



**The Federation of Historical Bottle Collectors
Board of Directors Minutes | Reno Expo
July 26, 2012, 8:00 am PST**

In President Gene Bradberry's absence, Bob Ferraro, 1st Vice President, called the meeting of the Federation of Historical Bottle Collectors to order at 8:00am PST.

Present: Bob Ferraro, 1st Vice President
Ferdinand Meyer V, 2nd VP
Richard Watson, Historian
James Berry, Secretary
Tom Phillips, Convention Director
Pam Selenak, Public Relations Director
Alan DeMaison, Business Manager
John Pastor, Director at Large
Sheldon Baugh, Director at Large
Randee Kaiser, Midwest Region Director
Gene Bradberry, President (by phone)
Gary Beatty, Treasurer (by phone)
Martin Van Zant, B&E Editor (by phone)

Absent: James Bender, Membership Director
Carl Sturm, Director at Large
Ed Kuskie, NE Region Director
Dave Maryo, Western Region Director
Jack Hewitt, Southern Region Director

It is with sadness that Bob Ferraro reported the recent death of longtime member and officer, Ed Herrold. A moment of silence was held in Ed's honor.

Members present introduced themselves.

Agenda 1: Business Manager - Alan DeMaison

Alan DeMaison distributed and reviewed the current investment report of the Federation. He noted that \$5,000 has been transferred to help cover general expenses.

Alan explained that Jim Bender, Membership Director, has been sending out postcards to former FOHBC members inquiring as to what their reasons are for not renewing their memberships. Previously, we were only guessing as to why. With these responses, we only have one disgruntled person, the remainder noted they are no longer in the hobby or economic reasons.

As a follow up to discussion held during a conference call in July, Alan DeMaison explained production costs and quality of the Federation magazine *Bottles and Extras*

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and has investigated different options. He has contacted a different printing company, received a quote and delivery estimates. He also offered samples of their magazines for examination.

Alan would like to pursue negotiations with this new company. Other questions to check into include how they will handle corrections, edits, changes, etc., and be aware of changes in charges and quotes. It was suggested that he also discuss the possibility of getting a better cost proposal with the current printing company and look further into the reasons why the magazine's quality is sometimes poor.

Action taken:

Alan will continue to work on this matter with our current company as well as a different company.

Alan talked about members whose FOHBC membership expires just before the next magazine is due to be sent. Rather than try to stop mailings, these members' names remain on the list. This is a cost-savings measure as it is expected they will renew. If they are not included in the mass mailings, Alan would have to send the magazine individually at a higher cost when they renew.

Our current membership stands at 1,079. As people procrastinate, a reminder for renewal needs to be done via e-mail, postcard, etc. Getting new memberships face-to-face proves to be successful. Pam Selenak, Public Relations Director, said it would be interesting to know how many brand new members have joined versus members who have dropped off. This is something that Alan can look into. Benefits of being a member were reviewed as we need different ways to attract new members. Alan mentioned that Ferdinand Meyer continues to look into having a "Members Only" benefit on the website as well as admission into the "Virtual Museum" when this is completed.

Action taken:

No action taken, however it was noted that Alan and Jim Bender are working diligently to gain new memberships, as well as Pam and Ferdinand.

Agenda 2: Reno, Nevada, Expo 2012 Report - Richard Siri

Richard Siri and Marty Hall are the show chairs for the Federation's Expo in Reno. Richard was present to give a report on the Show. At this point, everything is going well. However, a few issues with the souvenir program have been reported. One problem is the schedule of events was not included on page 8 as listed in the Table of

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Contents. To make up for this, 400 schedules were printed as hand-outs to dealers, early lookers and others. Other errors in the souvenir program were addressed. We will be more aware next year to make sure these things do not happen again.

Richard noted that the fee which was previously paid to the FOHBC convention director is not an expense this year, so he said additional monies was put towards a lot of advertising for the event.

The advertisements for the Reno show included announcing the early looker fee of \$70. Several people had asked why this was at the high cost \$70. To address this, Tom Phillips wrote a brief response regarding the reasons why and it is expected that people will understand it better when reading this. This information was posted on several websites. Ferdinand pointed out that a federation member will pay and early looker fee of \$50 and if a couple buys one early admission, the fee is down to \$25 each; and if a child or children is included, the fee is even lower.

