

National Bottle Museum®

2011 Annual Report



76 Milton Avenue, Ballston Spa, NY 12020

www.nationalbottlemuseum.org

National Bottle Museum®

2011 Annual Report

Who We Are

The National Bottle Museum® has existed in Ballston Spa, New York for more than 30 years without being subsidized, relying only on charitable donations, memberships and proceeds from special events. We are among the very few cultural institutions that are truly raising their own operating funds. Our visitors come from all over the U.S, Canada and many foreign countries. We have a national reputation and agenda. For many, we are a destination attraction with travelers driving hundreds of miles out of their way to visit us. We are chartered by the New York State Education Department and we operate under the umbrella of the New York State University System. Your Bottle Museum is an educational institution that holds assets in trust for the public. We are a 501C (3) tax exempt organization. For many far and wide, we proudly represent the public image of the bottle collecting community.

What We Do

We operate a first class museum open to the public year around. We are an important resource for educators, authors of scholarly books, major films, television documentaries, popular magazines and price guides. We do research for individuals all over the United States and Canada and have done research for individuals in Europe if time permits. We urge visitors to contact a Collecting Club, attend Bottle Shows and start collecting. Our research library is invaluable and used often. We preserve, promote and educate. Our annual Bottle Shows are well attended by people across the country. Our glassworks studio is increasingly popular and we are attracting students from an ever-widening area. Our Jan Rutland Artist Space, dedicated to the museum's long time director, is building a reputation for professionalism and quality exhibits and helps draw people into the museum. It is a mistake to separate the history, art and technology of glass. Bottle collecting should not be an isolated subject. The hobby has a better chance of growing and surviving if the subject is considered in its entirety. Who made the bottles? How did it affect their lives? Why were bottles made? How were they produced? With this information, it's easier for newcomers to understand why we have such respect for these inanimate objects.

Current Issues & Challenges

As has been a habitable challenge, we are still experiencing an erratic cash flow that needs to be stabilized. The current national and local economies have caused many, who might be willing to help, to instead be very cautious about donating to any charitable cause. A museum is certainly not as urgent as a food bank or shelter. However, we have a considerable body of fine exhibits, books and historical information that must be properly maintained. We should be branching out into classrooms with displays and programs since so many schools have had to eliminate field trips. We need to rebuild our volunteer program and train a new group of docents. We need to find a full time museum director and find willing volunteers to serve on our Board of Trustees and Committees. And very importantly, we need fresh ideas.

Museum Support

Individual Donations* from November 2010 - November 2011

Arden Blunt
Lewis Brown
Gerard Dauphinais
David Delorier
Tom Dudarchik, Jr. (L)
Don Garrison (L)
Don & Audrey Hauprich
Christ M. Karras
Evelyn Kramer

Carl & Dorothy Licini
Alice Moulton
Tom Paskiewicz
Peter Patrillos
Sally Prasch
Darrell Pinkney
Judy Prevratil
Larry Rutland
Gary Schaap

David & Eileen Schoch
Robert & Rose Sokol
Phil Spaziani
Meg Stevens
Roy Topka
Nancy Voehringer
Charles Vogt
Dorothy K Whited

* It should be noted that many of these supporters made multiple donations within this time frame.

Individual Gifts (Other than cash)

Everything from postage stamps/food/
computers/cartridges/office supplies, etc.

Ann Hauprich
Evelyn Kramer
Gary Moeller
David Schoch
Charles Vogt

New Memberships

The following individuals became museum members starting in November 2009.
We hope our Supporting Clubs around the country will encourage fellow club members
and friends to join the museum in the future.

Miles Cornthwaite
Bill & June Marks
Susan Neer
Eric Smeterling
Mary Stevens
Connie Wintuk

Supporting Clubs

Baltimore Antique Bottle Club Inc
Capital Region ABC
Empire State Bottle Collectors Assoc
Finger Lake Bottle Collectors Assoc
Genesee Valley BCA
Greater Buffalo Bottle Collectors

Little Rhody Bottle Collectors Assoc
Mohawk Valley ABC
New England Antique Bottle Club
Reno Antique Bottle Club
St Louis ABC
San Diego Antique Bottle Club

Sommers Antifue Bottle Club
Saratoga Bottle Collecting Society
Tri-State Bolle Collectors & Diggers
Yankee Bottle Club

