

The meeting was called to order at 4:06 pm EDT by President Don Dramstad.

Present

Those on the call were: Don Dramstad, Brad Freeman, Terry Schroeder, Mac Boyer, Harry Risetto, Ron Miner, Charles Miehm, Ed Bonci, Wayne Shantz, Eleanor Shantz, Claudia Biggs, Steve Nowotarski, Bob Schroeder, Alan Fisher, Art Haskins, Rosemary Freeman, Lois Ann Helgeson, Brent Grant, Jerry Landerholm, Linda Holmes-Cook, Arthur Haskins, Martin Kral, Ken Jensen, Mark Oldenkamp,

Remembrance

Don Dramstad asked for names of members who have passed since our last meeting. Charles Miehm reported that the Mid-Atlantic Conference lost two members. William D. Stone, who had been with National Capital Dahlia Society (NCDS) since 1984 and had been active until recently and Dave Lindsey who had also been a long-term member of NCDS. Jerry Landerholm reported Vincent Guasta passed away in July. Art Haskins reported George Graham, a long-time Nova Scotia member passed away recently. Ron Miner/Mac Boyer reported Louis LaPlant of Toledo, Ohio passed away.

Minutes

There was a correction to the Treasurer's Report in the June minutes and a correction regarding Brad's status acting as President. In the July minutes, the date for the meeting should be July 13, 2014 instead of June 8, 2014. Brad also stated the July minutes did not indicate that the policy on computer purchases was approved. Subsequent to that policy he provided Don McAllister \$300 for his computer purchase, since Don McAllister's work on the Colorado Dahlia Society website has brought the dahlia to the attention of gardeners in United States and perhaps worldwide, as well as the importance of the Big List to dahlia hybridizers. It was also noted the date on the July minutes needs to be corrected as well as the spelling of Steve Nowotarski's name.

Bob Schroeder moved and Linda Holmes-Cook seconded to approve the minutes from the June 8, 2014 Conference Call, with the Treasurer's Report corrected to accurately reflect the report given by the Treasurer. Motion carried. Bob Schroeder moved and Lois Ann Helgeson seconded to approve the July minutes with the correction of identifying them as July minutes and the information regarding Brad Freeman acting as President per the bylaws. Motion carried.

OFFICERS REPORTS

Treasurer

Mac Boyer reported there is a total in all accounts of \$182,762.68. There is \$78,830.18 in the Ameriprise account, of which \$69,820 is restricted. There is \$49,279.72 in the Vanguard account, \$54,374.75 in the Lake City account and \$278.03 in PayPal. The annual tax forms are filed with the IRS and New York state. At this time in 2013, there was \$57,682.08. Factoring in the additional amount sent to the Mid Island Dahlia Society for the Centennial Show, the ADS funds are nearly equal this year to last.

Ron Miner moved and Charles Miehme seconded to approve the Treasurer's Report, subject to audit.

There was discussion about insurance costs. Mac Boyer sent an email to the Executive Committee recommending a reduction of the premium to all societies by \$5. All were in favor, so he sent the information to Judy. He expects to still have a contingency fund for the insurance fund; it is currently at 2,339.

REGIONAL VICE PRESIDENTS

Mid Atlantic Conference

Charles Miehme reports the Mid-Atlantic region had four successful shows this year. Their conference show was held in conjunction with the Gettysburg Dahlia Society annual show and was the largest show Gettysburg has had. Members also participated in the Greater Philadelphia, National Capital and Maryland State Fair shows. National Capital Dahlia Society (NCDS) lost a longtime member on October 12, William D. Stone. William had been with NCDS since 1984, continuing as an active member until a few years ago.

North Atlantic Conference

Ed Bonci reported the temperatures have fallen in the Northeast and members are in the process of lifting and processing their roots for winter storage. All societies had increased turnouts at their shows this past season, both in members and quality of blooms. Planning continues on the ADS Centennial Show hosted by the Mid Island Dahlia Society in mid-September. Some information has been distributed by Show Chairman, Tom Cleere. The North Atlantic Conference looks forward to welcoming dahlia friends from all parts of the country and beyond, to the Centennial Show on Long Island in 2015.

Federation of Northwest Dahlia Growers

Brad reported the members of the Federation are happy to be back to their normal dahlia activities after hosting the 2014 National Show. Members felt the show was successful and they would like to thank all the exhibitors and visitors who took the time to attend. At the October Board meeting, the Federation decided they would like to host the 2020 National Show and have submitted a bid. We are hoping to be able to host a national show every several years.

