

May 13, 2005

### **ATA to Host All-Topical Show in Milwaukee**

National Topical Stamp Show, to be held June 17 – 19, 2005, is rolling out the red carpet, both literally and figuratively, for their guests. The Milwaukee, Wisconsin, show, to be held at the Four Points Sheraton by Milwaukee Airport, will offer some new and exciting dimensions to the largest all-topical show to be held in the United States.

Sponsored by the American Topical Association, the annual convention and stamp exhibition travels to different major cities each year. This year it is being brought back to Milwaukee, Wisconsin, the birthplace of the ATA, having been founded there by Jerry Husak in 1949.

The show hotel is located across from General Billy Mitchell International Airport at 4747 South Howell Avenue, Milwaukee. There is free shuttle service to and from the airport as well as free parking within yards of the show entrance and free admission. The exhibition is located in the Baton Rouge Ballroom. Hours will be 10 a.m. to 6 p.m. Friday and Saturday, and 10 a.m. to 4 p.m. Sunday.

A large welcoming red carpet, donated by the Milwaukee ATA Chapter 5, will transport guests into a topical paradise of 200 frames of topical/thematic exhibits and 46 dealer tables. A USPS substation will offer special cancellations each day of the show. The United Nations Postal Administration will also be present.

In addition, each day of the show will offer collectors an opportunity to add other philatelic related items to their collections. On Friday, vendors offering stamp craft related items will be set up in the hallway leading to the exhibition floor. The Cachet Maker's bourse will take place Saturday afternoon in the same hallway. A half-dozen cover dealers will sell their own designs for first-day and other special event covers. This will follow with a special day for postcard dealers on Sunday.

Three topical related themes have been selected to showcase Wisconsin philatelically. A contest was held to choose design artwork for the cachet and cancellations. Dave Bennett won the contest. His animal cartoon art very nicely carries through the themes for each of the days. Friday's theme is Native

Americans of Wisconsin. The cachet envelope uses the Ho-Chunk Bag stamps from the 2004 Art of the American Indian series. Wildlife animals native to Wisconsin are featured on Saturday's cover. The white-tailed deer, red hawk, chipmunk, wild turkey, and the black bear from the 2005 Northeast Deciduous Forest issue are being used on the covers. A salute to Wisconsin Olympians is depicted on Sunday's cover with the stylized Greek Runner from the 2004 Olympic issue being used for the stamp. Covers are \$2.00 each or all three for \$5.00. A large SASE is required. When ordering, please specify which covers you want. Cover orders may be placed with MaryAnn Bowman, P.O. Box 1451, Waukesha, WI 53187.

Kicking off the show will be a first day ceremony for a Jules Verne Souvenir Sheet for the 100th anniversary of his death. It will be issued by the Caribbean nation of Nevis. The stamp depicts the American actor Pat Boone and commemorates the 50th anniversary of the beginning of his recording career. Boone starred in the 1959 version of Journey to the Center of the Earth. Inter-Governmental Philatelic Corporation is the new-issue agency for Nevis. New this year will be the opportunity to have the ATA topical checklists printed on demand. Visit the American Topical Association's table to find out whether a checklist exists on your collecting topic. Currently, the ATA has over 450 lists available to their membership. These lists will be printed out while you wait and is an invaluable resource saving you hours of time for only pennies per page.

Also new this year are a series of six different seminars to appeal to topical/thematic collectors whether beginners or advanced. Friday morning's seminar will be led by George Griffenhagen and Jerry Husak. The 1 ½ hour Getting Started in Thematic Collecting will cover such topics as what is topical and thematic collecting, how to begin thinking about a thematic, why people collect, where to do the basic research, acquiring material, as well as basic storage and arrangement for enjoyment.

Mary Ann Owens will lead Friday afternoon's Advanced Thematic Collecting seminar. Topics to be included are different places to find material for your collection, variety of philatelic material for thematic development, and where to learn more about a chosen topic or theme.

