

American Dahlia Society  
Conference Call Minutes  
January 6, 2013

The meeting was called to order at 3:00 pm EDT by President Kevin Larkin.

**Present**

Those on the call were: Kevin Larkin, Brad Freeman, Ken Jensen, Terry Schroeder, Mac Boyer, Harry Risetto, Karen Nordahl, Jerry Wittrig, Wayne Shantz, Eleanor Shantz, John Morton, Brent Grant, Norm Hines, Lou Paradise, Steve Nowotarski, Claudia Biggs, Judy Hines, Bob Schroeder, Alan Fisher, Arthur Haskins, Rosemary Freeman, Martin Kral, Lois Ann Helgeson, Brent Grant, Jerry Landerholm, Don McAllister, and Linda Holmes-Cook

**Remembrance**

Kevin Larkin asked for a moment to remember those in pain or who have passed. He expressed to Norm Hines that all were taken back by his accident. Norm indicated he is in a great deal of pain. We expressed our wish for a rapid recovery and that we all were thinking of him. Norm indicated that he will likely remain in the hospital for at least a month.

**Minutes**

Brent Grant moved and Lou Paradise seconded to approve the minutes from the November, 2012 Conference Call. Motion carried.

**OFFICERS REPORTS**

**President**

Kevin Larkin mailed out the Trial Garden certificates and is working on his content to send in for the March Bulletin.

**Treasurer**

Mac Boyer reported that the ADS Lake City bank account has a balance of \$ 58,908.33 in all accounts with \$30,157.57 in designated funds, as of 12/31/2012. As of 1/5/2013, there was \$59,709.58 in all accounts with \$27,684.25 in designated funds. There is another \$250 in checks recently received to be deposited. PayPal funds available for transfer to LCB account is \$308.49. We received \$7,325 in gifts and contributions during 2012 (gift envelopes and additional contributions). Two gifts were designated and have been disbursed accordingly. \$5,203 of the insurance contingency fund was disbursed to 53 societies. There are four checks that have not been cashed and Mac is following up on them. Checks for invoices and requests for reimbursement have been issued when received. ADS check was sent to West Michigan DS for 2013 Annual Show and meeting. Lou Paradise moved and Lois Ann Helgeson seconded to accept the Treasurer's report as presented. The motion carried.

## **REGIONAL VICE PRESIDENTS**

### **Mid Atlantic**

Karen Nordahl reported that the Gettysburg Dahlia Society has had a couple of meetings and are working on their bylaws. She has suggested that some members participate in the judging program. Georgina Dettenberg is the new President.

### **Midwest**

Jerry Wittrig reported that the Central States will be hosting the Midwest Conference Show in 2017, so they have their conference shows booked through 2017, except 2016. The 2013 National ADS Show will be hosted by the Western Michigan Dahlia Society at The Frederik Meijer Gardens in Grand Rapids, Michigan. If approved, Central States will host the 2017 National Show.

### **North Atlantic**

No report.

### **Pacific Northwest**

Wayne Shantz reported that the Pacific Northwest is very delighted with the progress of the Wild Rivers Dahlia Society and that they are now a member of the ADS.

### **Pacific Southwest**

John Morton reported that they are having cold, wet weather on the west coast. They are preparing for their annual conference meeting in February in the Bay area.

### **Southern**

Kevin asked if anyone had any information on a representative for the Southern States Dahlia Conference. Jerry Landerholm said that he has had some correspondence from a person asking about what the responsibilities would be of the Regional Vice President and that they are looking for a replacement for Gene Boeke.

### **Federation**

Brad Freeman reported that this time of the year in the Pacific Northwest is cool and wet so there are not many activities other than planning for the new year. The Federation Winter Newsletter just arrived via email with a calendar of events for the new year so we know what to look forward to in the coming months. The planning for the 2014 ADS National Show in Tacoma, Washington continues. A contingent of Federation members will be attending the 2013 ADS National Show in Michigan.

## **COMMITTEE REPORTS**

### **Bulletin**

Norm Hines requested that everyone get their information in for the March Bulletin as soon as possible. He is requesting articles that are written based on when dahlia activities should be done. This will be useful to members, particularly newer members. Ken Jensen and Don Dramstad were asked to remind ADS Reps to get society reports in and to encourage others to write articles. The due date for the March Bulletin is January 15, but if Norm can get it sooner, that is helpful. The December Bulletin being received in early to mid-December was well received and is felt to be worth the money. Norm said he received 69 society reports for the December Bulletin, which is more than ever received.

### **Classification**

Lou Paradise reported that it was good to hear that the *Bulletin* and *Classification Handbook of Dahlias* were received before Christmas. All articles for the March *Bulletin* have been sent to Norm Hines. These include Cream of the Crop, Fabulous Fifty, Undisseminated Seedlings, Stanley Johnson winner and the Stanley Johnson photo contest. He sent some classification topics that need to be looked at and discussed to the members of the Classification Committee, including a question about numbers for the micro dahlias.

