



# *The Federation of Historical Bottle Collectors*

**Board of Directors Meeting | Cleveland, Ohio**  
Marriott Key Center Ontario Board Room

**Cleveland, Ohio**  
**August 2, 2018 8:00am EST**

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

**Present:** Ferdinand Meyer V, President  
Sheldon Baugh, First Vice President  
Second Vice President -  
John Pastor, Director at Large  
Steve Ketcham, Director at Large  
James Berry, Secretary  
James Bender, Historian  
Linda Sheppard, Membership Director  
Louis Fifer, Conventions Director  
Elizabeth Meyer, Business Manager  
Valeri Berry, Merchandise Director  
Matt Lacy, Midwest Region Director  
Eric McGuire, Western Region Director  
Martin Van Zant, Editor

**Absent:** Ron Hands, Director at Large  
Gary Beatty, Treasurer  
Brad Seigler, Southern Region Director  
Bob Strickhart, Northeast Region Director  
Alicia Booth, Public Relations Director

**Guests:** John O'Neil, proposed Second Vice President  
John Fifer, proposed Midwest Region Director  
Richard Siri, proposed Director at Large  
John Panek  
Troy Scafuro, Show Photographer

**Agenda A: Call to Order (Meyer)** Welcome, Attendance, Roll Call, Guest Recognition

The FOHBC Board of Directors meeting was called to order at 8am by President Ferdinand Meyer. Fourteen Board members were in attendance. Ferdinand welcomed everyone and those in attendance introduced themselves. Sheldon Baugh and Steve Ketcham will 'retire' from their board positions this year and were thanked for their years of service and commitment to the FOHBC.

**Agenda B: Election Update (Baugh, Berry, Meyer)** Update New Positions 2018-2020, Thank outgoing, Voting Status and Process, Opening at Cleveland Membership Breakfast, New Positions after Convention, Increase Directors Insurance (Sheldon Baugh)

Sheldon Baugh and the Nominating Committee have worked on the slate of officers for some time. Once finalized, the election process per the bylaws was completed. Ballots have been returned and will be counted at the upcoming Membership Meeting on Friday, August 3<sup>rd</sup>. New Board positions will take place following the conclusion of the Cleveland convention.

Discussion was held at the semi-annual board meeting in Mansfield, OH, regarding a modification to the bylaws involving the election process. If the slate of officers presented is uncontested, it may be possible for the secretary to cast one vote for the slate of officers, eliminating the process of mailing ballots.

**Action Taken:**

It was suggested that the Board look further into amending the FOHBC bylaws regarding the election process. Jim and Val Berry will work on this and submit a draft to the Board.

As a follow up to our request, Sheldon Baugh gave an update on the FOHBC insurance. He reported that currently our coverage is adequate. Directors are covered by two policies: One is general liability and property damage and the second is Directors and Officers liability insurance which covers potential lawsuits. Sheldon further explained that Insurance coverage is also available for FOHBC member clubs for all club sponsored events (including shows, digs, picnics, etc.) at no cost to them. Clubs must notify Elizabeth Meyer or Sheldon Baugh when insurance coverage is needed as there is a form to complete with signatures. We need to continue to remind member clubs that this benefit is available. It was suggested to have a brief article in *Bottles and Extras* with this information to ensure clubs are aware of this benefit.

Sheldon explained the differences regarding coverage and responsibilities for the FOHBC. For example, if you attend a show and place your bottles on display, there is limited coverage. Unless the FOHBC shows negligence, your own insurance would cover accidents.

**Action Taken:**

The FOHBC will make the Insurance coverage information more public to FOHBC member clubs and FOHBC members as well as remind them that it would be appropriate for them to maintain their own insurance coverage for their personal items.

**Agenda C: State of the FOHBC (Meyer)** Four Legs (Magazine, National Show, Website and Internet, Virtual Museum), Regional Diversity, Path Forward, Best Face, Legacy, Golden Pasture

Ferdinand said the “four legs” is the anchor of the FOHBC – not just the magazine. Our website and internet exposure is outstanding and our presence in four regions of the country gives us diversity. We have maintained diversity within the Board as well - there is representation for each region.

