



The Federation of Historical Bottle Collectors
Board of Directors Meeting Minutes
March 03, 2012 9:00 am EST

In President Gene Bradberry's absence, Ferdinand Meyer V, 2nd Vice President, called the meeting of the Federation of Historical Bottle Collectors to order at 9:00am EST.

Present: Ferdinand Meyer V, 2nd VP
Richard Watson, *Historian*
James Berry, *Secretary*
Martin Van Zant, *B&E Editor*
Tom Phillips, *Convention Director*
James Bender, *Membership Director*
Pam Selenak, *Public Relations Director*
Alan DeMaison, *Business Manager*
John Pastor, *Director at Large*
Sheldon Baugh, *Director at Large*
Carl Sturm, *Director at Large*
Ed Kuskie, *NE Region Director*
Dave Maryo, *Western Region Director*
Randee Kaiser, *Midwest Region Director*
Jack Hewitt, *Southern Region Director*
Gene Bradberry, *President (conference line)*
Bob Ferraro, 1st VP (*conference line*)

Absent: Gary Beatty, *Treasurer*

Members introduced themselves.

Agenda 1: Business Manager - Alan DeMaison

Alan reported that memberships are increasing each month. The end of February's total was 1,058. He explained that memberships expire as well and we lost 38, making the total 1,020. He explained the process he follows for memberships. He has received good cooperation with other board members.

Agenda 2: *Bottles and Extras* - Martin Van Zant and Ferdinand Meyer V

Ferdinand distributed a chart for the preparation schedule of *Bottles and Extras*. He explained the magazine is our primary deliverable to membership. In the future, members will have access to information through the website which includes back issues, other members, finding collectors in their region, etc. Ferdinand is spearheading a subcommittee with Martin for improvement of the

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delivery/production of *Bottles and Extras*. Rather than hurrying to get the magazine out each month, we need to plan ahead 4 to 6 months. Articles need to be acquired far in advance. We have a group of proofreaders (Bill Baab, Randy Selenak, Jim Bender) who will be looking for spelling/grammar errors and also can work with the writer to produce a good article.

The main goal is to get the magazine out earlier as it contains dated material for auctions, shows, etc. The chart shows what has to happen to get the magazine out 2 weeks earlier and Ferd explained the process of proofreading, checks and balances to have a high quality magazine.

Martin agreed that the change for improvement is doable and with guidance we are headed in the right direction. For the magazine as previously stated, articles are needed, including reports on shows (especially ours) and pictures.

Jim Bender had samples of postcards he made. One was "We Want to Make You an Author." He sends this to new members encouraging them to write an article for the magazine. Ferd also has a check box on the on-line application for interest in writing articles. Some felt that e-mails are not effective. Sheldon Baugh explained that people don't think they can write. We need to break the ice and encourage them to write letting them know that we have people to help them. We could possibly provide a list of the types of articles we are looking for. Even 'old' articles can be 'recycled.' John Pastor stated that most articles he receives for his magazine need some amount of work to get them to the published level. To ensure the author is satisfied with any revisions, the article would be sent to the author for final approval if it is modified.

The bottom line is - We Need Articles. Something will be put on the website as well as in the magazine that we are interested in obtaining articles from members about whatever they want to write on - how they got started, digging events, what they collect, etc. Suggestion was given to have competitions in the future and look at other options to encourage writing.

As Public Relations Director, Pam Selenak would like some of the postcards.

Ferdinand said that he hopes to have the timeframe for the magazine in place by 9-months' time.

Action taken:

No action taken.

Agenda 3: Membership Report - Jim Bender

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Jim Bender, Membership Director, explained his way of thinking to help improve memberships - concentrate our efforts on maintaining our current members. Efforts have been made to try to get new interest in the hobby by sending out magazines to libraries, colleges, high schools, with no response - it wasn't working.

So - Jim created postcards:

Other than the one already discussed (writing articles), he has the following:

- a) informing the member they have only one issue (of B & E) left and their membership is about to run out.
- b) Your membership is about to run out (last issue has been sent).
- c) We want you back! (membership has run out and member hasn't renewed)

These go out in a series of events and there is a high amount of re-ups – most likely due to the pursuit of these memberships.