Memorial Contributions in the name of Jan Rutland

Individuals

Al Lounsbury
Allan & Nancy Repp
Ann & Jon Hosier
Arden Blunt
Audrey Rouse
Bob & Linda Kennerknecht
Bob & Pat Hoyl
Chris Davis
Dave Tuxill
David & Audrey Graci
David P Wright
Don & Audrey Hauprich
Donna Morris-Calvey
Doris Hopper
Dorothy & Carl Licini
Dorothy Whited

Dr. Burt Spiller
Eleanor Davis
Fran Hughes
Gerald A Dexter
James Becker
James E Carter
Jan & Barbara Trypaluk
Joh A Peterson
John & Sue Rudzinski
Larry Cahill
Lewis Brown
Louise Erskin
Meg Stevens
Michael & Rita Ann Zenzne
Michael Polak
Michael Sawicki

Michelle Richens
Nancy Voehringer
Noel Haskell
Patrick DeFlorio
Peter Petrillose
Robert Eckberg
Ruth Ann Parent
Sally Prasch
Sandra Arnold
Sharon Kingsbury
Ted Doscher
Tom Dudarchik
Velma A Landry
Virginia Sawicki
William Dunson

Clubs & Groups

Ballston Spa Business & Professional
Association (BSBPA)
Ballston Spa Rotary Club
Capital Region ABC
Greenfield Historical Society
Merrimac Valley ABC
Mohawk Valley ABC

NE Section of the American Scientific
Glassblowers Society
North Jersey ABCA
Reno Antique Bottle Club
Somers ABC
Violin Bottle Collectors Association
Yankee Bottle Club

Other Memorials

Catherine E Karp In Memory of Doris Hopper

Grants/Corporate /Business Support

Anastos Media Group
Ballston Spa Lions Club
C. Vogt HVAC
General Electric Matching Fund Program
Stewart's
Price Chopper's Golub Foundation
Rutland Engineering
Stewart's
Streever Agency
Village of Ballston Spa

Matching Funds Grant from the State of New York and National Grid allowed up to put in new overhead lighting on both floors of the museum. These updated fixtures have saved us a considerable amount in our utility bills.

Visitor Statistics -- Please see Addendum #1

Volunteer Hours

Ann Hauprich	120 hours
Mary Hauprich-Reilly	50 hours
Sharon Kingsbury	61 hours
Evelyn Kramer	945 hours
Ginna Shepard	26 hours
Other Volunteers	52 hours

Financial Report

Submitted by Treasurer Lori Johnson

2011 showed a marked decline in membership dues, grants, and gift shop sales. Insurance, utilities, mortgage interest continue to be an unchanging burden to the Museum. On the plus side, the Museum Glassworks increased the National Bottle Museum income \$4,000. ahead of 2010. The studio's expenses were lowered by nearly \$1,000. from last year. Unfortunately, we close 2011 with a deficit. Hopefully, some of the pending grants, membership pledges, and more donations, will give the museum a healthier bottom line in 2012. (Please see Addendum #2.)

Museum Glassworks

Larry Rutland, Lisa Diagle, Sally Prasch and Susie Burns all teach at the Museum Glassworks. Larry and Lisa average 20 to 30 hours per month each. Sally offers classes as she can is most generous with her time. Susie does 20 or more hours a month. In addition to teaching they also make items that are then donated to the Museum's Gift Shop. Especially at this time of year these are very popular with visitors. Proceeds from the torch rental and lesson fees this year were up about \$4,000 from last year and went to the General Fund to help pay the museum's mortgage.

The Jan Rutland Artist's Space at the National Bottle Museum

The Artists' Space at the National Bottle Museum was renamed The Jan Rutland Artists' Space at the National Bottle Museum during a dedication ceremony on the one-year anniversary of Jan's passing on October 26. This part of the museum, which is situated on the second floor, has had a number of exciting exhibits and is gaining increasing recognition, thanks to the incredible efforts of volunteer Fred Neudoerffer. With more advertising, sponsors and a greater diversity of events, we hope that this will become a viable draw for people to come into the museum.

Marketing & PR Report

Submitted by Recording Secretary Ann Hauprich

The goal of the “Mission *IS*-Possible” campaign that kicked off around Labor Day was to build a solid PR foundation for the National Bottle Museum during September and October that would begin to produce revenue during November and December with a steady stream of funds coming into the NBM commencing in 2012.