### **Finance**

Harry Risetto reported that he is pleased with the amount of donations that came in through the donation envelope this year; it was higher than previous years. He is hoping to increase memorial gifts. He sees memorial gift used effectively by other types of societies. He will keep working on how to improve that and will work on an article for the March Bulletin. There was discussion about sending out Bulletins and the CHB via first class standard or second class periodical. It was felt that it may be worth checking out the differences in the mail services.

### **Garden/Container Dahlias**

Steve Nowotarski reported that the 2012 Border/Container Dahlia of the Year is Gallery La Tour, a 24" Lavender fully double with bronze foliage from Aad Verwer. This coming season the 3 varieties will be low growing small (less than 2" diameter) varieties. So far we will have a new MS from Colin Walker, a 2" yellow orchid from Carol Dexter and one still to be chosen. This will be the first year to have an evaluation done of a micro dahlia. Steve Nowotarski has requested to have the picture of the Garden Variety winning dahlia on the front of the March Bulletin.

### **Historian**

Mac Boyer asked about having old ADS Bulletins put into the Cherokee Library. There was discussion regarding binding the bulletins or not. A suggestion was made to have a subject index to make the Bulletins more accessible online. Harry Risetto has an index for the Bulletins from 1989 to 1997. Perhaps it can be scanned and added to the Bulletin archives on the website. Perhaps a volunteer would take on getting an index done for other periods of time; it could be done as a judging project.

### **Image Library**

Claudia Biggs reported that the 2013 New Introductions DVD is finished and she is currently filling requests. There are 87 photos of new introductions included. This program is offered both regular and deluxe. Deluxe requests are outnumbering regular by almost 2 to 1. She has mailed out 16 programs so far. Information on both programs is on the website.

### **Insurance Coordinator**

Judy Hines reported that insurance costs have gone down. She requested that all societies use the forms in the Bulletin and to send **all dates** for the full year. The amount of insurance cannot be changed for a specific society; the information is the same for all. Kevin Larkin will ask Don Dramstad and Ken Jensen to remind societies to get their information in and to use the forms from the Bulletin. The form can be put on the website; Linda will make sure it gets added to our website.

### **Judging Accreditation**

Bob Schroeder reported that he is updating the judges' roster to include email addresses when he is able to get the information. He will have information in the March Bulletin listing new candidate judges and those advancing to accredited or senior status. He anticipates there will be 30-40 individuals by the time he gets all the information.

### **Marketing**

Steve Nowotarski reported that there has been a 40% reduction in advertisers.

### **Membership**

Alan Fisher reported that renewals are now coming in regularly. He needs 250 Classification Handbooks to send out to new members and renewing members who did not renew in 2011. Kevin requested a contact list of the Membership Chairs and Alan said he would send it. There was discussion of a mid-year membership plan.

### **National Exhibition**

Art Haskins reported we will do approval of the society that has requested to host the 2017 at the National Show. Brent Grant reported that the Coordinator for the 2017 show is Mike Cichorski. He also stated that Longwood Gardens is interested in having another show there.

### **New Society Coordinator**

Rosemary Freeman reported that a welcome letter and certificate was sent to the Wild Rivers Dahlia Society in Oregon. She also reported that in November, the Annapolis Dahlia Society ceased to exist.

### **Photography Contest**

Martin Kral reported that more than 300 images were submitted by 23 photographers in time to be judged for the 2012 ADS Photo Contest. What was most notable was the participation of a large number of new contestants. While some of them submitted only a couple or several photos in different categories, it was encouraging to see others offer entries in most of the 9 judging categories. Once again, the categories for established varieties and garden photos were most popular, and those for artistic expression and for two or more varieties had fewer entries. Judging will conclude by mid-month, and the results will be forwarded to the ADS Bulletin editor in time to be listed in the March Bulletin. Also, I will then forward the best photo of the year for consideration on the Bulletin cover

### **Publicity/Public Relations**

Lois Ann Helgeson reported that she has sent out four press releases on the awards for trial garden and seedling bench. She is requested that someone provide background information for each of the special awards: Dudley, Johnson and Gullikson, and for the Border/Container Dahlia of the Year. She can do a much better job if those who are in charge of these awards can share information they have on the hybridizer, variety, etc. Lois Ann noted that press releases are only as good as the information that she receives. She has done four press releases with information to the web site. It was requested that she send press releases to the Executive Board at the same time that she sends them to Ron and Linda so that we know what is going out. A question was raised about spacing them out a bit to be more effective. Lois Ann also reported that she has found a possible solution for individuals wishing to join overseas dahlia organizations (those that do not accept credit cards). It involves exchanging cash at any international airport. Once you have the cash, send the cash to the international society that you want to join. The exchange rate is lower at the airports than at the bank.

### **Research and Education**

Brent Grant reported that he has seven or eight members interested in serving on this committee. They have never gotten the Penn State data reviewed; he has arranged to have it reviewed by two horticulturists and hopes to get information into the March Bulletin. Brent suggested that there be a section on technical information for growing dahlias for each Bulletin and he agreed to be a contributor. There was discussion regarding a rewrite of the Guide to Growing Dahlias; there is a volunteer able and willing to scan it to an editable word document.

