speakers, workshops, and conversations. In between, the APRL provided quiet time for research.

For those who could not attend, WE will bring as much to you as possible through articles in *WE Think* and *WE Expressions*. You will find elsewhere in this newsletter comments by the participants.

I want to thank the members of the *Festival Team* who took the idea of a festival and brought it to fruition. Whenever you see them, please thank (in alphabetical order) Liz Hisey, Janet Klug, Joann Lenz, Denise Stotts, and Pat Stilwell-Walker. When you are at the next show, stop by the APS booth and thank them for their support of the *Festival*. APS provided the venue and their staff was on hand over the weekend to help. WE also wants to thank AAPE for startup financing, and to thank all the supporting dealers, individuals, and organizations.

WE now has another mountain to climb. Remember that WE is filling 120 frames at the Rocky Mountain Stamp Show held in Denver 14-16 of May, 2010. Each exhibitor is allowed 22 frames, so craft your new exhibits, pull the finished ones off the shelf, and get ready to take or mail them to Denver. You'll hear more on this in coming newsletters. WE is committed to filling all 120!

Festival II is now in the planning stages, so stay tuned for more information on when and where. Startup funds for *Festival II* were given by Sue and Jim Dempsey (A & D Stamps and Coins). A big thank you would be welcome when you visit their booth.

See you at Stamp Show in Pittsburgh.

Ruth

WE FESTIVAL A HUGE SUCCESS!

For those unable to attend, you missed out on an exciting and truly historic event. From the wonderful facilities at the APC, to the variety of interesting and enjoyable courses, to the dedication and commitment of every speaker, to the hard work of the Festival Committee, to the professionalism and full support of the APS staff, to the excellent hotel accommodations, to the fine food/drinks/chocolate, every detail was well planned and provided an absolutely outstanding gathering. Even the weather was gorgeous!

Each day was jam packed with seminars, activities at the APC (a “rummage” sale just for WE, use of the APRL, browsing the over-stock book sale, building tours), and a top-notch variety of exhibits brought by participants. The building was alive with WE members, sharing, chatting, laughing, and enjoying the renewal of old friendships and the many new friendships being formed.

Hats off to all those on the Festival Committee, who worked so hard to put together an interesting program for all levels of collectors and exhibitors, which provided something for everyone who attended. We all extend special thanks to Ken Martin, Dana Guyer, Barb Johnson, and the entire APS staff for all their help in providing for all of our needs and for all their special touches, including catering to our whims, beautiful Festival badges, and providing us with a special group photo as a very meaningful remembrance of this historic event. (Festival Committee members were Pat Stilwell-Walker, Liz Hisey, Joann Lenz, Denise Stotts, Ruth Caswell, and Janet Klug – wonderful job, ladies!!)

After a delicious Saturday night banquet, we were treated to a beautiful Power Point presentation given by Dr. Cheryl Ganz, the key note speaker, who spoke about the important, and often overlooked, role that women have played in philately in the U.S. She had us reminiscing, enjoying, laughing, and even singing and dancing at the conclusion! Thank you, Cheryl, for an extremely interesting and challenging overview of our important role in both the development of and even more importantly the future of philately.

The evening concluded with many fond farewells with lots of hugs and hopes for meeting again at future shows and quite possibly a future Festival!!

Added note: Just to highlight the dedication of all the ladies (and gentlemen) who attended, some flew from the West coast to the East coast, requiring an additional flight to State College – including various other complicated flight routes and red eye flights. Some drove for many hours over hill and dale, sometimes stuck in long traffic jams. Others came by very long bus rides. One even camped out in a tent! A quick glance tells us that members (and friends) came from at least 16 states, plus D.C. and Canada: Louisiana, Maryland, Pennsylvania, Indiana, District of Columbia, Washington State, New Jersey, Florida, Ohio, California, Michigan, Missouri, New York, Arizona, Texas, North Carolina, Oregon, and Canada. (Forgive me if I missed your state.)

COMMENTS ABOUT THE FESTIVAL FROM ATTENDEES:

(Comments are in random order.)

Sandy Strzalkowski: I must say that this WE Festival Committee deserves an A+ for their first attempt. My two goals for the weekend were to have fun and meet some nice people. Well, not only that, but I also learned some neat stuff along the way. This is the first philatelic event I have attended where I felt I was in my element and welcomed by all. I made instant friendships that I will cherish always.

Ann Byerly: From the rolling green hills of Pennsylvania, women philatelists rose to new heights of leadership, contribution to the hobby, and camaraderie. Many of us filled the student roles, teacher roles, and administrative roles. Fun was had by all! The Library offered Xeroxing to support exhibit research. Title pages, stories, and philatelic elements have been reorganized, critiqued, and approved for future exposition. Westward WE go! A wonderful time was had by all!

