



The Federation of Historical Bottle Collectors Board of Directors Conference Call Minutes October 24, 2012, 9:00 pm EST

Ferdinand Meyer V called the conference call to order at 9:00 pm EST.

Present: Ferdinand Meyer V, President
Bob Ferraro, 1st Vice President
Jamie Houdeshell, 2nd Vice President
John Panek, Director at Large
John Pastor, Director at Large
Richard Watson, Historian
Tom Phillips, Convention Director
James Bender, Membership Director
Martin Van Zant, *Bottles and Extras* Editor
Gary Beatty, Treasurer
Sheldon Baugh, Merchandising Director
Alan DeMaison, Business Manager
Dave Maryo, Western Region Director
Randee Kaiser, Midwest Region Director
Jack Hewitt, Southern Region Director
Pam Selenak, Public Relations Director

Absent: Gene Bradberry, Director at Large
James Berry, Secretary
Ed Kuskie, Northeast Region Director

Agenda 1: Membership Drive - Ferdinand Meyer V

Ferdinand Meyer and Alan DeMaison gave an overview of the membership for the FOHBC. Ferdinand noted the formation of a membership sub-committee (Ferdinand Meyer, Jim Bender, Alan DeMaison, Bob Ferraro and Pam Selenak). The committee spoke recently on a conference call to review ways to increase membership. A list was compiled, forwarded to board members and reviewed during the conference call. The list of 'ideas' and Ferdinand's opening to the Board conversation is noted below:

We must all agree on what you 'get' when you become a member. We need to draft something like "With your membership to the FOHBC you will be joining the largest organization of collectors, diggers, historians, writers, dealers and sellers of antique bottles and glass. Membership includes a subscription to our stellar, bi-monthly 72-page *Bottles and Extras*, free advertising, reduced national show admission, access to our web site and archived information, membership to the planned Virtual Museum and our digital newsletter and so much more.

Our membership sub-committee came up with the following ideas for

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increasing membership (not in prioritized order):

1. Advertise and sell FOHBC memberships on eBay. Important to develop and place material in the right areas such as pre-1900 antiques, beer, bitters, flasks, sauces and condiments, jars, hair and skin care, inks, liquor, medicines and cures, mineral waters, sodas, utility, black glass and other similar collectibles).
2. Develop a sharp FOHBC advertisement for all club newsletters.
3. Develop a sharp FOHBC advertisement for *Antique Bottle & Glass Collector*, *Maine Antique Digest*, *Collectors Weekly*, *Kovels* and other magazines such as *British Bottle Review*, *Australian Bottles and Collectibles Review* etc.
4. Ask Federation board members to sell memberships when they are at a table at their local show or at other locations.
5. Develop a member oriented membership drive with prizes such as free membership and/or bottles.
6. Ask member clubs to sell memberships within their club. Give them an incentive.
7. Join and get them to join us and advertise in related organizations such as the APBCA (Antique Poison Bottle Collectors Association), American Breweriana Association, Antiques and Collectible National Organization, NIA (National Insulator Association), Coca-Cola Bottle Collectors Club, National Association of Milk Bottle Collectors, National Milk Glass Collectors Society, Jelly Jammers, PCA (Paperweight Collectors Association), PBSCA (Painted Soda Bottle Collectors Association), Society of Inkwell Collectors, Violin Bottles Collectors Association, Hutchbook.com, American Collectors of Infant Feeders, Miniature Bottle Collector, Target Balls etc.
8. Develop relations with glass museums. Promote and advertise. Trade services. (American Toy Marble Museum, Corning Museum of Glass, Heritage Glass Museum, Museum of American Glass, Museum of Connecticut Glass, The National Bottle Museum (realize this is problematic), Ohio Glass Museum, Sandwich Glass Museum, Toledo Museum of Art - Glass Pavilion, Wheaton Arts, Getty Museum etc).
9. Promote success with graphics showing a balloon, thermometer or bottle that as it rises or fills, shows 2,000 members as our goal. Keep member

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awareness of drive.

10. Reduce members leaving.
11. Thank new and renewing members with personal email or letter. List new members on web site.
12. Membership card, that if produced, gets you reduced entry to shows and discount on food and drink.
13. Get auction houses to prominently promote the FOHBC on their web sites.
14. Get blog sites to promote the FOHBC on their home page as Peachridge Glass does.
15. Set up a lecture series at clubs. Ferdinand is trying to work in a talk to the Baltimore Antique Bottle Club at one of their meetings.
16. Develop FOHBC patches and pins to be worn for show awareness. Get mugs, shirts, hats made with logo for public awareness. We need more exposure.
17. Wear your FOHBC badge at bottle shows.
18. Get a segment(s) on a reality collector show.
19. We need to have a video of Ferdinand talking about the benefits of joining on the website. It needs to be very obvious to the visitors. Alan can do the video on his next trip to Houston, over Thanksgiving.
20. We may want to change our mailings to: postcard when member is on next to last. Letter with reasons to renew and self addressed envelope postcard to those that don't renew.
21. Get the names, addresses of 150 potential members each issue. Send them a free magazine with a follow up letter with reasons to join. The cost to send to 100 would be about \$1.50 per issue sent with \$.45 in postage for a letter. Under \$2.00 each.

Action taken:

The list review seemed to be generally accepted by the Board. Ferdinand asked for a review of the list and additional ideas. Ferdinand will update the list, conduct another

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committee conference call and make a recommendation for the FOHBC 2,000 membership drive.

Agenda 2: National Shows - Tom Phillips

Reno Expo: The Reno Expo financial report was reviewed. The report was previously sent to board members. A financial success was noted.

