

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

Present

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

PLANNING

Continuous Improvement Customer Support

Ron Miner went over his presentation regarding continuous improvement. The need for continuous improvement does not mean that we are not doing a good job. All companies/organizations need to constantly look at improving how they are doing things. The status quo is not sufficient, especially in this day and age. Improvements are always possible and necessary in order to sustain an organization. In looking at customer support, it was decided that our customers are dahlia growers/exhibitors, local societies and gardeners. We are at a good, positive starting point. We need to recognize improvements are possible and necessary. Two targets for today is to identify better way to support customers and generate some action plans in order to implement these improvements.

Local Society Support

Ken Jensen led the discussion about the support of local societies from the ADS. Think about what you would want if you joined the ADS today. The group was broken into three smaller groups for discussion and then report out to the full group. Ken wanted them to think about what ADS currently does for local societies and what can it do to improve support for local societies. Ken tossed out some ideas on the following topics to stimulate discussion: website, publications, annual National show, and distribution of materials from both ADS and other societies, insurance, ADS Reps email group and Presidents List.

In discussion regarding the website, it was stated that it is not as important to establish membership, but to the future membership. It is of great value to local societies as a way to funnel people to them. The first most visited page is Growing Dahlias, which needs to be spruced up and the second is Growing Dahlias in Containers. After Ken completed going over the topics of discussion, Terry broke the large group into three smaller groups to come up with ideas for ways that the ADS can help local societies.

Some of the suggestions Group 1 came up with:

- Three levels of persons that access ADS resources: casual grower, those interested in growing and learning about showing, hard core dahlia people.
- Improve two-way communication between members and ADS. Needs to happen both ways; encourage them to communicate back to us.
- Ways to support and promote new members Number of resources that are mentioned/linked. What will be most effective to heighten their interest.

- Resources geared to new grower on the Home page of website; link on home page.
- Republish Grow Guide, use of Monthly Guide in training for new grower
- DVD on how to use the Classification and Handbook of Dahlias (CHD) Instructions on how to totally use the CHD.
- How to support the local groups in reaching out to communities Opportunities to recruit new dahlia growers. Tuber sales are one way; classes available to the public on growing dahlias is another. Include resources for these learning experiences.
- Better organize the web store and reevaluate the items in the Web Store. Should we open up the web store to others, such as Tina McNabb's calendar or to clubs who have publications. Should there be some we should charge for, as advertising.
- Creating a continuing education template as program ideas for each month of the year.
- On webpage, include zip code links, click on a zip code and find local point of contacts for mentorship: Dahlias bring you in; the people keep you here
- You Tube and Vimeo links develop more.
- Ways to get visibility: Pybus University, Community Connections
- Someone to volunteer to be in the middle between Linda and Sharon for attracting content and securing content. Those individuals can send information to societies to gather that information. Committee chairs need to own their area of the website, but this person could be the one to contact them to get that information.

Group 2 discussed and made the following suggestions:

- Mentoring new members – provide basic job descriptions for mentors so that they have some ideas of what is expected. Information on working with new members on a one-to-one level. (2)
- Make website capable to funnel casual observers to a local website
- How to help local societies to be receptive to new members
- Highlight work/job descriptions (expectations) for ADS Reps; provide recognition as someone important in local clubs ie prepare calendar/planner for each year so they know it's time to send something in. Create special pin for ADS Reps. (1)
- Recognize ADS Executive members at shows so that members can put a face with a name
- Importance of the Bulletin as the primary publication of the ADS; more color content is important. Possibility of a centerfold idea – one example is new medal winner with bio
- Affordable test for storage techniques/storage mediums
- Seed dipping/treatments
- What can we do/what really works to prevent the passage of virus
- Fertilizer?
- Technology center with information
- Red spider and thrips – what controls
- More organic treatments – what works and what doesn't

Group 3 discussed and made the following suggestions:

- Prepare society programs – more DVDs topical related
- List of speakers available about various topics
- 50 under 50 – 50 new members under the age of 50 to get more younger members
- Accommodate younger people's lifestyles recognizing there are demographic changing and their time may not be as available. Maintaining judging may be a problem. Understanding expectations of new members
- Help societies that may be isolated/not part of a conference how to support them and help them feel more connected
- Provide simple ideas about hospitality being more family oriented
- Stimulate conference affiliation to new societies that are trying to get going
- Develop a Speaker's Bureau perhaps creating recordings of good topics/presentations
- Mentorship – be friendly to new members; recognize that some old timers may not be able to see this need
- Resources on where to find varieties
- ADS Society Reports in the Bulletin seem to be a bit redundant guidance/direction stimulating some creative content about new ideas that might stimulate other clubs to look at the same thing
- Recognizing that the organic approach might need to be more visible in the ADS as being ok, sustainable practices.
- Maintain the printed Bulletin, but move toward an electronic version, which has more value for the advertiser. Perhaps provide an option for either print or digital, with lower cost for digital version.
- All current publications are valuable
- Membership in ADS is important to be accredited – the value of how to encourage people to do that
- Talk more about the quality of Bulletin important membership benefit including the frequency of publication
- Website must be updated regularly more links to other resources identifying those and making available maintain members only section is important. Need calendars including tuber sales dates, national, regional and local shows
- Expand the role of the ADS Reps. Consider the Presidents as a better source of contact or a dual role.
- Help start society websites, if they don't have a website. Make sure there are links to all local society websites.
- Have the Bulletin Editorial Board recruit additional writers, around a variety of topics, perhaps a theme of the quarter
- Insurance program is useful to local societies, recognize how to keep it going
- ADS seems to lack a relationship to certain commercial enterprises There are large growers of cut flower that don't seem to have an ADS connection; a way to get us more integrated into that sector of growing dahlias.
- Discussion of trial garden lesser entrieswer. Maybe possibility of a prestigious award for combination Trial Garden and Seedling Bench entries Create some

sort of incentive for originators to put entries in those areas. Importance of trial gardens for training judges.

- Maintain connection to ADS for those who grow garden flowers and for the more casual grower
- Try to figure out why folks seem to not be interested in ADS information and how to get local societies to make an ADS Moment of the Month on their meeting agendas is an idea.
- Promote judging as a learning experience
- Promote advertising in local papers for something important, especially if it concerns someone local, such as medal winners from the local area. This helps draw people in; be sure to provide the ADS website addy; make the information friendly. Perhaps have an ADS Member of the month
- Provide guidance to local societies on how to develop programs and agendas for their meetings. Perhaps put program first to encourage people to attend and do business at the end

The top three priorities are:

- ADS Reps came up with each group. We need to find ways to improve communication with the ADS Representatives. **Mark and Ken to take the lead.**
- The website was also a major discussion point in the groups and ways to improve. Committee chairs really need to look at the content in their areas of concern and let Linda and Sharon know of updates. One area of content is pictures of the National Shows. **Don and ADS Board to make sure that content is provided to Linda and Sharon and to find a person who can help collect that information.**
- There was also a lot of discussion about mentoring with several suggestions about printing materials to provide mentoring and education.

There was discussion about persons being identified to take on these priorities. Use of the Presidents' List along with the ADS Reps was discussed.

Bulletin Issues

Harry Risetto led the discussion about the Bulletin. The Editorial Board, consisting of Linda DeRooy Holmes Cook, Deborah Dietz, Alan Fisher, Maddie Varsalona, and Judy Hines. They had had conference calls with themselves and Dave Hines regarding the Bulletin. Although things are doing well and Harry expects the June Bulletin to come out June 1, we can't declare victory.

What is the current situation? We hope to get the December 2015 Bulletin out in time. The 2014 December Bulletin had some serious issues, with not arriving on time and up to 2 months late. Harry sent an email to the Executive Board asking for letters regarding complaints on receipt of the December. It can be a simple letter stating that the ADS Bulletin sent to your specific area and the time that it was sent so that he can go to the Post Office and possibly get some money, as it was sent first class. Without letters showing the widespread issue of the Bulletin taking exceptionally long to get to people, the post office can't do anything. Strategy for the December 2015, the Bulletin will go first class mail with a barcode. The barcode will give us the ability to determine when it was delivered and give us tangible feedback about the efficiency of the post

office for the December Bulletin. The barcode will give them the impetus to treat the Bulletin more sensibly. It is no guarantee, but will give us more control.

