



WE Expressions



APS Affiliate #230

Women Exhibitors

Supported by AAPE

YPLF and WE - Lisa Foster

The Young Philatelic Leaders Fellowship (YPLF), sponsored by the American Philatelic Society, connects young stamp collectors between the ages of 16 and 24 with knowledgeable philatelic leaders. The youth chooses an area of focus (author, dealer, or exhibitor) for the one-year intensive study. YPLF Class of 2017 fellow Jessica Rodriquez from San Jose, CA has chosen the exhibiting track and will be mentored by WE Director at Large Denise Stotts. Jessica is a collector of U.S. classics and Costa Rica. The WE board has agreed to

give Jessica a one-year Women Exhibitors membership. WE look forward to meeting and welcoming Jessica at AmeriStamp Expo 2017.



YPL Fellow, Jessica Rodriquez.

Chair Chick-Chat - Lisa Foster

The past year was an exciting one for women exhibitors many of whom participated at WSS in NY, WE Fest at BALPEX and multiple celebrations at StampShow. In 2016, WE members Cheryl Ganz and Liz Hisey received National recognition for their contributions to Philately.

Cheryl was the recipient of the Luff Award for Exceptional Contributions to Philately by the APS. Cheryl also was one of three recipients of the Smithsonian Philatelic Achievement Award. I was thrilled to be present when Cheryl was inducted into the Writers Hall of Fame on August 7.

Liz received the Herdenberg Award for distinguished service to the American Association of Philatelic Exhibitors (AAPE). Liz was also elected chair of the

Committee on Accreditation of National Exhibitions and Judges (CANEJ) at the APS StampShow 2016. I am looking forward to the future of exhibiting under her leadership.

Recently, I was asked what I see for the future in WE. The Summit on the Future of Philately Report contained a quote that perfectly reflects my vision; "Working together WE can



Cheryl Ganz (left) induction into the Writers Hall of Fame.

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WSP Exhibitions

- Jan 27-29, SANDICAL, Diego, CA
- Jan 27-29, Southeastern Stamp Expo, Norcross, GA
- Feb 3-5, Sarasota National Stamp Exhibition, FL
- Feb 17-19, ARIPEX, Mesa, AZ
- Feb 24-26, TEXPEX, Grapevine, TX
- Mar 3-5, APS ASE 2017, Reno, NV
- Mar 23-25, Garfield-Perry March Party, Cleveland, OH
- Mar 25-26, Edmonton Stamp Club Spring National Stamp Show, Alberta, Canada
- Mar 31 - Apr 2, St. Louis Stamp Expo. MO

How Did He Do That? - Steven Zwillinger, steven.zwillinger@gmail.com

One of my favorite stamp exhibits is Nicholas Lombardi's Grand Award winning *The 1902 Two Cent Washington Shield Issue*. When I began exhibiting, it was the archetype for the exhibit I wanted to create one day: a comprehensive presentation of the subject with detailed descriptions of the material on the exhibit pages demonstrating subject matter mastery. Whenever I see this exhibit at a show, I continue to be amazed at its in-depth treatment of the material and I try to figure out how Nick prepares the informative pages in his exhibit so that I can create pages like his.

I wanted to figure out how Nick had made the exhibit page in Figure 1. I made the following assumptions: He prepared the illustration first, to emphasize the elements he was focusing upon then he wrote the description to accompany the illustration. Then, I continued to assume, after these two steps, he figured out the

