

THE NEW FOHBC PRESENTATION



HOUSTON
2024

16 March 2022

Initially presented at the 13 March 2021 Board Meeting



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 was time to act in 2021 and we did.

Now in March 2022 we need to continue...

A DOZEN STEPS

In 2021 this meant 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 and not wait.



1

MERGE THE MAGAZINES



Providing everything we do to a dwindling group of 750 or so members was problematic and unreasonable. The quickest way to jump-start this process was to increase our membership with one important first step. We told *Antique Bottle & Glass Collector* subscribers and FOHBC members that something new, better and exciting was going to happen and **we delivered**.



2

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. We have now taken it broader with email blasts and advertising.

We are preparing to Open the Museum and with Go National and International.



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NATIONAL EXPOS

CONFIRM DIRECTION



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 FOHBC National Events from 1 to 2 to 4 year intervals.

2022 Reno Convention



2024 Houston Expo



2028 Expo



Reference:

Fundamental shift in event operations.

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RESEARCH ARCHIVING

CONFIRM DIRECTION



We are adding everything we have ever done, or are doing now or what we will do in the future, in our Research Library. We are Broadcasting.

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 Report, Souvenir Programs, Convention and Show Reports, websites (Munsey, Sullivan, Wicker, Meyer), photographer images etc.



Reference:

Bender, Seeliger, Meyer.

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COMMUNICATION

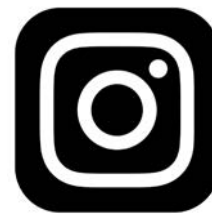
CONFIRM DIRECTION



We were primarily communicating with our membership through our magazine.
This was unrealistic, ineffective and untimely.

We are now using a broader 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.

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FINANCIAL SECURITY

CONFIRM DIRECTION



Even though we are non-profit, we need various forms and sources of revenue to operate such as:

Membership (+), Advertising (+), Donations (+), Investments,
Virtual Museum (+), National Events (+ projected), Special Projects
(+TBD seminars, Auction Price Report, Merchandise)



(+) Increase Seen

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EDUCATION

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, diving, picking, etc.



Reference:

Free to members and \$ for others.

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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

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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.

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RESTRICTURE THE BOARD

CONFIRM DIRECTION



The FOHBC board positions have remained in its present structure for decades.
It is outdated, not structured for business and a negative perception.

Restructure the Directors. 19 to 7. All voting Directors.

Scenario 1
Who is Treasurer?

PRESIDENT - Michael Seeliger

Scenario 2
Jim Berry
stays on as
treasurer.
Replaces EM
who drops off
and is used
as contracted
Business
Manager. No
vote.

VICE PRESIDENT - John O'Neill

BUSINESS - Elizabeth Meyer (Membership) oversees paid assistant, and works with treasurer and accountant

OFFICER - Jeff Wichmann

OFFICER - Eric McGuire

OFFICER - Richard Siri

SECRETARY - Ferdinand Meyer V

[Any variation works]

REPRESENTATIVES

NEWSLETTER

SOCIAL MEDIA - Ian Moody

WEB SITE

JUNIOR AMBASSADOR - Bella Alucema

MERCHANDISE

INTERNATIONAL

ADVERTISING

AMBASSADORS

Any FOHBC member with a keen interest. Gets to attend Quarterly Zoom Calls

BOARD MEETINGS

As Needed (7) webinar

Quarterly (7 + Representatives + Ambassadors) webinar

Annual (7 + Representatives + Ambassadors + All Members) webinar

Reference:

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

We must abide by 501(c) Non-Profit Corporation Rules & Regulations

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NEW TIERS OF MEMBERSHIP

CONFIRM DIRECTION



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

Level 2: Digital - \$35

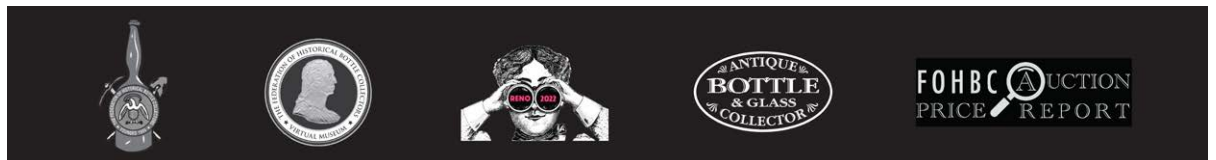
Digital Membership. The Individual Member will not receive a printed copy of the official FOHBC periodical but will receive private Member Portal access to FOHBC periodicals and membership information. Digital Members will also receive the FOHBC digital newsletter. The Membership includes full voting privileges.

- Members Portal
- Virtual Museum Access
- Historical Archives

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

CONFIRM DIRECTION



Go from 4 to **5** or **7** Regions for accuracy - Get 2 or 3 **Correspondents** from each Region



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

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NUCLEAR OPTIONS

CONFIRM DIRECTION



OPTION A:

Shut Down the FOHBC for a Few Years and Hire Skeleton Crew to Keep on the Lights, Pay the Bills, Continue the Magazine, Virtual Museum, Web Site

OPTION B:

Shut Down the FOHBC. Privatize *Antique Bottle & Glass Collector*, the Virtual Museum and Auction Price Report.

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WHAT'S NEXT?

- 1. Board Approval of Direction** - 16 March 2022
- 2. Board Approval Vote** - 29 March 2022
- 3. Redraft Bylaws** - 01 May 2022 (includes Board Approval)
- 4. Publish Bylaw Revisions** - 15 May 2022 to Membership
- 5. Bylaw Revision Vote** - FOHBC Membership Breakfast Meeting 29 July 2022