The Editorial Board can only create a limited amount of content. They need and are out soliciting seasonal articles. Organic growing is an issue that has a lot of attention. An NDS member has written an article on organic growing and Harry is hopeful that she will continue as well as getting articles from the outside world. Container and garden dahlias is an area where we need input. We need someone to take care of the container and garden contest, if we want to have a contest. We need someone to write articles about the unique issues of growing dahlias in containers. Society reports are a major objective. Maddie is getting a list of those that have sent reports for the March Bulletin and contact those that have not. Martin Kral has been helpful in providing photos. One of Harry's objectives is to get more color in the Bulletin itself. Poetry has historically been in the Bulletin and people do read it. We are going to have a poetry contest with a kid and adult version. Over the next year or two, Harry hopes to be able to obtain material from local society publications. There is a lot of material from local society publications that would be able to be used in the ADS Bulletin. What we are going to work on is a process to be able collect the society publications on an ongoing publication with an arrangement that we could reprint articles that we think would have general benefit.

A big issue is advertising. We need an advertising manager; Dave Hines has been trying to fill that role and it is not proper use of his time. We need someone to contact last year's advertisers, potential advertisers and non-dahlia advertisers. It needs to be someone to take ownership of that. Advertising would have linkage to the website. We may need to give them some more publicity and perhaps a little more prominence. At the moment we have one Business Partners; do we need to have them going forward. This requires further discussion.

The Editorial Board is transitioning from temporary to permanent status. Harry does not want to do this on a regular basis. We need someone to be the Editor. The communication among the editorial board and David is working well and they are getting things done.

There was discussion regarding changing the printer. Harry thinks it is premature to do in this transition. Dave has been doing a good job and we currently have good cooperation between the printer, executive board and the editorial board. The quality of the product is better, especially since we have the editorial board in place. We cannot expect Dave to be both printer and editor.

Mailing to Canada is expensive. There was discussion about ways that we might be able do things better. Ken stated that if the Bulletin and CHD were mailed separately, it might be lower. Ken also said that it might be possible to mail them bulk to Canada and then have them mailed out individually from Canada. There was also a suggestion of UPS. We need to talk to the mailhouse about Canada mailings and see if there is a way to decrease the costs.

Things that need to be done:

- Find someone who can be the Editor
- Find someone who can be the Advertising Manager

Neither of those positions require technical competence beyond Word and Word Perfect. They need to assemble material to David, which he formats. Jean Edwards, Mark Alger's daughter, was discussed as a person who might be able to take on the Editor position. There was a question about contracting for someone to do the Advertising solicitation. It is a possibility; Harry will follow up on it.

There was discussion about the decision a few years ago for each committee chair to have an assistant. This would provide a more seamless transition when we lose a committee chair. Perhaps the Vice Chairman/Assistant could be listed on the front page under the Chair. There was discussion about how other societies did their Editor. In other flower society's publication, their advertisement is focused on the flower and they use a paid Editor. **Each chairman needs to find a vice chairman for their committee, which will be listed in the Bulletin as is done with Seedling Bench Evaluation.** There was also some discussion about starting a new list for the ADS Exec group.

Jerry recognized Lois Ann Helgeson as one of the new ADS Gold Medal winner. Harry was on the radio last minute, for Garden America. He had 15 minute interview on the radio station. It was partially on the Centennial Show and partially on local societies. He feels it was good exposure. This came as a result of a press release regarding the Centennial National Show. The Parshalls were featured in an article in the March/April 2015 edition of Fine Gardening magazine.

Executive Committee Operations

Mark Oldenkamp led the discussion on how the executive committee currently operates and some possible changes. His discussion is not to challenge what we have been doing, but offer another way of doing things. He did bring his experience with dahlia societies and attending national schools. The discussion started with how to recruit future leaders. We have talked about some immediate needs: editor, garden dahlias, marketing. There are some things to be aware of in the not too distant future we will have needs for change in committee chairs. We don't have a good method of determining who would be a new Committee Chair for most positions. We did to better understand our organizational structure. Creating an organizational structure that gives people clear job descriptions is easy to say, but not so easy to get. Right now our organizational structure. We have elected officers, elected trustees, regional vice presidents, appointed by their conference and volunteer committee chairs appointed into that position and some co-chairs. Mark passed out what appears to be the current organizational structure. The current situation is an Executive Board, Officers and Committee Chairs who are all invited to the conference calls, with about 60% attending. There are emails that go forward and we will be redoing the email list.

