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# BCCA

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Brewery Collectibles Club of America®

## BCCA BOARD OF DIRECTORS MEETING

September 9, 2010  
CANvention 40, Valley Forge, PA  
3:00 p.m.

Officers present:

John Fatura #27479 President  
Pete Cornils #28293 VP / Treasurer  
Bill Boyles #1454 Secretary

Board Members present:

|                             |                      |
|-----------------------------|----------------------|
| Robert Fondren #14138       | Tom Fay #3703        |
| James Wolf #16033           | Mark Crane #15584    |
| Beer Dave Gausepohl # 22473 | Greg Lenaghan #16401 |
| Pat Cornils #15280          | Brad Ambruso #32859  |

Board Members not present:

Mark Sanders #31594

Others present:

|                         |  |
|-------------------------|--|
| Tom Hull #13294         | Scott Manga #23939                       |
| Patty Kious #29101      | Paula Fatura #30483                      |
| Donald Roussin #17470   | Keith Bennett #30861                     |
| Roy Mayfield #31660     | Perry Paxton #29160                      |
| Bob Lettenberger #21139 | Ken Treml #4394                          |
| Joe Marconi #29820      | Herb Schwarz #1922                       |
| Joe Germino #24997      | Bob Post #1685                           |
| Jack Isacson #1213      | Rusty Wyar #666                          |
| Bob Campbell #1178      | Jim Thole #410                           |
| Tobi Hicks #586         | Ed Rattigan #16034 (First time attendee) |
| Bruce Gregg #248        | Bill D'Arcy #8154 (First time attendee)  |

Call to Order:

President John Fatura called the meeting to order at 3:04 p.m

1. Opening Statements:

- a. President Fatura welcomed the attendees to the meeting, and informed them that Roberts' Rules of Order would be followed.
- b. The floor is open for discussion to all BCCA members, but only Board Members and Officers can vote on issues.
- c. President Fatura asked all attendees to turn off their cell phones.
- d. President Fatura requested the number of eligible votes at the meeting, and was informed by the Secretary that eight Board Members and three Officers were present, making a total of eleven eligible votes.

2. Secretary's Report: Bill Boyles

Secretary Boyles stated the minutes of the Board of Directors Meeting for July 17, 2010 have been distributed to all Officers, Board Members, and Committee Chairpersons. There have been no notices of corrections to be made to the minutes. Secretary Boyles asked for a motion to approve the July 17, 2010 Board Meeting minutes.

***Motion: Board Member Brad Ambruso made a motion to approve the July 17, 2010 Board Meeting minutes. Board Member Beer Dave Gausepohl seconded the motion. The motion was approved by unanimous vote.***

3. Treasurer's Report: Pete Cornils

a. Pete presented the June, 2010 financial statement. There being no questions raised about the statement, Pete asked for a motion to approve.

***Motion: Board Member Beer Dave Gausepohl made a motion to approve the June, 2010 financial statement. Board Member Greg Lenaghan seconded the motion. The motion was approved by unanimous vote.***

b. Pete presented the July, 2010 financial statement. There being no questions asked about the statement, Pete asked for a motion to approve.

***Motion: Board Member James Wolf made a motion to approve the July, 2010 financial statement. Board Member Robert Fondren seconded the motion. The motion was approved by a unanimous vote.***

4. Advertising Report: Mark Crane

Magazine ad sales for the past year totaled \$7,970; up from \$7,828 in 2009, an increase of 2% for magazine advertisement revenue. This is for the issues of October/November 2009 through August/September 2010. Roster ad sales produced \$950. Website banner ads generated an additional \$1,750. The total advertising revenue for the year was \$10,670. **There are currently two website banner ad slots available.**

5. Old Business:

- a. President John Fatura reviewed action items from the previous Board Meeting minutes. First action item was from the 7/17/2010 Board Meeting, page 2, section 4 (b): Tom Fay and Bob Lettenberger will meet to discuss what software is needed by the Marketing Committee. Bob Lettenberger suggested the purchase of software for \$160, and that money will come from the Marketing Committee budget.
- b. Second action item was on page 2, section 4 (c): Robert Fondren will send an electronic copy of the Code of Ethics to the BCCA office. That item has been accomplished.
- c. Third item was that Pete Cornils and Bill Boyles will research the cost of online fees, and make a report at the next Board meeting. Pete stated that he and Bill Boyles need to examine the website and Ebay sales detail to determine how to proceed with increasing the sales cost to the buyers to pass on more of the fees cost without pricing our sales out of the market.
- d. Secretary Boyles stated that an e-mail vote was conducted on August 16, 2010 to approve the CANvention 40 shirt design as proposed by Doug Groth. The vote is hereby recorded in the Board Minutes.

