



**The Federation of Historical Bottle Collectors  
Board of Directors Conference Call Minutes  
November 28, 2012, 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> VP  
Gene Bradberry, Director at Large  
John Pastor, Director at Large  
James Berry, Secretary  
Gary Beatty, Treasurer  
Sheldon Baugh, Merchandising Director  
Richard Watson, Historian  
Tom Phillips, Convention Director  
James Bender, Membership Director  
Martin Van Zant, *Bottles and Extras* Editor  
Alan DeMaison, Business Manager  
Dave Maryo, Western Region Director  
Randee Kaiser, Midwest Region Director  
Ed Kuskie, Northeast Region Director  
Jack Hewitt, Southern Region Director  
Pam Selenak, Public Relations Director

**Absent:** Jamie Houdeshell, 2<sup>nd</sup> VP  
John Panek, Director at Large

**Agenda 1: Membership Drive - Ferdinand Meyer V**

A list of suggestions/ideas on ways to help increase the Federation's membership was reviewed at the October conference call. A revised list was sent via e-mail by Ferdinand prior to this call. At this point, we have been working on memberships with minimal effort. We now need to step up the effort and take action. Some suggestions are easy; wear your badge at shows or events you attend; promote the Federation at your local shows just by talking with people, handing out applications or even *Bottles and Extras* magazines.

A subcommittee was created to work on this goal. Good comments/suggestions were given by board members. To show the progress of our goal of 2,000 members, Ferdinand suggested creating something to put on the website/facebook like a "bottle (an old one) filling up," and also put it in the magazine. We are currently at 1,193 members (starting at 968 when Alan DeMaison began as Business Manager).

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Ferdinand is asking that board members read through this updated list and add any further comments/suggestions. He will set up a conference call with the subcommittee and assign board members to take care of certain tasks.

**Agenda 2: Merchandise - Ferdinand Meyer V, Sheldon Baugh**

Ferdinand stated that one of the best ways to advertise the Federation is through “free marketing.” By wearing your FOHBC hat, shirt, using your mug, it gets the FOHBC noticed and its name out there. Any show you attend, whether one of your local shows or our show, a club meeting, can be a “target” for advertising. Sheldon said that in the past we have had many types of items, i.e., mugs, bottles, t-shirts, but they were dated and some items were done specifically for a show/expo. It was agreed that any FOHBC advertising item would not be dated. Merchandise will be kept to a minimum without “overdoing” it or having too much. Board members could use the merchandise as an incentive for joining or for selling or giving away at their local shows. Updating our prices and merchandise, such as the t-shirts, was suggested. We could also use the Virtual Museum logo for merchandise and possibly be given as a gift to those who donate to the Virtual Museum (based on the level of donation).

Merchandise could be available for sale at shows, through our website, and the magazine.

Action taken:

To get started, Ferdinand and Sheldon will discuss merchandise further and present a plan to the board for approval at the next conference call.

**Agenda 3: National Shows - Tom Phillips**

Manchester, New Hampshire 2013

The current tally for paid tables is 154 with 100 tables remaining. There are 50 paid banquet tickets and 118 room night reservations (we need about 100 more to meet our commitment). Early admission is at 1:00 pm; however, this will increase, as the date gets nearer. Mark Vuono has agreed to be our speaker at the banquet and will do a short talk on collecting in New England. This will lead into the “New England Bottle Battle.” The three categories are colored medicines, utility bottles and whimsical glass objects.

Tom did report that room nights are available at the Radisson, as there has been some type of miscommunication regarding the number of rooms allotted.

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Maureen Crawford and Mike George are doing a great job working with the convention center with good attention to detail. They are also getting promotional information out to collectors and the public as well. Ferdinand said a quarter page advertisement will be put in the *Antique Bottle and Glass Collector* magazine for the next four months and a full page ad will be placed leading up to the show. Advertisement will continue to be in *Bottles and Extras* as well. The March/April issue of *Bottles and Extras* will have a story by Mike George on Manchester and the surrounding area.

Both Tom and Randee Kaiser have been promoting the national show when they attend other bottle shows. This includes handing out promotional postcards, contracts, membership forms, talking with people and informing them of the 2014 show in Lexington, Kentucky. All board members should be doing this as well.

Due to previous issues regarding stolen items, security measures for the show are being addressed and security will be tightened. This information is being included and updated with the contract on the website as it happens. Ferdinand will note this in his next President's message in *Bottles and Extras* and the FOHBC website.

We will also be on top of the schedule of events making sure that dates, times, places, etc., is correct on all the correspondence (programs, flyers, website, *Bottles and Extras*, etc.)

#### Lexington, Kentucky 2014

Tom, Randee Kaiser and Sheldon Baugh traveled to the Hyatt Regency Lexington, which will be the host hotel for the 2014 National Show. They met with the convention center director and discussed the set-up, registration, advertising, banquet, etc. They also met with the convention's visitor bureau representative who will help with the promotion of the show. Tom noted that the representative had already "checked us out" and was knowledgeable of the Federation. He is willing to help us in any way he can and said that we need to get other people (not just collectors) to the show. He will help with TV spots, local media and newspapers. This show will also include our version of "Antique Road Show" where a table will be available for free appraisals. This should be a nice draw for people. The representative is also offering someone to sit at the registration table that is knowledgeable of the area to help visitors. There is plenty of parking, restaurants and shopping within the local vicinity.

#### Southern Region 2015

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As stated last month, invitation letters have been sent to local and member clubs. The deadline to respond if interested is Dec. 1<sup>st</sup>. Further information will be given after the deadline. At this point in time, there is only one club that has responded.

