



## **The Federation of Historical Bottle Collectors Board of Directors Meeting**

**FOHBC 2017 Springfield National Antique Bottle Convention & Expo**

**03 August 2017, Sheraton Monarch Place Hotel | Boland Executive Conference Room**

Ferdinand Meyer V called the meeting of the Federation to order at 8:00 am EST.

**Present:** Ferdinand Meyer V, President  
Sheldon Baugh, First Vice President  
Steve Ketcham, Director at Large  
John Pastor, Director at Large  
James Berry, Secretary  
Elizabeth Meyer, Business Manager  
James Bender, Historian  
Linda Sheppard, Membership Director  
Valeri Berry, Merchandise Director  
Louis Fifer, Conventions Director  
Eric McGuire, Western Region Director  
Matt Lacy, Midwest Region Director  
Brad Seigler, Southern Region Director  
Robert Strickhart, Northeast Region Director

**Absent:** Gene Bradberry, Second Vice President (RIP)  
Alicia Booth, Public Relations Director  
Ron Hands, Director at Large  
Gary Beatty, Treasurer  
Martin Van Zant, *Bottles and Extras* Editor

**Guest:** John Fifer, Ohio Bottle Club  
Isabella Alucema

**Agenda A: Call to Order – Ferdinand Meyer V** (Welcome, Attendance, Roll Call, Guest Recognition, Weather Report)

Ferdinand called the meeting to order and welcomed everyone to the semi-annual FOHBC Board of Directors meeting. Attendance was taken with fourteen board members present and five absent. Two guests were recognized. There were no board members on the conference line. Gary Beatty was noted as being delayed with transportation issues. Gene Bradberry (RIP) was recognized.

**Agenda B: State of the FOHBC – Ferdinand Meyer V** (Four Legs, Elections and Board Positions, Path Forward, Best Face, Legacy, Golden Pasture)

Ferdinand discussed the current status of the FOHBC board noting that this is one of the best groups of directors he has had the pleasure to work with and noted good participation by all. As in many organizations, opinions differ and challenges occur. For many reasons, including legacy, these positive board dynamics must continue.

The FOHBC stands on four legs:

**The Federation of Historical Bottle Collectors**  
**2017 Springfield National Antique Bottle Convention & Expo**  
**Board of Directors Meeting**

03 August 2017 8:00 am EST

1. Our publication: *Bottles and Extras* is one of our strengths, however, it was noted that challenges lie ahead with design, production, delivery and cost management.
2. Our National Convention: The biggest antique bottle and glass event each year rotating in our four FOHBC regions. Usually a great collaborative effort to stage. Challenges with an evolving hobby and audience.
3. FOHBC Web Site: Probably one of the most comprehensive hobby web sites. The site needs to be maintained in order to be relevant and current with news and information.
4. Virtual Museum: The next generation of bottle and glass information viewing and sharing. An immense task with a separate governing board.

The election of officers is due in 2018 and results will be announced at the 2018 Cleveland National. A committee must be formed to help with this process. Ferdinand will work to find three eligible, independent FOHBC members who will be tasked with putting together a slate. The open election process will start soon. Sheldon Baugh declined to head up this committee for personal reasons.

Ferdinand announced that he will not be seeking another term as President. He proposed helping those elected to transition into projects that Ferdinand and/or the President usually heads (FOHBC web site, *Bottles and Extras*, National Conventions, Virtual Museum, Newsletter, Advertising, Design Standards, etc.).

We need to continue to look towards the future to determine what direction the FOHBC must take and how the FOHBC is relevant to our collecting and membership base. In our path forward, we must all work together as a team, make decisions and stick with it. If problems arise, solve them and move forward.

**Agenda C: General FOHBC National Events – Ferdinand Meyer V** (Definition, History, Challenges, Hybrid Brand, Path Forward, Pasture)

Ferdinand defined what our national conventions and shows are and how they have developed and progressed over the years. Ferdinand projected on-screen (attached) various examples of past, present and projected future FOHBC conventions and shows. Each day of each model was

represented with color-coded events and times. Dealer hours (times the show is open) was also listed. Comparisons were made with *the past, present and planned FOHBC conventions and shows*.