Jim showed one final postcard claiming “You Never Renewed your Membership.” This is sent to the people who never renewed their membership and through questions listed, is asking why. At this point in time, we are only speculating why a member did not rejoin and we need to find out specifically and start tracking it. Bob Ferraro suggested adding “I forgot,” to the list. Alan DeMaison also sends an envelope with membership form, letter and self-addressed envelope. This is a positive effort being made by Jim and Alan to retain members.

Discussion followed on the concerns regarding memberships including:

- a) why people are or are not rejoining
- b) raising the membership fees
- c) develop “better” benefits (interest in website and virtual museum)
- d) attendance at shows from Federation members is very minimal
- e) encourage the hobby
- f) explore other venues (facebook, ads)
- g) investigate the many different organizations relating to bottles (target balls, paperweights, insulators, milk bottles, etc.)
- h) bring the high price level down (i.e., stop showcasing the \$176,000 bottle). Most people cannot relate to this and will back off.

Agenda 4: Public Relations – Pam Selenak

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Pam Selenak reported on her experience promoting the Federation and getting people to sign up right away rather than putting it off. Efforts made should include Pam as Public Relations Director. Each officer should act as a 'salesman' to encourage people to join, as well as encouraging their individual club members to join.

Pam is finding that some people have their reasons why they did not rejoin and addressed the issues.

Pam will be sending a 'thinking of you' letter to Ken Lawler one of our "anchors" on the west coast.

**Agenda 5: National Show 2013, Manchester, NH Report - Tom Phillips,
Convention Director**

Maureen Crawford joined the meeting via conference line. Tom gave a report on the 2013 National Show in Manchester, NH.

A copy of an overview of the convention center and the projected cost, revenue and show fees was distributed to members. Tom explained the layout of the facility and he has signed the contract for the dates of July 19-20-21, 2013.

Maureen said that the hotel will only give us a maximum of 200 rooms per night as they have to keep 43 rooms available for the general public. We only negotiated with the Radisson for rates for the show; however, other hotels are nearby and we could negotiate with them, if necessary. Our main concern is to promote the Radisson first.

Discussion was held on naming the show. Most organizations for their national shows do not include the geographic location. Several proposals were given.

Action Taken:

A motion was made by Sheldon Baugh that the national show name be: "FOHBC 2013 National Bottle Show". Directly under that will be Manchester, NH.

Seconded by Pam Selenak. All were in favor with no opposition. Motion approved.

Ferdinand will work on the third line and may or may not include words: antique, early American bottles and flasks, and related glass.

At this time, Maureen ended her call to the meeting.

Other Discussion:

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John Pastor suggested discussion on the structure of early admissions. He feels we must cater more to the dealers. When offering an early admission, which is a privilege, he suggested it be at least the same as the cost of sales tables. It should not be less than the sales table and FOHBC member discount should be the same or you may lose dealers. We want to discourage people from taking a sales table just to have the opportunity of early admission.

The early admission fee for the 2013 national is \$60 with a \$15 discount for paid up FOHBC members. General admission is \$5.00. The cost of the first sales table is \$65 with a \$10 discount for paid up FOHBC members (additional tables are \$55 with no further discounts).

Action Taken:

After discussion, Bob Ferraro made a motion to keep the early admission fee for the 2013 show at \$60 with a \$15 discount for up-to-date FOHBC members. Gene Bradberry seconded the motion. A vote was taken with all but 2 in approval.

It was suggested, however, to relook at this in the future and this issue will be put on the agenda for the next conference call.

Agenda 6: Reno, NV EXPO 2012 Report - Tom Phillips, Convention Director

Tom said that at this point in time, there are: 200 sales tables sold, 68 banquet tickets sold and 22 displays plus one group display.

The hotel has been paid, but not the banquet cost yet. Tom said the push for advertising for the souvenir booklet is beginning as this is a great revenue source. They will encourage advertising from local business – hotels, restaurants, car rentals, casino, specialty shops, etc.

