

American Dahlia Society
Board Meeting – Spring Planning Conference
April 17, 2015

The meeting was called to order at 7:25 pm EDT by President Don Dramstad.

Present

Those present were: Don Dramstad, Terry Schroeder, Harry Risetto, Ron Miner, Wayne Shantz, Eleanor Shantz, Bob Schroeder, Alan Fisher, Jerry Landerholm, Linda Holmes-Cook, Ken Jensen, Mark Oldenkamp, Sharon Swaney, Marion Landerholm, Eileen Jensen, Lois Ann Helgeson

Minutes

Alan Fisher moved and Bob Schroeder seconded to approve the minutes from the February 8, 2015 conference call as written. Motion passed. We need to be sure to fill the Garden Dahlia position.

OFFICERS REPORTS

Treasurer

It was reported the general operating accounts are about where we were last year. Mac sent a report recently.

REGIONAL VICE PRESIDENTS

Mid Atlantic (Eastern States)

Charles Miehme reported electronically that their societies have tuber sales scheduled into early May. Harry Risetto and Alan Fisher are arranging a judging class for the Gettysburg Society on June 7. Philadelphia is moving forward with plans for the 2018 National Dahlia Show, soliciting volunteers for committee and positions.

Pacific Northwest Dahlia Conference

Wayne Shantz reported their Spring Meeting will be in Castle Rock, WA on April 18, 2015. Judging schools will be held in Eugene, Portland and Nanaimo in late summer. PNDC members have expressed delight with "PNDC Dahlia Times", which is published three times per year. Congrats go to Cheryle Hawkins for her good work.

Federation of Northwest Dahlia Growers

Brad Freeman reported their Spring Workshop was held March 21 in Seattle, WA. The informative presentations included several on dahlia culture and growing. In the summer the workshop will focus on exhibiting and judging. All workshops are open to all and are always well attended. Local societies are holding tuber sales during this time and all have different models for their sales.

COMMITTEE REPORTS

Classification Committee

Lou Paradise reported this is the slow time of year for Classification and he has nothing to report.

Finance

Harry Rissetto reported that normal operations are covered by revenue. This year there are two special projects connected with the Centennial Celebration at the ADS National Show in New York. The Symposium will have expenses of about \$4,000 for the room and speakers. Some of those costs have already been covered, but there are some that are still outstanding. The Publication has \$5,000 available; total costs are still to be determined.

Image Library

Claudia Biggs reported she is currently working on the Fabulous 50 for 2014 and the Photo Contest winners.

Judge Accreditation

The information for the 2015 Judging Roster was sent to the printer for the March printing. There were several individuals entering and advancing in the program: 45 candidates, 21 accredited and 14 senior. All those entering or advancing received pins and or certificates as appropriate.

Membership

Alan Fisher reported memberships for 2015 are approximately 92% of the final totals for 2014. He is virtually caught up with mailing materials to new members and those returning after an absence. They have come in faster this year, but he is keeping up with the processing. Alan also provided a written report giving the specific numbers to date.

National Exhibit

Art Haskins reported he has no new information to report. National Shows are booked through 2020, except for 2019, which is still open.

New Society

Rosemary Freeman reported there have been no new society requests.

Research and Education

Brent Grant reported on the Fertilization Study of 2010. Most likely due to a brutally hot and dry summer in 2010, the plants in this study never got over 3 feet high.

Phosphorous was not varied since soil studies indicate phosphorus does not leach rapidly from the soil and the amount present at the beginning of the growing season is plenty for the entire season. N was not tested, but N and K leach rapidly from the soil and need replenishing over the season. Matt Taylor, Longwood Gardens, statistically evaluated the results, which showed that N and K are needed up to a point, beyond which they show no benefit. Both need replenishment every couple of weeks. The result from Penn State have not yet been evaluated. Brent asked what else we should

do in the research area, other than the virus and what else in the area of education. He felt that the brochure for beginners is something that was done in the area of education. Longwood has agreed to do another fertilization study. He does not feel there will be anything conclusive on fertilization, due to the differences in soil from area to area. Discussion regarding use of WSU to provide information on information that might be useful to have. Brent was asked to identify one you-tube video, about 4-5 minutes, that could be put up on the website.

Seedling Bench Evaluation

Roger Walker reported the 2015 Seedling Bench Evaluation will be sent to all clubs in June.

Special Awards

Jerry Landerholm reported twenty ADS silver medals have been ordered, as approved by the Executive Board. Competition has nearly run its course for the Mark Alger Silver Cup Trophy. Beginning in 1990, a small replica cup has been awarded to the best single BB bloom at all ADS National Shows. At this year's ADS National Centennial Show in New York, the original large trophy, with nameplates affixed naming all the winners since 1990 will be awarded. We have ample bronze medals for several years. Jerry will be purchasing gold medals, once he finds a good price. There was discussion regarding looking at how awards are determined and making sure there is good reasoning in presentation of the awards.

Trial Garden

Ron Miner reported there has been decreasing entries in the trial gardens and he is looking for something that would be more of an incentive for people to use the Trial Gardens for their new originations. One suggestion was an article about why it is important to put seedlings in multiple trial gardens. The other issue they are having is getting tubers sent to the Canadian trial garden in Alberta. There was discussion; of course all of the Canadian members can send tubers there. Several of the British Columbia members have PO Boxes in the US and maybe there would be a way for tubers to be mailed to a PO Box and then to the Alberta trial garden. It does need to be a legal method, however.

