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The Federation of Historical Bottle Collectors

Conference Call 13 JUN 2019 9:00 PM EST

ROLL CALL

Present:

Matt Lacy	President
Louis Fifer	First Vice President
John O'Neill	Second Vice President
Jim Berry	Treasurer
Andrew Rapoza	Secretary
Jim Bender	Historian
Lindsey Fifer	Conventions Director
Ferdinand Meyer V	Director at Large
John Pastor	Director at Large
Richard Siri	Director at Large
Jeff Ullman	Northeast Region Director
John Fifer	Midwest Region Director
Eric McGuire	Western Region Director
Val Berry	Merchandise Director
Linda Sheppard	Membership Director
Elizabeth Lacy	Public Relations Director
Elizabeth Meyer	Business Manager (non-vote)

Not Available:

Brad Seigler	Southern Region Director
Martin Van Zant	Bottles and Extras Editor (non-vote)

AGENDA

Magazine Review

(M. Lacy): Reviewed the current challenges with the production and publication of *Bottles and Extras* (magazine):

- Timeline: As deadline approaches, there is a panic to have enough content to get the issue out. Martin notifies the Meyers and Lacys usually a few days before deadline about all the content shortfall; we don't know in advance of this what's missing.
- Lack of content: There's a true lack of content: articles, inquiries, member, club, and regional news.
- Absence of Magazine Ladder: Ferd used to compile a very helpful "magazine ladder" (a publication planning tool outlining planned content of each page, what has been received, and who is the contributor) that was a big help to successfully plan the magazine and identify needs; use of this has dropped off in the past couple of issues.
- Martin expressed extreme frustration, saying he was going to resign and there was nothing we could do to keep him on as editor and he was just finished. After a few days, he came back and said if we can do something to relieve these issues, he would stay on.
 - Meyers and Berrys consulted for immediate consultation/brainstorming

- thanks to board members who reached out to martin and a few days' time to think, who was then willing to discuss options
- a lot of people contribute regularly:
 - Meyers (overall monitoring, send reminder/consultation emails, post-production digital work, digitalizing indexing articles, keep show listing calendar, magazine/design proofing, ads: gathering and soliciting). Issued pre-issue tasks, during-issue tasks, and post-issue tasks to stay focused on what needs to happen to get the issue done. Also solicit and design ads, send bills out, etc.
 - Lacys (compile spreads: Lost & Found, members' photos, some of members news; grammar editing, design editing, proofreading, gathering content including sending out reminders to ensure getting content in time for deadline)
 - a number of people helping with proofreading
 - engage regional directors to solicit articles
 - promotes all areas of country and glass
 - asking regional directors to procure one article each magazine
 - start gathering backlog
 - entire board copied on magazine schedule and ladder to see need
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- How can the board help?
 - Generate articles, from a glass standpoint, a director standpoint, or a club standpoint
 - Board member – general interest articles from a glass standpoint
 - Director/club/region standpoint - to ensure we're hearing from all areas of the country. If regional directors could work on this, that would be terrific.

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Open Discussion and Comment

- (Val): We have the annual content submitted for the FOHBC contest that could be published in *Bottles & Extras*; she'll wait until 2019 contest is closed before using those. She'll contact the authors to get permission to use (Elizabeth Lacy volunteered to help her with that).
- (Ferd): We need to follow-up with authors who have expressed interest on the membership form to contribute articles. We should also market the fact that articles are indexed and cataloged online in member portal; it's the digital advantage – our content goes on the internet and remains available worldwide and forever.
- (Matt): Run full page ad in magazine for call for articles and benefits of writing for B&E; we need to refresh/update the call for ads we currently have running repeatedly in the magazine.
- (John O'Neill): I think there are many who would consider submitting an article, myself including, but I think there are many who don't know how to do it. We should communicate the parameters needed for the articles and provide assistance with those parameters with call for articles. Also offer assistance with an article template, photo info, etc; we should do an article that provides tutelage about submitting articles.
- (Eric): Seconds O'Neill's idea. Willing to work on article. Also, more images better to make articles "pop."
- (Matt): Agreed on the importance of attractive images/photos; pointed out that we have board members from whom we can probably source photos/images needed.
- (Jeff): Q1: Does the magazine need to be 72 pages? If content is not available can the page count be dropped down? Q2: Refresh articles from the past with new photos? (what was available back then can be improved with new photography..)
- (Matt): That's a great idea; article reprisals from the 1980s and 90s has been done in the *Ohio Swirl* and works really well.
- (Andy): Seconded the above idea and further recommended that doing so could be a regular feature (ex: "A Blast from *B&E* Past"), using refreshed articles with forward to the article that it is being republished to bring attention to specialty of it.

