

The planning meeting was called to order at 8:30 am by President Don Dramstad.

### **Present**

Those present were: Don Dramstad, Terry Schroeder, Harry Rissetto, Brad Freeman, Mark Oldenkamp, Ken Jensen, Ron Miner, Rosemary Freeman, Wayne Shantz, Eleanor Shantz, Bob Schroeder, Alan Fisher, Jerry Landerholm, Linda Holmes-Cook, Sharon Swaney, Ray Phillips, Lois Ann Helgeson, Marion Landerholm, Eileen Jensen, Jim Kasner, Steve Meggos.

### **PLANNING**

#### **Virus Project**

Ron Miner welcomed Brad Freeman to the Virus Project as a Co-Chair. The project started with a brochure that was issued in June 2015, showing pictures of how dahlia virus appears according to Dr. Pappu's perception. This led to a garden dahlia experiment. Ron presented information about the results and conclusions from this experiment.

In the garden experiment seedlings and ADS cultivars with good and bad foliage were selected for testing. Most of the leaves were photographed. Approximately 200 samples were sent to Dr. Pappu for testing. Dr. Pappu tested for six viruses: Cucumber Mosaic Virus (CMV), Dahlia Common Mosaic Virus (DCMV), Dahlia Mosaic Virus (DMV), Impatiens Necrotic Spot Virus (INSV), Tomato Streak Virus (TSV), Tomato Spotted Wilt Virus (TSWV). The results are summarized in the March Bulletin and in detail on the website.

The highest instances of virus that was found was Tomato Streak Virus and Dahlia Mosaic Virus. In the plants with Dahlia Common Mosaic Virus, the quality of leaf was the worst. At least one of the six viruses tested for was found in about 25% of the plants. About 50 plants showed at least one virus and five or six showed more than one virus. The foliage was rated from one to ten. Plant with a foliage rating of 2 to 4 had 100% with virus. A foliage rating of 4-6 had 80% with virus; a 6 to 8 rating had 60-75% with virus and an 8 to 10 rating had 10% with virus. There were no plants with Necrotic Spotted Virus and Tomato Streak Virus was found in only one garden. Virus was detected in all plants with poor foliage. Perhaps the most important result, however, was that **most of the dahlias tested were completely free of virus.**

Questions were asked about where the virus is coming from, and whether it is coming from other plants that were infected. There was also a question about whether dipping the tuber in bleach or other solution would help. Future ramifications that we are looking at are improving our gardens by eliminating plants that appear to be virused. The goal is to have a garden with G1 plants, i.e. those that are proven to be free of virus. This would require growers to have:

- Exact tracking of plants/tubers
- Adherence to clean tools and gardening practices
- Replacing plants that have been proven to be virused

There are some broader objectives that are being looked at in the areas of soil, fertility, cut flower life, organic pest control. More work is required to refine efforts in those areas.

WSU is working on development of a new testing regimen/offense. After additional discussions with Dr. Pappu after the conclusion of this meeting, Ron has determined that a minimum test batch will be 30 samples and, for sample sets that size and larger, the cost of testing will be \$10 per sample.

There is concern that not many growers will be willing to follow the strong regimen that would be required if we were to guarantee that plants were virus free. There was discussion about whether plants that appear to be virused are showing up on the Head Table/Court of Honor. There was a consensus that further experimentation with tubers and seeds is needed.

The meeting adjourned at 9:20 pm CDT, to resume Saturday morning at 9:00 am.

### **Planning Meeting – Action Items**

Don opened the meeting at 9:04 am CDT. Introductions were made around the room, with the same executive board members present as Friday night, with the exception of Ron Miner. There were several members of the Southtown and Central States Dahlia Societies in attendance.

Jerry Landerholm provided an historical overview of the planning meetings, which have been occurring annually since 2005, except for 2013, in various locations. Brad Freeman went over the Plan for the Future that was completed in September 2006. It includes a **Vision Statement: ‘To be an organization that serves all types of dahlia growers, from the home gardener who just grows a few dahlias to the enthusiast who grows dahlias to exhibit and/or hybridize.’** It includes the **Mission Statement: “The American Dahlia Society is organized to promote and encourage the development of and appreciation of the dahlia through educational and research activities and by supporting the local dahlia societies.”** Brad went over the Goals that were established at that time and he went over the Action Steps that were identified in 2006.

- There is a new logo, as well as a policy on the use of the logo
- There is a handbook for ADS Reps; Mark has them and is distributing them to new ADS Reps.
- The bylaws were reviewed to make the local ADS Representatives an Officer of the ADS, although not on the Executive Board.
- There has been work on an ADS publication for new growers. It is recommended to use the PSDA Monthly Guide to Growing Dahlias, since this is a good publication for all areas.
- There has not been a revised ADS publication for experienced growers.
- Monthly communication for the ADS Reps has gone up and down but communication is currently working well.
- There was no progress on a publication for Garden Dahlias, which Steve Nowotarski had taken the lead on. We need someone who is willing to take that lead and continue with that.