Discussion was held on the opinion that there is a low response from the east coast and not understanding why collectors/dealers are not coming from the east to the west. Gene feels the economy may change people's plans – whether to fly or drive. If flying, getting bottles there for a table may be an issue. Bottles can be shipped in advance, rather than put them on a plane.

Pam feels that the majority of contracts will come in towards the end of February to the beginning of May. Some sent in their contracts earlier to be more selective on their space. Board members should continue to encourage sales tables and attendance as it is expected to be a great show.

Agenda 7 (14): Location Future National Shows/EXPOS Update - Tom Phillips

All agreed that having local clubs help organize the FOHBC show is a great concept. The next region for the 2014 national show is the mid-west region. Tom has already sent out letters of interest to FOHBC clubs in that region (per by-laws we should be 2 years ahead). He has had a couple responses already. He did state that if there is no interest, we move on to the next region (Southern region).

Due to several factors, the dates for shows have changed recently. We are looking at target dates of mid-July to mid-August, rather than just the first weekend in August.

Action Taken:

Continued discussion on the 2014 show will be held during the next conference call.

Agenda 8: FOHBC 2012 Elections Report - Gene Bradberry and/or Tom Lines

Gene Bradberry has spoken to Tom Lines regarding the upcoming elections. The deadline for other nominations is April 1st, and at this point in time, no others have been received. Once the deadline has passed, the next step will be getting the election ballots sent to all eligible members (membership will be as of May 1st). Jim Bender has been asked to head up this process and he has agreed. All ballots will be officially stamped with the FOHBC seal.

They briefly discussed the election process two years ago when some members said they did not receive a ballot. Jim Bender explained that he did not have a complete list (as some were “secret” members). FOHBC member clubs have one vote. Complimentary members do not vote. Mr. and Mrs. members get two votes – provided that is what is on the list.

Ballots will be returned to Jim Bender, remained sealed and opened and tallied at the Reno meeting.

Action Taken:

This topic will be discussed again at the next conference call.

Agenda 8: New Hall of Fame Guidelines Discussion - Gene Bradberry

Gene Bradberry wanted to make sure members are aware that only two people can be elected into the Hall of Fame and two to the Honor Roll and current sitting board members cannot be nominated.

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Jim Berry said that it was approved last fall that the guidelines for the Hall of Fame and Honor Roll should be separated. He did this and distributed copies to those present. Jim explained that in separating them, no changes have been made other than the addition of the deadline date of January 1st and the change to approve one night's stay instead of two (which were approved by motions in January 2012 and October 2011 respectively) for the inductees. Jim said in separating the Hall of Fame and Honor Roll guidelines, he also separated the application process (for those making the nomination) and the procedure (for FOHBC).

Action Taken:

No action was taken at this time. Final discussion and approval will be made at the meeting in Reno – these copies are for board members to review. When the final approval is given, it will be included on the website and *Bottles and Extras*.

Agenda 9: Hall of Fame Discussion/Vote - Ferdinand Meyer V

Five applications for nomination to the FOHBC Hall of Fame and Honor Roll have been received. Information on each nominee was presented by a board member, discussion was held and voting took place.

Hall of Fame:

John (Jack) Sullivan, nominated by Bill Baab

Warren Brock Friedrich, nominated by Pam Selenak

James Harvey Young, nominated by Cecil Munsey, June and Wayne Lowry

Henry W. Holcomb, nominated by Cecil Munsey

Honor Roll: Steward Holbrook, nominated by Cecil Munsey

A motion was made by Sheldon Baugh and seconded by Alan DeMaison to accept John Sullivan into the Federation Hall of Fame. Approval was given unanimously.

A motion was made by Bob Ferraro and seconded by Dick Watson to accept Warren Friedrich into the Federation Hall of Fame. Approval was given unanimously.

The nomination for Honor Roll, Steward Holbrook, was not approved.