Bonnie Smith (mother) & Hillary Griffin (daughter): As the only mother-daughter attendees, we can say that the first annual WE Festival had something for everyone. We were thrilled about how we were made to feel welcome and everyone was treated as contemporaries, regardless of their collecting or exhibiting level. Thanks to the planners and the presenters for all their hard work.

Lois McGuinness: The Festival was fabulous! Friends – seeing out of town friends again. Fun – Rummage Sale, Library Sales Division. Workshops – helpful seminars on a variety of topics. Fun – excellent fun at incredibly low prices. Stamps, Stamps, Stamps, morning, noon and night. Nice hotel – fun, fun, fun!

Jane Childs: Never exhibited and only a vry new collector. But as the close friend of Marj Sente's, I'm learning . . . and I enjoyed the WE Fest very much. It has given me a whole new focus!

Marge Faber: This has been a great two days plus. The other women are so bright that I'm getting an inferiority complex, but I'm still going to exhibit! The food seemed to be great, but I can't eat chocolate, cheese, and can't drink red wine, so we ate out a lot.

Denise Stotts: As I write this, Festival weekend is coming to a close – I'm sad! I was a wonderful chance to meet new people and catch up with old friends. There were so many chances to learn new things about our great hobby. The APS staff went beyond expectations to make us feel welcome – good was great – and the never ending (well, almost, anyway) supply of chocolate kept us happy. All in all, I feel this was a great success!

Maria Rodriguez: The workshops were very informative. The women attending the Festival were very friendly and knowledgeable regarding many areas pertaining to exhibits and stamp collecting in general. I had a wonderful time, and I want to exhibit!

Anne Harris: The Festival was fantastic. Learned a lot. Well worth the money spent.

Nancy Swan: Great time meeting and chatting with all the ladies – sharing experiences and plans.

Elizabeth Carter: A weekend of friendship, information, and an adventure into the joy of philately.

Ann Trigg: The weekend of Festival for women was most successful. Beginners and advanced exhibitors came together. Look forward to show next year.

Anonymous: Wonderful! Women! A force with which you men will have to contend! Women, the majority? Never before in philately.

Sue Dempsey: As a dealer and non-exhibitor, I was like a fish in a new pond. I learned more than I taught! Perhaps a few more invitations to the less experienced, with programs tagged for them.

Diana Sadler: Loved the Festival. All questions that I was hesitant to ask came about through other brave ladies. Now I feel comfortable, and on my own happily to exhibit. Strength is upon me. Thank you all.

Linda Cox (Aide to Stamp Camp U.S.A.): This was very informational, and I really did learn more about stamps and related subjects from talking to women who have a passion about something that I am just learning about, but I am realizing that I also have a growing interest in. Thank you!

Cheryl Edgcomb, CEO, Stamp Camp U.S.A.: Thank you, WE, for the wealth of knowledge shared, the friendship extended, and hosting a Festival that had something for everyone. Exceptional job!

Miriam Weisz: Wonderful weekend! Camaraderie, education, a little bit of silliness, and a whole lotta chocolate! What's not to love?

Marj Sente: My hat is off to the women who organized this outstanding event. I never experienced such energy at a philatelic event!

Charles Verge: I am very proud to have played a small part in what is a very historic moment.

THIS MONTH'S TOPIC: How do you organize your stuff for an exhibit? How do you mount your material on the pages? How do you lay it out? (submitted by Vesma Grinfelds)

(from Kristin Patterson) I organize my material whether one-frame or multi-frames into like items. This makes me first find all my items and make a list of them. I then look to see if it is best to lay out the exhibit chronologically, alphabetically, by stamp, or some other grouping. Next, I begin working on the exhibit layout.

I make a 4 x 4 rectangular grid on a piece of paper for each frame and list what will go on each page. I then see how the items appear in each frame. I want better items to be in the two middle rows and never in the bottom row. Since I do not lay out my exhibits in the traditional horizontal way but rather in a vertical format, I have more flexibility in moving items around. If I remove one page then all pages below it in that

column move up one row. Or I can simply swap 2 pages in a column so that the more desirable items are in the middle 2 rows.

I have noticed that with the traditional layout, exhibitors never utilize the columns to show similarities between items in each row. But in the vertical layout, I have been able to utilize the rows to show similar items while still keeping the flow of my exhibit going from top to bottom.

Try the vertical layout and I think you will find it advantageous. It also is how most viewers will be examining your exhibit as they walk only once from left to right through your frames in exactly the way the vertical format is laid out.

(from Barb Harrison) (1) My first step is a labeled box, into which I place items as I buy them or pull them from various of my collections (my display exhibits are probably a bit unorthodox). For my PPC exhibits, I also start out with placing them in a box. My piles of these pretty storage boxes are on top of my metal storage units in my office/computer room.