It seems that there are some things that could be dealt with without the full group needing to be involved in making certain decisions. What typically happens is there is an Executive Committee of the Executive. Would it be possible to consider this format here. He presented a version of that showing the Officers and Trustees to deal with the routine things, with the obligation to report back. They need enough input coming in so they can make decisions and they need some boundaries for everyone to be comfortable with that; it may or may not require a bylaw change. One advantage is being able to deal with some of the day-to-day things being able to be dealt with quicker. Mark doesn't see a lot of disadvantages but is open to the discussion

processes. The other concept to put on table for thought that creates within our leadership structure a guidance. Mark passed out a sheet describing this concept. Each officer would be directly linked to various committees assigned to each officer. This allows the officer to have regular dialogue with those chairs and becoming the conduit to bring information back to the Executive Committee. This would allow Officers becoming more engaged with various committees and if you are in the chairs to access the presidency one day, you have the opportunity to more closely engage with each of the work areas, so when you become president, you have some hands-on exposure to the work areas. In a perfect world, this would allow people an opportunity to touch each of the work areas a little closer as they take their path to the presidency. Perhaps this would allow for fewer conference calls that involve the full board. We should work toward getting a little more of a job description for what committees should be/are currently doing. There is a need to look at the current committees and determine whether they are/are not needed. In order to recruit people, you need to be able to give someone a better idea of what the job entails. Job descriptions are tough; they need to be kept fresh, up to date and that is a challenge. There is a brief mention of some in the bylaws and others in the Policies. For many positions, job descriptions appear to be non-existent. Defining what the job entails will help folks to have a better comfort level with saying "yes" to being a committee chair/participant. Mark had the group break into two groups to independently discuss leadership, what Mark has discussed, other ideas and then come back with a report as to what they thought and/or if they have a better idea.

Mark broke us up into two groups to discuss the concept of leadership and the future of how we tap leadership for the ADS, keeping in mind that what Mark presented was just one idea. The information shows which committee chairs would be under which President/Vice President, i.e. ADS Bulletin, ADS Reps, Historian and Special Awards would be under the President and other chairs under each vice president. Mark says his configuration is just one way of doing this and he is not tied to his thoughts. If a group thinks a committee would be a more appropriate fit under another Vice President or the President, that is fine.

There was small group discussions which were reported back to the full group. The first group had the following comments:

- There were issues with the way it is structured and that there are nine elected officers and 29 committee chairs and regional vice presidents that are appointed.
- Perhaps consider a little bit different structure
- Maybe some of the appointed positions should be elected

The second group had the following comments:

- The organization chart presented is a good concept, with some changes. They felt it would allow for more rapid decision making
- Power of the President is decreased. It does enhance the power of the regional vice presidents
- What would be done with the vice presidents for societies that are independent
- Perhaps the regional vice presidents should have control of the ADS Reps
- Be conscious about not adding an additional layer
- Committees should bring reports to ADS and Executive Board to vote

It was determined to have a task force to look at the organization and report back to the executive board by 12/31/2015. Mark said he was willing to chair the task force. Other members suggested were:

- Marian & Jerry Landerholm
- Harry Risetto
- Wayne Shantz
- Brad Freeman
- Ron Miner

Virus Research Status and Discussion

Ron Miner provided some history first. Evie Gullikson made a \$125,000 donation to Washington State University and with a lot of effort, the ADS matched the \$125,000 by 1998 and was supposed to be matched by Washington State University, which never happened. The early results were discouraging.

In 2001, Dr. Hanu Pappu was hired. The emphasis of the research has been the characterization and identification of a number of different viruses, test procedures and cataloging and pictures of the effects of the virus on the appearance of foliage on the dahlia. Previously, it was reported that all dahlias have virus in them. We have hit a turning point and Dr. Pappu has discovered that some dahlias do not have virus in them. Carl and Jim Chuey were convinced that WSU Research and Development could solve the virus problem. In 2015, they gave a \$350,000 donation and insisted on ADS involvement in managing the virus project. This will provide

- Increased communication between ADS and WSU
- Publication of progress reports in the Bulletin
- Preparation of brochure to be included with the June Bulletin and to be distributed to all society members and others who grow and show dahlias.

The recommendation is if a dahlia looks like the picture of virus, throw it out and it will be a step toward eliminating viruses. There was a question regarding how soon the current virus information will be outdated. There was discussion regarding how many brochures to have printed.

The future direction will be:

- Convenient, effective, inexpensive testing for the virus
- Develop virus-resistant characteristics and/or virus resistant cultivars to get hybridization process going in the direction we want it to be
- Jim Chuey intends to invest a lot more money in the project; as we come up with high ADS priorities/needs that is more possible (#5 15 min mark)

Ron divided the group into two discussion groups to discuss what additional areas of research you would like to see worked on at WSU or Penn State. What are the ADS priorities for research activities?

Respectively Submitted,

Terry Schroeder

ADS General Secretary