



THE NEW FOHBC

The following is a condensed and repackaged report that was presented at the 13 March 2021 Bi-Annual FOHBC Zoom Board Meeting. The presentation was given by Ferdinand Meyer V, FOHBC director-at-large and past 3-term president. *See the full report at FOHBC.org, Editor's Picks, and under Notes of Record.*

When I joined the FOHBC and eventually the board, I humbly sat among the kings and queens of antique bottle collecting and FOHBC Hall of Fame and Honor Roll recipients such as Gene Bradberry^(HOF), Sheldon Baugh, Bob Ferraro^(HOF), Cecil Munsey^(HOF), Carl Sturm^(HOF), Dick Watson^(HOF), and other greats such as Gary Beatty, Alicia Booth, Alan DeMaison, Bill Ham^(HOF), Joe Hardin, Ed Herold, Jack Hewitt, Randee Kaiser, Steve Ketcham^(HR), Ed Kuskie, Tom Lines, Wayne & June Lowry, John Pastor, Dave Maryo, Tom Phillips and Kent Williams. I would come to the board meetings and sit on an outside edge chair just listening and admiring these people I had often heard and read about. Now we have some great new folks on the FOHBC board such as Fred DeCarlo, Steve Lang, John O'Neill, Michael Seeliger, Jake Smith, and Jeff Wichmann^(HOF). We do find ourselves with two positions open, Conventions Director and Marketing/Public Relations. Is that person in the room?

“Volunteers don’t get paid, not because they’re worthless, but because they’re priceless.”

The first time Richard Siri talked to me was an important moment. I still remember his words, where we spoke, and how excited I felt. My point is that the tide comes in and the tide goes out, seasons change yearly and now we find ourselves surrounded by peers that are without a doubt, the most experienced and balanced group of FOHBC board members that have ever been assembled. This is good because our hobby and the FOHBC are in perilous times with the changing world compounded by the Covid-19 Pandemic. We need to understand who we are and where we are going. We’ve debated and written about this for years. It’s time to act.

A DOZEN STEPS: This means Twelve [12] Steps to Increase Membership, Operations, and Position. Unfortunately, membership and subscribers are interchangeable with the FOHBC. Not everyone wants a printed magazine. We offer so much more. To get someone to become a member of the FOHBC we need to give them reasons why it is essential to become a member if you have anything to do with antique bottles and glass. We need to be relevant to the real world. We should lead.

[1] MERGE THE MAGAZINES: Providing everything we do to a dwindling group of 750 or so members is problematic and unreasonable. The quickest way to jump-start this process is to increase our membership with one important first step. We need to tell *Antique Bottle & Glass Collector* subscribers and FOHBC members that something new, better and exciting is happening. *See special report and presentation regarding the proposed magazine merger.*



[2] OPEN THE VIRTUAL MUSEUM: We are still operating in a construction mode in a Covid-19 Pandemic. Presently the Virtual Museum team and board members get Virtual Museum News for each new gallery piece. Take it broader with email blasts. Open the Museum. Go National and International.

[3] NATIONAL EXPOS: When you are competing with scores of local and regional antique bottle and glass shows, it is difficult to put on a first-class event each year. Transition from 1 to 2 to 4-year intervals. 2021 Syracuse Show, 2022 Reno Convention, 2024 Houston Expo. *See reports for each.*



[4] RESEARCH HISTORICAL ARCHIVING: Put everything we have ever done, or are doing now or what we will do in the future, in our Research Libraries. Broadcast. Work with the National Bottle Museum to lease space for FOHBC physical items. Continue archiving all *Bottles and Extras* articles. Add *Antique Bottle & Glass Collector*, Auction Catalogs, Books, Collectors and Collections, Auction Price Guide, Souvenir Programs, Convention and Show Reports, websites (Munsey, Sullivan, Wicker, Meyer), photographer images, etc.





[5] COMMUNICATION: We are primarily communicating with our membership through our magazine. This is unrealistic, ineffective, and untimely. We need to embellish and market our considerable broad base of communication tools at our disposals such as our website FOHBC.org, Facebook, Instagram, and Email Services. We need to develop public relations in-house or outsource or both.



[6] FINANCIAL SECURITY: Though we are non-profit, we need various forms and sources of revenue to operate such as Membership, Magazine Subscriptions, Advertising, Donations, Investments, Virtual Museum, National Events, Special Projects, etc.

[7] EDUCATION: The foundation of the FOHBC is education. It is part of our Mission Statement. Of course, we do this in the magazine and very effectively at our national event seminars. How can we take this new world that was accelerated and trust upon us and use it to our advantage? We should establish monthly 1-hour Zoom seminars on a broad range of topics relating to antique bottle and glass collecting. Our schedule should be published several months out. This could be a person showcasing their collection, talking about a certain bottle niche, or topics such as digging, etc.



[8] BOTTLE SHOWS: Of course nothing will replace the personal experience of attending an antique bottle and glass show. As we know, the world has changed around us. Can we supplement the personal experience with the next best thing? Conduct a quarterly Regional Bottle Show on Zoom. Charge for dealers, everything is electronic.