COMMITTEE REPORTS

Classification

For the 2014 growing season, the Classification Committee had requests to change the classification of 45 cultivars. There were enough votes for almost 1/2 of the cultivars (22) to change classification for the 2015 season. They will, of course, be listed in the 2015 CHD. We already have 40 change request for next year and I anticipate many more. The 2015 Classification Book is complete and sent to the printer. We waited 7 days past the reporting deadline of Oct. 10th, to get a 100% return.

Finance

Harry Risetto reported the Finance Committee is grateful for the gifts through the September Bulletin envelope, with donations to be used for the Centennial Show. The committee continues to be hopeful for more memorial gifts and bequests to support ADS projects.

Garden Dahlias

Steve Nowotarski reported the committee didn't have a "Border/Container Dahlia evaluation" last year due to supplier difficulties. He states they will have the evaluation this year. He is able to procure some neat varieties.

Image Library

Claudia Biggs reported she is currently working on the 2015 New Introduction program. She had 48 photos and is expecting more. She hopes to have the program completed in early December.

Insurance

Mac Boyer reported that the cost of insurance was voted by the board to be \$5 lower than last year.

Judging Accreditation

Bob Schroeder reported he has made contact with all judging chairs requesting information for the 2015 Judging Roster. The deadline to get information is December 1. It is a requirement for all ADS judges to retake the appropriate judging test every five years; this was last done in 2010, so needs to be completed by 2015 again. A notice was sent to judging chairs regarding this. There was discussion regarding having to take the test in 2015 if it has been taken in the last few years; some feel it shouldn't need to be retaken and that the test should be on an individual schedule. This issue was tabled to be discussed further at the Spring Meeting.

Marketing

Steve will send all members of the Executive Committee the outline of what he would like us to speak to as far as marketing and how we can include all of our communication and support costs through advertising.

Membership

Alan Fisher reported he continues to process memberships he has received. Don, Harry and Alan are working on ways to speed up the processing of membership payments. He believes they can include the Treasurer and have something in place before the end of 2014. There has been big drops in members from the United States societies due to the passing of significant numbers of members. It can be a big impact when a key person is lost in a society.

National Exhibit

Art Haskins reported he has a bid from the Federation of Northwest Dahlia Growers for a show in 2020. **Art Haskins moved and Alan Fisher seconded to approve this bid. Motion passed.**

Policy

Ron Miner reported the updated policies are on the web site. If anyone sees any edits that need to be done, please let Ron know.

Photography Contest

Martin Kral reported the deadline for this year's Photo Contest is the end of November. He has received four submissions to date. There was a question about doing online submission. Martin has checked it out and has some concerns about doing online submission, so he won't be doing it at this time.

Publicity/PR

Lois Ann Helgeson requested that as we get winners for our various competitions that someone send a copy to her on the background of the winner(s) and what it was for so she can put out a press release (PR). There are some PRs for 2015 that can be sent as soon as she receives the background material.

Research and Education

Brent Grant reported a report from Washington State University was sent to the ADS Bulletin for inclusion in the December Bulletin. The quaterfold on Growing Dahlias continues to find wide acceptance.

Seedling Bench Evaluation

Roger Walker reported the seedling bench evaluation results have been finalized and classification disparities reconciled with trial garden results. A final report has been submitted to the ADS Bulletin; individual seedling bench Lynn B. Dudley medal winners have been notified. Complete results will be published in the December ADS Bulletin.

Special Awards

Jerry Landerholm reported three ADS Gold Medals were awarded in 2014 to Lois Ann Helgeson, Martin Kral and Marilyn Walton. Congratulations to all three! Five ADS Silver Medals were presented to guests at the 2014 National Show. The recipients were Hans Auinger of Austria, Steve Cox of Australia, David Brown of England and Mrs. Maria Guadalupe Treviño de Castro and Professor José Mejía Muñoz, both of Mexico. Articles on all will be in the December Bulletin. Jerry stated his supply of silver and gold medals is low. The time for buying both silver and gold seems good so he is interested in restocking. Jerry recommended purchasing 20 silver and 10 gold medals. **Harry Rissetto moved and Alan Fisher seconded to approve the purchase of silver and gold medals in the amounts recommended by Jerry Landerholm. The motion carried.**

Technology Resource

Don McAllister reported he is just starting to build the 2015 Big List.