As the opening lines of this report are being typed on the eve of the NBM’s Annual Meeting in November 2011, it is still too early to know how much money will come into the museum between Thanksgiving and Christmas. There is, however, sound reason to be optimistic that media releases re: holiday shopping opportunities at the museum’s gift shop, the NBM’s first-ever fund-raising evergreen featuring decorations crafted exclusively at the Museum Glassworks, a book-signing and exhibit by beloved children’s book illustrator Jody Wheeler and a fund-raiser in the form of a Ballston Spa Business & Professional Association Networking Breakfast will bring in much-needed funds before the year ends. News that the Friends of the National Bottle Museum will also be holding a fund-raiser in December in the form of a wine-tasting party in Saratoga Springs will surely appeal to others who may not previously have been aware of presence of the NBM in the region.

These and other recent initiatives promise to yield future dividends in the form of increased interest in – and support of – programs, classes and exhibits offered by the NBM, the Museum Glassworks and The Jan Rutland Artists’ Space at the National Bottle Museum.

Kudos to NBM Treasurer Lori Johnson for setting the wheels in motion so that a story about the museum could be featured in the September 2011 edition of the *The Volunteer* – the official newsletter of the Ballston Spa Business & Professional Association. BSBPA newsletter editor Ellen Mottola is also to be commended for helping to promote the museum both in *The Volunteer* and in the BSBPA’s special holiday program that is distributed to families throughout the Ballston Spa Central School District.

BSBPA member Cliff Baum also deserves much praise for working hard behind-the-scenes on two other initiatives that will surely help to boost awareness of the NBM & Museum Glassworks as “gems” or “jewels” in Saratoga County’s crown. First, Cliff suggested that the NBM host the BSBPA Networking Breakfast on December 20. Cliff also graciously offered to donate coffee and bagels to be supplemented by freshly baked goods courtesy of NBM staff and volunteers. Within days of receiving this generous offer, Lori contacted us with the exciting news that Cliff was making arrangements for the creation of a billboard message on Route 50 that will help attract more visitors to the National Bottle Museum & Museum Glassworks.

It was also at Cliff’s suggestion that Acting Director Larry Rutland, Collection Manager Gary Moeller and I invited Saratoga County Chamber of Commerce Executive Director Todd Shimkus to enjoy a VIP Tour of the museum in October. That visit was subsequently documented in a Front Page story in the Autumn 2011 edition of *The Bottle Muse* – which also appears in full color on www.nationalbottlemuseum.org.

A thank you note I received from Mr. Shimkus stated: “I was really struck in my visit by the energy and passion that you, Larry and Gary have for the museum and its mission.” The C of C leader added that he found the tour led by Gary Moeller “inspiring” and he vowed “the Chamber will do everything it can to help and advise the museum’s leaders to enable them to accomplish their goals.”

Mr. Shimkus also offered to provide guidance in the setting up of a designated “First Giving” site (www.firstgiving.com) that would enable the National Bottle Museum to expand interest in – and to win financial support for – its mission both locally and globally. This initiative will ultimately entail a combination of establishing a “First Giving” site and the creation of a “marketing Facebook page” as well as a Twitter account. Other revenue-generating possibilities include selling ad space in *The Bottle Muse* and securing paid sponsors for the museum’s web site.

Following the VIP visit – which also included the BSBPA’s Cliff Baum — Gary & began putting our heads together re: ideas for recruiting volunteers as well as responsible high school seniors and college interns and boosting museum memberships, with greater emphasis on increasing those at the CORPORATE LEVEL. There is reason to be confident that such pillars of the community as the Adirondack Trust Company, Ballston Spa National Bank, GlobalFoundries, Quad/Graphics, Racemark International, State Farm, Stewart’s, Sunmark and many others would rise to the occasion if this were made a priority in the New Year.

Since we are a NATIONAL Bottle Museum, we must be sure to extend invitations NATIONALLY – how about the manufacturers of Listerine and leading brands of medicines and beverages that have histories linked to antique bottles?