Ferdinand reminded the board that we are coming off five successful national shows (2012 Reno National, 2013 Manchester National, 2014 Lexington National, 2015 Chattanooga National and the 2016 Sacramento National). While there were many successes, we continue to be challenged with Sunday attendance at all of our shows. We continue to be challenged with getting they younger ‘next generation’ to our shows. Competition from Facebook, other digital means and complacency are affecting all hobbies. It was noted that the 2016 Sacramento National had a very high attendance that broke all recent records. The profit from this convention also exceeded all expectations.

The concerns with costs, attendance, marketing, show chairs, volunteers, number of events, dealer time (dealer nights and dealer table time) and other variables were discussed using the following models:

Model A (2016 Sacramento National): This was our first regional four-day (Thursday through Sunday) “Convention & Expo” format with a total of twenty dealer hours and 2-3 nights potential stay for dealers. The auction time was on Saturday evening. There was a special opening

**The Federation of Historical Bottle Collectors**  
**2017 Springfield National Antique Bottle Convention & Expo**  
**Board of Directors Meeting**

03 August 2017 8:00 am EST

reception and open house at American Bottle Auctions on Thursday that preceded the bottle shoot-out competition on Thursday night.

Model B (2017 Springfield National and 2018 Cleveland National): Our second and third regional four-day “Convention & Expo” format. Special opening events. Seventeen hours of dealer time due to the Saturday morning auction taking show hour time. Room hopping was added on Saturday night to fill the vacated auction slot. The proposed 2019 FOHBC 50<sup>th</sup> Anniversary Augusta National Antique Bottle Convention & Expo is based on Models A & B.

Model C (2015 Chattanooga National): A three-day Show and not a Convention (Friday, Saturday and Sunday) with ten hours of dealer time and 1-2 nights of possible dealer hotel time. On Friday, there was the board meeting, registration, cocktail hour, banquet and bottle competition. The next day was the membership breakfast, seminars, show hours and evening auction. We realized that in the past, membership meetings were not well attended on Friday afternoon, therefore, a change was made in Chattanooga and we had the membership breakfast on Saturday morning and attendance increased greatly. Another change was moving the bottle competition to the first day as to not be backed up against and after the banquet on Friday night.

Model D (2014 Lexington National): A three-day show (Friday, Saturday and Sunday) with ten hours of dealer time and 1-2 nights of possible dealer hotel time. Similar to the 2015 Chattanooga National noted above but without the Saturday morning breakfast. The bottle competition and banquet were both on Friday night.

Model E Hybrid (2018 Cleveland National Proposed Contract Revision): Omits Sunday as event day. Omits Saturday night event. Possibly omits Thursday events. Nine hours (two half days) of dealer time requiring 1-2 nights of dealer hotel time.

Ferdinand said that other related hobby organizations hold similar national conventions. For instance, it was noted that the typical National Insulator Association (NIA) Convention & Expo, National Association of Milk Bottle Collectors (NAMBC) Convention and International Perfume Bottle Association (IPBA) Annual Convention were as long as, and had as many events as our most recent FOHBC Convention & Expo. The stamp and coin national conventions are usually longer.

Ferdinand made some suggestions regarding increasing our attendance and selling more tables at our national events. This included combining our convention with another large antique and collectible convention, hiring a public relations person to promote our events nationally in antique journals, television and web media, raising the early admission fee to generate more table sales, creating dealer alleys by collecting area groups redefining table top antique ratios, giving a third dealer table away free, having the convention in the same location each year or withdrawing from conduction FOHBC national events altogether. We all need to put our heads together and address these issues and other related challenges.

Action Taken: The board was asked to consider the models above which can be referred to when planning future shows and conventions. The models should also be referenced with the 2018 Cleveland National and 2019 Augusta National discussion which occurs later in the meeting.