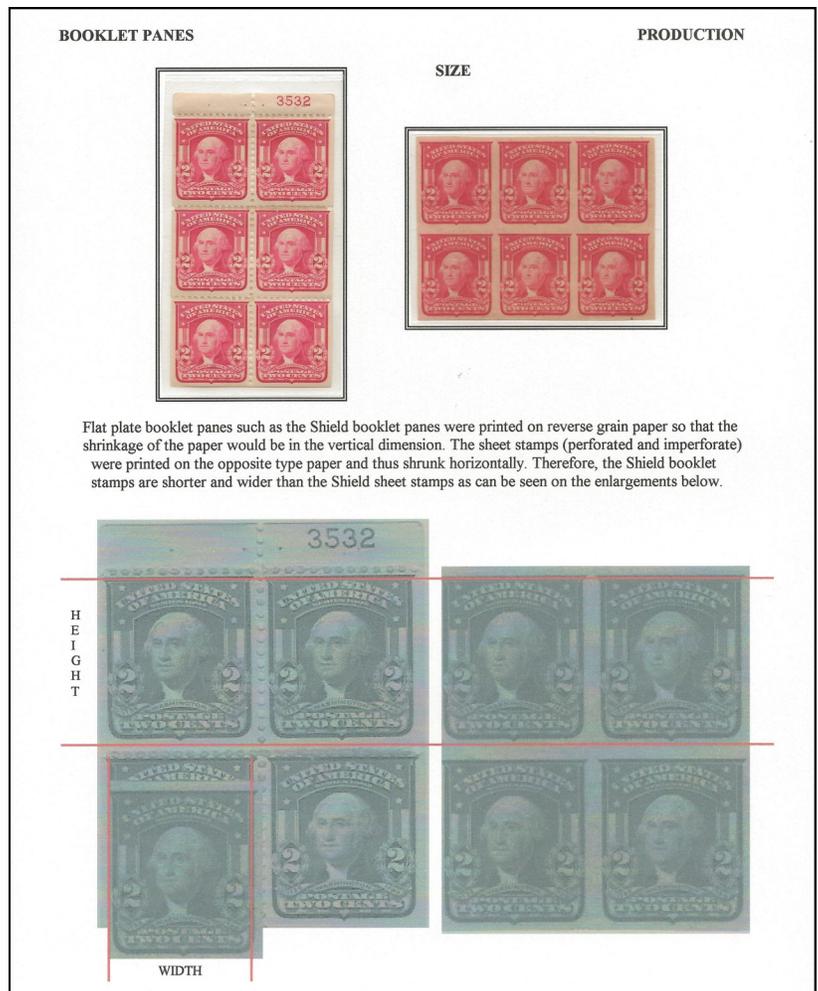


Figure 1: Nick Lombardi's exhibit page.

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Editor's Remarks - Kristin Patterson, Kristin_email@yahoo.com

Our local stamp club and show is fortunate to be allowed to have a display at the local Redwood City Library. Miriam Thurston, a very artistic club member, reserves the display for the month of November which happens to precede PENPEX held annually the first weekend in December. This is a great educational tool.

I bring this up because on page 6, Sheryll Ruecker wrote about her incredible work at her library. Photos are included that should impress everyone.

I know stamp collectors are creative people, so local display areas (libraries, city halls, or store malls) would be a great place to educate the public.

Speaking of spreading the word, I called to update my alumni information and listed under occupation, philatelist (since it has recently become my full-time job.) She asked what a philatelist was and I told her. She had collected stamps as a kid and never knew it was called that. I suggested she find a Dallas club and make a visit.

Women Exhibitors 2016-2018 Board

Lisa FosterChair
fosteld@gmail.com

Shirley Griff.....Vice-Chair
shirley@griffrealestate.com

Liz Hisey Treasurer
lizhisey@comcast.net

Vesma Grinfelds Secretary
vesmag@gmail.com

Carol Edholm.....Membership
peafowlphilatelics@gmail.com

Denise Stotts.....Dir-at-Large
stottsjd@swbell.net

How Did He Do That? - continued from page 2

appropriate page headings and selected the stamps that would go on the page and how they would fit.

It is astounding how completely wrong I was. When I asked Nick how he did it, he described a completely different approach.

In Nick's words:

"The best way to describe how I came up with this page (and most pages) is to tell you how I approach an exhibit.

Rather than look at the big picture and try to improve it, I break it down into the smallest components and see how I can improve each one as though it were going to stand by itself.