The registration desk will be covered by Richard's wife, Beverly and their granddaughter. Those who wish to join the Federation while purchasing an early looker admission can do so at that time. Alan DeMaison will reimburse those who just joined but are not on the list yet.

Seminars are scheduled and one addition was just added (bottle digging). The shootout is scheduled to be located in the adjacent room. Jeff Wichmann donated \$2,500 to be given away in increments of \$500 (5 prizes - 2 Friday, 2 Saturday, 1 Sunday). Prize money (actually a coupon) is to be spent at the show. Jeff also had Reno t-shirts made and will be sold by the Reno club. Alan will issue a statement to Jeff Wichmann for his donations.

The Reno Club will have a gazebo display and include bottles from various members. Scott will be taking many, many pictures of the show, events, banquet for use in the magazine and website.

Action taken:

No action taken. However, checklists will be made where improvement or changes need to be made so we can resolve any issues we encounter for our next show.

Congratulations were given to Richard Siri and Marty Hall on the tremendous job they have done on planning and preparing for this Expo.

Agenda 3 - *Bottles and Extras* - Subcommittee Editorial Board - Ferdinand Meyer and Martin Van Zant

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Ferdinand reported that *Bottles and Extras* needs tremendous improvement and updating - we need better pictures, better design, etc. A committee has been established with Ferdinand as the interim chair (he is hoping that Dave Maryo will be able to step in as chair when he is able). As magazine editor, Martin Van Zant will report to this committee for direction. Ferdinand stated that there are people who want to write articles and we should not be (or even suggesting) reprinting old articles. There will be plenty of new stuff to use.

Several recent errors/concerns regarding *Bottles and Extras* were brought up. The committee needs to help Martin by proofreading for these errors, not only the magazine, but other periodicals as well (i.e., the show souvenir program).

For the next magazine issue (September/October), Ferdinand and Pam will write articles about the show and other board members are asked to help. Articles can cover their experience at the show, how they got there, etc. Bob Ferraro agreed to write an article about the displays. Alan DeMaison (as well as Scott) will be taking pictures and Alan will also be videotaping short segments with the displayer.

The next issue of *Bottles and Extras* (September/October) will be prepared to handle the inclusion of the Reno show pictures and articles. Other articles can be put on hold for now to have sufficient coverage of the Expo.

Action taken:

No action taken.

Agenda 4: Membership Report - Jim Bender (Alan DeMaison in Jim's absence)

Alan DeMaison reported. To get as many renewals as possible, Jim Bender has been sending out the reminder postcards and Alan has been sending emails. Alan noted one concern where people will send in their check, however, do not include the section where it asks if they want to be included in the directory and the online directory.

Action taken:

No action taken.

Agenda 5: Public Relations - Pam Selenak

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As the Federation table needs coverage at all times for the Expo, Pam Selenak passed around the sign-up sheet for officers to volunteer some time to sit at the table. She will have many items on the table including magazines, membership applications, pens. Pam will also have her laptop on the table to show the website. Pam is getting good compliments on the magazine.

Agenda 6: National Show 2013, Manchester, NH Report - Tom Phillips, Convention Director

Tom Phillips gave a report on the 2013 National Show in Manchester, NH, for July 20-21, 2013. Tom is already beginning to receive table reservations, banquet reservations, and display commitments. The banquet speaker is expected to be Norm Heckler and seminar speakers are being secured. We have a good start to the show. Tom pointed out the cost of the venue will be based on how many room nights are sold and how much is spent on the banquet and food. People should be encouraged to stay at the Radisson as this is where everything will be held.

Discussed briefly the option of additional space available; however, it is on the opposite side of the main room and would be a disconnect. We will look at this closer as the shows gets nearer.

Pam has already started sending out information for the New Hampshire show and will have applications for this show on the Federation table and also leaving them on dealers' tables. She has discussed with Scott the idea of photographing this show as well.

Alan DeMaison mentioned that previously there have been no guidelines or policy and procedure in place regarding the Federation shows. Since Tom Phillips has taken over, he has done a great job in putting some guidelines together. As regards to the Business Manager, there was nothing in place specifically outlining what the Business Manager was responsible for; nor was it identified as to what the Federation itself is responsible for as far as payment is concerned (i.e., photographer). We need to be prepared for Manchester.