**Agenda D: 2017 Springfield National Antique Bottle Convention & Expo - Jim Bender, Bob Strickhart and Ferdinand Meyer V** (Overview, Program Distribution, Special Announcements, Events, Springfield Armory Reception, Coker Auction, Registration, Battle of Springfield, Membership Breakfast, Seminars, Ribbon Cutting, Early Admission, Displays, Banquet (Components), Watson One Auction, Room Hopping, Chapel Service, General Admission, Youth Corner, Raffles &

**The Federation of Historical Bottle Collectors**  
**2017 Springfield National Antique Bottle Convention & Expo**  
**Board of Directors Meeting**

03 August 2017 8:00 am EST

Drawings, Display Awards (plaques and ribbons), \$1k FOHBC Donation, Merchandise, Operations, Financial Status, P&L Statement, Post Show Reporting, Archiving Photographs)

Jim Bender acknowledged that although he and Bob Strickhart were co-chairs, the Springfield National was a combination of many people helping with the different events scheduled. Team Springfield was referenced and each member was named.

Jim continued with a detailed report of daily events (listed above) explaining who was involved, what was expected and where they will be held, etc.

A discussion was held regarding the number of tables sold. The total number was far short of what was projected mostly due to the number of days according to the show chairs. It was noted that Lexington, Chattanooga and Sacramento had also expected 300 tables plus but was unable to reach that goal. Other dealer issues were noted and some board members stated that many shows are having problems. All present realized that the dealers are the core strength of any FOHBC show or convention.

Steve Ketcham said that in the Ohio region for instance, most people are not 'high end' collectors and their needs are met locally. For example, Ohio has several bottle clubs and holds six to seven shows per year. Nationally, there are close to 100 clubs who usually conduct a show annually. This dynamic directly affects our ability to sell tables.

Sheldon Baugh and John Pastor felt that we need to redouble our marketing efforts. We are marketing primarily to the members and dealers but we need to market more to the public who collect antiques.

Jim Bender stated that Springfield National advertisements were run in the bottle magazines and local antique journals and that flyers and posters were distributed locally. Local television and newspapers were also contacted.

It was noted that the Coker Auction from Tennessee surprised the FOHBC and took advantage of our event to hold an unsanctioned auction at our host hotel. The timing coincided with our Springfield Armory opening reception. Mr. Coker (and his public relations person) had contacted Ferdinand asking him to advertise and promote the auction on our web site and Peachridge Glass, however, Mr. Coker refused to move his auction or even to buy an advertisement in our souvenir program or magazine to show support. Ferdinand declined to place any information on the web sites. He also noted that he had taken the issue up with the Marriott Monarch Place Hotel and Marriott corporate with disappointing results. In the future, we should place a non-compete clause in our contract with our host hotel and convention center venue.

Ferdinand noted that we had engaged a transportation company shuttle bus that will be available to take people back and forth to the Springfield Armory Reception every twenty minutes or so. The reception is 1-5:00 p.m.

Bob Strickhart reported that he and his wife, Marianne, will take care of registration, general admission and other ticket sales.

Steve Ketcham said that he and Dana Charlton-Zarro have set up a system for members of Facebook bottle groups to be identified. They will have a sign at the front registration tables and will give out round blue stickers to put on their name tags. That way, all Facebook group members can meet and talk personally with those they don't normally meet when they are online.

Jim Bender gave an overview of the security system at the MassMutual Center. There are cameras throughout and a room with monitors for viewing. There will also be plainclothes security people as

**The Federation of Historical Bottle Collectors**  
**2017 Springfield National Antique Bottle Convention & Expo**  
**Board of Directors Meeting**

03 August 2017 8:00 am EST

well as convention center staff walking around at the show and public areas. Dealers are still expected to keep watch over their tables and wares.

Action Taken: No action taken.

