



midwest
D•E•C•O•Y
collectors association

N E W S L E T T E R

Winter 2004

Founded 1966

**MEMBERSHIP CONTINUES TO GROW —
 COLLECTING INTEREST ENJOYED AN ACTIVE YEAR IN 2003**

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**WWW.MIDWESTDECOY.ORG
 HAS A NEW LOOK AS PHASE 1
 UPDATE COMPLETES!**



**MEMBERSHIP
 BENEFITS**

- Collecting support
- Annual directory
- Newsletter
- Appraisal help
- Show admission

MEMBER NOTES

- Team volunteers needed
- 2004 membership renewal 1 Jan
- Tables filling up

We have finished an update to our website. It incorporates many of your suggestions and provides links to many related sites that we all use on a regular basis. **If you have links that you would like to add to our list please e-mail them to me so that they can be added to our links page.** We will reorganize this list after we build a more complete site.

In addition, we have embedded links within the pages to other sites like Pheasant Run Resort and St. Charles visitor site.

We have added the ability to send e-mail to board members by clicking on their name to access their address. Try it and give us your feedback on the membership, the site and the show.

Our next update will include the ability to collect addresses of visitors and send outbound notices to our e-mail list. We need more critical input from our members to insure that we are serving you well and capturing the requirements for our next phase.

MIDWEST DECOY COLLECTORS

OFFICERS

Herb Desch	President
Roger Ludwig	Vice-President
Tom O'Key	Treasurer
Ed Wojciechowski	Secretary

BOARD OF DIRECTORS

Dick Brust	Randy Root
Herb Desch	Rick Sandstrom
Alan Haid	Joe Tonelli
Roger Ludwig	Jim Wierzba
Tom O'Key	Ed Wojciechowski

PURPOSE

The purpose of the Midwest Decoy Collector's is to foster the hobby of decoy collecting by attracting new collectors, by seeking out and preserving old decoys, gather information about old carvers and their methods of historical records, and hold an annual show for decoy collectors and carvers for the exchange of information about their origin.

The Midwest Decoy Collectors Association is a nonprofit, educational organization, incorporated under the laws of the State of Illinois. It invites membership to all persons who have an interest of any kind of collecting decoys and sporting collectibles.

DUES

Dues are \$15.00 a year, or \$40.00 for three years, payable on January 1. This entitles members and a guest free admission to the April show, newsletters and an annual directory listing all members. The mailing address label indicates what year's dues have been paid. Please mail your dues with checks payable to M.D.C.A. to the following address:

Tom O'Key • (847) 842-8847
310 Woodview Road
Lake Barrington, IL 60010-1731

PRESIDENT'S CORNER

The duck hunting season is over and the Holidays are passed. That means the decoy show season is right around the corner. I hope your duck season was better than the one I experienced out here in the Midwest. There just were not many ducks.

Planning is starting for the 2004 Show on April 23rd & 24th. We will continue the free appraisals on Saturday morning along with a decoy exhibit all day Saturday. This year there will be an exhibit of Wisconsin decoys. Jim Wierzba is heading up this effort. The Mason exhibit was well received last year and we hope to make an exhibit an annual event. Let us know of your suggestions for future exhibits.

We are also rethinking how we promote the Show. Hopefully, we can focus advertising in a more effective manner. We also are promoting the Show with newspaper Outdoor Editors. Donna Tonelli is heading up this effort. Please feel free to make contacts with the editors in your area. Donna can support you with press releases and other promotional materials.

I am starting to get requests for room changes at Pheasant Run. I thought it would be helpful to review the procedures we follow. Anyone

wanting a room must be in the Pheasant Run system. By this I mean, day of arrival/departure, credit card number, etc.

They provide me a list around February. From this I look at who is returning and who is requesting a room change. Nearly every change request seems to want an "A" wing room or a first floor room.

Unfortunately, there aren't enough of these rooms to accommodate everyone. Priority is given to those who take tables at the Show. Length of time as a member and prior year requests are also considered. However, not everyone can be accommodated. Remember, buyers will find the rooms that have good things to sell.

On an administrative note, annual dues are due January 1st. Don't miss being listed in the 2004 Membership Directory. Send the dues, \$15 per year or \$40 for three years, to Tom O'Key. Checks should be payable to MDCA.