Ferdinand reports that going forward, we will continue to represent the hobby well, especially with a new board of energetic, young members with great ideas as well as returning seasoned board members.

**Action Taken:**

No action taken at this time.

**Agenda D: FOHBC National Events (Meyer and Board)** Definition, Report, History, Challenges, Hybrid, Options, Path Forward based on the FOHBC Mansfield Board meeting this past May.

Discussion was held regarding the current state of the FOHBC Shows/Expos. Some seem to do well, while some do not. The length of the four-day shows seems to be the core of the problem. In the recent past, Expos were held every four years with a smaller National Show in the in-between years. Has the excitement of holding an Expo lessened since it is now every year? In these recent years, we have attempted to hold many bottle events to hold people's interest such as a shoot-out, reception, banquet, auction, show, seminars. However, those participating in these events have strict time constraints. Most families do not collect bottles (usually only one family member). Other family members want to do something else. Ferdinand reiterated that we have not set these up as vacations, they are conventions. It comes down to personal preference whether you want to attend an event or not based on your interest in the hobby.

It was noted that dealers make the show – if they don't come, there won't be a show. Cutting out Sunday and making the other show days longer was done in the past and worked well (half day on Friday and full day on Saturday). Dealers consider Sunday as an extra expense for them when they would rather travel back home.

Attendance at the level of 'local shows' was discussed and noted it usually is a relatively low cost to the attendee and the dealers as well. Many people are satisfied with getting their needs met with local clubs and local shows.

A suggestion to 'piggy back' with other shows/events may be beneficial. To be consistent, FOHBC shows have been the first weekend of August and it would be impossible to not coincide with other events, vacations, etc. At this time, the 2019 Augusta and 2020 Reno show will be four-day Expos. The following year, 2021 and future years will need to be decided on what path the FOHBC will take.

Pleasing everyone is difficult and in reality, just impossible to do. A board member was told that someone was willing to travel to Cleveland, however, with the show being open only 1-5, he was not willing to travel that distance for the short show time. People have also said that the Expo format has lost its luster since it is held every year. Changing to every two or three years is a good idea. It was also suggested to consider 'second tier' cities, (i.e. Grand Rapids, Wilmington) as hotels and convention centers are very expensive in the larger cities. Some people do not actually stay at the host hotels/convention centers. Maybe we need to have available more hotel options. However, through a contract, a commitment is made with the host hotel to get a better room rate so we must try to get rooms filled here first.

### **Action Taken:**

A very active discussion was held with board members giving their ideas, thoughts and opinions regarding the format of the FOHBC conventions. Do we simply drop the 'show' business as the majority of people are satisfied with local shows; do we want to consider having an Expo every two, three or four years; or do we shorten to a three-day show every year or every other year as was previously done? Revamping the show events would have to be considered if they are to be held in a shorter time frame.

The 'new' board will continue to discuss this topic. It was also noted that an RFP for 2021 will need to be in the works very soon depending on the final decision of the Board regarding shows/expos.

### **Agenda E: 2018 Cleveland National Antique Bottle Convention Update (Fifer, Lacy, Meyer)**

Latest, Info & Contract, Hyperbole, Hall of Fame Event (Thank OBC), Banquet, Auction, Souvenir Program, Advertising, Gate, Facebook Page, Flash Sale, etc., Next Steps.

Matt and Louis gave an update on the Cleveland convention. At this point, there are 160 tables and 116 banquet tickets sold. There are some banquet tickets still available for late comers.

The souvenir program has reached a record high with over \$17,000 in sales.

The VIP Rock and Roll Hall of Fame Reception will be held Thursday from 1pm to 5pm. Elizabeth Lacy and Lindsey Fifer will handle admittance to this event. Registration will be available at the Rock and Roll Hall of Fame temporarily during the reception time. Thanks were given to the Ohio Bottle Club for their donation of \$2,000 for the VIP event.