Pam briefly discussed the displeased Life Member whose card was very worn out. When approached by a Life Member who requests a new card, Jim Berry will produce one laminated card only when requested.

Action Taken:

No action taken.

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Agenda 7: FOHBC 2012 Elections Report - Jim Bender (Alan DeMaison in Jim's absence)

The FOHBC election ballots have been received and are here in Reno. The process for counting those ballots was explained - they will be counted during the general membership meeting today and results announced when completed. A three-member committee will be chosen.

It was discussed that there were several members who did not receive ballots. When the next election is held, it was suggested to place a statement in the magazine that as a member, if you do not receive your ballot by (date), to contact (whomever).

Action Taken:

No action taken.

Agenda 8: New Hall of Fame Guidelines Discussion - Bob Ferraro

The revised Hall of Fame guidelines was reviewed with the additions noted [(1) a person could not nominate themselves and (2) a person sitting on the board could not be nominated - #2 deleted]. The final copy of the guidelines will be put on the FOHBC website.

Action Taken:

A motion was made by Sheldon Baugh, seconded by Pam Selenak to approve the final copy of guidelines. All members were in favor – motion carried.

Agenda 9: FOHBC Code of Ethics Update - Bob Ferraro

The Code of Ethics is posted on the FOHBC website, is in the magazine, and on the back of the welcome letter for new members. No further discussion.

Action Taken:

No action taken.

Agenda 10: FOHBC Website and Facebook Update - Ferdinand Meyer V

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Ferdinand brought up the FOHBC website page on the computer for viewing. He said that on a national average, 79% of people are on the Internet. Those who are not on the Internet will not be overlooked. Through the Internet, any information can be put on almost immediately.

Ferdinand pointed out that there is much information on the site including:

- upcoming shows
- Federation shows and additional information regarding the show
- FOHBC board and officers
- History – Hall of Fame and Honor Roll members
- Membership applications
- Club memberships (also by region)
- Many different articles on many different subjects
- Bottle collecting and types
- Etc, etc, etc.

Facebook is now a part of the site and is getting a lot of attention. We realize that many people are not fans of facebook, but many are. Ferdinand continues to work on the 'Members Only' portal which will be a benefit to be a member as well as the Virtual Museum.

At this point in time, Ferdinand is in charge of the website; however, he will be ready to pass it on to a qualified person when appropriate.

Action Taken:

No action taken.

Agenda 11: FOHBC Monthly or Bi-Monthly Digital Newsletter - Ferdinand Meyer V

Ferdinand explained that newsletters are very important as it keeps your name out there. He is interested in putting something together bi-monthly with up-to-date, late or fun information and it would feed into the website - a brief update of what is going on.

Alan DeMaison is interested in taking this on and sending via e-mail.

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No action taken.

Agenda 12: FOHBC Virtual Museum Update - Ferdinand Meyer V

Ferdinand gave a brief history of the origin of the Virtual Museum. As it has been on hold for a while due to other Federation priorities needing to be addressed, he is ready to begin working on this project again. As he has learned a lot from working on the website, he feels the high cost originally projected will not be the case now. This museum would be part of the FOHBC website, not a separate site.

As business manager, Alan discussed his ideas of the way the virtual museum would be started and maintained financially, i.e., donations, lifetime membership, members only, etc. He suggests tying it into the current membership which would increase as well as help the museum. Other ideas are using 'naming rights' for a large donation, i.e., naming the Flasks section. This would be a taxable donation as it is part of the FOHBC. Other options to solicit major companies for donations or advertisement, i.e., Coke, auction companies, could be considered.

Informational posters will be available at the Federation table.

Action taken:

This project will continue to be a work in progress. Alan and Ferdinand will continue to work on this and provide a report for the next conference call. A motion was made by Jim Berry to allow Ferdinand to proceed with the project; a report is to be presented by Ferdinand and Alan at the next conference call. Motion was seconded by Pam Selenak. No further discussion, all members present approved the motion.

Agenda 13: National Shows and Expos Policy - Early Admission and Leaving Early, Auctions including Selection Process - Tom Phillips

In our effort to get ahead with our shows, we continue with scheduling in advance. It was noted that we are hoping to keep the date the same each year (first weekend in August).

