



## **The Federation of Historical Bottle Collectors Board of Directors Conference Call January 16, 2014, 9:00 pm EST**

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

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

**Absent:** John Panek, Director at Large  
Sheldon Baugh, Merchandising Director  
Ed Kuskie, Northeast Region Director

### **Agenda 1: Ferdinand Meyer V**

*“What is Good Enough for Us May Not be Good Enough for the New Collector”*

Ferdinand mentioned this overriding thought that underscores the discussion for the evening.

### **Agenda 2: Baltimore and Lexington Board Meeting Primary Objectives - Ferdinand Meyer V**

The Baltimore Board meeting (March 1<sup>st</sup>) will be held at the LaQuinta. The room is reserved from 7:00 am to 1:00 pm; however, the meeting time is scheduled for 8:00 am to noon. The agenda is being prepared and will include discussion on the primary items of digital memberships and life memberships.

The Federation will have a table at the Baltimore show; Pam Selenak will cover and have assistance from other board members who will be attending the show. A goal of 35 new FOHBC memberships was set.

The 2014 Lexington National board meeting (August 1<sup>st</sup>) will involve a new regime of Board members following the opening of the election ballots.

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Suggestions were given regarding a “better” system to keep track of selling new or renewal memberships and payments. Memberships will be sold at the same cost (no bargain/discount price). The Membership application forms will be numbered and modified to include who took the application, payment amount and how paid (check or cash). Giveaways: New members will receive the most current magazine; other “gift” options for new members was talked about (i.e., mug, older magazine(s)).

Action Taken: Ferdinand requests if board members would like items included on the agenda for the Baltimore meeting, please let him know.

**Agenda 3: Board Election Updates - Ferdinand Meyer V and Pam Selenak**

The slate of officers nominated by the Election Committee has been published in the Jan/Feb issue of *Bottles and Extras*. A few positions remain open. If they are not filled by the election process, Ferdinand, as President, will make appointments, per Bylaws (Article VIII, Terms and Elections-No 8. Appointments by the President may fill any position not filled by this process).

Gene Bradberry briefly explained the election process. Additional nominations for positions on the Board can be received by the Federation until April 1<sup>st</sup>. Ballots will be disseminated to FOHBC members whose dues are current as of May 1<sup>st</sup>. Member clubs are entitled to one vote per club.

Action Taken: Gene Bradberry will prepare the ballots and mailings for the upcoming elections. Jim Bender will help with making the copies.

**Agenda 4: *Bottles and Extras*: Past Issues - Positions - Editor - Design Director - Production (contractor) - Proof Reading - Editorial Committee - Advertising - (Need Article Coordinator)**

Ferdinand reported that the Jan/Feb issue was mailed out on time and commended those involved for getting this done. The Mar/Apr issue is currently in production with some nice articles.

Ferdinand explained the positions and responsibilities involved for producing the magazine:

Editor - is involved with and oversees the entire process.

Design Director - ensures pictures are of good quality, articles are good, designs cover, lead articles and other items, etc.

Production - puts together the 72 pages with ads, news, table of contents, etc.

Proof Reader - person to proof articles/other information

Editorial Committee - comprised of 6 people

Advertising - ensuring size of ad, how many issues, artwork/wording correct, payment, etc.

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Producing a magazine of this magnitude is a huge endeavor and takes a lot of effort and time by those currently involved. Incoming Board members as well as remaining members will be needed to help fill in the voids left by departing board members.

The need to review the ‘overwriting’ of an article (makes it difficult to read) should be looked at.

Articles are continually needed and again, a suggestion was made to ask new members if they have an interest in writing an article about their own experience with bottle collecting or their collection, etc. We may require a new position to get and keep a list of articles.

Old Issues of Bottles and Extras:

Jim Berry noted that in acquiring the five sets of magazines (770 magazines) to maintain the history of the hobby, he has accumulated over 9 boxes of additional magazines dating back to the mid-nineties. If we have five sets, what are we going to do with over 900 copies of these magazines?; in addition, Alan DeMaison has approximately 20 some boxes of magazines as well.

Jim suggested disposing of the older ones and keeping the most recent (2-3 years old). One board member did not agree, stating that these magazines are history to the hobby (again, we have five archived sets of magazine history). As has been tried in the past, a suggestion was made to give them away at shows including the FOHBC show; however, the issue of storing, traveling with and/or transporting/ mailing many heavy boxes of magazines is a major concern.

Action Taken: Gene Bradberry made a suggestion to have the magazines shipped to the hotel in Lexington and we will give them away at the Lexington show. A Motion was made by Gary Beatty to forward all “old” magazines to Dick Watson for keeping for distribution at shows. Motion was seconded by Jim Berry. Motion approved.

Jim Berry will talk further with Dick and Alan DeMaison regarding this matter.

**Agenda 5: FOHBC Virtual Museum - Ferdinand Meyer V - Emerging Technology – Spinners - Partnership with Steven Libbey, Pres. Wisconsin Antique Bottle and Advertising Club - Lexington Filming**

Ferdinand briefly explained the emerging technology and “Spinners” found on the internet and a possible partner to help with the presentation of bottles on the virtual museum. ‘Spinners’ rotates a bottle or bottles 360° and is now being used on a Wisconsin bottle club website.

Ferdinand has been talking with this person, Steven Libbey. He is willing to donate his time to film bottles at Lexington. Steven will bring his own staff; however, he would need a room to film 25-50 bottles (in 3-D). He would then complete the process at his studio (getting them prepared for the website).