Due to a lack of help from the auction agent, the FOHBC had to get consignments for the auction. Matt and Elizabeth Lacy and Louis Fifer completed the auction catalogue including descriptions, photos and layout, again due to lack of help from the auctioneer. A two-foot souvenir guitar will be among the auction items. Two raffle items will be a second souvenir guitar and a commemorative Cleveland jug made and donated by Jim Healey of Tribes Hill, NY.

Other events such as children's games, the banquet, the membership breakfast, the shoot-out was briefly reviewed. Also, the Federation is sponsoring \$1,000 for 10, \$100 gift certificates to be spent at dealer tables. Team Cleveland also had smaller versions of the guitar made and they will be used as the table centerpiece for the banquet (one winner per table to keep as a souvenir). Extras have been made available for sale at \$35.00 with expense and profit going to Team Cleveland, not the Federation.

Marketing the Federation and its convention is important. We may not have been going in the right direction with promoting the show. Ferdinand reported that a public relations person was hired to help with this endeavor. Advertising and articles have been in many publications and getting out to the right people. It was also noted that we had a heavy Facebook presence and our own page. Matt also noted that Instagram and Twitter are huge and we need to get accounts for them and people from different areas who can post information. We need to create 'buzz' with multi-tiered marketing.

**Action Taken:**

No Action taken.

**Agenda F: 2019 FOHBC Anniversary National Antique Bottle Convention | Augusta, Georgia Update (Meyer, Fifer)** Name, Info Packet, Consortium, Team, Financial, Banking, Events, Marketing, Anniversary Bottle, Conflict with Golf name, Next

The information packet for the 2019 50<sup>th</sup> Anniversary convention is on the FOHBC website. It is not 100% complete at this time as it is still being worked on. The team for Augusta, the Consortium, consists of Ferdinand, Mike Newman, Bill Baab, Marty Vollmer, Eric Warren and Walter Smith.

Ferdinand explained that we usually call shows the ‘Springfield National,’ ‘Reno National,’ and the ‘Augusta National.’ However, due to the big golf event held in Augusta, we cannot use the words “Augusta National” in our name. Therefore, it will be the 2019 FOHBC 50<sup>th</sup> Anniversary National Antique Bottle Convention at Augusta, GA.

Ferdinand gave a video overview of the Augusta area including the convention facilities – the Augusta Marriott. He explained the events being planned so far and a commemorative bottle will be made. Members can look on the website to check it out. Ferdinand reported that an open house reception will be held at Mike Newman’s home.

**Action Taken:**

No action taken at this time.

**Agenda G: 2020 Reno National Antique Bottle Convention & Expo Update – (Meyer, Fifer)**  
Team (Richard Siri, Chairman, Warren Friedrich (Treasurer), Eric McGuire, Ferdinand Meyer V) News, Next Steps

Richard Siri briefly reported. At this point, planning for the convention is in the preliminary stages, including displays and shoot-out. The host hotel, however, will be the Grand Sierra Resort and Casino in Reno, NV. The show has been held here in the past and is a nice facility. The team is in place and some information on this convention is on the website.

**Action Taken:**

No action taken at this time.

**Agenda H: Bottles and Extras (Meyer, Van Zant)**

Ferdinand described the magazine stating it is 72 pages plus covers, comes out six times a year and is pretty much done by himself and Martin Van Zant. Ferdinand does the design for cover, member news and content except Shards of Wisdom; then it is sent to Martin who compiles and designs; it goes back to Ferdinand first, then proof readers. Review again, fills in empty spaces, then to printers. Scheduling is tight, but they keep it on track. We are very pleased with our printer, Modern Litho.

Ferdinand also reviewed the current scheduling of *Bottles and Extras*: the next issue, September/October, will be mailed around the 15<sup>th</sup> of August; the November/December 2018 issue will highlight the Cleveland National Convention. He continues to archive past magazines 1999 – 2002. There are several very good writers for *Bottles and Extras*, and many articles are held on file for future use.

Ferdinand said that this (Nov/Dec) issue will be his last. He also stated that when he started working with *Bottles and Extras*, much work was needed to bring it up to the high standard it is today.

