

*Editor's note: As we look ahead to a new year of shows, here is how one club is tracking progress and getting results! Bottle shows, whether big or small, from California to Maine, are the lifeblood of the hobby. It is important that they remain healthy and thrive. Social media, bottle auctions and magazines all play a roll, but shows are still king in terms of being able to see and handle the bottles, exchange ideas, and enjoy the camaraderie of fellow collectors.*

By the numbers:

## An In-depth Analysis of the 2019 Mid-Hudson Bottle Show

By Alex Prizgintas  
Hudson Valley Bottle Club President

### Researching and reviewing our results to better learn how to maximize growth

While I'm pleased to announce that the 2019 Mid-Hudson Bottle Show continued in its third year of positive growth, what I am more curious about are the numbers that reveal our slow and steady growth. One thing is most certain, our show has grown. At our last event, the number of vendors and tables were at maximum capacity. This is exceptionally good news and, better yet, the vendors I spoke to all responded positively about their sales, the quality of the venue, and the "buying" public that arrived.

Our show had 220 attendees, 165 of whom we were able to interview. From

those we spoke to, 25% said that they heard about the show through Facebook and while only 16% stated that they learned about the show through roadside signs, I think we can develop a better strategy for our signs to be more effective. I was pleased to learn that 31% found out about our show through newspapers and periodicals like the *American Bottle & Glass Collector*, so that reflects a healthy number of us who still read traditional news sources. Again, crafting a plan that creates better press releases and informative articles will need to be part of our overall strategy.

Our flyers drew 15% to the show and we are already re-designing next year's flyers to attract families with children and a younger crowd. Lastly, and most significantly, 42% who attended were

either members or heard about our show by "word-of-mouth." Members telling friends is by far our most cost-effective tool.

It was heartening to see that we had 8% attendance from both neighboring Connecticut and New Jersey. While certainly not large numbers, they both represent important regions in which to invest additional time, effort and resources. Regionally, our numbers by counties were as follows: Dutchess 29%, Orange 15%, Ulster 13%, and Westchester 5%. There were eight additional counties with 1%, but, nonetheless, these stats show us that collectors are willing to travel. We need to think of ways to build a better show for those single-digit numbers so that more collectors can tell and bring their friends.



Enthusiastic buyers were plentiful at the 2019 Mid-Hudson Bottle Show.

## CORRECTIONS —

Antique Bottle & Glass Collector wants to correct mistakes appearing in our magazine. If you believe we have made a mistake, please call us at 248.486.0530, or e-mail us at: [jpastor@americanglassgallery.com](mailto:jpastor@americanglassgallery.com)

## Remember: Advertising doesn't cost, IT PAYS!

*A display ad this size costs only \$30.00 for one month. What are you waiting for? Call us today!*

Remember, “word-of-mouth” is still king in the advertising world.

Our effort to attract families with younger children failed to produce the results we had hoped for, but that effort was more last minute and not part of the plan from the outset. This year, we are already getting that information into our flyers that we hope to begin distributing next month at local and regional bottle shows. Sometimes, a failure reflects poor planning more than a wrong idea.

All of us here at the Hudson Valley Bottle Club remain firmly committed that there needs to be a better way to reach new audiences and we will continue to address and act upon that belief at each of our monthly meetings. Part of that plan includes our newly updated membership applications which we plan to mail to every library and historical society in the tri-county region.

What this tells us is that no single method prevailed beyond that of being members

or sharing through word-of-mouth. Facebook is a powerful resource that we need to learn how to utilize better. Road signs, which only drew 16 (10%), certainly can be fine-tuned for optimal results. I think we need to develop a better strategy of where and when to place these signs. As they say, “location, location, location.”

Surprisingly, media coverage continues to be a great resource. Articles in local, regional and especially a national magazine such as *AB&GC* are exceptional tools to be used and developed carefully. Our flyers represented 25 (15%) and I feel that we can nurture that percentage a little higher next year as well.

Overall, we have much to be proud of. Our show continues to grow and our membership has risen to the challenge in these difficult times to fulfill our mission of sharing a passion for the history and collecting of glass.