Saturday's topical thematic seminars will focus on helping the exhibitor. The morning session, Thematic Exhibiting: Getting Started, will be given by Roland Essig and discussion will center on the building and improving of the first thematic exhibit and how it will be judged. The Advanced Topical

Exhibiting seminar will be held in the afternoon and will be led by Joseph Frasch, Jr. Topics include refining the exhibit after showing it a few times and getting critique forms from the show and ideas from the judges.

The AAPE Meeting (American Association of Philatelic Exhibitors) led by Phillip Stager is an open forum on exhibiting and will be held Saturday at 3:00 P.M. It will be followed by the Judges' Critique of the Exhibits at 4:00 P.M.

Sunday's topical/thematic seminars will include a morning session presented by Alan Hanks. Topics to be discussed at the ATA Topical/Thematic Judging Seminar include going for the gold at national shows and planning to exhibit at international level. In the afternoon, Other Thematic Exhibits will be discussed. Single frame and display class are featured with discussion on the similarities and differences from multi-frame thematic exhibits. Fred Ziemann and Larry Nix will present.

Many ATA study units will be meeting during the course of the show. These include: Ships on Stamps, Biology, Philatelic Lepidopterists, Americana , Medical Subjects, Lighthouse, Europa, Collectors of Religion, Journalists, Authors, and Poets on Stamps, and Space Study Units. See accompanying schedule for time and place.

Two seminars geared for the postcard collectors are also planned. On Sunday morning, Bob Koehler will give a talk on the Evolution of the Postcard and will use Milwaukee and Wisconsin cards to illustrate the evolution from pre-linen, linen, chromes, etc. Attendees are also invited to bring along examples from their own collections for valuation. Roy Marks will present a program titled "Disney and Beyond". It is a postcard trip celebrating 50 years of Disneyland and Disney World followed by an open talk concerning other types of postcards.

Ellis Bromberg will present "Celebrating 350 Years of Jewish Life in America on Stamps". This year, Jewish Americans are celebrating the 350th anniversary of the arrival of the first Jews in what was to become the United States. The story of Jewish life in and contributions to America is told through US and world stamps.

Mary Ann Owens is presenting a relatively new concept in topical/thematic collecting that combines

the interest that people have in genealogy with stamp collecting on Sunday afternoon. Thematic Genealogy will focus on the collecting and arranging of philatelic material to highlight family members and events in your genealogy.

It is recognized that not everyone attending the show is a stamp collector. Special programs have been planned for Friday to draw in additional visitors and to attract spouses. Women's groups and Red Hat Society members will find Gretchen Potter's "A Hat for Every Occasion: Berets, Bowlers, and Boaters" to be entertaining as well as informative. Gretchen has been collecting hats for the past ten years and includes Gibson girl picture hats from the 1900s, flapper hats from the 20s, slouch hats from the 30s, and tiny cocktail hats from the 40s. The best thing about Gretchen's collection is "the hat on" experience. Attendees get to try on the hats, look in the mirror, and strut their stuff. A one frame Red Hats on Stamps will be exhibited in the room.

Another program of interest to non-collectors is one on Bookplates, also presented by Gretchen Potter. Bookplates are a distant cousin of stamps – both are miniature works of art. Gretchen inherited a collection of bookplates from her great uncle. In the 1900s, wealthy people often commissioned artists to create bookplates to declare ownership when books were lent from their libraries. She has over 5000 different plates. Some of the notable personalities are: Edgar Rice Burroughs, Franklin D. Roosevelt, Charlie Chaplin, Woodrow Wilson, Bennett Cerf, and H.L. Mencken.

A "Make-It-Take-It" workshop will be offered for a two-hour period of time on Friday afternoon. Visitors can come and go as they please. The informal session is devoted to creating note cards, bookmarks, decorated envelopes, etc. using a variety of crafting techniques and postage stamps.