On a closing note, I would like to focus on our membership. We would like to reach out to more new members. You can help. Please go out of your way to encourage non member collectors to come aboard. This will help our hobby grow and our Show succeed.

Herb

NEWS FROM THE BOARD

Your board is working two important issues for this next year.

First, we are working to fill several open seats on the board. There are four areas that we are reviewing to help our decision process as we identify our needs and review the candidates. The four areas are the membership and the directory, the communications and newsletter, the show and its promotion and general governance and finances. Our member directory takes much of our attention during the winter months and spring brings the 87 items in our show checklist. As you can imagine it takes a lot of planning and work to arrange our show week. We need more help to coordinate all the items, changes and activities that need attention.

Second, our lack of staff time to focus on promotion has

resulted in reduced non-member attendance the past two years. We are committed to turn this around and develop a more focused show communication plan in order to reach the potential audience. It is pleasing to see that the Chicago Tribune has interviewed several of our members and it has resulted in two nice articles within the past few months. It is obvious that our focus on cleaning up the show coordination has worked and we now must work on our outreach program and communication strategy.

Our financial position remains solid and this allows us to keep our membership and table fees at the current levels.

We have many projects in planning to enhance the show and membership and appreciate your input and support.



Left to Right: Rick Sandstrom, Tom O'Key, Jim Wierzba, Ed Wojciechowski

THE GRINCH WHO STOLE DECOYS

It is disappointing that I must report that we have had some trouble with decoy theft. Two recent instances of members having their treasures invaded serves as an important reminder to all of us. Don't forget the important inventory with documentation and pictures and a plan to insure the risks that you face with these precious treasures.

Please be alert for decoys that surface in the market and pay attention to your inventory.

CONDOLENCES

Our thoughts and prayers to family and friends of members who passed away.


John Delph
Howard Martin
Larry McCray

The M.D.C.A. Newsletter is published several times a year. We welcome comments, suggestions, and articles from our members. Send all materials for consideration to:

*Rick Sandstrom • (319) 364-8556
1654 10th Street NW
Cedar Rapids, IA 52405-1615*

PHASE ONE ROLLOUT FOR OUR WEBSITE UPDATE






**MIDWEST
DEC-O-Y
COLLECTORS
ASSOCIATION**

Founded 1966

Become A Member - Call: (847) 842-8847




Founded in 1966 the Midwest Decoy Association has grown to over 1100 enthusiasts from all walks of life. Our members come from 48 states, three Canadian provinces and the District of Columbia. They write books on collecting, manage auction companies, publish magazines, carve world class decoys, calls and collectibles, provide appraisal services and form the core network of knowledge on sporting collectibles.

Membership is a great value for only \$15 a year or \$40 for three years and provides:

- ▶ Show admission for member and guest
- ▶ Newsletter subscription
- ▶ Annual directory of members

The purpose of Midwest Decoy Collectors is to foster the hobby of decoy collecting by attracting new collectors, seeking out and preserving old decoys, gathering data about carvers and their methods, and holding an annual show for decoy collectors and carvers. The Midwest Decoy Collectors Association is a nonprofit, educational organization incorporated under the laws of the State of Illinois. It invites membership to all persons who have an interest in decoys and sporting collectibles.

Show 2003



Board of Directors & Officers

Herb Deach -	Roger Lubrig - Vice-President
Tom O'Key - Treasurer	Ed Wojciechowski - Secretary
Rick Sandstrom - Communications	Dick Brust
Alan Haid	Joe Yonelli
Jim Wiercha	Randy Rost
Rose Clausen	

The first phase of our refresh included a revised layout with a new look and feel. Next, we will populate the pages with more calendar information, add more show pictures and additional links to related sites.

Our intention is to create a decoy gallery that will reference pictures that reflect the samples from all of the key regions. This seems to be of interest to many newer collectors. We will communicate as we begin our selection process

and identify the candidate birds. Each year we will use our show theme to focus and generate pictures for display.

With outbound e-mail capability we will be able to send information to our members. This will help us communicate to our organization with better frequency and let you use our network to share information with our members.

Please take a look and share your ideas. We need your opinions and input.



