

From: info@roundtop.org
Subject: Re: Another TH
Date: February 13, 2007 at 1:12:55 PM CST
To: RANDY MALLORY

Hi Randy,
Show Daily is available free to the public beginning about 2 days before the shows start at participating businesses.
Thank you!
Cathy

Quoting RANDY MALLORY:

Cathy,

How do visitors get a copy of the Show Daily during the shows...it's map was very useful. Is it the best guide available to buyers?

Thanks.

Randy

From: "John Sauls"
Subject: RE: Article wrap up
Date: February 21, 2007 at 8:27:23 PM CST
To: "RANDY MALLORY"

Randy.....

With regard to Marburger.....

The continued success of Marburger can be attributed to several things.....

1. Being at the right place at the right time.
2. Having the most energetic, the most professional, and the happiest group of vendors that show promoter could ever ask for in a lifetime. Vendors can be a promoters greatest asset and they can also be a promoters biggest nightmare. Fortunately, I can place my vendors in the greatest asset column. Because of the dedication of my vendors and of their love for the show, I have been placed in the fortunate position of not having to solicit a vendor in seven years. My vendors are always finding another great vendor that they want into the show.
3. The relationship between a promoter and his vendors is a driving force. Kinda like.....what came first, the chicken or the egg? Because my vendors know that I work for them and for the show year round, my vendors reciprocate and work for Marburger year round. Our obnoxious yellow cards have become the most recognizable antique card in the nation.....we publish 120,000 per year for our vendors to have and to pass out during the six month intervals between shows. In addition, we as promoters, mail out

70,000 per year in a different format to distinguish us from the vendors.

While the public is many times confused about "antiques" and the antique business.....it is really a very simple concept that is almost identical to any other business. When a certain look is "hot" it is "hot" and when it is "not", it is "not". The look is many times dictated by what the magazines are featuring.....the trendy antiques. Basically the same concept as fashion, the style in automobiles, hair color, etc.

While many antiques are "timeless in design and in concept", their value can either escalate dramatically or their value can plummet. The major factor in this fluctuation is directly related to the items ability to be reproduced. Authentic items that sold for \$ 10,000 6 years ago can be purchased today for \$ 4,000.....due to the amazing quality of the reproduction that are flooding our market from China, India, and Indonesia. The reproductions, or as I refer to them as "the look for less" can many times be bought for as low as \$ 1250. Personally, I don't like it....but I have no control over it.

The internet has dramatically affected the antique market.....my guestimate would be 30% positive and 70% negative. Items that were once thought to be rare have become commonplace due to such concepts as EBAY. The flip side of this is that items that were perceived to be "good or interesting", but without a known market.....have become more valuable as the internet has found the global buyer.

PASSION! You hit the nail on the head. Passion it is! Addiction it is! Gambling it is! In a nutshell, all antique dealers will tell you that the driving force is "the thrill of the hunt". For the first 20 years of my antique career, I would tell anyone that I was in the business to pay for my habit of collecting. Once I finally overcame my collecting habit and decided on trying to make a living in the antique business, my focus changed....but in reality, it stayed the same. My driving force simply got diverted from collecting "the best" of my personal test to dealing in "the best" of my personal taste. Antique dealers are always on the look for something that is either bigger or better than the last one or for something that they have never previously owned. The world of antique dealers is one where bigger is always better and never is not enough!

Another way to look at the antique business is an age old concept.....the survival of the fittest. Many antique dealers come and go.....as in the case of any business. Many antique dealers are having greater business than ever before and the reason is that they are on top of their game. Simple concept.....good doctor.....bad doctor, good realtor.....bad realtor.....good stock broker.....bad stock broker, etc.

Antique shows. While many smaller shows are currently having "ups and downs", the mega shows are getting stronger. As the world becomes smaller, it also becomes of efficient. In years past, when time moved at a slower pace and shoppers could treasure hunt by "hitting all of the hometown antique malls and flea markets", the antique market was different. In today's world, the serious shoppers tend to focus on the mega shows where there is a higher quantity of merchandise and of quality. The mega shows appeal to the mega shoppers. The smaller shows appeal more to the shopper with more time of their hands and with a limited budget. Neither of these concepts is a bad thing...just reality.

Future. The future of antiques and the mega shows, as the Round Top/Warrenton arena has become, is very strong. Round Top enjoys a terrific demographic location, not only in The State of Texas, but also in the US. The market is still growing, land and property values continue to climb, the power vendors are continue to flock to the shows, and the consumer perceives Round Top as a twice yearly "HAPPENING".

The "HAPPENING" has become not only a wonderful shopping experience, but it has become a class reunion, a 4-5 day field trip, a place to see and to be seen, a place where deals can still be found and a place where deals are not the issue. Quality and quantity is the issue. The shoppers arrive in jalopies, in stretch limos, in buses, in helicopters and in private jets. Where?.....yep!.....in Round Top, Texas. Population 77.

The "big picture" at this point in time is "the sky is the limit".

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Hopefully, you will find something of interest in this harangue!

Best and have a great trip!!!!!!!!!!!!!!

John

PS email me if you have any questions or call [redacted]

Best regards,

John Sauls

www.roundtop-marburger.com

-----Original Message-----

From: RANDY MALLORY

Sent: Wednesday, February 21, 2007 2:33 PM

To: John Sauls

Subject: Article wrap up

John,

I'll be wrapping up the article this week. I'd like you sum up some of the stuff we've talked about over the months about your show and the whole phenomenon at RT.

What's the passion behind all this? What keeps you and the others pumped up about what you buy and sell? What's the future of antiques and shows like RT? Any other 'big picture' thoughts you have.

Thanks.

Randy

From: "John Sauls"
Subject: RE: Opened when
Date: February 22, 2007 at 4:01:33 PM CST
To: "RANDY MALLORY"

Randy

1997

Best regards,

John Sauls

www.roundtop-marburger.com

-----Original Message-----

From: RANDY MALLORY
Sent: Thursday, February 22, 2007 3:48 PM
To: John Sauls
Subject: Opened when

You've told me and I forgot...when did you first open Marburger?

R

From: RANDY MALLORY
Subject: Round Top interview re: phonographs

Date: February 22, 2007 at 4:20:10 PM CST

To: Nick

Nick,

I interviewed you last year at Round Top antiques week.

My notes don't show the price range of the phonographs you offer. Please give me a range. This runs in the October issue and I will ask them to send you a copy.

Thanks.

Randy