A colorful and upbeat stamp unveiling for the USPS "Let's Dance" issue will be Friday at 4:00 P.M. Milwaukee Postmaster, Kim Peters, will introduce the guest dancers from East Towne Ballroom Studios and unveil the stamp designs. The dancers will present background information and then demonstrate each of the four Latin American dances to be featured on this upcoming U.S. commemorative stamp issue.

Other soon-to-be-issued U.S. stamps play a role at NTSS. Throughout the three-day show, a Road Rally Scavenger Hunt will be offered. Answer five questions correctly by looking for clues on the

convention floor. All winning entries will receive a free first day cover of one of the Sporty Cars of the 1950s, an upcoming issue. Check out the display of Airplanes on Stamps. Ten 37¢ commemorative stamps depicting aircraft (American Advances in Aviation) will be issued on July 29, 2005, in Oshkosh, Wisconsin, and Vienna, Virginia. Oshkosh is home to the EAA – Experimental Aircraft Association and its museum.

In addition to a Youth Area with activities for those 12 and under, a Beginners Area will also be staffed and offer opportunities for adults and teen collectors to experience hands-on activities geared toward their interests and abilities. The areas will have lots of material and advice for collectors of all ages. Nearby a dealer table will offer inexpensive stamps and covers for 10¢ and \$1.

Beginning and novice youth collectors were invited to submit “stepping stone” exhibits of 4 and 8 pages. The ATA recognizes that not all youth have the time and material to jump right into competitive exhibiting with 16 pages. The emphasis is on encouragement of future topical collecting and exhibiting. Entries will be on display. Prizes will be awarded by age categories.

The evening social events offer visitors the opportunity to unwind after a day of attending seminars, viewing exhibits and visiting dealers. The President’s Reception on Friday evening, June 17, will be held at Sprecher Brewery in their indoor beer garden. The microbrewer is well known in the area for its gourmet sodas and European-style beer. Guests will have an opportunity to tour the facility, listen to live jazz music from “Two Guys and a Bassist”, and enjoy refreshments. A special surprise awaits those who attend this event. Tickets are required.

The ATA Awards Banquet will be held Saturday evening. Tickets are required. The exhibits are vying for awards in the American Philatelic Society World Series of Philately competition. The grand award winner will be invited to participate in the 2006 Champion of Champions competition. In addition to the traditional standard five-level medal awards, a number of special awards will be offered. The jury for the exhibition will be chaired by Ann Triggler and include members Phillip Stager, Vincent Lucas, Frederick Lawrence, and Kent Williams. In addition to the announcement of the awards, MaryAnn Bowman will sign the roll of Distinguished Topical Philatelists. A tour of the exhibits follows the banquet.

Two tours are planned in conjunction with the show. Thursday’s tour will be of the city of

Milwaukee. It will visit the Quadracci Pavilion addition to the Milwaukee Art Museum to watch the wings of the beautiful Calatrava Center open and close. The renowned Spanish architect of the same name designed it. The tour will continue with a drive past the architecture of downtown Milwaukee and the newly constructed Miller Park Stadium. It will stop at the Mitchell Park Horticultural Conservatory for a tour of their three glass domes. The indoor botanical gardens feature tropical, arid, and floral displays. Each of the three one-acre domes is seven stories high allowing mature trees to grow inside. The tour guide has retired from working at the Domes and will be able to provide many interesting facts about this landmark. Tickets are required.

On Monday, following the show, a full day's trip to The House on the Rock is planned. Visitors to the show will enjoy Wisconsin's countryside as they travel to their destination. This architectural marvel was designed by Alex Jordan and is perched on a 60 foot chimney of rock. The complex of buildings and gardens cover more than 200 acres. The "Infinity" room. The world's largest carousel, animated room-size music boxes, and other collections will amaze the first time visitor. Tickets are required.

For additional information on the American Topical Association contact the ATA Central Office, PO Box 57, Arlington, Texas 76004-0057 (telephone 817-274-1181; fax 817-274-1184; email [americantopical@msn.com](mailto:americantopical@msn.com); or visit their website at [www.americantopicalassn.org](http://www.americantopicalassn.org).