

Ephemera/30

Ephemera/30 conference registration includes free admission to a Board Reception on Thursday evening, eight seminars on Friday and Sunday, Exhibits, and two Collectors' Forums. Show admission is separate.

Please indicate number of persons in each category:

- Members/students, \$50
- Non-members, \$60
- Exhibiting dealers at no charge
- Awards dinner \$80

In lieu of the dreaded "banquet rubber chicken" and sitting still for hours, we've put a new spin on dinner with three presentation stations* and a crowd-pleasing rendition of Ephemera Jeopardy. Highlight of the evening will be presentation of the Maurice Rickards Award to another crowd-pleaser, Jonathan Bulkley.

* Enticements include starters of Tapenade, Roasted Eggplant, & Roasted Red Pepper Hummus, followed by Beef Tenderloin, Caesar Salad, and a choice of Three Pastas with toppings ranging from Mediterranean to Vodka Sauce to Fennel Cream. Yum!

Name(s) _____

Address: _____

Phone or e-mail: _____

A separate admission fee applies to Saturday's and Sunday's paper show. See 9 a.m. Saturday listing for details.

Please make check payable to:
Ephemera Society of America. Detach form at dotted line and return with check to ESA Conference, PO Box 95, Cazenovia, NY 13035.

You also are welcome to "send" money via PayPal to info@ephemerasociety.org It will not be required, but if you use PayPal, a \$2 service charge would be appreciated.

Your registration packet and badge will be held for you at the Society desk. Please arrange lodging directly with the Hyatt Regency Hotel: 1800 East Putnam Avenue, Old Greenwich, Connecticut 06870 • Phone 203-637-1234 • Group rate is \$140 • Discount Code "ephemera society." Group rate is not available online and is not guaranteed after March 1, 2010.

Ephemera/30 Schedule

THURSDAY:

9 a.m. - 5 p.m. — Board of Directors' meeting, Belle Haven conference room.

5:30 p.m. - 6 p.m. — Valerie Jackson-Harris, president of UK Ephemera Society, will address your questions about English ephemera, including identifying and dating items, Belle Haven conference room.

6:30 p.m. - 7:30 p.m. — Board reception for early arrivals. Join old and new friends, and be fresh for the conference that begins Friday morning.

FRIDAY:

**Three morning conference sessions:
Roundhill Room**

9:30 a.m. — Keynote: Where Will You Stay Tonight? African Americans on the Road in the Era of Jim Crow

Dr. Gretchen Sullivan Sorin

From 1936 to 1938 Victor Green, his wife Alma, and a small number of office staff produced a pocket-sized guidebook for African Americans to carry when they traveled through segregated America. Although the *Negro Motorist's Green Book* seems at first blush to be simply a list of safe places to stop, it also provides insight into the ways that black people responded to racial segregation, how they adapted to the changes in American life resulting from the automobile and the interstate highway system, and how they found ways to confront racism while grabbing onto middle class life.

Gretchen Sullivan Sorin is Director and Distinguished Professor of the Cooperstown (NY) Graduate Program, a training program for museum curators, educators. Dr. Sorin has more than 30 years of experience in the museum profession, both as a consultant and a guest exhibitions curator. She is the 2009 recipient of the Ephemera Society's Philip Jones Fellowship.

10:30 a.m. — William Tod, Carriage Maker to America's Founding Fathers

Frank Amari

William Tod's original manuscript daybook, spanning September 1774 to September 1777, is the earliest surviving record of carriage making in the British Colonies in North America. Several themes will be explored, and the presentation will include how ephemera was used to validate the authenticity of this rare document and how original documents of historical importance are still to be discovered.

Frank Amari is a collector and dealer of rare books and manuscripts, with a particular focus on 18th-century Americana. He is a member of the board of directors of The Ephemera Society of America. He is an attorney in private practice and serves as outside counsel for a closely held manufacturing firm conducting business worldwide.

11:15 a.m.— From Brochures to Baggage Tags: Creating the Allure of Transatlantic Travel

Christie Jackson

Ocean liner ephemera, ranging from luggage tags to brochures selling transatlantic voyages, beckoned travelers to take to the sea. Company advertisements parading the elegant silhouettes and interior designs of their ocean liners sang the praises of new ships, their punctuality, and elegance. The ephemera of these voyages created not only a glamorous image of travel, but also provided practical information about life onboard.

Christie Jackson's maritime interests began as a child on the Milwaukee shores of Lake Michigan. Water remains a theme in both her professional and recreational interests: undergraduate degree in aquatic biology, certified diver with 400+ underwater hours, stints at Mystic Seaport, Museum of America and the Sea, New England Aquarium, and several months at sea on tall ships. Two Masters degrees were land based: Harvard Graduate School of Education in museum

education and, most recently, from the Winterthur Program in American Material Culture. She is the Ruby Winslow Linn Curator at the Old Colony Historical Society in Taunton, Massachusetts.