MIDWEST
D·E·C·O·Y
COLLECTORS
ASSOCIATION

Become A Member
Call: (847) 842-8847

Founded 1966

- Home Page
- History
- Membership Info
- Contact Us
- Annual Show Info
- Show Table Info
- Hotel Info
- Other Shows
- Related Sites

National Antique Decoy & Sporting Collectibles Show

April 23 & 24, 2004 / April 29 & 30, 2005
Location: Pheasant Run Resort, St. Charles, Illinois (800) 999-3319



Our annual show was started in 1966 by a group of dedicated collectors. The show has continued to grow along with the rising interest in decoys, carvings, sporting art and books, hunting and fishing collectibles and just about anything connected with the great outdoors. It's a show that caters to a wide variety of people -- collectors,

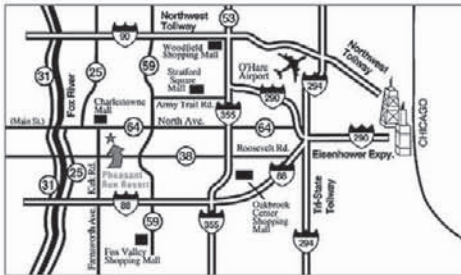
antique dealers, carvers, sportsmen, nature enthusiasts and others who travel from all over the United States and Canada to attend.



The show is held at the **Pheasant Run Resort in St. Charles, Illinois** in the large Mega Center of the hotel. Almost 400 display tables are filled with decoys and sporting collectibles. There is no telling what or who will show up! The doors open at 2:00pm on Friday and will close at 8:00pm that evening. The show will also be open from 9:00am to 3:00pm on Saturday.

Prior to the show, beginning as early as Tuesday and Wednesday nights, there will be room to room sales and trading throughout the hotel complex. Literally hundreds of rooms are open for viewing the myriad of items on display and learning from the experts about the finer points of decoys and sporting collectibles.

We welcome general public attendance at the show. There will also be raffle prizes and free appraisals, so bring along one of your favorite collectibles if you desire. Admission is \$5.00 at the door. Come join the fun! Hope to see you there!



Find your way to Pheasant Run Resort with quick and easy customized directions from MapQuest.

From O'Hare International Airport

Take I-90 West to Route 59 South. Exit south on Route 59 and continue to North Avenue (Route 64). Turn right (west) on North Avenue. The Resort is located 3 miles west of Route 59 on North Avenue (Route 64) on the south side of the street.

From Chicago

Take I-290 West to I-88 West. Continue west on I-88 to Farnsworth (Kirk) North. Exit north on Farnsworth (Kirk) and continue to North Avenue (Route 64). Turn right (east) on North Avenue and continue approximately 1 mile. The Resort is located on the south side of the street.

From Chicago Midway

Take Castro Avenue North to I-55 South. Get on I-55 South and continue to I-355 North. Exit onto I-355 North and continue to I-88 West. Exit onto I-88 West and continue to Farnsworth (Kirk) North. Exit north on Farnsworth (Kirk) and continue to North Avenue (Route 64). Turn right (east) on North Avenue and continue approximately 1 mile. The Resort is located on the south side of the street.

From the South

Take I-294 North to I-88 West. Exit I-88 West at Farnsworth (Kirk Rd.) North and continue to North Avenue (Route 64). Turn right (east) on North Avenue and continue approximately 1 mile. The Resort is located on the south side of the street.

or

Take I-55 North to I-355 North to I-88 West. Exit I-88 West at Farnsworth (Kirk Rd.) North and continue to North Avenue (Route 64). Turn right (east) on North Avenue and continue approximately 1 mile. The Resort is located on the south side of the street.

From DuPage Airport

Take straight onto Route Road. Go North 1 mile. The Resort entrance is located on the East side of the street (right side), just south of North Ave (Route 64).

St. Charles Visitors Bureau

For more information about events and offerings in St. Charles, go to www.VisitStCharles.com.