[9] JUST FOR FUN: Sometimes we just need to do things that are unexpected and fun that require audience participation. What if the FOHBC sponsors "junior" bottle digs, or sponsors adult bottle digs, museum tours, site-seeing. What if we set up and played Gardner Bottle Bingo or Great Dig Bingo? Regional Get-togethers. Cartoons. Online silent auctions.



[10] RESTRUCTURE THE BOARD: The FOHBC board positions have remained in their present structure for decades. Restructure the Directors. 19 to 17. All voting Directors. Non-voting representatives to help on newsletter, social media, website, junior ambassador, merchandise, international. Missing: Second Vice President (Redundant), Membership (Under Business), Merchandise (Under Business) Linda Sheppard.

CORE

PRESIDENT - John O'Neill

VICE PRESIDENT - Jeff Wichmann

BUSINESS - Elizabeth Meyer

SECRETARY - Val Berry

TREASURER - Jim Berry

PUBLIC RELATIONS - Libby Smith

LEGACY

AT LARGE - Jim Bender

AT LARGE - Ferdinand Meyer V

AT LARGE - Richard T. Siri

MEMBERSHIP*

NORTHEAST REGION - Fred DeCarlo

MIDWEST REGION - Steve Lang

WESTERN REGION - Eric McGuire

SOUTHERN REGION - Jake Smith

SERVICE

HISTORY - Michael Seeliger

NATIONAL EVENTS - Elvis Jones

PUBLICATION - Martin Van Zant

VIRTUAL MUSEUM - Alan DeMaison

[11] NEW TIERS OF MEMBERSHIP: Develop five (5) membership levels. *See the report for a clean chart and benefits for each level.* Benefits include Club Event Insurance, Virtual Museum Access, Advertising Discount (50%), Digital Newsletter, Event Recognition (magazine, website, social medial, email), Club Contest Awards, Ribbons, Zoom Events (Free) - Invoiced Annually - Recognition and Listings.

Level 5: Club or Institution - \$75 Club Affiliations are available to any club, association, or organization which has ten (10) or more members, meets at least annually, and fosters the mission of the Federation as outlined in Article I. This Membership is available to museums, libraries, and like institutions and will have all rights and privileges as a club. Benefits include Club Event Insurance, Virtual Museum Access, Advertising Discount (50%), Digital Newsletter, Event Recognition (magazine, website, social medial, email), Club Contest Awards, Ribbons, Zoom Events (Free) - Invoiced Annually - Recognition and Listings.



Level 4: Life Members - \$1,000 Life Memberships are available in three (3) levels. Level 1: \$1,000, Includes all benefits of an Individual Membership. No promise of a FOHBC periodical for life. Level 2: \$500, Includes all benefits of an Individual Membership but you will not receive a FOHBC periodical, but rather a digital subscription. Note: In the future, a Level 1 could become a Level 2. Level 3: Earned or Honoree. The Board would have the option of bestowing an Honorary Life Membership. This person would continue to join the FOHBC at the regular membership rate. How this honor is earned will be determined by the Board. New Life Memberships are no longer available, however, Existing Life Memberships will continue to be “grandfathered” (i.e., they will continue to be honored as long as the Life Member wishes to remain a member of the Federation). The spouse of the primary Life Member is also a Life Member, and both have voting privileges. Life Members shall be encouraged to financially support the Federation, as deemed appropriate by the Board of Directors. Benefits include Magazine Hard-copy, Virtual Museum Access, Digital Magazine (Level 5A \$500), Members Portal, Historical Archives, Virtual Museum Events, Digital Newsletter, Zoom Events (Free), National Event Benefits, Advertising Advantages. Merchandise Discount - No Invoices - Recognition - Vote.

Level 3: Subscription - \$60 (1st Class) \$50 (Standard) Subscription Membership (or individual membership) is a single membership for one person. Membership includes a full year subscription to the bi-monthly (6 issues a year) official FOHBC periodical that being in the name of the Individual or Primary FOHBC Member. Benefits include Magazine Hard-copy, Virtual Museum Access, Historical Archives, Digital Magazine Access (ISSUU and PDF), Virtual Museum Events, Members Portal, Digital Newsletter, Zoom Events (Free), National Event Benefits, Advertising Advantages, Merchandise Discount, Vote - Invoiced Annually.

Level 2: Digital - \$35 Digital Membership. The Individual Member will not receive a printed copy of the official FOHBC periodical but will receive private Member Portal access to FOHBC periodicals and membership information. Digital Members will also receive the FOHBC digital newsletter. The Membership includes full voting privileges. Benefits include Members Portal, Virtual Museum Access, Historical Archives, Digital Magazine Access (ISSUU and PDF), Virtual Museum Events, Digital Newsletter, Zoom Events (Free), National Event Benefits, Advertising Advantages, Vote.

Level 1: Associate- \$15 A ‘beginner’ level for new to the hobby, students, youth, etc. Benefits include Virtual Museum Access, Digital Newsletter, Zoom Events (Free) - Invoiced Annually.



[12] RESTRUCTURE OUR REGIONS: Go from our present 4 to 5 or 7 Regions for accuracy and reach. *See illustrations in the report.* Waco, Texas is not in the same region as Key West, Florida.