Lunch Break — Noon – 1:30

**Three afternoon conference sessions:
Roundhill Room**

1:30 p.m. — The Ephemera of the Titanic: Touchstones to a Tragedy

Barbara Rusch

In a sense—an ironic sense—the Titanic *was* unsinkable. She floated off into legend, and in our imaginations remains a ship of dreams from a time of innocence and elegance. Ephemera of the Titanic takes three forms: promotional materials produced by the White Star Line; letters, postcards, telegrams, and journals created or sent to loved ones aboard ship or from ports of call; and the commemoratives, as well as personal anecdotes after the sinking.

Barbara Rusch is a collector and regular speaker on the cultural legacy of 19th- and early 20th-century printed and handwritten documents, including cards, letters, and journals, and celebrities ranging from Queen Victoria to Houdini. But mostly she is fascinated by their many evocative stories. She's President of the Ephemera Society of Canada, a former board member of ESA, and recipient of the Maurice Rickards and Samuel Pepys Awards.

2:45 p.m. — Fly Away – Images from the John Grossman Exhibit at Winterthur

Laura Parrish

The desire to fly has been a dream and ambition of mankind throughout the ages. This presentation focuses on images of flying machines including hot air balloons, dirigibles, and airplanes used on greeting cards, cigar box labels, trade cards, games, and other assorted items.

Laura Parrish is the manuscripts cataloger in the Joseph Downs Collection of Manuscripts and Printed Ephemera at Winterthur Museum in Delaware. She loves the views from airplanes scooting under the clouds, and has long wanted to fly in a biplane.

3:30 p.m. — At Sea and on Shore: Naval Ephemera in War and Peace

Evelyn M. Cherpak

The naval ephemera that appears in manuscript collections ranges from line drawings, water color sketches, marginalia drawings, menus, certificates, and programs to souvenir items from both the 19th and 20th centuries. Sailors spent their spare time keeping journals and drawing in them and collecting souvenirs from their port visits, while those who crossed the equator received certificates commemorating the event. The men who served in the ships of the Great White Fleet during its 'round the world cruise, 1907-1909, returned with menus, tickets, invitations, and programs of events from foreign countries.

Evelyn M. Cherpak is curator of the Naval Historical Collection at the Naval War College in Newport, Rhode Island, where she cares for the College archives, naval history manuscripts, and oral histories. She is the author of more than forty historical and bibliographic articles, editor of three books, and teaches in the Graduate Extension Studies program at Salve Regina University in Newport.

Also Friday:

• **2:30 p.m.** — Dealer Set-up

• **5 p.m.** — Collectors' Forum: Winthrop. George Fox will host a discussion on "Organizing, Storing, and Displaying Your Ephemera Collection."

SATURDAY:

• **8:15 a.m.** — Memberships will be sold at the Ephemera Society desk at the entrance to the show in the Grand Ballroom.

• **9 a.m.** — Members-only show preview (\$10) for the Society's 30th Annual Paper Show in Grand Ballroom. **Please have your membership card available.**

• **9 a.m. - 5 p.m.** — Exhibits open in Winthrop.

• **10 a.m.** — General public entry admission is \$12. (\$1 off with any Ephemera/30 ad.)

• **12:30 - 2 p.m.** — Ephemera appraisals (\$5 each) by John Bruno to benefit ESA.

• **2 - 3 p.m.** — Collectors' Forum: Winthrop. Art Groten—who believes exhibits are an important way to encourage both collectors and non-collectors to look at material in a new way—will host a discussion on "Exhibits: Their Construction & Philosophy."

• **5 p.m.** — Show closes; reopens 11 a.m. Sunday.

• **5:30 - 6:30 p.m.** — Cash Bar outside Mead ABC.

• **6:45 p.m.** — Awards Dinner, Mead ABC.

A conference registration form is attached. Please detach at the dotted line and return with your check to ESA Conference, PO Box 95, Cazenovia, NY 13035. Refer to form regarding PayPal payment.

SUNDAY:

8:30 a.m. — **Members annual meeting, Winthrop (Exhibits Room)**

Two morning conference sessions: Winthrop (Exhibits Room)

9 a.m. — **Teaching at Harvard with Ephemera**
Katharine Martinez

Harvard libraries house a cornucopia of ephemera that is beginning to be used by faculty and students. An illustrated lecture will describe courses that integrate ephemera into the syllabus, with examples from the libraries' collections. Ephemera resources vary enormously, from athletics, weddings, commemoration, travel, migration, and ancient warfare to pilgrimages, death, atom bomb, popular culture in Asia, ethnic identity, and quilts.