At this point, the potential merger between *Bottles & Extras* with *Antique Bottle and Glass Collector* magazines was discussed to the Board by Ferdinand. In the recent past, John Pastor spoke with Ferdinand about gifting or selling (for \$1.00) *Antique Bottle and Glass Collector* as he is now more interested in concentrating on his primary business, American Glass Gallery. This matter was presented to the Board last year at the Springfield National annual board meeting. It was further discussed at the semi-annual meeting in Mansfield with a presentation to be made here in Cleveland by John Pastor and Ferdinand Meyer.

Ferdinand said that both magazines are good for the hobby – they have well designed ads, beautiful covers, lots of content, they are delivered on time, contain stimulating articles and have stable writers.

There are many challenges that face us particularly financial as we do not profit from publishing the magazine. Federation membership has decreased in the past few years and is currently at approximately 950. John reports that AB & GC subscriptions totals approximately 1,600.

John Pastor discussed his Pros and Cons regarding a merger of the two magazines.

#### PROS

- It would ensure keeping a viable and unified magazine for the hobby.
- Membership subscriptions to both magazines was reviewed and resulted in an overlap of approximately 400 (subscribing to both magazines). That means the Federation could possibly increase their membership by approximately 500 - 700.
- Advertising costs would decrease for FOHBC.
- Bottle clubs would also have a decrease in advertising costs to one magazine, not two.
- Keeping good authors to chose from to have a variety of articles.
- Should be a monthly publication.
- It is desired that the AB & GC staff remain in place. A professional team would need to be in place to oversee production. The FOHBC has an editor.

#### CONS

- Combining the magazines would take a lot of effort.
- Those who only subscribe to AB & GC would see an increase of their subscription from \$35 to \$40 if they chose to join the Federation noting the additional benefits including a larger magazine, full-color magazine and Federation benefits.
- Compensation for unfilled subscriptions.

Questions were brought up by board members regarding an actual financial analysis and its impact on the Federation. Increased costs will be assumed including payroll – what would the cost of staff be, there would be increased printing and mailing costs, increased subscriptions, writer costs (AB & GC pays two writers approximately \$3,600 annually), etc.

Much discussion was held between board members who felt that more information is needed.

**Action Taken:**

Ferdinand said that a decision on a merger should be made within 30 days. Further information will be distributed to board members within the next couple of weeks. It will be up to the 'new' president and board to come to a final decision.

Since Ferdinand has said that the Nov/Dec issue of *Bottles and Extras* will be his last, a new committee must be put together as soon as possible. Matt Lacy will work on this and schedule a conference call within the next month. Ferdinand will continue to help with the transition.

**Agenda I: FOHBC Web Site (Meyer)** Status and goals, Show reports, Show Listings, General Posts, *Bottles and Extras*, Members Portal, Maintenance, Transition, Upkeep, Keys.

Ferdinand is expecting to end his responsibilities of overseeing and maintaining the FOHBC website. Therefore, someone will be needed to assume the duties of keeping the site and member's portal updated. It is important to note that information must be up on the site as soon as possible and not days or weeks later. Matt Lacy, as new President, will help with this and look for someone (possibly Jeff Ullman) who can work closely with him to maintain and keep the site up-to-date.

**Action Taken:**

No action taken.

**Agenda J: Social Media (Meyer)** FOHBC Facebook (FB): 2,628, PRG (Peach Ridge Glass) (FB): 1,916, Bottle Collectors (FB): 8,370, EAGC (FB): 1,322, WBC (FB): 702, Upkeep, Advertising, FOHBC Newsletter.

Social Media is here to stay and a great way to get information out into the world-wide web. As the number show above, many people depend on these sites for information. The Federation needs to keep involved with this. This is an ever-growing means of communication and must continue. Other types of social media include twitter and Instagram as noted by Matt Lacy.

**Action Taken:**

No action taken at this time.

**Agenda K: FOHBC Virtual Museum (Meyer, DeMaison)** Status, Mission Statement, Summary of the Fiscal 2017-2018, Imaging, VM Board of Directors (DeMaison, Fuss, Libby, Meyer, Siri), Next Steps, Cleveland Unveiling at Banquet.