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# The Pittsburgh Bottle Show: Ditto, Ditto, Ditto

*Edited by Ralph Finch*

An easy way to report on the 51st Pittsburgh Antique Bottle Club show would be to say: Another success, another sold-out room, another weekend of great weather, another good (and record) crowd, free coffee and doughnuts for dealers, the usual raffle tickets, the usual happy people, yada-yada-yada.

But, first a few statistics, It was held Nov. 8 at the usual place (the Ice Garden in Belle Vernon, Pa.) There were “bottle bags” given to dealers, and sales were active throughout the show. Kelli Hixon won the 50/50 raffle, John Rodeman won the bottle raffle (he chose a Drake’s Plantation Bitters). And even that is “the usual.” This was John’s second year in a row to win!

**TOP:** Aaron Weyand of White, Pennsylvania, showed off a few of his rare Pittsburgh bottles.

**MIDDLE:** Bob and Edna DeCroo. Bob is Co-Chair for the show along with Jay Hawkins.

**BOTTOM:** Phyllis and Adam Koch at their table.





The Finches had our usual good time talking with old (and new) good friends. We didn't buy anything, but two thoughtful dealers surprised us with gifts. Becky Poole gave me two rolls of "Bam Bam Boo" toilet paper, made of bamboo, of course. (Maybe these are what Panda bears use?) Becky is from Ruffsdale, Pa., the home of people who prefer tender tissue.

Under the category of more than you want to know: New toilet paper is made from a blend of sugarcane and bamboo. Because bamboo is technically a grass (not a tree), the entire line is tree-free, and because of bamboo's rapid growth, it can be harvested again just three months after it's trimmed.

And Janet was given a combination salt-and-pepper shaker in the shape of a lobster, one of the many things Janet likes. Eng Johnson of Indiana, Pa., was the gift giver.

Bob DeCroo, the show chairman, reported, "This being our 50th show, the PABC decided to celebrate by offering new goodies to both dealers and attendees. Over 200 custom designed bottle bags were given to dealers and attendees. Young collectors were given a free bottle of their choice at the entrance table to add to their bottle bag."

"There were seven displays with cash awards presented to the top three favorites, voted on by dealers and attendees. For the second year, Andy Agnew of Baltimore graciously displayed some of his great bottles and consequently won first place. Thank you Andy for all your efforts and support."

#### THIS PAGE:

Karen and Gene Nedolast enjoy the show.

LOCAL and WESTERN PA. STONEWARE, display by TimTokosh.

#### FOLLOWING PAGE:

China and Bisque Dolls by Nancy Alfieri of McKeesport, Pennsylvania. Nancy is the club's secretary.

Display 5 from Diane Kuskie of Elizabeth, Pennsylvania, displayed an assortment of barber-related items, including glass items from M'Kee & Brothers of Pittsburgh.

Display 2 was A Taste of the Distant West, by Ed Kuskie.

A panoramic view of the show floor.









Second place went to Jay Hawkins and Bob DeCroo for their display of Pittsburgh pillar mold and early blown glass. Tim Tokosh took third place with his display of Western Pennsylvania stoneware. Thanks to all who displayed their treasures.

Six \$10 vouchers were raffled and given to attendees every hour, which could be applied to purchases with any dealer during the show. Dealers could then redeem vouchers for \$10 in cash. The bottle raffle value was increased to \$250 and won by John Roadman, who chose a copper puce Drake's Plantation Bitters. Kelli Hixon won the 50/50 raffle and received \$106.

Bob DeCroo, the show chairman, commented, "For the eighth consecutive year, the show was a complete sellout with 109 tables and 61 dealers. With great weather, this show set a recent record for attendance with 265 through the door and 28 early buyers.

"The hospitality held on Saturday evening was attended by a record 75 hungry dealers, club members and friends of the club. This is always a great opportunity and venue to meet with and greet friends we haven't seen for the past year and converse about our shared hobby."

And plan ahead: The 2020 show is set for Sunday, November 8. Need more info on the PABC club or on the 2020 show, check out Bob DeCroo (724-326.8741) or decroo2@yahoo.com, or Jay Hawkins (724-872.6013 or lhawkins63@msn.com or at the club's nice website.



**TOP:** This beautiful assortment of Bottles and Go-Withs by Andy Agnew won 1st Place.

**MIDDLE:** A stunning display of early Pittsburgh blown glass by Jay Hawkins.

**BOTTOM:** Karen Lease, wife of Rick, of Baltimore fame.