Trial Garden

Ron Miner reported they received the majority of Trial Garden reports prior to the deadline of October 10. Ron was pleased that a new seedling grower, Kristine Albrecht, received 7 wins in 7 trial gardens. They were able to combine the SBE and TG

classifications relatively easily this year and got the results to Lou before the end of October. Ron thanked the Trial Garden Directors for all their efforts that make this part of the ADS possible. Thanks to Marilyn, Mike, Jerry, Mac, Teresa, Gary, Buddy and Lorne! The Piper Creek Trial Garden successfully completed the second year of their probationary process. **Ron Miner moved and Alan Fisher seconded to approve Piper Creek's promotion to a fully qualified ADS Trial Garden for the 2015 season. Motion carried.** Congratulations Lorne and Ken!

Website

Linda Holmes-Cook reported Sharon has done a great job redesigning the home page for dahlia.org. They are in the process of getting trial garden and seedling bench evaluation results posted on the site as soon as they receive reports. The new members' only password will be in the March Bulletin and will be "mornstar". They still need photos for the originations for the online classification guide.

Steve Nowotarski asked if there was any way to tell how many hits each page on the website gets and if we can get some analytics. We can and have gotten Google Analytics and we can get information for specific pages.

ADS Representatives

Ken Jensen reported he spent some time early in the summer ensuring that members received the June Bulletin and getting a Bulletin out to members who didn't receive theirs.

Mark Oldenkamp reported he is just getting up to speed on the duties of the ADS Rep. He has rebuilt the email contact list and would like Ron Miner to send him the notes on the brainstorming notes from five to six years ago.

UNFINISHED BUSINESS

ADS 2015 Centennial Planning

Steve Nowotarski reported he anticipates the website for the ADS National Show will be active in the next couple of weeks. It will have information regarding tours, prices, show schedule, rules. If you are interested in sponsoring one of the honor table positions for \$100, send a check, made out to MIDS. Additional information will be included in the December Bulletin.

Harry reported there are three elements to the ADS portion of the National Show:

1. Symposium – He is looking at three speakers:
 - a. Hanu Pappu – Virus Project/Update
 - b. Horticulturist – Future of Plant Societies over the next 5 years
 - c. Future of Dahlias – Speaker from the dahlia world
2. Publication – Harry has completed up to year 2000 since 1965, reviewing developments in the dahlia world. He hopes to use the dahlia that is voted as the Best Dahlia over the last 50 years, on the cover. He is planning to have it be a year-by-year walking tour, from 1965 to 2014, through the dahlia world and ADS. He intends to include information on the winners of the various medals and the Stanley Johnson medal. He will also have various jottings he has gleaned from the Bulletins over the last 50 years to lighten things up a bit. He will also have pictures of dahlia notables and dahlias from the last 50 years,

ADS developments and the Fab 50. Martin Kral and Harry have been working together to include foreign comments about what they feel is the best dahlia in their area and the most significant development over the last 50 years.

3. In honor of the ADS Centennial, he plans to post on the website, in searchable form, The Bulletin for the last 50 years. It has been digitized so will be put up so that people can continue to use it in the future.

NEW BUSINESS

Nomination to Finance Committee

Don announced he has appointed Ron Miner to the Finance Committee, to replace Mark Oldenkamp who is now an ADS Representative Coordinator.

Bulletin

The primary focus for the Executive Board will be getting on track with The Bulletin. Don has appointed an Editorial Committee consisting of Deborah Dietz from San Francisco, Linda Holmes-Cook from Washington, Wanda Bowers from Philadelphia and Madison Varsalona from Georgia. The editorial committee will be under the mentorship of Harry Risetto. Their responsibility will be to get the Bulletin up and running how it should be. The Editorial Board will be able to assist with content and help with getting information in a good format. It is hoped the editorial committee will be up and running to work on the March Bulletin. Judy will be a member of the editorial committee to help us to understand what was being done and how we go about getting the Bulletin delivered timely. We all need to do what we can to figure out how to help Dave get the Bulletin out in a timely manner.

Virus Research Funding

Ron Miner provided information about the \$350,000.00 donation to the Virus Research Fund. The money is in place and at work. Two articles are in place for publication in the December Bulletin. Dr. Pappu has committed to providing regular updates on the practical implications of his research on fixing virus problems in our dahlia gardens. One of the Bulletin articles will be a brief overview of the presentation he made at the Annual Meeting in Tacoma. That presentation is available in full on the website as well. Ron stated that the information that he felt was most important is that Dr. Pappu now believes that not all dahlias have virus and virus resistance may be a characteristic that can be bred into dahlias, which is different than what was initially thought.

2015 Spring Planning Meeting

There wasn't much time left for discussion, but the Spring Planning meeting is scheduled for April 17 to 19 in Naples, FL, hosted by Ron and Barb Miner. Please make plans to attend.

The meeting was adjourned at 5:25 pm EDT.

Respectively Submitted,

Terry Schroeder, ADS Secretary