Other discussion regarding the Hall of Fame and Honor Roll:

When voting is taking place, a person nominated for the Hall of Fame, is what is voted on. If they do not meet the Hall of Fame criteria and denied, they could be nominated at another time for the Hall of Fame (if criteria is met) or the Honor Roll

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may be more suitable. If a person is nominated and approved for the Honor Roll, their contributions to the hobby could continue to be monitored and possibly be nominated for the Hall of Fame in the future.

Action Taken:

As president, Gene Bradberry will notify the winners. The other nomination packets will be returned to the person who submitted the application.

Agenda 10: FOHBC Code of Ethics Update - Gene Bradberry

The Code of Ethics was approved at the conference call in February 2012. Gene Bradberry is asking how we want to distribute the Code to members - if we want to issue placards or what manner do we want to use to have them available.

Jim Bender interjected having made a sample of a postcard-size placard. It states: FOHBC Proud Member, I voluntarily follow the FOHBC Code of Ethics and support our hobby in a positive way.

Discussion was held regarding the word “voluntarily” and why it needed to be there. It was decided to take out the word ‘voluntarily.’ John Pastor suggested printing the code of ethics on the back as someone may not know what they are (but print may be too small).

Several suggestions were given on how to circulate these:

- a) Put them with show contracts
- b) Use as a check on website (I agree to follow . . .)
- c) Make as a ‘tent’ card for show tables
- d) Send to new members
- e) Publish the code in *Bottles and Extras* as well as the website
- f) Send to ‘longtime’ members as a reminder

Action taken:

Discussion will be held on this topic during the next conference call. It was suggested to remove the word “written” from the code when obtaining consent to dig on property other than you own.

Agenda 11: FOHBC Website Update - Ferdinand Meyer V

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Ferdinand stated that when he assumed responsibility for the website, he wanted to get it “up and running” then bail out and work on other Federation projects. He is almost to that point. Ferd still needs to work on the portal for ‘members only’ to read *Bottles and Extras* online. It can be set up to have the magazine turn page by page, rather than being in a pdf. file. This will make past issues available (only issues that are in digital form) to members only as well as help connect members who wish to be listed on the website and connect with other collectors in their region.

Ferdinand has the approval of the board to continue work on this project. He hopes to have it available by the Reno show if not sooner. When appropriate, he will have someone who he can transition over to continue the website in a professional manner.

Action taken:

Ferdinand was commended for his work on the website and supporting the Federation.

Agenda 12: FOHBC Virtual Museum Update - Ferdinand Meyer V

Ferdinand Meyer still has the goal of developing the Virtual Museum for the FOHBC. Since working on his own site, Peachridge Glass, he has gained a lot of knowledge and feels that the high cost originally suggested has changed and should be much less. Alan DeMaison explained that we should come up with a plan by Reno to do a fundraiser (trying to raise \$30,000) specifically to put into a virtual museum fund to get it started and then keep it maintained. He suggests that if we ask our 1,000 members donate \$30 – we would be at our target goal. Alan suggests that we include the portal for the virtual museum as a member benefit (however, not a member club benefit). Alan had several ideas to benefit the federation as well as the virtual museum and we need to keep this project up front. Private donations or pledges could be made to help sponsor a ‘room’ such as a ‘bitters room’ or use PayPal to cover an admission fee for non-members.

Bottles and Extras:

Alan said he would like to see *Bottles and Extras* add 16 extra pages of color. He explained the cost would be minimal - approximately 40-50 cents per magazine - but in the process produce a better magazine. He suggested taking approximately \$3,000 from our investments to cover the extra cost.

Action Taken:

Work on the virtual museum will continue.

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Jim Berry made a motion to approve adding 16 extra pages of color to the magazine. Motion was seconded by Jim Bender. However, Alan DeMaison would like to rework his numbers and provide a more accurate cost before this decision is made.

In lieu of this, Jim Berry withdrew his motion. This will be tabled and discussed at the next conference call.

Agenda 13: National Shows/EXPOS Policy-Table Top Collectibles - Tom Phillips

Acceptable merchandise to be for sale at the Federation shows, was debated in our last conference call, however, it was discussed again. The Rules and General Information for sales tables provides a list of acceptable items. The emphasis will be made that at least 50% of the sales table should include antique bottles, jars, flasks, blown glass, insulators, stoneware, marbles, related advertising and new items to assist in the hobby. The phrase 'small table top antiques may be sold' will be deleted (this is in the Reno contract).