***Motion: Board Member Brad Ambruso made a motion to approve the CANvention 40 shirt design as proposed by Doug Groth. Board Member Robert Fondren seconded the motion. The motion was approved by a unanimous vote on August 16, 2010.***

- e. President Fatura asked that all members and chapters use the correct name of “Brewery Collectibles Club of America” when referring to our organization. He has noticed in some chapter newsletters and websites that variations of the title are used.
- f. John stated that Bruce Gregg had prepared a document in 2009 about how to conduct a meeting. Since we have new officers and Board members coming onboard, John felt it would be appropriate to have them read this document.

***Action item: Bruce Gregg is to send the Officers and Board Members a copy of his document on conducting a business meeting.***

- g. President Fatura stated that the Board will be working on revisions and changes to the Policy and Procedures Manual, and will work with Tobi Hicks to get those changes made.
6. Finance Committee: Jim Thole
- a. Jim stated the BCCA has remained financially stable over the past four years, although two of those years have seen an operating loss, and the other two years have had an operating gain. His forecast for the current year is for the BCCA to have a breakeven situation. Although the BCCA has been living “on the edge” for several years, it does not appear that a dues increase will be necessary for 2011.
  - b. Jim noted that it is the time of the year when the BCCA usually designates the three check signers to be approved for the next fiscal year. The discussion that followed was that the procedures in place to sign checks should be reviewed and updated. It was suggested that the third check signer, who is named as the President’s Assistant, should be an active participant in BCCA activities, and be selected by the incoming President.

***Action item: Pete, Bill, and Jim Thole should review the policy and procedure for approving items for payment, and the procedure for selecting the person who will be signing the checks.***

***Action item: Pete will contact Jerry Glader to see if he is still interested in being the President’s Assistant as the third check signer.***

***Motion: Board Member Beer Dave Gausepohl made a motion to approve the incoming President Pete Cornils, incoming VP/Treasurer Bill Boyles, and a person to be named later (subject to Board approval) as check signers for the next year. Board Member Robert Fondren seconded the motion. The motion was approved by a unanimous vote.***

7. 75<sup>th</sup> Anniversary: Jim Thole  
The activities for celebrating the 75<sup>th</sup> Anniversary are wrapping up with the conclusion of CANvention 40. The initial budget for the 75<sup>th</sup> Anniversary activities was to lose about \$3,000; but actual results appear to end in a breakeven situation. Since it appears there will not be a loss, there will not be a donation made from the CANvention fund.
8. Supplies: Doug Groth  
Show sales receipts are down slightly from previous years. We have added a new supply item of crowntainer can wraps. Kevin Kious has been keeping up with shipping of all supply item sales. There was a Magazine Back Issue Blowout earlier this year which resulted in eight orders, but we were hoping for a bigger volume of sales. The Supply Store is always looking for new items to sell, and encourages anyone with an idea to contact Doug Groth. The CANvention Book Blowout sale is doing well, and has sold \$1,700 worth of books as of this morning.

9. Nominating Committee: Pat Cornils and Tobi Hicks  
The nominees for Board of Directors for next year are Beer Dave Gausepohl #22473, Jim Blackerby #12507, Joe Marconi #29820, Doug Groth #11286, and James Wolf #16033. For next year, Pete Cornils #28293 has accepted the President position, Bill Boyles #1454 has accepted the VP/Treasurer position, and Robert Fondren #14138 has accepted the Secretary position. John Fatura #27479 has accepted the Past President position and head of the Nominating Committee.

10. Chapters: Pete Cornils

- a. There were two new Chapters added this year: 40 oz Malt Liquor and Columbine. Information about Chapter requirements to join the BCCA has been sent to a couple of other groups, but there has been no response back at this time.
- b. Judging in the Chapter newsletter and Chapter website competition has been completed, and results will be presented at the General Business Meeting tomorrow. Thanks to the seven judges that helped Pete: Alan Paschedag, Mike Pope, Gerry Weishaar, Bob Lettenberger, Roy and Casey Mayfield, and Marcia Butterbaugh. Only 28 chapters have websites, and only 42 chapters participated in the Chapter Newsletter contest. Chapters can participate in the contest by sending their newsletter to the BCCA office.
- c. The Brasil Chapter has over 600 members, and the 40 oz. Malt Liquor Chapter has 2,200 members.
- d. The Officers and the Website Committee should continue to encourage all Chapters to develop informative and useful websites for their members.
- e. Pete asked the Chapters if they wanted to host a BCCA Board Meeting at one of their shows next year, and he received three responses. From those responses, Pete has proposed to have the October Board Meeting at the SCIB Midwest Mega Show on October 30, 2010, in Indianapolis, IN.