**Agenda E: 2018 Cleveland National Antique Bottle Convention & Expo Update – Louis Fifer, Matt Lacy, Ferdinand Meyer V** (Late Proposed Change in Direction, Info & Contract Delay, Hyperbole, Vote, Revisions if Necessary, Souvenir Program, Next Steps)

Matt and Louis began by addressing the most recent concerns with the Cleveland National. The ‘Cleveland Hybrid Model E’ noted above was used to assist Matt and Louis in proposing a program and contract revision deleting Sunday, Saturday night and possible the opening events on Thursday.

There has been a lot of communications back and forth between the Springfield National and Cleveland National show chairs regarding the reasons why dealers are not setting up at shows. Louis and Matt mentioned they have talked to dealers at local shows and on Facebook and said that dealers were expressing concerns with the 4-day convention, the cost, days away from home and slow Sundays. Some felt that Sunday could be used as a travel day to return home.

Ferdinand reminded the board that there are contractual obligations and a deposit already in place for the Thursday opening reception at the Rock and Roll Hall of Fame. We also have contractual obligations with the Marriott Key Center Hotel and Cleveland Convention Center. Deleting Sunday and Saturday night events would probably jeopardize our 500-room night obligation as much of our audience would probably leave on Saturday after the afternoon conclusion of the show.

Jim Bender questioned the cost and need for an FOHBC Membership Meeting Breakfast. This event is paid for by the Federation and not through convention and show accounts. The first breakfast was held in Chattanooga in 2015 followed by Sacramento in 2016. Both were successful and are part of our obligation to communicate with our membership. This event also meets our obligations as a not-for-profit organization. After discussion, all agreed to proceed with the breakfast meeting model as planned.

Due to the late proposed contract revisions, the previously approved Cleveland National contracts were not posted online one week prior to the Springfield National.

Further discussion was held regarding the schedule of events for Cleveland based on Model B (Springfield). Thursday will remain as scheduled as well as Friday. Saturday will still have the proposed auction in the morning. Room Hopping will remain on Saturday night. It was decided to keep Sunday on the schedule, however, change the show hours from 9 am-1 pm instead of 7:00 am to 3:00 pm. This will make Friday (early admission), Saturday and Sunday all half days as far as show and dealer time.

Action Taken: A motion was made by Louis Fifer to approve the Cleveland National contract revision as discussed and noted above. The motion was seconded by Brad Seigler. A vote was taken by board members present and motion passed with fourteen approvals. Contracts will be revised and printed so they are available at the Springfield National.

**Agenda F: 2019 Southern Region National Antique Bottle Convention Update – Ferdinand Meyer V, Louis Fifer** (History, Change in Direction, Reset vs. Cancellation, Vote, Next Steps)

**The Federation of Historical Bottle Collectors**  
**2017 Springfield National Antique Bottle Convention & Expo**  
**Board of Directors Meeting**

03 August 2017 8:00 am EST

Ferdinand said that the FOHBC has been advertising our 50<sup>th</sup> Anniversary Convention & Expo for the past year and a half. Augusta has specifically been advertised for the past few months.

Ferdinand reminded the board that after working on soliciting sites in the Southern Region for 2019, the board approved Augusta (as a finalist candidate) as presented as a 4-day event based on Springfield and Cleveland models at our Baltimore semi-annual meeting in March 2017. The board then tasked Ferdinand and Louis to narrow the search down to Augusta and Myrtle Beach. A team was assembled and met in Augusta including Ferdinand, Louis Fifer, Bill and Bea Baab, Walter Smith, Marty Vollmer, Mike Newman, Eric Warren and representatives from the Augusta Convention Bureau, Marriott Hotel and Convention Center and Augusta Museum of History. Follow-up notes were issued to all board members noting successful meetings and tours.

It was noted that Bill Baab is heading up the effort for producing an FOHBC commemorative bottle for the anniversary convention. Bill has been looking into glass houses for production.