Tom Phillips presented information on the 2014 National Show. The process began with submissions of proposals from membership clubs in that region. Three proposals were received. In reviewing those proposals, the best one chosen was Lexington, Kentucky. Tom explained that he then contacted the club to discuss further and work out a more concrete proposal (hotel, hotel room rates, show hall, seminar rooms, etc.).

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Randee Kaiser and Sheldon Baugh have agreed to be show chairs for this national show. Tom will remain involved as conventions director. Some show projections of costs/revenue were reviewed.

Pam recommended that we ensure membership clubs be made aware of the schedule of upcoming Federation shows in their region as well as watching for Tom's letter requesting proposals for host clubs. This information is written in the 'President's Message' in Bottles and Extras. Possibly add a brief "conventions director" report included in the magazine.

Action taken:

Pam Selenak made a motion to accept the proposal submitted by Lexington, Kentucky. Seconded by Jim Berry. No further discussion and all were in favor. Motion carried.

The 2015 show is scheduled for the south and Tom said he already has received interest from someone.

Tom distributed via e-mail his revised copy of the 'Standard Procedure for National Show/Expo Selection.' (Rev. 7/26/12) This is a good checklist of what is needed.

It was made clear that this is a Federation show. It is run as a group effort with the local club who serves as host club. For compensation, they receive a percentage of the final profit. The souvenir program is a Federation item and any profit from this goes into the final show profit. The Federation should not have to pay for its ads in this program. Other concerns discussed included Federations costs, percentages paid to the host club, souvenir program, etc. and this information should be outlined as well in the guidelines.

Several other additions were suggested, i.e., show photographer, advertising, etc. Tom mentioned the issue with proposals that are not acceptable or if no proposals are received from clubs in that region. Before moving on to the next region, Tom suggested we have the option of choosing a specific city in that region and chairpersons may be selected without a specific host club. However, it was mentioned that it is very important to have a host club to help with the many aspects of putting on a successful show.

Tom discussed the FOHBC Auction Company Selection Procedure. Minor revisions were reviewed.

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Motion was made by Sheldon Baugh and seconded by Gene Bradberry that the addition of information to the Standard Procedures for National Show/Expo Selection be approved. It was also included in the motion that the FOHBC Auction Company Selection Procedure be adopted as well.

Tom Phillips will make the changes. Once finalized, this procedure can be put on the website. All were in favor and motion carried.

The new contract for Manchester specifically addresses the consequences of a dealer leaving early. It is expected that they remain for the entire show, unless there is a legitimate reason for leaving. To be more specific, it also will be added to the contract that the sale table must have merchandise for sale to deter people from purchasing a table just to get in early.

Gene Bradberry suggested increasing the compensation to the show chairman. This will be discussed during a conference call.

Agenda 14: Historian Report - Dick Watson

As historian, Dick Watson is responsible for coordinating and archiving the preservation and maintenance documenting the history of the Federation and the bottle hobby. Dick reported that he has a lot of information; however, many of the items are without dates, i.e., posters, communication, etc. This makes it difficult to sort in a formal manner. Dick suggests that everything must be dated when submitted for history.

Dick and the board discussed the large quantity of items he has and whether it is all important to keep and maintain. Gene Bradberry noted that he is in a similar situation with the Hall of Fame material.

Dick also reported that due to misconceptions with the title, Historian, many people do not actually know what his role is. Pam suggested that his title be changed to "FOHBC Historian," however no action was taken on this suggestion.

Action Taken:

The board needs to know exactly what Dick has and then determine what is important, what is not and how it will be kept. Dick Watson and Gene Bradberry will document what materials are in their possession. The board is asked to consider this information and a conference call will be held to discuss this further.

Agenda 15: Regional Reports - Midwest, Northeast, Southern, Western - Ferdinand Meyer V

Ferdinand explained the previously the regional reports were published in *Bottles and Extras*. Most of the information published was taken from club newsletters with unnecessary matters. To make more room in *Bottles and Extras*, these reports were eliminated and put on the website. Issues arose regarding newsletters and privacy. They are no longer on the website.

