

New FOHBC Web Site...a long time coming

by Ferdinand Meyer V

It has been a long time coming, but the new FOHBC Web Site was launched with great success in mid June 2011 to a broad base of members, bottle collectors and hobby enthusiasts.

New Web Site Origin

After attending a few FOHBC Board meetings as a guest, I was able to gather my courage and eventually raise my hand and state that I wanted to become a Board Member and was prepared to work hard to give something back to this hobby that I enjoy so much. You see, I come from a family of bottle collectors in Baltimore and I am also a Principal with FMG Design, Inc., a leading, nationally recognized, design consultation firm based in Houston, Texas. It seemed like a nice fit for me but I have to admit, I was a bit intimidated. The Board is and always has been represented with various well-known bottle collectors and figures with many decades of collecting and FOHBC Board experience. Many are in the FOHBC Hall of Fame. Talk about intimidating.

My initial carrot that I proposed to the FOHBC was that I would take over the FOHBC Bottles and Extras magazine Editor position at no cost. I would also revamp the magazine and prepare it for the next generation of collectors. This is a paid position now. To my surprise, this role was delegated, just prior to the meeting by Richard Siri, to Jesse Sailor with Glass Works. The task now resides with Martin Van Zant. Oh well. So where can I help?

After consulting with the past FOHBC President, Richard Siri, Richard expressed his desire to create a Virtual Museum. He asked if I would head up the project. I immediately said yes and the ball was rolling.

Elections came and went, time passed and I was now an elected Board Member in the position of 2nd Vice President. This basically means that I can work on special projects as the Board President and Board dictates. The Virtual Museum project really took off with Richard as president but stalled significantly with new Board president Gene Bradberry as other urgent priorities seemed to fill the FOHBC agenda such as the state of the existing web site, Virtual Museum funding, declining membership, Board changeover and the FOHBC National Show and Sale in Memphis. So again, I raised my hand in Baltimore in March 2011 at the semi-annual Board Meeting and volunteered to redo the present FOHBC Web Site, which was

universally thought of as outdated and stagnant. I further stated, and I went out on a limb to do this, that I would deliver a new site based on a design that I had prepared and presented. I also stated that I wanted to head this project up alone, without a committee to impede progress and delivery. I was also granted approval to hand pick two (2) paid web technicians (Bill Meier and Tim Garfield) to help with the mechanics of the site. Certainly progress updates would be given to the Board. This was approved unanimously. The clock was ticking. I wanted this web site ready prior to the National Show in late June.

Fast Forward to Web Launch

After countless hours of building the site and filling it with information, it came down to launch. This is important because this site is intended to be one of the firm legs of the future of the Federation and our hobby. You see, we need new members and the world and how we present, receive and review information has dramatically changed in the last decade. Web sites, emails, texting, social media such as Facebook and digital technology are the path to and the tools of the next generation of our hobby. Newspapers, magazines, books, auction catalogs and newsletters etc. are now delivered electronically. My office for instance, rarely uses our stationery, mails a letter or gets blueprints for projects anymore. Everything is electronic. I realize the dinosaurs out there are having a hard time with this but...and we all like dinosaurs right...but where are they now?



Note that the new web site address is FOHBC.org
The FOHBC.com address was discontinued.

New FOHBC Web Site...a long time coming *continued*

So on Saturday, 11 June 2011, talking advantage of knowing that collectors read their emails and look at web sites on Saturday and Sundays (look at how many eBay auctions end on Sunday night), our launch was ready. Massive collector database files were assembled, an email announcing the new site was drafted up from Gene Bradberry and the launch occurred. Thousands of emails sent out with a request to visit the new FOHBC Web Site. What you don't know is that the server hosting the site had some type of major problem mid launch. This could have been disastrous. People were sending me emails and saying the site link was not working. Some quick thinking and movement by Bill Meier allowed the site to be shifted to another server and the launch was completed. Now we could both sit back and watch the hits with Google Analytics. And boy was the site hit. We reached a thousand strikes in the first day. The site continues to be visited to the tune of hundreds of visits a day, new members are signing up on-line and the digital future of the FOHBC is rosy. I thank the Board for giving me this opportunity. Now I hope to watch over the site and hope to get the members and collecting hobby involved with submitting articles and keeping the site fresh.