Ferdinand and Louis had previously sent the final Augusta National proposal on 05 June 2017 to board members thinking a quick approval would occur since all conditions were met and a team was in place. After this email seeking approval was sent, several board members expressed the same concerns as noted above for Springfield and Cleveland. Some board members were against holding a longer show. Ferdinand said that officially we have not signed any contracts with Augusta. With all of the emails going back and forth, Ferdinand tabled the discussion for Augusta approval until the Springfield National FOHBC board meeting. Ferdinand noted that we are in jeopardy of losing our contract, credibility and team Augusta if we do not make a decision and move forward.

Several members gave their opinions and a lengthy discussion occurred. Some board members do not agree with the longer Augusta event even though it is our 50<sup>th</sup> Anniversary. We were not able to get the opinions of others from the Augusta team; however, it was noted that they are supportive and eager to go forward with the proposal that was submitted to the board.

Action Taken: A motion was made by Jim Berry to accept the 2019 50<sup>th</sup> Anniversary Convention and Expo in Augusta, Georgia as presented as a 4-day event such as Model B (Springfield and Cleveland) with Sunday show hours as modified for Cleveland above. The motion was seconded by Brad Seigler. A vote was taken with ten approvals and four rejections. Motion passed. Louis and Ferdinand will try to resurrect the Augusta National program and process.

**Agenda G: Bottles and Extras – Ferdinand Meyer V**

September | October 2017 issue: Ferdinand recounted the schedule. From July 24th to August 2<sup>nd</sup>, files were sent to Martin. From August 3<sup>rd</sup> thru 9<sup>th</sup>, the issue was out for proofing with a projected August 10 download to ModernLitho. The issue will mail around the 20th of August. The first approval draft is out to the review team. Proof readers must review as soon as possible. It was realized that this may be problematic due to the proof period competing with the Springfield National. Articles include *Remembering Bob Ferraro - From Black & White to Color*, *Chlorine for your Teeth*, *Northeastern Favorites*, *Cheers to the Privy!*, *A Dig Story: 25 Holes in 49 Days*, *Ernest Kellerstrass - The Man Who Loved Chickens*, *Member News*, *Member Photos*, *Lost & Found* and *Shards of Wisdom* etc.).

The November | December 2017 issue will contain the *Springfield National report* (author needed), *Another Look at Sandwich*, *Snow Flake Whiskey* and *Vaseline Glass Goes to War*.

2018 issues were discussed. Midwest region articles are needed in preparation for the Cleveland National.

Tom Phillips will be contacted and asked to do a tribute article for Gene Bradberry.

**The Federation of Historical Bottle Collectors**  
**2017 Springfield National Antique Bottle Convention & Expo**  
**Board of Directors Meeting**  
03 August 2017 8:00 am EST

It was noted that the Springfield National souvenir program was dedicated to both Bob Ferraro and Gene Bradberry.

In the future, Ferdinand will be looking to assist Martin and a transition team to take over the magazine design and layout.

John Pastor reported that there has been informal discussions with Ferdinand regarding the possibility of creating one magazine and merging *Bottles and Extras* and *Antique Bottle & Glass Collector*. John reviewed general AB&GC information such as circulation, editors, staff, etc. This topic will be discussed further with the Board of Directors. Board members can think about and have questions ready for discussion at the 2018 Baltimore meeting.

Action Taken: Information will be assembled regarding the many details that will need to be addressed before any decisions are made.

**Agenda H: FOHBC Web Site – Ferdinand Meyer V** (Status and Goals, Show Reports, Show Listings, General Posts, *Bottles and Extras*, Members Portal, Maintenance, Transition, Upkeep, Keys)

The web site is currently maintained by Ferdinand and includes a lot of work to keep it current and relevant. We need to find someone who can help with the site upkeep.

Action Taken: No action taken.

**Agenda I: Social Media – Ferdinand Meyer V**

Social media is a big part of bottle collecting and our hobby and a great way of communicating 24/7/365.

The FOHBC Facebook page, like the web site, needs volunteers to keep the page fresh, relevant and to answer bottle related questions.

Ferdinand noted that there are dozens of antique bottle and glass Facebook pages on a global basis.