In this case, I took a look at my booklet pane section. I took a sheet of paper and listed every aspect of booklet panes I could think of - formats, markings, booklet covers, etc. and then went back to the existing exhibit to see if everything was covered. In this case, I found that the size difference between the booklet stamps and the sheet

stamps wasn't in there yet. The progression was then:

1. The headings - It was about "Booklet Panes" and "Production" and this page would be about "Size"
2. Description - I knew what I wanted to say about this, so this was easy.
3. Material - Now I had to find stamps that would illustrate what I was talking about. Easy enough - a booklet pane of six and a block of six sheet stamps. I used the block of six sheet stamps to try to keep it in balance with the six booklet stamps.
4. The illustration - I knew what I had said and what I wanted to show, but had to figure a way to illustrate it so that the viewer could see what I was talking about without going blind. Not being a computer whiz, I scanned the booklet pane and the block, enlarged them, cropped them and inserted them onto the page. Once that was done, I added the red lines and

text. This was all done with a simple version of Word, nothing fancy."

It sounds simple when Nick explains it.

When I looked at the page my eyes were drawn to the illustration and my mind followed: I assumed that it came first. I forgot one of the primary elements of exhibiting: everything is subordinate to the philatelic elements and all non-philatelic elements play a supporting role. The illustration clarifies a philatelic element; it is not a part of the story by itself.

"break it down into the smallest components and see how I can improve each one"

The most important thing Nick did? As he says "Rather than look at the big picture and try to improve it, I break it down into the smallest components and see how I can improve each one as though it were going to stand by itself."

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:

John Young - *What's a Cachet* at AmeriCover,

Susan Jones - *Illuminated in Blue: Extravagantly Decorated Books from the Middle Ages and their Legacy* at GHSS,



Sterling Achievement Medal

Christopher Dahle - *Exploring the evolution of plants: From Phytoplankton to orchids* at MILCOPEX,

Jake Solomon - *The Postal History of the Danzig-Konigsberg-Mebre-Riga Air Routes 1921-1923* at WINEPEX,

Ken Gilbert - *Soccer Made in Germany* at INDYPEX,

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How Did He Do That? ~ continued from page 3

By his making each element or portion of the exhibit as perfect as possible, the overall quality of the exhibit is raised to a very high level.

There is another aspect of exhibit development mentioned in Nick's comments worth enlarging upon. You noticed, within his text the words "...and then went back to the existing exhibit to see if everything was covered." Nick improved this portion of his exhibit. Exhibits evolve. They do not usually start out at a very high level of perfection. We get better at presentation and expository writing, we learn new skills, we get better material and/or we encounter a technique or format we want to emulate. Over time the accumulation of small changes transforms one exhibit into a different exhibit. It is a bit like the story of the woodsman who has an old reliable ax. It's gone through 3 heads and 2 handles but it is the same ax.

What I think is the single most important point is this: Nick first focused upon the concept (and the page heading that would describe the concept), then the words to describe the concept, then the stamps that represented the point being made and, as the last item, the illustration to clarify the concept. He

wrote all his text first to ensure he could communicate what he wanted the viewer to understand. Only after, identifying the key points, was he able to construct an illustration to show exactly what he was talking about. I wish I could be as disciplined

as I add material and new pages to my exhibit.

Figure 2 is an old page of my Edward VII material. Figure 3 is the current version of the same page. I was pleased with my page when I made it and I am pleased with my page now. I hope I can