Action taken:

All were in agreement.

Agenda 15: FOHBC Auctions - Tom Phillips

Previous discussions have been held regarding the use of a professional auction company to handle bottle auctions at the Expos and National Shows. The first show under consideration is the 2013 National Show in Manchester, NH. It was noted that one major benefit is this is a sales tax free state.

Tom Phillips distributed copies of the auction proposal (letter of intent) and guidelines. He explained that contracting with an auction company would most likely prove to be more successful because as a business, they would want to succeed. The guidelines specify what the responsibilities of the auction company are. Letters of intent have been sent to several auction companies in late February.

Tom set an April 16th deadline for responses from the auction companies. He would like to have one chosen by May 4th as that is the deadline for the Reno souvenir booklet so advertising for this can be published.

John Pastor stated that as this is a "work in progress," what is the Federation's goal? Is it to have a great auction or is it to make money, or both? Jim Bender stated that it is considered more of a "draw" for people rather than a money making venture.

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John said that the consideration of a percentage for the Federation should be based on net profit rather than gross profit sales. It is felt that possibly some expenses could change due to changes in venues and would be different from year to year.

Action taken:

Board members expressed their confidence and appreciation to Tom Phillips as he is doing a great job as conventions director.

Members agreed that holding a professional auction is necessary for the national shows and the expo. This topic will be put on the agenda for the next conference call. After discussion, the board agreed to change B in the proposal to read ‘The FOHBC will receive _____% of net auction sales,’ as our main focus is to have a successful auction.

Agenda 16: FOHBC Contests - Carl Sturm, Director-at-Large

Carl Sturm has worked for the last 3 years with June Lowry on this. He explained the process beginning with June who sends out the contest information to clubs, etc. Contests are best club newsletter, best original story, etc.

Those wishing to enter the contests were instructed to send their applications (five copies) to Carl.

Carl sorted them and sent copies to Bill Baab, and the other judges (who are the Regional Directors). The regional directors chose their winner(s) and information was sent back to Bill Baab, who tallied the results for Carl. Carl then had the plaques made for the winners and they are announced at the Expo/National Show banquet.

Carl stated that he will do this again this year. Alan DeMaison will take June’s place, get the information published in *Bottles and Extras* and have it put on the website. Alan will also take responsibility for the plaques.

Winners will be listed on the website and *Bottles and Extras* after the Reno show.

John Panek asked the board what happened to the Elmer Lester Award. This was an important and enjoyable contest for clubs involving their participation in various bottle hobbies/events. Carl said it ‘disappeared’ about 6 or 7 years ago, due to lack of participation. Alan DeMaison suggested changing this award from a check list to more of a subjective writing event for clubs.

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No action was taken at this time.

Agenda 17: Treasurer's Report - Gary Beatty, Treasurer

Gary Beatty was not available. The report was presented by Alan DeMaison with corrected copies being distributed. Alan went over the report, noting that a couple items need to be clarified, particularly separating the postage costs (Other Postage & Office Supplies).

Agenda 18: Other Brief Discussion

Federation merchandise was brought up by Alan. There are some FOHBC logo shirts left. It is agreed that merchandise is important as we need to get and keep our name out there. Sheldon Baugh will be our new merchandise director and continued discussion will be held on this topic.

Randee Kaiser, Midwest Region Director, thanked the board for the opportunity to serve as region director. He is very interested in learning more about the FOHBC and wants to help it continue to grow. He would like to help more with increasing memberships.

Sheldon Baugh said that previous regional directors gave away a free membership and maybe this is something that could be looked at again. Alan DeMaison and Jim Bender have tried sending a "free membership" to clubs to use but that didn't work out. Alan said follow up needs to be done on other options they've tried to see what does and doesn't work.

The Meeting was adjourned at 1:00 pm EST

Respectfully submitted,

James Berry, Secretary