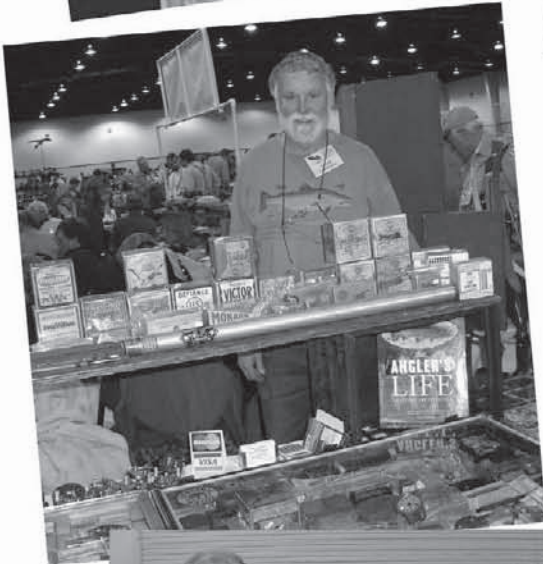


HOME | ABOUT US | CONTACT US | NEWS LETTER | MEMBERSHIP | HOTEL INFO | ANNUAL SHOW / OTHER SHOWS | AUCTION INFO | LINKS

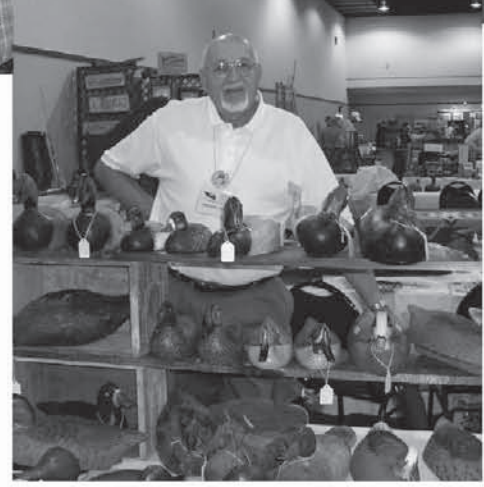


MIDWEST D·E·C·O·Y COLLECTORS ASSOCIATION
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OUR MEMBERS NETWORK



WORKING AT THE SHOW



MEDIA PRESS RELEASE

January 14, 2004

Midwest Decoy Collectors Association to host 39th Annual Convention
Exhibitors from across the United States and Canada will be featured

What: The Midwest Decoy Collectors Association (MDCA) annual convention. A number of events of interest to the public will be held during this week including:

- **Over 400 rooms open at Pheasant Run Resort for viewing, trading and networking**
Early birds arrive Monday and display items grow daily throughout the week
- **Guyette & Schmidt auction of decoys and related items**
Preview, Wednesday April 21, 7 p.m. – 10 p.m.
Auction, Thursday, April 22, 11 a.m. and Friday, April 23, 10 a.m.
The auction house predicts that this auction may gross more than \$3 million.
- **MDCA National Antique Decoy and Sporting Collectibles Show**
Friday, April 23, 2 pm – 8 pm and Saturday, April 24, 9 am – 3 pm
Free appraisal service on Saturday, from 9 am – 1 pm
Silent auction on Saturday, noon
Admission \$5.00
- **Special exhibit of Wisconsin decoys**
Saturday, April 24, 9 am – 3 pm
- **Seminars on decoy collecting**
Saturday, April 24, 11:00 am
- **National Duck Call Makers and Collectors of America call competition and convention**
Events occur throughout the week with members meetings, call demonstrations and judging
- **Book signings by various authors and decoy experts**

Why: The Midwest Decoy Collectors Association purpose is to promote and preserve the decoy as a functional art. This convention and show is a good opportunity for the novice or the experienced collector to begin or add to their collections and learn more about the decoy as functional folk art. Antique dealers will also find collectibles to add to their inventory. Decoys in all price ranges will be available for sale

When: April 19 - 24

Where: Pheasant Run Resort, 4051 East Main Street (Rte.64),
St. Charles, IL

Media Contacts: Donna Tonelli – 815.664.4580
Herb Desch – 312.337.7957

Additional Information: www.midwestdecoy.com
www.guyetteandschmidt.com
www.edecoy.com



Are you a Duck Hunter..Fisherman?
Like the Country Look?
Interested in Sporting Collectibles?