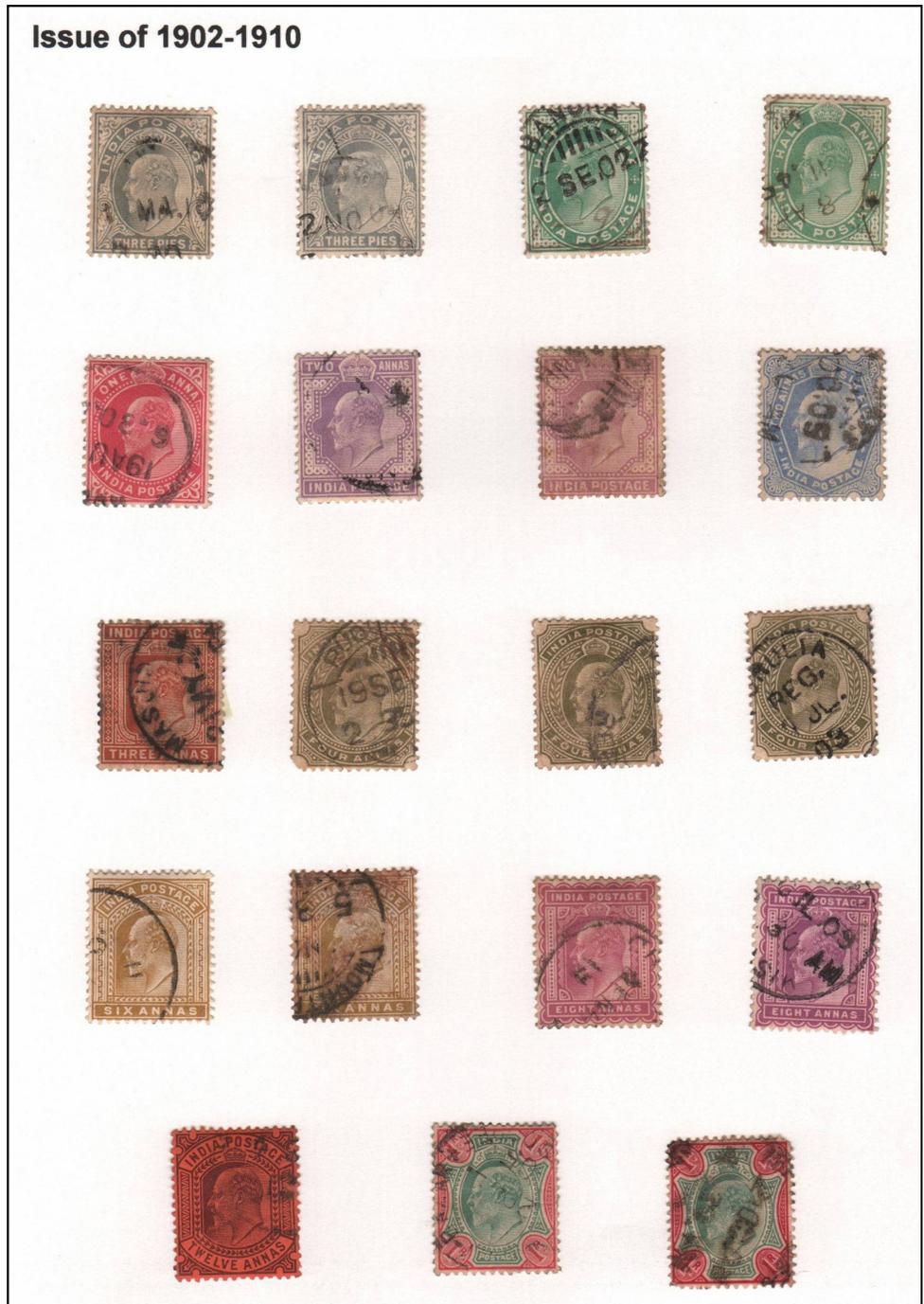


Figure 2: Steve's original Edward VII exhibit page.

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How Did He Do That? - continued from page 4

bring the same discipline and thoughtfulness which Nick brings to his exhibit, to my

exhibit as I continue to update my pages. I think it would be great if someday someone

looked at my exhibit and thought it was a model for what they'd like to do.



Figure 3: Steve's current Edward VII exhibit page.

Exhibiting Inside the Box at Local Library - Sheryll Ruecker

Earlier this year, I had the opportunity to prepare displays for the more unconventional spaces in my recently remodeled public library, the Hillsboro Shute Park Library in Oregon. Instead of walls or flat frames, the spaces were 3-dimensional glass cases set into the wall of the foyer.

