

# WE EXPRESSIONS

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APS Affiliate #260  
Women Exhibitors



Supported by AAPE

*Statement of Purpose: To provide a vehicle through which women exhibitors can encourage each other through sharing information, ideas, experience, advice, problems and solutions.*

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Go as far as you can see; when  
you get there, you'll be able to  
see farther.

J. P. Morgan  
1837-1913

## PIPEX 2012

11, 12 and 13 May  
Doubletree by Hilton Hotel Portland, Portland, OR

The Pacific Northwest  
Premier Stamp Show

Details at [www.pipexshow.org](http://www.pipexshow.org) or from  
Michael Dixon ([mdd@att.net](mailto:mdd@att.net))

# K<sub>K</sub>

## Keepers Korner

Sixteen members and guests participated in the WE meeting at Stamp Show. We accepted the revised bylaws so that members of the board now have staggered terms. Voting was unanimous in support of re-electing the current board. Some of us will be at our term limits next election, so be forewarned now that the board will change in the future.

Discussion at the meeting centered on getting started in exhibiting. Many ideas were presented on how to get from a collection to mounting an exhibit in the frames. It's always refreshing to hear the different ideas on how to do this. There is not one right way, but several roads from which to choose to put that idea in your mind into an exhibit.

WE FEST III brochures were distributed, and they were also prominently displayed on the catch-all table at Stamp Show. I want to thank David Harris for his work on the brochure and bringing it to fruition. Without his commitment of time and expertise, the brochure would still be an idea in someone's mind.

Put Fest III on your calendar now. Think about what exhibits (notice the plural) you want to enter, and send in the registration form. In addition to attending Fest III seminars and enjoying the social events, remember that WE is committed to 80 frames. That is a lot of frames to fill, but remember that we did over 120 at RMSS two years ago.

Go to [www.pipexshow.org](http://www.pipexshow.org) and click on prospectus. At the end, there is a link to download an entry form. Or, alternatively, to [www.pipexshow.org/exhibit\\_form.pdf](http://www.pipexshow.org/exhibit_form.pdf). Since WE is one of the convening societies, there is a place to check on the form if you are a WE member. Let's get our quota of frames entered by 1 March 2012.

I've asked Anne to attach the WE brochure to this newsletter. There is a registration form in the brochure just waiting for your input. I know both Liz (registrar, food) and Janet (program) will appreciate your early registration.

There are also tours of Portland, which I'll address in the next newsletter. The exhibition is during Rose Festival time, so it is an exciting time in Portland.

Ruth

## **NEW MEMBERS**

Welcome to:

Alexandra Glashan. Alexandra is not a collector but a commissioner for Canada to various stamp shows

## **BRAGGING RIGHTS**

Kristin Patterson has been elected as one of four Directors at Large. And, proudly, with the most votes!



Congratulations, Kristin!!

## **WHAT IS THE FUTURE OF PHILATELY? HOW TO ATTRACT THE BABY BOOMERS**

Janet Klug and I are both members of the New Initiatives Committee that is part of the Council of Philatelists at the National Postal Museum. At our last meeting earlier this month the committee spent some time exploring the above question.

Philately as a hobby has been around for decades; youngsters start by filling in albums, as they grow older they begin to refine their collections, and in many cases they become exhibitors. But there appears to be a trend that the younger collectors seem to leave the hobby during their college years, working at their careers and families, stamp collecting takes a back seat.

Many come back into the hobby after retirement, but in today's world there are so many other distractions that we are seeing less of these original collectors starting again. I would like to open the floor to all of you Women Exhibitor members to start a discussion as to what you feel can be done to kick start these collectors/baby boomers/new retirees back into the hobby or to just start collecting and exhibiting.

What are your personal experiences in starting to collect, where do you see the hobby in 10 years, how can you help to further this totally fun experience.

Please send your suggestions, experiences and anything else you would like to add to the editor, so that she can publish the answers in our next newsletters.

Liz Hisey.

### **ATTRACTING NEW STAMP COLLECTORS**

by Barb Harrison

There are many stumbling blocks facing us today in trying to attract new collectors to the hobby. They are basically the same as those faced for the last 50-75 years, but the stumbling blocks are even more challenging today. Young people are heavily involved with their schoolwork, possibly part-time jobs, and their own interests, such as sports, music, and dance, to mention only a few. Just about every teen (or pre-teen) is practically addicted to their electronic devices: Blackberry, I-Pod, Notebook (I don't even know the names of these things much less what they can do). In addition, their free time is spent on FaceBook, Twitter, and the like. What to do?

I wish I had the answer. First of all, life has changed so drastically in the last 20-30 years, with the advent of new technology. Kids today would rather spend time using their devices than, say, read a book. You want me to collect WHAT? Our little colorful squares of paper, called stamps, are seldom seen on the incoming mail. Even though there are lots of stamps designed to attract kids, such as the Disney stamps of recent years, just how many kids do you see even walking into a post office?