Other corporate sponsorship and educational outreach initiatives that are now in the process of being formulated include reaching out to students and teachers in public and private classroom settings AND attracting home-schooling families as well as 4-H, Scouts, etc. Other PR ideas for 2012 include securing a presence at the Albany International Airport and having the NBM & Museum Glassworks and other village attractions featured as exciting destinations in periodicals that have national readerships.

An abundance of other PR duties were also performed in between the aforementioned activities and brainstorming sessions. Other Autumn activities included volunteer Artist's Space Director Fred Neudoerffer and "Jazzy Jan" of Art-N-Soul sharing news that the museum would be able to play a lively role in September's First Friday celebrations in the village. A news release announcing that special Art-N-Soul event was quickly prepared and circulated far and wide.

As always, Gary rose to the occasion, keeping his "boots on the ground" inside of the museum on short notice to welcome visitors that evening and to volunteer webmaster Mary Hauprich Reilly for promptly posting that item and another important "News Flash" re: acclaimed flame-worker Wes Fleming on the NBM web site. Additional kudos go to Lisa Daigle for helping us get the word out about the September 17 event at the Museum Glassworks in a timely fashion.

It was also thanks to Gary and President Evelyn Kramer that I was able to "corner" a few of the interesting recent visitors to the NBM to ask if they would consider being interviewed for future editions of *The Bottle Muse*. These personalities have ranged from a bottle collector from New Mexico who stopped in on Labor Day weekend after an interview at GlobalFoundries in Malta to an 11-year-old boy from Connecticut named Nicholas Wroblewski whose passion for discovering history in bottles could not be contained. His story will follow the one about 17-year-old bottle collector Hunter Foote that appeared in the Autumn edition of the museum's newsletter. All pages can now be viewed in full color by visiting www.nationalbottlemuseum.org.

Other Bonus Features recently posted on the NBM site include a tribute to Gary's 15th anniversary as an incredibly dedicated NBM employee and a profile of NBM volunteer gift shop manager Sharon Blakemore Kingsbury. Both Gary and Sharon also proved to be a tremendous help as Mary and I put in extra hours to upgrade and expand the museum's web site to include a way for Internet visitors to order select items from the gift shop in time for holiday giving.

Another recent fascinating museum visitor was Carl Waldron – best known regionally as a retired music educator and community chorus director. He reminded me that there's not only history in bottles, but also a variation on the theme: MUSIC IN A BOTTLE. We weren't able to snap a photo of Mr. Waldron before he departed, however, he subsequently emailed one that now accompanies a related Bonus Feature on the museum's web site.

The highlight of the Autumn season was unquestionably the dedication of the Jan Rutland Artists' Space at the National Bottle Museum – coupled with a surprise 80th birthday celebration for Acting Director Larry Rutland on the evening of October 26. Ballston Spa Mayor John Romano delivered a moving tribute to Jan's life and legacy to the entire community while Gary Moeller detailed her vast contributions to the NBM and Museum Glassworks. (A video of their speeches will be posted on the museum's web site this month and a related article will be published in the next edition of *The Bottle Muse*.)

On a lighter note, internationally acclaimed glassblower Sally Prash presented Larry with a one-of-a-kind miniature wine bottle inscribed "L.R. Vintage 1931" while Ballston Spa Rotarian of the Year Patty Rutland coached me in the decorating of a bottle-shaped cake with a matching inscription. I was also honored that a portrait I had taken of a joyful Jan holding an antique uranium glass bottle inside of the Artists' Space was enlarged at the Village Photo before being beautifully custom framed at The Blue Caboose so that it might be displayed in Jan's memory for years to come.

There are not enough words to thank Fred for the outstanding job he did preparing a related exhibit called "The Collected Art of Jan Rutland" and for all he has done during November to lay the groundwork for a holiday exhibit that will feature creations by beloved children's book illustrator Jody Wheeler from now until January 7, 2012.

It has been my great pleasure to prepare press releases and seek sponsors for the Jody Wheeler exhibit as well as a special event on the afternoon of Sunday, December 4 during which Ms. Wheeler will welcome children of all ages to the museum from 1 to 3 p.m. On this occasion – which is also being publicized by the BSBPA – Ms. Wheeler will sign books and read from a copy of *The Night Before Christmas* that she illustrated for Ideals Publishing.