Three cases, set at different heights to engage different age groups, were available, with dimensions 9" deep, 14" high, and 4, 6 or 8 feet long. How best to create and show educational and fun displays for children, as well as encourage all age groups in the community to collect stamps, I wondered.

My answer was to include related items that would suit the 3-dimensional aspects of the cases. Also, I used the walls of the cases to show additional topic aspects.

Two months seemed too long for one set of exhibits, so I decided I would change the display every 3 weeks. Thus, I had to come up with nine displays for the three cases! I had an 8-week notice, so I set to work.

Here's how they ended up.

Toddler Case.

1. A children's ABC of toys and pastimes. From the start, this was not going to be a complete alphabet as I lacked stamps for sets of Q and X for example. (Why hasn't a Quid-ditch stamp been issued yet?) I added toys to the display of cards showing the letters and stamps. As well as using my own collection of toys, I borrowed from friends and

picked up more items from the local thrift store. See figure 1.

As there was no need to order it alphabetically, in the center I featured "s" for Stamp Collecting with tools such as tongs, a small stockbook, a loupe, and of course, stamps. On the walls were placed the cards for which I did not have toys. All this made for a very full display!

2. Beaver Maze. Mr. Beaver had to find his way to the trees by counting from 1 to

100 using the denominations on the stamps. I added extra stamps with similar denominations to make the maze that much harder. In all, 175 stamps were laid out on 7 rainbow-colored pages. To use the wall space, I added postcards of various trees, some of which beavers were known to eat. See figure 2.

3. Bears. I did not have many bears on stamps but did have just enough to present four groups of stamps, toy stuffed



Figure 1. ABC of toys and pastimes.



Figure 2. Bears—Winnie the Pooh.

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Exhibiting Inside the Box at Local Library - continued from page 6

bears, and associated books, some of which I borrowed from the library. This turned into a very nice looking display, not "busy" looking like the Toys display.

School-Age Case.

1. Sequences. This was a series of covers franked with multiples of the same stamp, making sequences, and each sequence was made up of covers with the same color stamp. The pages were set up so that the viewer could either guess the name of the sequence or guess the next number.

2. Sequences. I showed a different sequence.

3. Aliens. I mounted the eight 1994 Nicaragua Alien Sightings sheetlets on colored paper, and placed these on the walls. This was not enough to fill the case, so I laid various "Face on Mars" mini-sheets on the bottom of the case.

Adult Case.

1. New York City - Did You Know? Postcards illustrated little-known facts about many famous places in New York City. I included a poster advertising the New York 2016 World Stamp Show. As well, seeing this was the case for adult library patrons, I added

a one-page thematic exhibit on Law Day USA which was to be held on May 1. See figure 3.

2. New York City - Did You Know? As well as putting up pages for fresh NYC landmarks, I changed the thematic exhibit page to the United Nations Secretariat Building.

3. Stamps as Art. Guest artists were featured, including a stamp club colleague who had glued stamps to various objects, both utilitarian and as works of art. See figure 4. This used the 3-D space very well, but did crowd the case a bit. A lovely artwork of an owl made chiefly from the 1972 Christmas stamp was the crown jewel of the exhibition.

Feedback received

The topics for the younger age group were popular, with children drawn to the non-stamp items. Parents used the alphabet cards and toys for a quick lesson while exiting the library. The alien sighting cards caught the interest of many.

While I did not hear anything back about the sequences display, it did include some interesting local covers, and was a method of presenting postal history to patrons.

Many people liked seeing the large array of stamps in the beaver maze, as it reminded them of their past collecting days.

I was contacted about the Postcard display of New York City by a lady who liked postcards and a New Yorker who was missing home. The library staff was very pleased with the various displays and I was told that many people had given them positive feedback.