Virus Research Project

Ron Miner reported they are targeting distribution of a brochure with the June Bulletin that will provide a basis for reducing virus in our gardens!

Website

Linda Holmes-Cook reported it has been a busy time for www.dahlia.org. Sharon and she have been in the process of listing all the local and regional shows, as well as tuber sale dates and locations across the country. Sharon has redesigned our homepage so that it is easier to navigate, and the most timely information right up front. We also posted the bulletin on the site for the first time, with some very positive outcomes. As of April 7, we had logged 350 hits on the bulletin link. We have had good feedback from membership, and we feel that our advertisers will be a lot happier knowing that we are getting the word out in a timely fashion. The password to the Members Only page will be changed to "Vmornstar" as of August 1, 2015. This will be printed in the June 2015 Bulletin.

ADS Representatives

Mark Oldenkamp reported he is sending out information to reps when asked. He is still working on a regular communication schedule. A lot of progress has been made on the Presidents' List. There was discussion about the ADS Exec Yahoo List. It is difficult to add members to the list; should we start from scratch with a new list? Terry Schroeder said she would be willing to put together a new list on either yahoo or google. It appears that yahoo requires people to agree to be added to the list and that is a major issue in getting people added.

UNFINISHED BUSINESS

ADS 2015 Centennial Planning

Harry Risetto stated there are a couple of important decisions to make. ADS has three special things we are doing.

1. First is archive Bulletin – archive copy of all back to 1965. There are four copies that have some problems which Harry sent to Golden Images to be digitized. He is needing to cut and paste Harry's copies. He would like approval to put them up to the website in connection with the Annual Show. The first 50 years is the annual book that was prepared at that time. There is a digital copy on the Annual Show website. The second
2. Symposium – He is looking at three speakers: Saturday afternoon after lunch. Issue is getting people from Hofstra University to the hotel where the symposium is. They do apparently have a shuttle bus.
 - a. Hanu Pappu – Virus Project/Update
 - b. Keith Hammett – The Future of Dahlias, both exhibition and for the general public
 - c. Alan Armitage - Horticulturist

Arrangements for the symposium have fallen to the ADS

3. Publication – Harry feels the best and most feasible way to do it year by year. For each of the 50 years, taking most from the Bulletin. It also loaded with cultural information. The last thing was to give a picture to the reader of the ADS in action. It shows that the ADS has been innovative. It was difficult to determine who to include. He started with Lynn Dudley, Derrill Hart and Stanley Johnson. He then decided he needed to do pictures of all the pictures. He found a picture of Evie Gullikson. He wanted to have color pictures of flowers. He thinks he will have one to two dozen pictures. He has a member of his society to help with formatting. They will use David to print the book. He anticipates it will be between 280 – 300 pages and will be perfect bound. All of that is in process. The decision board has to make is how many to print and how to distribute. For 500 copies, the cost would be about \$9.00 each. If we go to 2500, it's \$7.50. Distribute the copies to each person who registers. Keep a supply for ourselves and make it available through the ADS store and through the ADS website. There will be about 300 people mentioned in the publication. Creating an index is an enormous job so unsure whether it is feasible. If we do a minimum number, we can get more printed. Harry would like to see 400 as the minimum order. There was discussion about distribution both to those attending the National Show as well as those who don't attend but want to purchase online. It was decided to print 500 initially with one to each registration unit. It was suggested to ask if Mid Island will have a goody bag so that we have a way to distribute the publication. Decisions made were: Print 500 copies, one will

go to each registration unit, will put on the website for members only after the show and will have copies for sale at the show.

Alan Fisher moved and Linda DeRooy Holmes Cook to approve an expenditure up to \$2500 for printing of the publication.

Reissue of The Grow Guide

There was also discussion regarding the Grow Guide. Alan Fisher and Wayne Shantz would work together to redo the Grow Guide. Reissue the Grow Guide, with Alan and Wayne working together and incorporating materials, as they can, from previous areas. This was a recommendation from Saturday's Planning Session. Ron Miner moved and Linda Holmes Cook to reissue an Intermediate Grow Guide, with Alan Fisher and Wayne Shantz taking the lead

NEW BUSINESS

Meetings

Alan Fisher suggested that we have two in-person meetings

Terry said she would set up a Go To Meeting conference call and try to get information and arrange for the next conference call. Don felt the next Conference Call would be on November 8th. There was also a suggestion that emails that are really only for one person, should not be responded to on the ADS Exec email list.

There was discussion about where to hold future Spring Planning Meetings. Bob Schroeder recommended having the planning meetings at different locations. He would like to get the clubs involved more, such as when the planning meeting was held in Bellevue and in Salt Lake City where the clubs were involved. Perhaps go to other clubs, such as Alberta and offer training. After discussion, it was decided to have the meeting in Chicago next year. It was felt that we should also try to go to some of our newer societies.

Logo

There was discussion about logo use policy. There is a policy that outlines the process to approve a request to use the logo. There is a request that was sent to Ken Jensen. Harry Risetto has been approving the requests. It was from a local society that wants to put the logo on their website. Harry approved the request, saying that local societies are allowed to add logos to their website.

Alan Fisher moved and Lois Ann Helgeson seconded to adjourn the meeting.

The meeting was adjourned at 11:25 pm EDT

Respectively Submitted,

Terry Schroeder, ADS Secretary