I am hoping that Lisa Daigle will be able to come to the museum that day to take a bow for the beautiful holiday ornaments she has been busy crafting for the NBM's first-ever Christmas tree. Proceeds from the sale of the keepsake glass decorations will benefit the museum. A list of all who are assisting with that project will be posted on the museum's web site as well as being printed in the next newsletter.

If all goes well, we'll also be spreading the news that the exterior of the Museum Glassworks will soon be getting a facelift. No promises yet — but 'tis the season to hope!

In closing, I would like to thank Gary, Sharon, Fred, Evelyn, Larry, Lori and the rest of the Museum's Board of Directors (Second Vice-President Michael L. Noonan and Trustees Lewis Brown, Miles Cornthwaite, John Golley, Barry Haynes, David Schoch, Phil Spaziani and Roy Topka) for an unforgettable two and a half months at the National Bottle Museum.

VISITORS STATISTICS FISCAL 2010-2011

Month	Local	Cap-Sara	NYS	NE USA	US other	Canada	Foreign	Group	No ID	Total by Month
Nov-10	6	30	3	14	6	8	1	8	11	87
Dec-10	4	15	6	0	2	0	0	0	13	40
Jan-11	0	1	1	0	0	0	0	0	0	2
Feb-11	7	29	5	10	0	0	0	65	0	116
Mar-11	7	17	7	5	8	0	0	0	11	55
Apr-11	8	29	14	12	11	1	0	0	11	86
May-11	3	25	25	11	14	4	0	24	21	127
Jun-11	7	26	43	26	19	4	3	9	27	164
Jul-11	15	32	58	48	56	2	0	0	36	247
Aug-11	14	52	40	51	30	9	0	0	27	223
Sep-11	9	45	31	23	36	2	4	0	50	200
Oct-11	7	28	7	7	23	4	1	13	7	97
Total	87	329	240	207	205	34	9	119	214	1444

National Bottle Museum
Profit & Loss Prev Year Comparison
 January 1 through December 13, 2011

	Jan 1 - Dec 13, 11	Jan 1 - Dec 13, 10	\$ Change
Ordinary Income/Expense			
Income			
401 · Admissions	1,958.77	3,007.14	-1,048.37
402 · Membership Dues	3,050.00	6,200.00	-3,150.00
403 · Indiv. Cash Donations	22,242.68	11,033.87	11,208.81
404 · Club Donations	0.00	4,000.00	-4,000.00
406 · Corporate Donations	0.00	600.00	-600.00
407 · Memorial Donations	1,175.00	5,485.00	-4,310.00
408 · Grants	0.00	1,800.00	-1,800.00
409 · Non-Cash Donations	0.00	11.78	-11.78
413 · Special Events	200.00	0.00	200.00
414 · Special Donation/Raffle	0.00	0.00	0.00
415 · Gift Shop Sales	2,210.35	5,395.26	-3,184.91
418 · Interest Income	0.78	0.00	0.78
420 · Bottle Show Income -			
421 · Bottle Show Table Income	3,370.00	3,090.00	280.00
424 · Bottle Show Lunches	124.09	236.88	-112.79
425 · Bottle Show Admissions	573.00	685.00	-112.00
427 · Bottle Show Raffle	385.00	841.00	-456.00
420 · Bottle Show Income - - Other	0.00	320.00	-320.00
Total 420 · Bottle Show Income -	4,452.09	5,172.88	-720.79
428 · Consignment Income	96.98	353.44	-256.46
439 · SOS Pledge Fund	0.00	730.00	-730.00
450 · Glass Studio Income -			
451 · Cash Donations for Studio	0.00	200.00	-200.00
470 · Class Fees for Studio	5,270.00	2,425.00	2,845.00
471 · Torch Time/Studio Rental	6,624.94	5,103.00	1,521.94
450 · Glass Studio Income - - Other	0.00	145.00	-145.00
Total 450 · Glass Studio Income -	11,894.94	7,873.00	4,021.94
Total Income	47,281.59	51,662.37	-4,380.78
Cost of Goods Sold			
500 · Cost of Goods Sold	0.00	558.50	-558.50
501 · Shipping and Handling COGS	17.41	0.00	17.41
Total COGS	17.41	558.50	-541.09
Gross Profit	47,264.18	51,103.87	-3,839.69
Expense			
Filing Fee	400.00	0.00	400.00
600 · Accounting	4,550.00	1,507.25	3,042.75
604 · Professional Services			
Subcontractor	1,500.00	0.00	1,500.00
604 · Professional Services - Other	0.00	1,522.13	-1,522.13
Total 604 · Professional Services	1,500.00	1,522.13	-22.13
610 · Payroll Expenses -			
611 · Payroll Expenses	11,585.00	12,262.50	-677.50
612 · Payroll Tax Expenses	1,666.44	20.71	1,645.73
613 · Payroll Insurance	295.60	49.42	246.18
Total 610 · Payroll Expenses -	13,547.04	12,332.63	1,214.41
66900 · Reconciliation Discrepancies	0.00	62.27	-62.27
698 · Gift Shop/Petty Cash Under/Over	0.00	0.01	-0.01
699 · Bank Fees	451.50	681.79	-230.29
6999 · Uncategorized Expenses	0.00	0.00	0.00
700 · Mortgage Interest Paid	2,190.26	2,222.88	-32.62
701 · Property Taxes	253.12	172.37	80.75
702 · Utilities Expense	8,919.96	10,702.59	-1,782.63
703 · Telephone	2,046.18	1,795.45	250.73
704 · Water Bill	372.98	86.13	286.85
705 · Insurance	3,604.20	-24.06	3,628.26
706 · Building Maintenance	146.84	333.17	-186.33
708 · Security Expense	560.50	519.25	41.25
709 · Interest Expense	928.70	286.84	641.86