***Motion: Board Member Beer Dave Gausepohl made a motion to approve the October 30, 2010 Board Meeting to be held at the SCIB Midwest Mega Show in Indianapolis. Board Member Tom Fay seconded the motion. The motion was approved by a unanimous vote.***

- f. The sites and dates for the remaining Board Meetings are being developed. It appears there will be a Board Meeting in Fenton, MO on December 11, 2010; and a Board Meeting in March at the Buckeye Chapter Toledo show. These and the remaining Board Meetings will need to be approved by the Board at the Indianapolis meeting.

11. CANvention: Beer Dave Gausepohl

- a. The CANvention Committee is still evaluating the feasibility of having CANvention 42 in Springfield, MA. The results of the Valley Forge CANvention will help determine if Springfield appears to be the appropriate location.
- b. CANvention 41 will be in Covington, KY at the Marriott Hotel. Room rates will be \$121 per night, and parking rates have not been finalized due to a change in the ownership of the parking lot. The dates in September will be the week leading up to Labor Day.
- c. The CANvention can this year has not been produced due to the production schedule of the Ball Corporation. As soon as the can is produced, it will announced to all members; along with instructions how to receive the can.
- d. Dave asked all Chapters to make sure the Chapter Contact person's name is accurate, since the CANvention Committee supplies alot of CANvention information to that person for distribution to chapter members.
- e. Dave stated it is beneficial for the show that all members on the trade floor not to have signs on their tables about pricing of cans and breweriana. This show is billed as a trade event, and the taxing authorities could force all sellers to have licenses in order to sell their items.

12. Magazine: Bob Lettenberger
  - a. Bob stated the October/November 2010 issue of *Beer Cans & Brewery Collectibles* is in production. There will be a feature about Beer and Politics, an off-beat can collecting adventure in Washington, D.C., and a story about the Big Sky Brewery and the first Alumabottle.
  - b. All aspects of the magazine mailing have been consolidated to FulFill Net in Green Bay, WI. The Canadian and International members should receive their magazines seven to days earlier with this transition.
  - c. Bob has sent a response to a request by George Baley of NABA regarding republication of the NY NY articles originally published in the BCCA magazine. This response basically outlines the position of BCCA in denying other organizations the right to use BCCA copyrighted material. Bob Lettenberger, Pete Cornils, Bill Boyles, and Robert Fondren met on 9/9/10 to develop a standard form that outlines the BCCA position on copyrighted material.
  - d. The BCCA has been approached by EBSCO, an international periodical database, with an offer to place *BC&BC* among their pay-per-view journals. At this point, further research needs to be completed by Bob Lettenberger before a full presentation can be made to the Board. This opportunity does present some potential positive results for the BCCA.
  - e. The judges have selected the winner of the Dan Andrews Award for Editorial Excellence, and the results will be announced at the CANvention Banquet.
  
13. Website: Joe Germino  
The website is in continual upgrading and improvement. Michele Layne has devoted many hours of work, and has done an outstanding job. Brad Ambruso has been a huge help in getting the changes implemented. A major focus now is to move more of the content from the roster to the "Members Only" side of the website. Another enhancement will be an area called "Members Resources", and one of the first items to appear there will be the Marketing Manual developed by Tom Fay and the Marketing Committee.
  