A brief discussion was held regarding how to promote future shows, i.e., 2015 Federation National Charlotte or 2015 Concord. Should we include the name of the primary city it is to be held in? This will be discussed further.

Action taken:

No action taken.

**Agenda 4: FOHBC Bylaw Update - Gene Bradberry**

Ferdinand explained that a final copy of approved by-laws needs to be agreed upon and placed on the website. Gene Bradberry gave an update. He has reviewed the by-laws; however, he notes that at this time there is nothing that addresses the consequences to an FOHBC member if they have done something “unethical” and/or against the Code of Ethics. There is something in the by-laws regarding a Board member’s “unethical” behavior.

Discussion among board members was held regarding what happens and what is the Board’s responsibility if an FOHBC member is brought up on charges accusing them of unethical behavior or a violation of the Code of Ethics. The person should have an opportunity to defend themselves.

Gene noted that “anyone in violation of the Code of Ethics of the Federation, upon 75% of the Board of Directors, can be expelled from the organization.” This would include life members.

Action taken:

Board members will be forwarded copies of the Code of Ethics. Board members are agreeable to have Gene rework the by-laws to include this and will present it to the board for review. Final vote will be done at the Board meeting in Baltimore. Gene will explain the process via e-mail to the Board.

**Agenda 5: Bottles and Extras/status of January/February issue - Ferdinand Meyer V, Martin Van Zant, Alan DeMaison**

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The subcommittee is working well together on improvement of the magazine – it looks great and is getting out earlier. We now have many articles on hand and are able to be a little choosy. Martin said the January/February issue is 95% completed at this time and will be sending it to the editors by the weekend.

Action taken:

No action taken.

**Agenda 6: Advertisements in *Bottles and Extras***

Ferdinand reported an instance of an incorrect placement for an ad in Nov/Dec's issue. He was concerned that "too many hands" may be involved. Alan DeMaison said that he needs to be contacted for clarification of ads and he must be called or e-mail him directly.

Action taken:

It was suggested to add a new contact entry for the "Who to Contact" information that is in B&E. Alan is already listed on the Show Ads for Magazine. There is also an entry of "Advertising in Magazine" and Gene Bradberry suggested to add the word "All" Advertising in Magazine.

**Agenda 7: Contests and Awards - Alan DeMaison and Ed Kuskie**

Carl Sturm, as Board Member, has handled the annual Federation contests for many years. As he is no longer a board member, this task needs to be assigned to someone else. Information was received from Carl regarding the procedure and process for this. Alan DeMaison has agreed to work on this, along with Ed Kuskie.

Action Taken:

Alan and Ed have discussed this project and they are capable of handling it. They also may have an additional award. Alan will inform members as they work on this.

**Agenda 8: Hall of Fame and Honor Roll Nominations - Alan DeMaison**

Alan DeMaison will continue to be the contact for the Hall of Fame and Honor Roll nominations.

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Previously, Gene had taken on the responsibility of having a DVD developed to replace the many materials of the Hall of Fame and Honor Roll. He reported that the company he had procured has gone out of business.

Action Taken:

Alan asks Gene to send him a book so he can check with a company in his local area.

Gene also noted that Alan DeMaison should be listed as the “Who to Contact” for the Hall of Fame and Honor Roll Nominations. Also add his name to Federation Contests.

Martin Van Zant will add this information to the *Bottles and Extras* “Who to Contact” section.

**Agenda 9: Virtual Museum Update - Ferdinand Meyer V, Alan DeMaison**

Alan gave an update on the progress of the fundraising for the Virtual Museum.

A motion was made by Jim Berry that the Federation of Historical Bottle Collectors authorizes Alan DeMaison to open up a checking account at US Bank using the FOHBC non-profit Tax ID number 51-0181650 and be identified as FOHBC Virtual Museum. Alan DeMaison, Pam Selenak and Sheldon Baugh will be co-signers on the account. The motion was seconded by Robert Ferraro and all members present approved.

Alan has developed donation cards and letters (copied to board members via e-mail). He is expecting to be able to send these out to every Federation member in late January. He will discuss with Ferdinand regarding incentives for “donation levels,” so the letter may be revised.

To help with printing of these letters and pledge cards, Alan has been using a different printing group (a school class) and a donation will be made to the program.

Ferdinand reported that when originally named, he recommended using the name, The Virtual Museum of American Bottles and Glass. However, he was reminded by those across the oceans that this is a worldwide organization. He then renamed it the Virtual Museum of Bottles and Glass. All members agreed this was acceptable.

Ferdinand also reported on the logo of the Virtual Museum and the Federation logo as well. Both logos will be used jointly as necessary.

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Ferdinand's design of the Federation logo will be placed on the website for members or clubs to use.

**Agenda 10: Financial Update - Gary Beatty**

Gary reported on the financials. An updated report was sent to board members via e-mail.

Action taken:

No action taken.

**Agenda 11: Public Relations Update - Pam Selenak**

Pam reported that she has sent out Thanksgiving cards and will be sending Christmas greetings out soon.

**Action taken:**

No action taken.

**Agenda 12: Open Discussion**

Pam Selenak asked Tom if he is aware of any discounts offered for airline travel. Tom does not at this time. Other members reported that they have gotten discounts in the past.

Action taken:

Members will follow up and check with airlines or travel agencies they deal with. If anyone else has any information, please let Ferdinand know and he can get this information on the website.

Reserving a room for the show photographer at Manchester's show will be followed up on.

**The conference call was ended at 10:35 pm EST**

Respectfully submitted,

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James Berry, Secretary