National Bottle Museum
Profit & Loss Prev Year Comparison
 January 1 through December 13, 2011

	Jan 1 - Dec 13, 11	Jan 1 - Dec 13, 10	\$ Change
710 · Vendor Finance Charges	140.19	206.64	-66.45
720 · Membership Expense	285.00	175.00	110.00
730 · Newsletter Printing	35.58	0.00	35.58
731 · Newsletter Postage	2.58	0.00	2.58
740 · Office Postage	2.02	710.25	-708.23
741 · Office Expense	3,266.58	3,031.79	234.79
749 · Credit Card Fees	404.71	0.00	404.71
750 · Gift Shop Expense	0.00	33.30	-33.30
751 · Gift Shop Consignment Costs	0.00	490.00	-490.00
752 · Gift Shop Postage and Handling	44.00	0.00	44.00
760 · Promotion	150.00	161.78	-11.78
761 · Advertsing	1,272.87	1,288.00	-15.13
765 · Gallery Expenses	0.00	2,240.00	-2,240.00
769 · Donations	-25.00	0.00	-25.00
780 · Prof. Membership and Conf.	10.00	10.00	0.00
781 · Misc. Education Expense	0.00	0.00	0.00
785 · Exhibit Expences	0.00	70.00	-70.00
800 · Bottle Show Expenses -			
801 · Bottle Show Rent	0.00	175.00	-175.00
802 · Bottle Show Buffet	198.28	0.00	198.28
803 · Bottle Show Lunches	-25.41	189.46	-214.87
804 · Bottle Show Advertising	1,168.60	1,650.39	-481.79
805 · Bottle Show Postage	0.00	82.40	-82.40
806 · Bottle Show Security Expense	227.50	0.00	227.50
807 · Bottle Show Table Rental	1,295.20	959.50	335.70
Total 800 · Bottle Show Expenses -	2,864.17	3,056.75	-192.58
820 · Special Events Expense	176.75	0.00	176.75
825 · Raffle Prize/Expenses	0.00	0.00	0.00
839 · Glass Studio Expenses -			
840 · Supplies for 10 Washinton	899.00	1,025.00	-126.00
841 · Instructor Fees for Studio	1,300.00	1,875.00	-575.00
850 · Water Bill - Studio	372.98	86.13	286.85
852 · Insurance - Studio	1,269.00	1,844.22	-575.22
Total 839 · Glass Studio Expenses -	3,840.98	4,830.35	-989.37
900 · Misc. Expense	0.00	475.08	-475.08
Total Expense	51,941.71	48,979.64	2,962.07
Net Ordinary Income	-4,677.53	2,124.23	-6,801.76
Other Income/Expense			
Other Income			
Vendor Collection Credit	21.57	0.00	21.57
Total Other Income	21.57	0.00	21.57
Net Other Income	21.57	0.00	21.57
Net Income	-4,655.96	2,124.23	-6,780.19