(2) When I think I'm getting close to having enough material, I begin to place the items into 2-pocket protective pages which then go into a 3-ring binder. I arrange the items logically, forming the story. As I make changes/additions, I move things around. I count to see how many frames of material I have, or how many more pages I need to fill a frame. If I'm still looking for an elusive item, I leave space for it.

(3) Once the story is in my head, and I have all (or nearly all) material, I transfer to a large 3-ring binder, with my 1-pocket protective pages, into which I have inserted 67 lb. cover stock (Bristol board) for support (white or cream). At this time I also add name/address stickers to the backs of all protective pages, along with frame and page numbers. By this time I have also done or am working on the research, so I have lots of small pieces of paper with info written on them (or strips of info, cut from pages of typing). I use small pieces to force myself to be less verbose (impossible!!). If I need to change the order of pages, it's easy to slip the material out and insert in another position. As I'm arranging the material, I use Janet's method of drawing 16 blocks on a typing sheet, representing 16 pages in a frame, then sketch in how I plan to mount the items, including overlapping, windowing, etc. This also shows me how the pages from one frame will look next to the pages of the next frame.

(4) Regarding mounting material, I use a variety: 2" gummed corner mounts for covers (available from Leonard Hartman on line); transparent, pressure sensitive, acid free photo corners for PPCs; some of my "weird" items are mounted on mats with Zots clear adhesive dots, and some are sewn with thread onto a mat (suggested by a judge); for stamps and cinderellas I use Showgard clear mounts of many sizes. For all of my newer exhibits I place all material on a mat, on the back of which I lightly pencil in the price I paid along with a few pertinent facts. I also keep a list of prices of every item on every page, in order to know the value of each exhibit. Before I write the exhibit, I mat all the material, following my sketches most of the time.

(5) Then comes the writing, moving the text around, fitting it on the page, shortening the text, etc. Before I fasten anything to the pages, I write the entire exhibit. This allows for repositioning of material in the exhibit, deleting unneeded text, etc. The first page I write is the title/plan page, and the last page I write is the title/plan page – usually a bunch of times until I'm satisfied. As I'm writing (at the computer), I have my floor frame set up behind me, and as I write each of the 16 pages I place them on the frame. This allows me to see how each page will look in relation to the others on that row and in that frame. As I write each page, I use ordinary white 20 lb. paper, with the printer set on "draft" to save ink. I also use both sides of all paper while writing, to save paper. Only after everything is written and I'm

reasonably satisfied do I run the final copy, using regular ink, on cream paper (which I now use because it looks better with 100-year-old covers and PPCs). Because I use 67 lb. cover stock to stiffen each page, I am satisfied using 20 lb. cream bond for the final copy. This works for me, but perhaps not for you. The final step is fastening the matted items to the pages, which for the most part I use Zig 2-way glue pens, which are acid-free, zylene-free, etc. Only a small amount is needed, usually at corners. Then the time comes to re-do a page, a slender letter opener slides easily under the mat to remove it from the page. With my earlier exhibits, I used corner mounts to mount the mats, but the Zig pens are much easier. Some items have been successfully moved at least 4 or 5 times.

QUESTIONS FOR YOU TO ANSWER FOR NEXT NEWSLETTER: For the inexperienced newbie who cannot travel to stamp shows regularly to see exhibits firsthand (and who doesn't live within easy driving of a club), what are some websites that have great visual examples of the different types of exhibits one can put together? I see that there is a lot of help out there, but some of it's still reading like a foreign language to me, and I cannot seem to find some websites that show *really* basic word/visual connections for me, the utter novice. Anybody know of any websites? (submitted by Robin Cooper)

If you've never sent in your *answers* to a monthly question, NOW is the time! Also, how about sending in a question???

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!!

HUDSON-FULTON: Exhibit Entry Forms are available at the website: [Http://www.stampExpo400.org](http://www.stampExpo400.org). Take a look around the site, which includes a wealth of information – it's going to be an exciting show. They have even posted the Synopses and/or Title Pages along with the listing of exhibits. As of mid-May, it appears that there is only ONE female exhibitor entered in the show (your editor). WE said we would support the show – won't you enter one of your exhibits???? Applications and fees are still being accepted. Show date is Sept. 25-27, 2009. WE will share a table with AAPE, and will hold a WE satellite meeting. If you could help by spending a few hours at the table, please e-mail your editor. So far we have only 2 people: Maureen Lynch & Barb Harrison. PLEASE offer your help so Maureen & Barb won't be chained to the WE table!!

WELCOME TO NEW MEMBERS: We have a number of new members who joined at the Festival & will list their names next month.