Where next? Our larger main library has been recently refurbished and contains seven display cases about a cubic foot in size. They are visible by patrons walking past on one side and by children in the children's area on the other. Perfect for the Stamps as Art displays, but I have not yet come up with how I could best use the space with my collections. If you have any ideas, let me know!



Figure 3. New York City display.

Figure 4: Above, stamps as Art display.

WE Recognizes WSP Grand Award Winners - Jane Sodero

WE has started a program to recognize members who are awarded a Grand Award at a World Series of Philately show by offering them a year's membership in WE and doing a profile for WE Expressions. In addition, any woman who earns a Grand Award, whether a member or not, will be recognized in the same way.

For the first installment,



Dr. Michael Dixon

WE is recognizing the Grand Award received by Dr. Michael Dixon at SEAPEX 2016, held in Seattle in September, for his 7-frame exhibit *British WWII Prisoner-of-War Air Mail Stationery*.

Dr. Dixon is a well-known figure in the philatelic world. The 2012 recipient of the APS John N. Luff Award for Exceptional Contributions to Philately, as well as serving various roles with the APS, Dr. Dixon is both a national and FIP (International Federation of Philately) judge and served as the President and Board Chair of the US International WASHINGTON 2006 Stamp Show.

Dr. Dixon has been collecting and exhibiting British air-mail stationery for over 20 years. The material specifically used by the British in Euro-

pean and Far East POW camps originally formed a section in a broader exhibit on World War II British Military Air Mail. Over the years the exhibit has been revised and grown from a stand-alone three-frame exhibit to the current seven frames.

Asked about what he learned, from a non-philatelic perspective, in putting together the exhibit, Dr. Dixon points out he “remembers as a youth watching German prisoners-of-war being regularly marched down the High Street of the London suburb where I lived as they moved from their nearby camp to the site where they were used for manual labor. I also remember friends of the family returning to England after being liberated from the Axis camps and telling of their hardships and experiences. I had a direct relationship to the subject of my exhibit.”

As both an exhibitor and philatelic judge, Dr. Dixon gives other exhibitors valuable insight into how he brought his exhibit to the Grand Award level saying “Five things were the main contributors: Condition, Condition, Condition, Presentation and ‘spreading the word.’” Dr. Dixon points out the material in his exhibit suffered more wear and tear than other mail – being, no doubt, precious correspondence that was read and reread until further news was received. In addition to trying to find the best quality material to continue his story, he feels having judges

understand that pristine material is rarely available was very important. Dr. Dixon also focused on the visual presentation saying he “expends a great deal of effort in making my exhibit sheets ultra-presentable.”

He spoke about the importance of educating the judges about his exhibit topic - postal stationery exhibits are generally uncommon in the United States, let alone British postal stationery exhibits. He included writing an article for the 2014 Philatelic Congress book as being an important tool in sharing information about his topic. Dr. Dixon’s ‘spreading the word’ is important, as exhibitors must recognize that while judges prepare in advance for judging assignments, their preparation can only be as thorough as the material they can access.

When asked to give advice to less experienced exhibitors, Dr. Dixon gives these seven suggestions:

1. Never, ever be discouraged by receiving an award when you thought you deserved better.
2. Always attend the show feedback sessions and listen to advice given to exhibitors besides yourself. If you can have a few words with a judge at the frames with your exhibit – do so!
3. Decide, and act appropriately, whether you are exhibiting for the judges or for the collecting public. I pursue the second path.
4. Make sure you look

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What Does Bowling & Philately Have in Common? - Lisa Foster

The International Bowling Museum & Hall of Fame is located at 300 N. Center Street in Reno, NV. The upcoming APS AmeriStamp Expo 2017 will also be held in Reno at the Reno-Sparks Convention Center, 4590 S. Virginia Street. There is more in common than just the city. Rather it is WE member Vesma Grinfelds that is related to both.

Vesma is not only a prominent philatelist with many roles including collector, exhibitor, judge, exhibit chair of PENPEX, WESTPEX Director, and Secretary of Women Exhibitors, she is also famous in the bowling world.