14. HOF/COY: Ken Trembl
  - a. First, a thank you to Jack Isacson for suggesting me as his replacement as chair of this committee, and to President Fatura and the Board for approving his suggestion that has allowed me the opportunity to become active at the national level again.
  - b. This year, 40 chapters submitted nominations for the Denver Wright, Jr. BCCA Hall of Fame and U.S. and International Cans of the Year. A total of 30 eligible BCCA members were nominated for the Hall of Fame. For the Can of the Year awards, 43 cans or sets of cans were nominated in the U.S. category and 52 cans or sets of cans were nominated in the International category. The five BCCA members with the highest number of points were placed on the ballot for the Hall of Fame, and four can nominees with the highest number of points for each can category appeared on the ballot.
  - c. It was a record year for membership voting. A total of 647 valid ballots were received; compared to just 302 ballots last year. The number of mailed-in ballots was down, with 165 received; however 482 e-mail ballots were received.
  - d. Thanks to committee member Rusty Wyar for his invaluable and trusted assistance in counting and verifying the ballots. Thanks also to our new office manager, Kevin Kious, for all his efforts in receiving, copying, and mailing the ballots in a timely fashion to Rusty and myself. At the General Business Meeting, the four Can Tote winners and the 2011 membership renewal winner will be announced. The announcement of the Hall of Fame and Can of the Year winners will take place at the CANvention Banquet.
  
15. Beer Can Book Committee: Bruce Gregg
  - a. Bruce stated that in response to recent questions, his report would give a bit of history and the responsibilities of the Beer Book Committee, outline some of the ongoing accomplishments of the committee, and propose new actions to be taken under committee involvement, guidance, and consulting.

- b. Bruce said that last year there was a question on who should be on the Beer Book Committee. The answer is your past editors of USBC Volume 1 & 2: Bruce Gregg, Tom Waggoner, John Page, and Tom Hull; as well as any other member that the Beer Book Committee needs in order to accomplish its mission. Starting afresh this October, 2010, Bruce would add James Wolf to the initial four names. Others may follow.
  - c. Bruce then discussed what is the Beer Book Committee and what it is not: the past editors of the USBC books are “builders” in his phraseology. They have had the ideas, concepts, and knowledge to create those items that have been published, and they helped work the financing necessary to make the USBC books happen. What the Beer Book Committee is not are “sales and marketing” people, and this is best handled by those with this expertise.
  - d. At the last BCCA Board Meeting, there was discussion about whether the Beer Book Committee needed to continue operating since USBC Volume 1 & 2 have been completed. Bruce asked the Board to consider his report, and understand how the Committee could transition into the development of the Supplement to USBC Volume 1 & 2.
16. Marketing: Tom Fay  
Tom stated that on May 22, 2010, the Marketing Committee of Brad Ambruso, Greg Lenaghan, Robert Fondren, Mark Sanders, and Tom Fay took on the task of starting to aggressively promoting the BCCA as a professional organization of hobbyists that collect breweriana. Over the next three months, the group prepared the Marketing Manual that is being distributed today to the Board Members. It should give you all the materials you need to market the BCCA, whether it be to the public, news media, etc.
17. Membership: Mark Sanders (highlights of report read by Secretary Boyles)  
As of August 31, 2010, the current membership of the BCCA stands at 3,450. There were 13 Youth Memberships available for 2010, with 7 being awarded, leaving 6 available for next year. After the remaining 6 have been awarded, the KC’s Best Chapter will provide funds for 2 additional memberships. If any other chapter would like to make additional funds available, or nominate a youth for a membership, you are certainly more than welcome to do so. Corporate Memberships currently stand at 26. Thanks to Kenn Flemmons for all of the hard work he has put in on this great project. It would be nice if we could get every chapter to sponsor a Corporate Membership. Mark would also like to thank Doug Groth, the BCCA Supply Chairman, and Dan Morean of Breweriana.com for working on a program that is bringing in additional members.
18. Roster: Grace Fisgus (highlights of report read by Secretary Boyles)  
Discussion will take place in September regarding what will be included in the 2011 Roster, and whether any additional sections will be moved to the BCCA website. The Roster staff will be established in October, and work can begin on the 2011 Roster in November. When the size of the Roster is determined, Grace will obtain estimates from three printing companies in the Denver area, and will forward that information to the Officers. Cost savings were realized with fewer pages to print and mail of the 2010 issue.
19. Announcements:  
Paula Fatura announced the BCCA has been notified of the passing of BCCA member George Freidenberger #9810 of Otis, KS.
20. Motion to adjourn:

***Motion: Board Member Greg Lenaghan made a motion to adjourn the meeting. Board Member Tom Fay seconded the motion. The motion was approved by a unanimous vote.***

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Meeting was adjourned at 5:01 p.m., with an actual meeting time of one hour and fifty-seven minutes.

The next BCCA Board Meeting will be held at the SCIB Midwest Mega Show in Indianapolis, IN, on October 30, 2010.

Respectfully submitted,

Bill Boyles #1454  
BCCA Secretary