

THE NEW FOHBC



Prepared for the 13 March 2021 Board Meeting



Gene Bradberry (HOF)



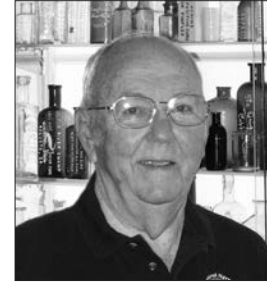
Sheldon Baugh



Bob Ferraro (HOF)



Dr. Cecil Munsey (HOF)



Carl Sturm (HOF)



Dick Watson (HOF)

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,



Links:

Meet Your Officers

Hall of Fame and Honor Roll



Jim Bender



Val Berry



Jim Berry



Eric McGuire



Elizabeth Meyer



Ferdinand Meyer V



Linda Sheppard



Richard Siri (HOF)



Martin Van Zant

[a few remain on the board...](#)

**Jim Bender, Jim & Val Berry, Eric McGuire, Ferdinand & Elizabeth Meyer, Linda Sheppard ,
Richard Siri ^(HOF) and Martin Van Zant.**





Fred DeCarlo



Steve Lang



John O'Neill



Michael Seeliger



Jake Smith



Sir Jeff Wichmann (HOF)

and now we have some great new folks on the FOHBC board... Wow!

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 Director at Large.

Is that person in the room?



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



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.

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 with 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 is 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 really means Twelve 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.



Reference:

Magazine merger later in meeting.

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.



Reference:

FOHBC Virtual Museum later in meeting.

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



Reference:

Fundamental shift in event operations.

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 Library. Broadcast.

Work with the National Bottom 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, web sites (Munsey, Sullivan, Wicker, Meyer), photographer images etc.



Reference:

Bender and Seeliger.

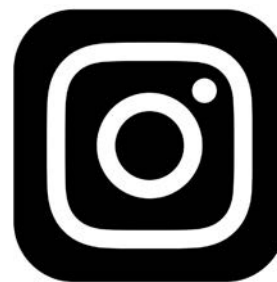
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COMMUNICATION

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 disposal such as our website FOHBC.org,
Facebook, Instagram and Email Services.

We need to develop public relations in-house or outsource or both.



Reference:

Examples from FOHBC.org, FOHBCVirtualMuseum.org, Facebook, Instagram and Mail-chimp. Change FOHBC Facebook to Group.

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



Reference:

FOHBC accounts and methods. New tiers.

7

E D U C A T I O N

The foundation of the FOHBC is education. It is part of our Mission Statement. Of course we do it in the magazine and very effectively at 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 a number of months out. This could be a person showcasing their collection, talking about a certain bottle niche, or topics such as digging etc.



Reference:

Free to members and \$ for others.

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 by the next best thing?

Conduct a quarterly Regional Bottle Show on Zoom. Charge for dealers,
everything is electronic.



Reference:

Jeff and Holly Noordsy

The Bottle, Jar & Insulator Show has 1,477 members. Every Saturday at 11:00 am EST

9

JUST PLAIN FUN

Sometimes we just need to do things that are unexpected and fun that requires audience participation.

What if the FOHBC sponsors “junior” bottles digs, or sponsors adult bottle digs, museum tours, site-seeing.

What if we played Gardner Bottle Bingo or Great Dig Bingo? Regional Get-togethers. Cartoons. Online silent auctions.



Reference:

Brainstorm, Steven Libbey in Wisconsin. Chris Hartz: “Gardner’s name adds 10% to the value of any bottle with the auction sticker still on it or pictured in the catalogs color plates. See VM Gardner 325 Cathedral Pickle.

10

RESTRUCTURE THE BOARD

The FOHBC board positions have remained in its present structure for decades.
Restructure the Directors. 19 to 17. All voting Directors.

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

NON VOTING REPRESENTATIVES

NEWSLETTER

SOCIAL MEDIA

WEB SITE

JUNIOR AMBASSADOR

MERCHANDISE

INTERNATIONAL

MISSING

SECOND VICE PRESIDENT - Redundant

MEMBERSHIP - Under BUSINESS

MERCHANDISE - Under BUSINESS

Linda Sheppard

Reference:

19 present Board Member positions and nuances.
Business Manager revised to voting privilege.

11

NEW TIERS OF MEMBERSHIP

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 set forth in Article I. This Membership is available to museums, libraries and like institutions and will have all rights and privileges as a club.

- Club Event Insurance
- Virtual Museum Access
- Advertising Discount (50%)
- Digital Newsletter
- Event Recognition (magazine, website, social media, 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 an FOHBC periodical for life. Level 2: \$500, Includes all benefits of an Individual Membership but you will not receive an 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.

- 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 of 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.

- 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.

- **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.

- Virtual Museum Access
- Digital Newsletter
- Zoom Events (Free)
- Invoiced Annually



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RESTRICTURE OUR REGIONS

Go from 4 to 5 or 7 Regions for accuracy



5 Regions



4 Regions

New England Region, Mid-Atlantic Region, Southern Region,
Midwest Region, Southwest Region, Rocky Mountains and
Pacific Coastal Region. 7 Regions