Action Taken: Further information will be presented at the Board meeting in Baltimore.

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**Agenda 6: Lexington Show Update - Tom Phillips - (behind in table sales and displays. Action Planned)**

Tom reported that table sales for the Lexington show have been slow coming in. Currently, there are 64 tables sold with a total of 325 available. Efforts to increase table sales will continue (i.e., handing out contracts to vendors at shows). All board members should be distributing show contracts to vendors when attending bottle shows and talk with them about joining the Federation (if not members) and promote our show at Lexington (seminars, displays, bottle battle, etc.) in addition to the show itself.

Tom said there will be mailings done after the Jackson, MS show to help increase table sales.

Displays are also needed - all types including milks, perfumes, sodas, etc. Board members should also encourage collectors to do a display.

Also discussed was the option of having other groups, i.e., milk bottle collectors, fruit jar, perfume, etc., schedule a meeting at Lexington. This would increase attendance and help "bring" in all types of collectors including the younger generation.

Based on previous shows, Tom went over the improvements being made to the Lexington show - we learn from our mistakes.

FOHBC members should be encouraged to attend the general membership meeting. Normally, attendance is low. Poor scheduling of the meeting could be a reason (people may not be arriving until the next day).

Action Taken: Regarding the option of other group meetings, Tom Phillips and Ferdinand Meyer will investigate this possibility to see if there is interest.

**Agenda 7: Chattanooga Show Update - Tom Phillips**

Progress on the 2015 show continues, i.e., seminars, banquet speaker, bottle battle, etc., with the goal of having contracts ready for distribution at the Lexington show.

Action Taken: No action taken.

**Agenda 8: 2016 Western Region Convention Update - Tom Phillips and Pam Selenak**

Invitations for hosting the Western region convention have been sent and there has been no responses received at this time. Pam is actively working on this and will volunteer to be a show chair.

Action Taken: No action taken.

**Agenda 9: Life Membership Option - Jim Bender**

Further discussion on whether to reinstitute an option to purchase an FOHBC Life membership will be held at the Board meeting in Baltimore.

Action Taken: Reports that are needed to help determine if this is a feasible option will be prepared and presented at the Baltimore meeting.

**Agenda 10: Digital Membership Option - Jim Bender**

The use of digital options (i.e., digital memberships would not receive a hard copy of the magazine, but have it available online) for FOHBC memberships is still under investigation.

Action Taken: Formal plan and approval will be discussed at Baltimore. Ferdinand is suggesting that, if approved, this option be made available by the Lexington show.

**Agenda 11: Board Procedure Lists - Ferdinand Meyer V**

Ferdinand still needs a few of the Board member's procedure lists.

Action Taken: Ferdinand will have information for distribution at the Baltimore meeting.

**Agenda 12: Honorary Board Positions - Ferdinand Meyer V**

Article V Committees and contracted Activities, I - *"The President may appoint, with Board approval, liaison(s) between the Federation and museums or other institutions to coordinate public awareness and/or promotional activities with such institutions"* \* (A "junior liaison" as defined between the age of 12 and 18 years old to further awareness and/or promotional activities with the next generation of bottle collectors). \* Would become Q

Ferdinand reviewed this bylaw and modified this as written above.

Action Taken: This will be addressed at the Baltimore meeting. Any changes/amendments to the bylaws will be completed by proper procedure per bylaws.

**Agenda 13: Bylaw Question - Ferdinand Meyer V**

Article IV Governing Body - F, Existing: *"The Board of Directors may fix reasonable compensation for themselves, committee chairpersons, national convention officials or contractors for the business of effecting the mission of the Federation."*

Ferdinand is suggesting a revision to this bylaw to read, *"The Board of Directors, committee chairpersons, national convention officials or contractors may be reimbursed for any documented reimbursable expenses related to affecting the mission of the Federation."*

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Action Taken: This will be taken up for discussion and possible approval at the Baltimore meeting.

**Agenda 14: Elimination of Board Positions for Business Manager and *Bottles and Extras* Editor - Ferdinand Meyer V**

Ferdinand briefly explained board positions and questioned whether we should eliminate the President appointed *Bottles and Extras* editor as a board position; and should the business manager be a paid position and not a board member position.

Action Taken: Board members are asked to think about this topic, which will be taken up for further discussion at the Baltimore meeting.

**Agenda 15: *Bottles and Extras* Advertising Report - Jim Bender and Alan DeMaison**

This was reviewed earlier.

Action Taken: A report will be prepared for the Baltimore meeting.

**Agenda 16: Financial Report - Gary Beatty**

Gary gave a financial report to Board members. A report on investments will be prepared for the Baltimore meeting.

Action Taken: No action taken.

**Agenda 17: Open Discussion**

- Send additional agenda items (via e-mail) for the Baltimore meeting to Ferdinand Meyer.
- Alan DeMaison is requesting any past Life Membership lists or old directories. Will be included on the Baltimore agenda.
- Gary Beatty acknowledged that Martin Van Zant, Editor of *Bottles and Extras*, is doing an excellent job.
- Due to many agenda items for the Baltimore meeting, some items may be discussed at February's conference call; Also putting a time frame on agenda items will be helpful

**The conference call was ended at 10:57 pm EST**

Respectfully submitted,

James Berry, Secretary