



Re: FOHBC Virtual Museum

Dear FOHBC members and antique bottle collecting community:

We received a few questions from FOHBC members and non-FOHBC members like, “*why do I have to pay to go into the Virtual Museum if I am a FOHBC member?*” or “*why isn't it free?*” and in some cases they are not a FOHBC member. Another question, “*You have donations, where does the money go?*”

We are in a test mode and certainly may end up down the road changing things but we thought we should have a Soft Opening and charge \$5 to go into the museum for FOHBC members and \$10 for non-FOHBC members. After all, many people go to museums (for a day, or morning, or afternoon) once in a while, certainly not every day. Others prefer annual memberships which we also provide, though temporarily called a Construction Pass. Anyway just a quick recap of costs:

- We've purchased two 3-D filming set-ups for imaging (lighting, light filter screens, camera, turntable, software) One for Alan DeMaison and one set for Gina Pellegrini out west.
- All travel expenses (Hotel, Meals, Gas etc). Alan and helper have crisscrossed the country filming collections. Many new trips planed this year and next.
- We pay a web technician on average, \$800 a month.
- We have advertising costs.
- We have annual costs such as web software, licenses, SSL certificates, web hosting etc.
- We have countless hours donated by our imaging team.
- We have many hours donated from our researchers.
- We have tens of thousands of dollars in company time donated from Steven Libbey for start up video sand early technology.
- We have over \$100,000 in time my company FMG has donated over the past 10 years. This is my time and for a technician during company hours. Time I suppose, we could have been working on billable client work.

We've always said, at every juncture, that we want to parallel real museums in our development, which usually charge for admission. We sure would like to make museum access free. After-all, the goal of the FOHBC is to share information, expand our hobby and make better experiences for our members. We also have a responsibly to be financial sound and we are barely breaking even with FOHBC membership fees. We need to understand this and find ways to grow. The museum is a way to do this.

So.... \$50 or \$25 (discount) to be a member of the greatest thing out there for bottles is not so bad, or \$10 or \$5 (discount) if you want to set aside a day or period of time to visit our museum. Hey, and join the FOHBC and everything is half price!

In the end, we may just rely on donations but we will see.... You know, have a digital fish-bowl at the door when you leave. Then, ask for a donation.

Thank you. - Ferdinand and your Virtual Museum Team