Katharine Martinez is the Herman & Joan Suit Librarian and Head of the Fine Arts Library at

Harvard University. She has worked in several libraries and museums with significant collections of ephemera, including the Smithsonian American Art Museum, Cooper-Hewitt Museum, and the Winterthur Museum.

10 a.m. — **Antiquarian Holographica**
Frank DeFreitas

Holography is the science and technology that produces three-dimensional holograms made entirely of laser light. Although most people associate holography-related ephemera with the actual holograms themselves, there is a wealth of paper-based ephemera associated with the history of the field as well. The Antiquarian Holographica collection concerns itself with both: ephemera with and without holograms.

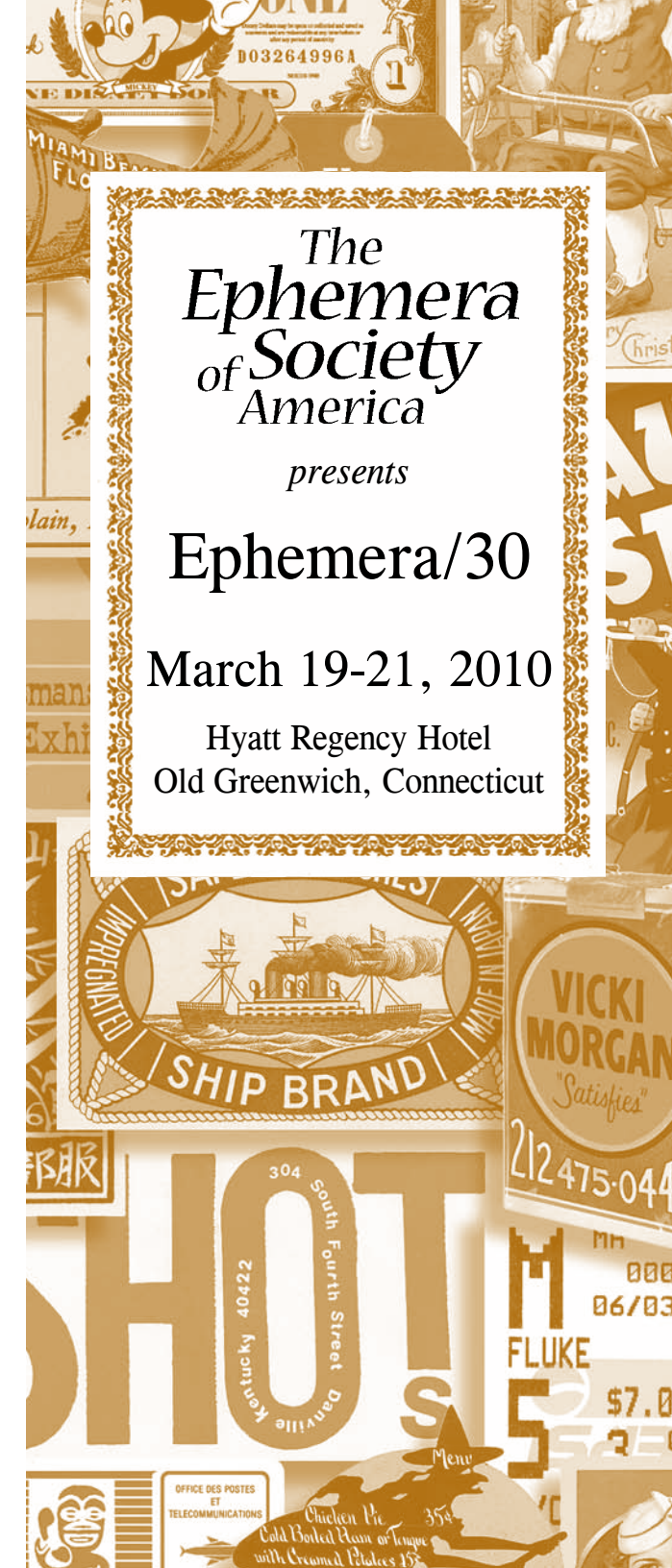
Frank DeFreitas is a full-time, professional holographer. He is the founding director of holoworld.com, a popular resource for the field of holography on the Internet. He has been collecting holography-related ephemera since 1976, and manages one of the world's largest holdings of its kind, known as Antiquarian Holographica.

• **11 a.m. - 4 p.m.** — Paper Show in the Grand Ballroom.

• **11 a.m. - 4 p.m.** — Exhibits open, Winthrop

• **4 p.m.** — Ephemera/30 closes.

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The
Ephemera
of *Society*
America

presents

Ephemera/30

March 19-21, 2010

Hyatt Regency Hotel
Old Greenwich, Connecticut