Manchester: Tom reported that the room at the Radisson for the Bottle Battle has been taken care of. There will be a \$60 fee for additional decoration and staging. Norm Heckler will not be the speaker at the banquet. He will, however, be the sponsor for the Bottle Battle. Michael George has someone else in mind to be the speaker and will be working on that. Tom noted that we are currently at 134 paid sales tables, 40 paid banquet tickets, and 90 room night reservations. There are still many collectors/dealers that are not aware of the show status and that contracts are available. Tom noted that he had asked Tom Hicks at the Memphis show if he would be attending Manchester. Tom Hicks did not realize contracts were available. Tom noted that he gave him one, and he now has a table. Maureen Crawford will be sending out show notifications to all FOHBC members.

The planned advertisement for *Antique Bottle & Glass Collector* was discussed. Ferdinand will work with John Pastor for magazine space. Michael George will be asked to design the advertisement.

Southern Region: Tom noted that he had sent out the invitation letters to the eleven Southern Region member clubs. Tom is working with Jack Hewitt to possibly extend the invitation to non-member clubs. Any non-member club would have to become a member to host.

Charlotte, North Carolina: Tom noted that he visited the Embassy Suites in Concord, North Carolina, the possible venue for the 2015 Southern Region National Show. The hotel is located a half mile from I-85, 15 miles from downtown Charlotte, and 24 miles from the airport. There are 40+ restaurants within a mile or so from the hotel. The hotel has over 300 suites. There is a Fairfield Inn and a Residence Inn adjacent to the property. The hotel is five years old but looks new and is the nicest Embassy Suites that Tom has seen. A complimentary full breakfast is provided to hotel guests. The exhibit hall has nearly 29,000 sq. ft. and is carpeted. They have 800 parking spaces at no charge. Ample break out rooms are available for our other functions. They host many conventions, including the Dodge Vipers, Transformers, and the Hunger Games. Cost for the use of the hotel will be based on how much we spend in room nights and food.

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Tom noted that The Piedmont North Carolina Bottle Club would be the host club. Bob Morgan, club contact person, has indicated that they may solicit other area clubs to assist in running the show.

Security:

Much discussion occurred regarding security at National shows. Tom gave an overview of the costs associated with purchasing a photography set-up for badges. The pros and cons were discussed. Most were concerned with the time element and theatrics associated with photographing each show attendee.

Action taken:

The Reno Expo financial report was voted upon with all approving the report.

The photography discussion for show attendees was tabled for discussion at a later date.

Agenda 3: Bylaws - Gene Bradberry

Gene Bradberry was absent from the call.

Action taken:

Gene to report with updated bylaws for the November Board conference call.

Agenda 4: Magazine - Martin Van Zant & Ferdinand Meyer V

Martin and Ferdinand reported that the November | December issue of *Bottles and Extras* was on schedule to be delivered to all members by 31 October 2012. Some Board members noted that they had already received their issue in the mail.

Ferdinand noted teamwork and great satisfaction with the editorial sub-committee for *Bottles and Extras* consisting of Ferdinand Meyer, Martin Van Zant, Bill Baab, Alan DeMaison, Dave Maryo and Randy Selenak.

Ferdinand noted a new 2-page section in the November/December issue called 'Letters to the Editor'. Another new 2-page section will occur in the upcoming January/February 2013 issue called 'Regional News'.

Dave Maryo reminded Martin and Ferdinand to add a note in the magazine stating that all FOHBC Board meeting notes could be accessed on the web site.

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Action taken:

None.

Agenda 5: Contests - Ferdinand Meyer V

Ferdinand noted that a Board member was needed to replace Carl Sturm as the point person for organizing the contests and awards. Board members asked for specific responsibilities.

Action taken:

Ferdinand to send all material from Carl Sturm to Board members for review. A committee will be formed for this area prior to the next conference call.

Agenda 6: Virtual Museum - Ferdinand Meyer V & Alan DeMaison

Alan gave an overview of the Policies and Procedures for the FOHBC Virtual Museum of American Historical Bottles and Glass (FOHBC Virtual Museum). A draft was sent to all Board members prior to the call. The body of work was discussed and liked.

Alan discussed the need to open a separate checking account to receive donations for the Virtual Museum. That checking account would be opened at USBank with co-signors Pam Selenak and Sheldon Baugh.

Some donations have already been received.

Suggested to use the term 'Gift' and not 'Donation'.

Action taken:

The Board voted and approved the Policies and Procedures for the FOHBC Virtual Museum of American Historical Bottles and Glass.

The Board voted and approved a motion to authorize Alan DeMaison to open up a checking account to receive donations for the Virtual Museum. That checking account will be opened at USBank with co-signors Pam Selenak and Sheldon Baugh.

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Agenda 7: Internet - Ferdinand Meyer V

Ferdinand gave an overview of the FOHBC web site, FOHBC facebook page and the FOHBC digital newsletter. The first newsletter was issued in late October. The FMG facebook page has almost 1,000 members. The FOHBC membership list is now on the web site and accessible to members only.

Action taken:

No action taken.

Agenda 8: Finances

Gary Beatty gave an overview of club finances. A document was previously provided to Board Members. Gary noted that there is a balance in checking of \$18,174.02. There are four outstanding checks totaling \$2,351.64, which gives us an actual balance of 15,822.38. Our *Bottles and Extras* Editor Martin Van Zant has been paid, however Gary noted that he is waiting for the November and December bill from Modern Litho. That bill could be from \$3,600 to \$4,100. Gary will confirm.

Action taken:

No action taken.

Agenda 9: Open

There was minimal open discussion other than Pam Selenak reporting her success with signing up board members at shows. The Chicago and western shows were noted.

Meeting notes prepared by Ferdinand as Jim Berry is on vacation.

The conference call was ended at 10:30 pm EST

Respectfully submitted,

Ferdinand Meyer V, FOHBC President