Ferdinand said at this point, the Regional Directors are not doing their job - they need tasks, such as sending pertinent information on bottles and bottle collecting, pictures – not picnics. Pam stated that Dave Maryo, Western Region Director, does a brief newsletter on what is happening with their region clubs and sends it to out to them, in an effort to reach out to them. It is the responsibility of the regional director to help clubs and address any issues or concerns with the Federation. No other regional director is doing this.

Action Taken:

By the next conference call, the regional directors will be contacted by Ferdinand with information on a new direction to be taken with regional reports.

Agenda 16: Merchandise Director Report - Sheldon Baugh

Sheldon reported on the items the Federation has had for sale in the past – mugs, flasks, special order bottles for shows, shirts, hats, t-shirts. Some of these items will be available at the Reno show. Sheldon gave a list of our costs and the selling price of items. Merchandising is a good way to keep the Federation's name out there and people like the item; however it was agreed that the merchandise should not be dated. A combined Federation marketing effort between the website, the virtual museum and bottles and extras should prove to be beneficial. Sheldon will be investigating other products for the Federation and costs.

The board discussed the previous merchandise director. We are not sure what, if any, merchandise he has. Pam is willing to try and find out, possibly taking a trip to his home.

Action Taken:

No action taken.

Agenda 17: Federation Contests

In the past years, Carl Sturm and Bill Baab conducted the Federation contests which are done annually for the National/Expo shows. Contests are: Best Show Flyer, Best Club Newsletter, Writer's Award – 3 Categories (Best Original Research/Information; Best Original True Story; and Best Original Fiction Story)

Applications for these contests are available on the website. It was mentioned that Carl Sturm's term on the board as Director at Large will end shortly.

Action Taken:

Alan DeMaison will contact Carl Sturm for information on the procedure for the contests. This should be the responsibility of a director at large and suggested John Panek to fill in this position.

Agenda 18: Secretary Minutes - Jim Berry

Jim reported that all minutes at this point are up-to-date and approved. Jim said that when minutes are forwarded to members for review and approval, he asks that responses are sent to him as soon as possible. This way, they can get on the website quicker.

Action Taken:

No action taken.

Agenda 19: Treasurer's Report - Gary Beatty

Gary Beatty reported on our current financial position. Paperwork for taxes has been filed. There were no questions for Gary at this time.

Action Taken:

No action taken.

Agenda 20: FOHBC Investment Portfolio - Gene Bradberry

Gene reviewed the portfolio. Originally, monies were secured in an investment portfolio and it has done well over the years. Currently, it is in a holding pattern; no

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one is managing the portfolio as far as day-to-day operations. Based on this, Gene feels we could do better if we acquire a broker to oversee the funds to put it to better use and a better return of our money. Sheldon did note that some of this investment money has been withdrawn. Discussion ensued.

Action Taken:

The investment portfolio will be reviewed periodically by board members.

Agenda 21: FOHBC Scholarship Fund - Gene Bradberry

This project continues to be in the early stages of development. The committee will discuss further and present to the board when appropriate.

Action Taken:

This topic was tabled at this time.

Agenda 22: Miscellaneous Reports (e-mail protocol) - Open

Ferdinand discussed email protocol. He suggested that when emails are sent, it is appropriate that a confirmation be sent back so the sender knows that it was received and will be complied with. If something is submitted by the board, it is recommended that when responding, reply to all, not just the sender.

Checklists and policies and procedures for most everything needs to be done. It will help the board know what is or should be done to help the Federation run smoother.

Pam continues to ask for volunteers to sit at the Federation table.

Agenda 23: Concluding Remarks - Bob Ferraro, Gene Bradberry and Ferdinand Meyer V (incoming President)

Bob Ferraro said that this was a successful meeting today. The board has accomplished some major goals and we all feel good about what the Federation is doing and where it is going, such as the Virtual Museum. He personally thanked everyone for his or her attention and participation.

Gene Bradberry was thanked by the group for being the Federation's president for the past two years and giving the guidance needed to get the Federation on the right track.

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Gene in turn thanked everyone as well for their cooperation and help for the last two years and he appreciates it very much.

The membership meeting will be held at 1:30 pm.

The Board Meeting was adjourned at 1pm PST

Respectfully submitted,

James Berry, Secretary