*Come see what
Midwest Decoy Collectors Assc.
National 5-Day
Convention has to offer!!!*



**The 39th
Annual Sporting Collectibles Show**

April 23 & 24

Show hours: Friday 2PM- 8PM

Saturday 9AM- 3PM

Free Appraisals Saturday 10AM-1PM

Room-to Room Trading

April 19-22

2 Day Decoy G & S Auction

April 22 & 23

Game Call Competition

April 24

Special Wisconsin Decoy Exhibit

New Collector Seminar



Admission
\$5

**Pheasant Run Resort
Mega Center**

4051 East Main (Rte 64), St Charles, IL.
Reservations: (800) 999-3319



Contact: Herb Desch * (312) 337-7957 * hedesch@rcn.com * www.midwestdecoy.org
Donna Tonelli * (815) 664-4580 * tonelli47@hotmail.com * www.edecoy.com



Peterson Trout



Crowell Goose



Crowell Shorebirds



Schoenheider Goose

Left: Reindahl Mallards

FROM THE EDITOR

- Decoys are getting in many articles in Antiqueweek, etc.
- Chicago Tribune Outdoor Editor, Lew Freedman, did nice articles on members Roger Ludwig in November and Ron Koch in December
- Check out our website
- Send us your web links
- Update your contact information
- Send us your media contact info
- Help us get a DU TV Show on collecting
- Make your show reservations
- Make your table reservations now
- **Renew your membership**

Decoy valuation is an important and interesting subject. I made 70 to 80 outreach calls this month and one subject that comes up consistently from new collectors is what to collect and how to value the birds. My advice is always the same. Collect what you like, make time to see many birds and buy good quality.

In the hope of starting a debate and getting some good input from our members I have started a listing of things that I consider when looking at something for the collection. Here is a list that seems a starting place:

- Maker
- Condition
- Structure
- Style/attitude
- Appeal
- Paint
- Rarity
- Pairs/rigmates
- History
- Documentation and provenance
- Special interest

Is the list complete? Of course not, but it's a place to start. Next I started thinking about a scoring system and how to create a score. This is work in process and I look for

more input from our members to help. If we use a 1, 3, 6, 9 rating scale for each area, then we have an opportunity to rate the decoys.

Purpose is an important thought for our association's members to remember. When we talk with potential new members it is important to remember and communicate what makes Midwest Decoy Collector's Association special. For me it is simple. Our group has a great purpose and it provides us with the opportunity to meet and learn from a special group of people. Our members are diverse in many ways. The reasons for collecting are varied, locations are from all over North America and our group is gracious in it's willingness to share. The network that we join is active, committed and connected to both the decoys and the events associated with the hobby. It is pleasing to see that new clubs are growing across the country, that 2003 was an outstanding year for trading and sales and that 2004 has a great group of birds coming to auction.

Reach out and help us find more members. Be selfish! There are many

decoys coming to market this year and that always means new opportunities for inventory turnover and upgrading. It will be a great year for all of us to enhance our collections and for the dealers to enjoy an active year. It will be a great year for new members to attend the show and to see and experience an outstanding lot of birds.

Volunteers needed.

There are many opportunities for members to be more involved in the activities.

1. Web leader and content contributors needed.
2. Yearly calendar project needs a leader.
3. Show setup needs help.
4. Media relations needs help
5. Show promotion needs help.
6. Show registration and checkin needs volunteers.
7. Membership committee needs two more members.
8. How to Collect seminar needs planning and event support.

9. Appraisal team needs more members.
10. Newsletter needs two more content contributors.

Number of collecting associations continues to grow. It is great to see the continued growth of clubs and associations across the country. There are many informative newsletters, monthly meetings and seminars on favorite birds.

Nominations are due for next years show display. Last years Mason display received much praise. We are looking for nominations for next years display and display leader. It's a great opportunity to share your passion and communicate the unique attributes of your favorites.

Members producing many great books. Don't miss the opportunity to talk with our author members.

They gain a significant amount of knowledge on their journey to create their books. Most of the special information comes to them after the book is published and is still in their heads.

Invite someone to the show. 2004 will be special.



SPECIAL INTEREST



OUR 2004 SHOW WILL BE A RECORD SETTER!

Midwest Decoy Collectors Association

312.337.7957

312.337.9679 fax

www.midwestdecoy.org • mdc@midwestdecoy.org

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