What about young adults? Pretty much the same story. They're involved with family, working, trying to make ends meet and their many modern devices. They not only have no time to invest, they often don't have any extra money for frivolity, not when kids need school clothes, the car needs new tires, or the college bills must be paid.

Who is left? Baby Boomers and retirees. Might they be open to collecting stamps? Some couldn't care less about stamps. But SOME are very open to these avenues into the past.

How do we appeal to the small percentages who may be interested?

1) Teens and kids might be intrigued to receive a real letter in the mail, or a birthday check along with a packet of stamps on a subject they enjoy, such as baseball, or animals. Dig out some of those sheets of mint stamps you purchased 30 years ago, break them up, and use them for postage on those letters to young people or on your Christmas cards. Even if the kids don't become collectors now, encourage them to tuck those stamps away. In later life, their interest may just blossom!

2) Young adults might enjoy seeing stamps picturing children, modes of transportation such as cars/planes/ships, or some beautiful Caribbean islands. Consider arranging permission to put displays in your local post office. You can kill two birds with one stone: create some new albums of stamps by subject for yourself, and use some of those subjects for post office displays, where adults of all ages can see them when taking care of postal business. I've been doing this for nearly 9 years, putting up a new display in a locked wall display case, at the first of every month. It started out with boards of antique postcards on various subjects. Now I include displays on various stamp subjects and also boards of interesting covers. I get occasional calls about how much is my grandfather's stamp album worth? or are my old postcards worth anything? Each call is an opportunity to encourage the caller and also to mention passing these items along to the kids in the family. I can only hope that my efforts with the displays will someday bear some fruit. I include at the bottom of the display case a card with information about my local stamp club, local postcard club, and my name and phone number.

3) In my opinion, the most fertile ground for growing new collectors is the baby boomer group and new retirees. They are more settled, more appreciative, more concerned about preserving history for the next generations. Most important, they have some available time and available

money, both prerequisites of a dedicated stamp collector. How can we reach these people? Perhaps those with writing ability could try submitting an article about your collecting interests to your local paper. How about submitting articles to be posted on-line, since that seems to be where people spend their time? Perhaps magazines which target retirees might consider your articles on stamp collecting. Invite a friend over for a glass of iced tea and share with them one of your favorite collections. Invite them to attend a local club meeting with you, or even better, take them to a stamp show. Many groups are always looking for speakers: contact your local senior citizens groups, and local churches, and volunteer to speak to them about your hobby, sharing with them some of your most beautiful stamps, interesting covers, and other philatelic items. Most of all, share your enthusiasm and love of the hobby! I have found that retirees absolutely LOVE my vintage postcards, and I generally include a few on a wide variety of subjects whenever I do a presentation.

Will any of my efforts pay off? I have no idea. I did not collect stamps as a kid, but got started as a young adult, nurtured by my dad (who had rekindled his childhood interest) and our local postmistress. Soon after that, I got into saving a few old postcards from my husband's elderly aunt and the rest is history! I've tried for years to interest my grandchildren, with little success. But each of them has boxes of stamps, postcards, and other material, that is just waiting for them to develop that interest once they get to the point in life where these things become meaningful. I can only hope that history will repeat itself.

#### "WE" EXHIBITORS INVITED!

PENPEX 2011 is being held in Redwood City, CA (about 30 minutes south of San Francisco) on December 3-4, 2011. As Exhibiting Chairman, I invite you to participate. PENPEX has standard 16 page aluminum frames and there is NO ENTRY FEE. Tim Barshe, past AAPE President, will be on the Jury. Those of you who are familiar with Tim, know that he is dedicated to exhibiting and always provides positive/tangible feedback - written. Mail-in exhibits are welcomed as are novices and new exhibits by more experienced exhibitors. Sorry, gold medal WSP exhibits will not be accepted. This is a chance to try new stuff and get constructive feedback!

Please contact me for a prospectus or visit: [www.penpex.org](http://www.penpex.org).

Vesma Grinfelds  
PENPEX 2011 Exhibiting Chairman

## INFO

DUES: When paying your dues by mail, please send your checks ONLY to our Treasurer, Liz Hisey, 7227 Sparta Rd., Sebring, FL 33872. Dues may also be paid with Paypal at [lizhisey@comcast.net](mailto:lizhisey@comcast.net)

If you are not yet an AAPE member, contact Liz Hisey, AAPE Secretary at [lizhisey@comcast.net](mailto:lizhisey@comcast.net) Or go to [aaape.org](http://aaape.org) and click on Join the AAPE. Liz Hisey also has the WE buttons.

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