- (Jeff): Be sure to back-check old articles before publishing (ex: original article statement that featured bottle there is only 1 known, then in 15-20 years, 4 or 5 have been found). What about the question of cutting down the size of the publication?
- (Ferd): We have a contract with ModernLitho to produce the magazine with 72 pages; we will have to pay for 72 even if we cut it down in size.
- (Matt): It's also important to maintain the magazine's reputation by keeping its size as large as possible and maintaining its quality. Should be possible to keep up with that page count if we get everybody engaged with this process; we can do it.
- (Jim Bender): How are articles submitted? How are they stored? I might go to 15-20 bottle events and from time to time have people tell me they submitted articles and they never hear from us. Not a good thing, people will be put off if they make the effort to submit an article but then never hear anything.
- (Matt): Great question; I have to answer it bluntly – there's no way to polish this. Jim Berry and another submitted some articles and wondered with what happened with them. Martin was asked and said he knew nothing about them, but then three hours later said he found them. (Ferd): That's been happening for years.
- (Jim Bender): Do we acknowledge to submitters that we've received their submission?
- (Matt): We don't currently but that's now written in the new process; we now have an article tracking document that includes a notice that we received it. Some articles are getting lost – we can put procedures in place, but they need to be followed.
- (John O'Neil): Have articles forwarded onto additional people to back-up
- (Matt): We have a shared cloud drive that Martin is putting the articles in so they can be edited and proofread ahead of putting them in the magazine.
- (Jim Bender): Another observation - today many cell phones have the ability to take terrific photos. We should tell people you don't have to go to a pro to have photography taken for a magazine article; you don't need a real expensive camera anymore.
- (Ferd): Martin is very good with putting together articles/layout, but is not strong with organization and management. Worried about him burning out and believes we need a contingency plan if the problems we've discussed are not resolved.
- (Matt): Agreed. Martin is a great guy and he does a fantastic job, but the magazine is such a critical part of what the FOHBC does and to have it hinge on one person is not good. Contingency plans are and will continue to be worked out; we will have further discussion in Augusta. Entire board needs to be aware of and looking for leads and possibilities moving forward, as well as thinking about the future of magazine. Believes Martin is good on his word and will stay hang in there for a while, but there is worry.

Discussion about increasing the Editor's pay to \$1200 per issue

- (Matt): Martin said his concerns are not about the salary, but that's definitely part of it – the pay level for the labor-intensive work the job requires. I do recommend we bring up Martin's pay to \$1,200 per issue.
- (Jim Berry): everyone needs to get involved. Martin can't be put off about pay longer, as he asked in Spring for pay increase. Board needs to be kept informed; we've been operating on the assumption that we have enough articles. Articles can't be lost and need to be used.
- (Andy): Is this proposed increase to keep Martin happy, or is this an increase based on the actual amount of work being done?
- (Jim Bender): This is a reinstatement to what it was before; we actually cut is salary in half because Ferd did more of the work over the past couple years, but Ferd has now stepped away from the majority of the workload.
- (John O'Neil): Does that mean he is going to be doing more than what he was doing?
- (Matt): Part of what the bylaws state about the position is that it includes gathering content for publication, but it was easier back then to get the content. Some of us feel that \$1,200 is

appropriate and others that feel it should be less since so many others are doing parts of the work to get the issue done.

- (Val Berry): We can negotiate as there is nothing stating it has to be \$1,200. Also, Martin has a fulltime job as do a lot of people on the board, and we all have to make the time.
- (Andy): What changed expectations do we have for him if we increase his salary increase? [i.e., how will any of the challenges described (content gathering, timeline, execution) get better by doing this?]
- (Ferd): Like Val said, Martin has a full-time job; his biggest challenge (it would be with anyone) is getting the magazine out on time. The biggest problem is maintaining a publication schedule with big lapses in communication. "I do not think {staying on schedule} is going to get better."
- (Matt): We need to continue the magazine as status quo for now; I don't have any other standing options. At the heart of it, Martin does have good intentions, but he does need to be frequently communicated with. Elizabeth Lacy added regular communication to the magazine schedule that Martin will need to adhere to. He will need to keep board informed on content needs throughout process. Augusta will be discussing future plans and needs for magazine. As part of this vote [is our expectation that] Martin communicates with us better, he needs to provide us information, and the publishing ladder, well ahead of the publishing date.
- (Richard): Maybe search for back-up or assistant editor needed? May take a lot of pressure off of board.
- (Matt): I am all ears for suggestions on assistant editor or back-up editor, but it is a position that requires a lot of technical skill that.
- (Jim Bender): We should pay for the job, not the person. This salary vote should be based on the job that can continue through future editors. Then we need to address whether or not the job is being done
- (Matt): Through research I've done this past week, I've found that the average cost of doing the job is \$1500-1800/issue. (Ferd): I think it would be more like \$3,000-\$3,500. (John Pastor): I'm paying closer to \$1,500 per monthly issue. Our guy has a skill set in editing, but he doesn't have to do sourcing.
- We do need to be voting on the position of editor. If the vote is successful, I will make sure Martin receives an updated list of his responsibilities in this position.

MOTION: We are voting to increase editor pay to \$1,200 per issue moving forward for the magazine.

Motion made by Elizabeth Lacy. Jim Berry, seconded.

VOTE

Matt Lacy	YES	President
Louis Fifer	YES	First Vice President
John O'Neill	YES	Second Vice President
Jim Berry	YES	Treasurer
Andrew Rapoza	YES	Secretary
Jim Bender	YES	Historian
Lindsey Fifer	YES	Conventions Director
Ferdinand Meyer	NO	Director at Large
John Pastor	YES	Director at Large
Richard Siri	YES	Director at Large
Jeff Ullman	YES	Northeast Region Director
John Fifer	YES	Midwest Region Director
Eric McGuire	YES	Western Region Director

Val Berry	YES	Merchandise Director
Linda Sheppard	YES	Membership Director
Elizabeth Lacy	YES	Public Relations Director

(Matt): The motion carries. We'll have further discussions about the magazine production and editor's role in Augusta. (John Fifer): We should have the board review editor performance after next issue

Closing Comments

- (Matt): I'd like to have a conference call, possibly this next Thursday (6/20), same time, to discuss the 2021 national convention; look for email.
- (Richard will not be available for this next week)
- (Jim Berry): feels we're headed in the right direction but more communication needed with board.