Social Media Link

Simultaneously, a new **Facebook** page was set up for the FOHBC. This allows all of the digital savvy bloggers to follow bottle news instantaneously. Visit the FOHBC Facebook page, become a 'friend' and keep up to date. This form of social media feeds the FOHBC web site and supplements our membership base. The Facebook page has also been successful in recent months notifying a broad base of individuals of potential eBay listings and/or issues, reminding everyone of bottle shows and discussing recent finds.

What this Web Site Can Do

You will notice that **Feature Stories** dominate the visual presence of the home page. Large images revolve on screen and tempt you to read further. The topics in the Feature Stories should be of the highest degree of interest and/or have a broad audience reach. Imagery should be strong. This material should be changed out quarterly. We encourage topic and article submissions here. All material is archived for future reference.

A smaller section of **Editor Picks** occurs beneath the

Feature Stories. These picks can be short stories or posts of general interest with accompanying images. Posts can occur on an 'as needed basis' and are typically in dated order. This material is also archived.

Beneath the black FOHBC masthead, you will see an interactive green horizontal menu bar with the title **FOHBC**. This is the area and method to go deeper into information areas of the site. You will find FOHBC officer information, bylaws, Presidents Message, Notes of Record, etc.

The second listing on the Menu Bar is titled **History**. This is a work in progress that includes comprehensive listings of Hall of Fame recipients, Honor Roll inductees and past Board Presidents. This information is being compiled by Bill Baab.

The web site also has a Search box on the home page. Simply type in your topic and the site archives will be searched for information relating to the word you entered. Basically, all information and postings will be archived within the site for future reference.

Bottles and Extras is also presented in 'Flipbook' fashion, meaning you can read it or download it on line. I am in the process of going back in time and archiving all Bottles and Extras issues. This is very time consuming. Eventually Bottles and Extras will only be available for members and you will have a special password for access.

Has an updated and current **Show Listings**. This is easy to update so please submit your shows which you can do on line. You can also have your show flyers included as a link in the listing. All Club News will also be listed on the web site which will keep the news fresh and pertinent to time sensitive dates.

A list of **FOHBC Members and Clubs** also occurs. You can become a member online. Many new members have been already signed up electronically.

You will find a area for **Resources** for related books, magazines, web sites, auctions, clubs, links etc. FOHBC Virtual Museum progress information is also noted. The Merchandise area is also being updated. So visit the site, submit an article or two and help keep the site fresh! This is your site. As Gene Bradberry says. 'this is a Work in Progress, Folks'.

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The Willington Glass Works in Connecticut
<http://www.peachridgeglass.com/2011/07/connecticut-the-willington-glass-works-colors/>

Wall Photos

Sunday at 5:15am · Like · Comment · Share

2 people like this.

Write a comment...

Peachridge Glass
Unlisted Morning Call Bitters <http://www.peachridgeglass.com/2011/07/unlisted-morning-call-bitters/>

Rare Cincinnati Bitters Finds its way to Memphis

Saturday at 6:00am · Like · Comment

2 people like this.

Edward D. Nikles I was fun to watch it sell at the Memphis Show Auction ! Congratulations !
Saturday at 6:14am · Like

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Peachridge Glass
Reno Show Pictures in from Pam Selenak
<http://www.peachridgeglass.com/2011/07/reno-show-pictures-in-from-pam-selenak/>

July 29 at 2:43am · Like · Comment

3 people like this.

John D Strong Cool way to display Drakes.
July 29 at 1:38pm · Like

Brian Shultis SWEET !!!!
Saturday at 7:28am · Like

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Peachridge Glass
Hey! Who says New England Glass isn't Colorful?
<http://www.peachridgeglass.com/2011/07/hey-who-says-new-england-glass-isnt-colorful/>

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