Ferdinand gave a few membership (friends) statistics such as the FOHBC Facebook members being 2,535, the Peachridge Glass Facebook page with 1,793 members, the Bottle Collectors Facebook page with 7,530 members and the Early American Glass Facebook page with 1,187 members.

Ferdinand noted that Peachridge Glass had surpassed 2 million page visits.

Action Taken: No action taken.

**Agenda J: FOHBC Virtual Museum – Ferdinand Meyer V** (Status, Mission Statement, Imaging, Hyperbole, VM Board of Directors (DeMaison, Fuss, Libbey, Meyer, Siri), Presentation, Next Steps, Privatization)

Ferdinand, with great concern, noted that there was some mis-information regarding the Virtual Museum being circulated by a board member to other board members and to our membership. This talk claimed that the Virtual Museum was only Ferdinand's and Sandor's bottles, was only for one-of-a-kind bottles, was only the most expensive bottles and was a total waste of time and money, etc.

**The Federation of Historical Bottle Collectors**  
**2017 Springfield National Antique Bottle Convention & Expo**  
**Board of Directors Meeting**  
03 August 2017 8:00 am EST

Ferdinand was very concerned that the board member was inferring that the Virtual Museum board and Federation board was not efficiently a guardian of monies gathered. Ferdinand reminded the board that the FOHBC had never contributed financially to the FOHBC effort. The museum was being supported by donations.

Ferdinand reminded the board that these negative statements noted above had never been discussed or documented as components and criteria for the Virtual Museum during the last seven years of development. Ferdinand suggested transparency when criticizing the museum and suggested that the board member contact the Virtual Museum developers directly (DeMaison, Fuss, Libbey, Meyer, Siri) or bring the concerns to a board meeting where all can hear and address.

Ferdinand noted that there were hundreds of hours being expended of volunteer time as far as Virtual Museum web site creation and imaging.

Ferdinand reviewed a portion of the Virtual Museum (VM) mission statement:

*“will display, inform, educate and enhance the enjoyment of historical bottle and glass collecting by providing an online virtual museum experience for significant historical bottles and other items related to early glass.”*

Ferdinand, as he has always said, stated that this is a ‘museum’ experience. The bottles displayed will be of historical significance and contain research which might not be readily available on the many Facebook sites where common bottles appear daily.

Ferdinand gave an overview of the Virtual Museum imaging which was being headed up by Alan DeMaison. Alan has filmed select bitters bottles from the Meyer collection in Houston, select bitters and historical flasks from the Fuss collection in Denver and is planning on trips throughout the country to conduct further photography and imaging. Alan has an area on the showroom floor at the Springfield National where he will be imaging bottles and promoting the Virtual Museum.

Through the computer and projected on screen, Ferdinand gave a tour of the Beta test model for the Virtual Museum web site. The bitters gallery will open first. The historical flask gallery is planned to open second. The Virtual Museum will be unveiled at the FOHBC banquet after the Watson tribute.

Action Taken: Board members expressed confidence in the Virtual Museum effort.

**Agenda K: Financial – Gary Beatty** (Treasurers Report, Expenses, Projection Budgets, Goals, Investments)

Unfortunately, due to transportation and travel issues, Gary was not able to attend the meeting. He relayed that he does have financial information for board members and will distribute to all when he arrives.

Action Taken: No action taken.

**Agenda L: FOHBC History – (Bradberry Files)**

It was reported that there will be a need in the future to obtain all Federation items that have been held by Gene. His wife Patsy said that it will take some time for her to gather all items together.

Action Taken: Follow up will be done with Ms. Bradberry at an appropriate time.



**The Federation of Historical Bottle Collectors**  
**2017 Springfield National Antique Bottle Convention & Expo**  
**Board of Directors Meeting**  
03 August 2017 8:00 am EST

**Agenda M: General Discussion / Conclusion**

No further discussion.

**The Board of Directors meeting was adjourned at 11:45 am EST**

Respectfully submitted,

James Berry, Secretary

[see attachment]