- Topical editors for the Bulletin evolved into a Bulletin Committee, which is working well to get the Bulletin out in a timely manner.
- Improvements have been made to the Bulletin in getting more color, timely delivery and putting it on the website as soon as it is mailed, so that members can quickly access it.
- There is a handbook for starting a new dahlia society and a Coordinator who is available to answer questions when a new society is being formed.
- The ADS website has been upgraded, including a more updated online Classification Guide. We have been able to move from having an outside company to put up website changes to being able to do it ourselves, which has made it possible to keep the website up to date and getting information up in a timely manner.
- Raising money for big-ticket items, such as increasing the scope of dahlia research and establishing a National Center for Dahlias has not been totally completed, but including an envelope in the September Bulletin has been a step in that direction.
- Prepare a brochure or video on the benefits of membership in the ADS continues to need more focus.
- Prepare DVDs on judging that can be used as a supplement to judges training has been started and a DVD for beginning judging is on the website.
- Prepare a public relations kit, which is ready and needs to get put on the website. There is still a need to provide information on how to establish a Speaker's Bureau and how local societies can retain new members.

We broke up into four groups to discuss the following topics: Local Societies, Classification, Pictures/Photos, Judging, Research, Publications. The groups were to identify one or two new ideas that are important to the ADS. We would then prioritize the top items to work on:

#### Local Societies

1. Add a new member DVD with information on mentoring, digging, dividing, etc. A possible title would be "Welcome to the World of Dahlias". DVD with topical programs societies can use
2. Identify and assist local societies that are failing.
3. Outreach to societies and handouts to include information on the role of the membership chair, program chair, etc.

#### Judging:

1. Judges training: Use of team training, how to develop future trainers. Judging entries other than cultivars, i.e. baskets, arrangements, etc. Include clerking information.
2. ADS Judging list on website by state, conference, and alphabetical.
3. What needs to be covered in judging training.
4. Use of technology to supplement judges training.

#### Classification:

1. Discussion about adding size classes to some of the classifications, such as waterlilies, but it was felt that there are not enough cultivars in each class.

2. There was discussion about changing colors especially bronzes and adding reds, but the cost to change the color chart would be prohibitive.
3. Discussion regarding blooms with mixed forms. It was felt that is the responsibility of the Classification Committee.

#### Photos/Pictures and Public Relations:

1. Important to have photos on publications. It would be good to have a library of photos of dahlias.
2. A method to "Ask the Expert"; have an online question and answer.

#### Publications:

1. Photo Library – a dahlia guide.
2. Links to dahlia information online.
3. DVDs for club meetings
4. How to Grow – a Tips Column either online or in the Bulletin

There were items identified in 2006 that were not entirely completed:

1. Need someone to take on Garden Dahlias and Growing in Containers. These are areas that a lot of the public are interested in.
2. The Bulletin and where does it go from here, further improvements.
3. Identify ADS needs and opportunities and what would be the priorities for raising money for big-ticket items.
4. Getting a PR Kit online for the local societies to use in providing information to their local media sources.
5. Developing a brochure/video describing the benefits of the ADS; more color content is important. Possibility of a centerfold idea – one example is new medal winner with bio
6. Coordination with 4-H and/or Junior Master Gardener programs

There was discussion about the use of the PSDA booklet, "Dahlias: A Monthly Guide" and getting it to new members. This will be further discussed in tomorrow's Board Meeting.

There have been some societies wanting to be able to include more winners on the show reporting in the Bulletin. Some suggestions were to enhance the size of the show reports, which would add about \$500 additional in costs to printing and postage. If concurrently the September Bulletin were discontinued, there would be no increase in costs. There was also discussion about having a template on the website that societies could download and use for sending in their reports. This will be discussed more in the Board meeting Sunday.

Harry Risetto presented information about a website, World Dahlia Council, [www.worlddahliacouncil.com](http://www.worlddahliacouncil.com) which provides some information on societies from various countries. At present, in addition to the American Dahlia Society there is a link to websites for United Kingdom, Germany, France, Mexico, Australia, New Zealand, and South Africa societies.

Sharon stated there is a person who is interested and willing to add pictures to the online Classification Guide. This will help build up a collection of photos that can be viewed online. There is a possibility of putting a Dahlia University online. This would

provide information on soil preparation, how to divide tubers, staking dahlia plants, etc. The gardendahlia.org, a website for the casual dahlia grower, needs someone to keep it up. The quarterly newsletter that Steve Nowotarski got started also is in dire need of getting it up and going again.

There was discussion about sending publications to Canada. Ken Jensen mentioned the possibility of using an IMEX plastic envelope. He receives some publications using this envelope and the cost is \$1.89, which is substantially less than what the Bulletin costs to Canada are. Harry Rissetto will talk with Dave Hines, publisher of the Bulletin, to see about using those envelopes.

### **Honorary Judges**

Bob Schroeder presented his recommendations for honorary judges. Since the honorary judge is meant for those judges who are no longer able to maintain the senior judging status, the title should be "honorary senior judge". Honorary senior judges must maintain membership in local and ADS societies. Those who request or are moved to honorary senior judges should be no longer able to fulfill the requirements for maintaining their judging status, due to age or health reasons. An honorary senior judge can judge at local shows at the discretion of the judging chair. An honorary senior judge is not eligible to judge in the trial garden, seedling bench or head table/court of honor.

Bob also presented recommendations for an honorary senior judge to return to senior judge. If they request to return to senior judge status within two years of becoming an honorary senior judge, they go back to accredited judging status and if they fulfill all requirement to maintain senior judging status that year, they move up to senior judge. If it is more than two years, they must re-enter the judging program as a candidate.

There were some suggestions: change probationary to transitional, change the two years to three years. There was also some discussion about not making them go all the way to candidate after more than two or three years. It was felt that they wouldn't lose all of the judging information they had gained over the years. Bob said he would make some of the suggested changes and present it at the board meeting on Sunday.

Respectively Submitted,

Terry Schroeder

ADS General Secretary