The plaque below her photo states, "During her career, Vesma Grinfelds was used to being first. The professional bowler from San Francisco earned a WIBC Championship Tournament team title in 1983. Grinfelds also earned 10 professional titles and 13 regional professional titles. The right-hander is also remembered for two other firsts. In 1971, Grinfelds became the first amateur woman to win a professional bowling tournament; and in



At left and above: Vesma Grinfelds' plaque in the International Bowling Museum & Hall of Fame.

1973, Grinfelds became the first American woman to earn a Japanese professional tournament. A four-time Woman Bowler magazine All-American, Grinfelds also wrote several books on Bowling instruction. She served as a technical advisor to the National Bowling Council and coached the Philippines national bowling team in 1982 and 1983. Grinfelds, who started bowling at age 24, was inducted into the San Francisco Women's Bowling Association Hall of Fame in 1985."

Vesma is still an active bowler. See photo at right.

Below: Vesma Grinfelds at Reno National Bowling Center in 2015.



WE Recognizes WSP Grand Award Winners - continued from page 8

at every exhibit at a show and pay special attention to those that did well. Study their approach, layout, write-up and style. See how well they accomplished telling "the story" of the exhibit. Learn from those examples.

5. Do not over-expose the exhibit. Show it not more than once or twice a year.

6. Learn as much as you can about presentation of information. I particularly recommend for perusal the several books authored by Edward Tufte – they are

not philatelic, but one can learn a lot from them. Look for Tufte on the web! [www.edwardtufte.com/tufte]

7. Remember the old Chinese Proverb: If at first you don't succeed, redefine success!

Women Achieving in Philately in 2016 - Sheryll Ruecker

Presented here are just a few of the achievements of women this year in our beloved hobby of philately. Take a look – your name might be in here!

August 2

Elizabeth Hisey received the 2016 Herdenberg Award for distinguished service to the American Association of Philatelic Exhibitors (AAPE).

August 4

Lisa Foster was elected as the new President of Women Exhibitors.

August 6

Elizabeth Hisey became the new Chairman of the Committee on Accreditation of National Exhibitions and Judges (CANEJ) at the APS

StampShow in Portland, OR.

Northwest Federation of Stamp Clubs (NWFSC) Chairman Lawrence Clay announced the Member Club Service Awards for 2016. Those who received awards included Ruth Farnsworth and Judy Ireton of the Anchorage Philatelic Society, Charlotte Parks of the Southern Oregon Philatelic Society and Lisa Foster of Evergreen Stamp Club.

August 7

Cheryl Ganz was inducted into the Writer's Unit 30 Hall of Fame at the APS StampShow in Portland, Oregon.

October 22

Cheryl Ganz received the

2016 Smithsonian Philatelic Achievement Award from the Smithsonian's National Postal Museum.

November 4

Miriam Thurston was granted Life Membership to the Sequoia Stamp Club, where she is the sunshine person and designs the PENPEX show cachets.

November 22

Chicago Philatelic Society President Bob Glass presented Kathy Johnson with the Saul Newbury Award. The award is given annually to the Chicagoan who, over the years, has contributed most to philately.

Congratulations to all of you and we look forward to other winners in 2017!

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 or WomenExhibitors@gmail.com

WE Sterling Achievement Award Winners - continued from page 3

Stewart Chang - *All Aboard Images from the Golden Age of Rail Travel* at East Bay Collectors Club Show,

Steve Shay - *Mail to and From the U.S. Navy via US Airmail* at Filatelic Fiesta,

Keith Maatman - *"The First Ladies"* at Mid-Cities

Stamp Expo,

G. Norman Andrews - *The Large Officials of Sweden* at CHICAGOPEX,

Sherri Jennings - *Great Players and Remarkable Games - A Chess History* at PENPEX, and

Michael Keil - *Campbell Island: A Brief Postal*

History at MPS Kansas.

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.