## **Special Awards**

Jerry Landerholm reported that he would like to improve our medal exchange program with international organizations. He would suggest exchanging the ADS bronze/polished bronze medals with international societies that are interested in sending us their medals. His suggestion was that those be given to the host society of the National Show to be used in their awards. As the Special Awards Chair, Jerry is open to coordinating this program. Send contact information for any international societies to Jerry Landerholm. All of the 2012 Hart, Dudley, Gullikson and Johnson medals were mailed out before Christmas. In some cases, the medals didn't go directly to the recipient as they will be awarded personally by a representative of the ADS.

## **Technology Resource**

Don McAllister reported that he has not seen any statistics on visits to the website. He is interested in knowing whether web traffic is growing to our site. Linda Holmes-Cook said she would get information on number of hits/visits from Servlet and that she or Ron Miner would be the contact for that information.

## **Website**

Linda Holmes-Cook reported that they are happy to have Patty Cornett is back as our contact person at Servlet. After a pretty good start with our new person, she became overwhelmed and in our efforts to get everything right, it was decided that Patty would take over her old role. Trial Garden results are up and running, along with contact information for sellers. Information about 2013 New Introductions went up right after the first of the year. We've been working with Brent Grant on linking more dahlia research & education articles under the "info" tab. Results of the ADS show in Portland have also been posted to the site as well as a link to Linda's blog. Linda continues to "intern" under the capable tutelage of Ron Miner, with the hope of "flying solo" sometime this summer. They are working on a new feature, "My Most Memorable Person". There will be a brief article about this in the March Bulletin. There have been suggestions about cleaning up the store front and about updating the list of advertisers on the website. It was noted that there are some errors on the website. Kevin Larkin encouraged everyone to send information to Linda and Ron if they see something that needs correcting on the website.

## **UNFINISHED BUSINESS**

### **Web Site Media Page Development**

The web site media page is currently an "invisible" page on the web site, as it is under development. To see the invisible page where press releases will reside, you can go to the bottom of the home page and search for "Media". It will have a live button once we have press releases there and will be a resource for media persons to get information and photos.

### **ADS 2015 Centennial Planning**

Harry Rissetto reported that he anticipates having an outline of a publication for distribution at the Spring Planning Meeting. He will send it out to the Executive Board prior to the Spring Planning Meeting. He also hopes to have a CD/DVD of the publication that went out for the 50<sup>th</sup> Anniversary of the ADS. New York is getting organized and raising money for this show. A letter will go out to each ADS Society soliciting sponsorships. The Mid-Island Dahlia Society and ADS need to coordinate on donations.

### **Membership Tri-Fold**

Kevin Larkin reported that he has this ready to go. It was suggested to print 20,000 with 100-200 given to each ADS Society. After that, they will be available for approximately \$.05 each. As we have received funding for this, these will not cost the ADS anything except for postage. The printer who does the Bulletin will print them for us. The Secretary, Terry Schroeder, agreed to keep them and send them out to the societies. It was moved by Alan Fisher and seconded by Terry Schroeder to print 20,000 and to have them sent to Terry Schroeder for distribution.

## **NEW BUSINESS**

### **Approval to host the 2017 National Show by the Central States Dahlia Society**

The Central States Dahlia Society has requested to be the hosts for the 2017 National Show and Annual Meeting.

### **Application for Recognition as Participating Society**

Wild Rivers Dahlia Society in Gold Beach, Oregon has applied to be a participating society of the ADS.

Alan Fisher moved and Bob Schroeder seconded to approve the Central States Dahlia Society to host the 2017 National Show and to approve the Wild Rivers Dahlia Society as a participating society of the ADS. The motion passed. A letter from the President and a certificate was sent to Bob Chibante of the Wild Rivers Dahlia Society, welcoming them to the ADS.

### **Procedures for Complimentary Issues of Quarterly Bulletin to Advertisers**

There was discussion about whether advertisers who are members of the ADS need a complimentary Bulletin. It was suggested that the Bulletin be mailed to advertisers at the discretion of the Treasurer. This was tabled for discussion in April.

### **Mid-Year Membership**

This was tabled for discussion in April.

## **Judging Pins**

Bob Schroeder sent out a proposal regarding pins and certificates for Accredited and Senior judges. He currently has a supply of pins and will get the same design of pins from the same company. Harry Risetto had donated the pins previously and has agreed to allow them to be used by the ADS. Bob is requesting approval to purchase 400 senior pins and 200 accredited pins for a cost of approximately \$1500 to \$2,000. He believes this is a positive thing to give back to our members and could help increase the number of members entering the judging program. He feels the pin is a record of their accomplishment in meeting the requirements. Current judges would receive a pin this year and then new accredited and senior judges would receive one when they advance. New accredited and senior judges would receive a certificate this year as well as those advancing in future years. Bob Schroeder moved and Alan Fisher seconded a motion to purchase 400 senior pins and 200 accredited pins and to do certificates for those moving up to accredited or senior status. The motion passed with 11 in favor, 1 opposed and 2 abstentions.

It was moved and seconded to adjourn the meeting. The motion passed and the meeting adjourned at 6:34 pm.

Respectively Submitted,

Terry Schroeder  
ADS Secretary