Ferdinand reviewed the status of the Virtual Museum with a presentation to the Board via the computer at the home page of the site. Currently, there are few galleries that have been done at this time (Whiskeys, bitters, flasks, sandwich glass, Finch collection). Listed in the galleries tab are bottle categories such as Bitters, Whiskeys, etc. Images have options available (read more) such as a history, viewing the image, enlarging it, etc. Links to other areas have been added as well and all information given must be validated.

There have been a few issues that still need to be addressed so access at this time is not practical.

Other information is accessible such as who the Board members of the VM are, who to contact and an option for donations as well.

Alan DeMaison has done the imaging of the bottles and has become very good at it. He continues to travel the country to photograph other bottles/collections.

A presentation of the unveiling of the Virtual Museum will be done at the banquet on Friday night. A page has been included in *Bottles & Extras* regarding information and progress of the Virtual Museum which is written by Richard Siri and/or Alan DeMaison.

Alan and Ferdinand will set up a table for the Virtual Museum on the showroom floor (by the displays) and be available to demonstrate how imaging is done and to answer any questions. Ferdinand will continue with this project.

**Action Taken:**

No action taken.

**Agenda L: Financial (Beatty)** Treasurer's Report, Expenses, Projections, Budgets, Goals, Investments, Transition, Credit Card.

Gary Beatty, Treasurer, was unable to attend today's meeting. A financial report was distributed to members and they are advised to review and any questions will be addressed.

It was suggested by the Business Manager that the Treasurer, Jim Berry, obtain a Federation credit card for payment purposes.

**Action Taken:**

A motion was made by Sheldon Baugh to allow the Treasurer, Jim Berry, to obtain a credit card for the Federation to be held by the Treasurer. The motion was seconded by Steve Ketcham and all were in favor.

A motion was made by Matt Lacy to change the name of Gary Beatty to James Berry on the investment accounts. Elizabeth Meyer is already on the account. Motion was seconded by Louis Fifer and all were in favor. Elizabeth Meyer will follow up with this.

**Agenda M: FOHBC History** Bradberry Files, Meyer Files, Web Updates

Ferdinand noted that in the past, much of the FOHBC history has been held by several different people, however, he has been working on getting as much information on the web (in the cloud) as possible. Significant historical material (FOHBC charter, tax ID information, Hall of Fame plaques, etc.) has been held by former FOHBC President, Gene Bradberry and needed to be acquired. Recently, Jim and Val Berry did visit Patsy Bradberry, Gene's wife, and picked up much of the material held at their home. The Hall of Fame plaques and books were given to

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Historian Jim Bender. Other paperwork was reviewed and sorted. Jim Bender also received additional boxes in the mail.

**Action Taken:**

No action taken.

**Agenda N: Hall of Fame and Honor Roll Presentation** – Richard Allen Roller (Meyer for Baab), Richard T. Siri (Meyer for Ham)

There are two members elected to the FOHBC Hall of Fame who will be honored at the banquet on Friday night – Richard Siri and Richard ‘Dick’ Roller. This was put on Facebook and the FOHBC website. Past winners of the Hall of Fame and Honor Roll are always listed in the Souvenir Program each year and it was suggested to add a full write up or condensed version of the Hall of Fame and Honor Roll inductees in the magazine.

A brief discussion was held regarding honoring the inductees. Two plaques and books are made for each inductee – one for the inductee and one to be kept for the Federation. In the past, the plaques and books were brought to each convention for display, however, there are too many at this point to transport. A video of the Hall of Fame members is now used, however, needs to be updated. Honor Roll member’s names are on a plaque which is displayed at the convention next to the TV/video.

**Action Taken:**

No action taken.

**Agenda O: General Discussion. Conclusion**

A suggestion was made as “food for thought” that FOHBC Board of Director positions be considered to change from a two-year term to a three or four-year term.

As there being no further discussion, the meeting was adjourned.

**The Annual Board Meeting was concluded and adjourned at 11:51pm EST**

**Respectfully submitted,**  
**James Berry, Secretary**