

American Dahlia Society
Board Meeting – Spring Planning Meeting
March 31. 2017

The meeting was called to order at 7:09 pm EDT by President Don Dramstad.

Present

Those present were: Don Dramstad, Brad Freeman, Mark Oldenkamp, Ken Jensen, Terry Schroeder, Harry Rissetto, Ron Miner, Charles Miehme, Ray Phillips, Linda DeRooy Holmes-Cook, Cheryl Shores, Bob Schroeder, Alan Fisher, Rosemary Freeman, Nick Weber, Jerry Landerholm, Sharon Swaney, Marion Landerholm, Rob Swaney, Jeanne Edwards, Nancy Mossburg

Don thanked the National Capital Dahlia Society for hosting the Spring Planning Meeting this year. Special thanks to Nancy Mossburg for coordinating everything for the weekend.

Remembrance

Don Dramstad asked for a moment of silence for those who have passed, especially:

- Yvonne Davis, who always brought food to the NCDS meetings
- Ray Meyers, who was a wonderful long-time grower
- Myrtle Bloomfield, who celebrated her 100th birthday
- Amos Chernoff, who recently celebrated his 94th birthday

Minutes

There were two corrections in the minutes from February 12, 2017. In Charles Miehme's report the number 9 was in the middle of the word, "this" and the date of the year was 2016 instead of 2017. Bob Schroeder moved and Linda Holmes Cook seconded to approve the minutes with those two corrections.

OFFICERS REPORTS

Treasurer

Mac Boyer reports as of March 16, 2017, there was \$78,298 in the Lake City Bank, with \$51,088 designated, including \$35,869 for the Genome Project. Ameriprise has \$90,099, with \$84,880 designated. Vanguard has \$60,495 with no designated funds. The PayPal account has \$122. There is \$2,918 to be deposited, primarily insurance checks. The total, including checks to be deposited is \$231,932.

2nd Vice President

Mark Oldenkamp reports he has been busy preparing for the Spring Planning meeting, the bylaws revision and organizational restructure. He has updated his mailing list for the ADS Reps as he has received information from others and has sent that information on to others who need it. He has been sending out any emails that have been requested to be sent to ADS Reps.

REGIONAL VICE PRESIDENTS

Mid Atlantic Conference

Charles Miehm reports winter made one final stab at the Mid Atlantic in mid-March, but they have survived. February 2017 was the warmest on record and it has been very dry. The Washington DC area is actually in a moderate drought. National Capital Dahlia Society lost their first tuber sale when their March meeting was cancelled due to a snow storm. They will have five tuber sales at meetings from April through June, the Leesburg Flower and Garden Festival in late April, the Brookside Garden, and the Maryland Steam and Tractor Show in Derwood in mid-April. Derwood is the site of the reactivated Mid Atlantic Trial Garden. The Gettysburg Dahlia Society has a sale on April 22 at the Chambersburg Garden Club Daffodil Show. The Greater Philadelphia Dahlia Society (GPDS) will have two sales, in Kennett Square, PA on April 29 and at Longwood Gardens on May 25, also in Kennett Square, PA. GPDS continues to work on the ADS National Show for 2018. Plans are underway with Longwood Gardens and planning meetings continue. The GPDS Spring Quarterly meeting is on Saturday March 25 at Longwood Gardens.

Midwest Conference

Randy Foith reports the Midwest Dahlia Conference (MDC) societies are all in the process of readying for local tuber and plant sales. Central States Dahlia Society is in the final stages of hosting the 2017 National/Midwest Combined Show on September 7 to 11 in Chicago. The next MDC meeting will be June 3 in Elkhart, IN. A program on "Other Dahlia Diseases" will be presented by Dr. Richard Peters. There will be a catered dinner followed by their annual plant auction. The conference has at last achieved the 501 (c) 3 status with the IRS. Marian Landerholm added the Central States Dahlia Society is looking forward to hosting the ADS National Show this year.

Pacific Northwest Dahlia Conference

Mark Oldenkamp reports Wayne and Eleanor Shantz have had to step down as the Conference Representatives due to health reasons. Mark has been asked to take over as the representative and has agreed to do so.

Southern States Dahlia Conference

Ray Phillips reports they have had a lot of tuber loss due to the hot and dry season. They are still in moderate drought conditions. All societies are preparing for the upcoming tuber sales. Buddy Dean contributed his excess tubers to each of the societies for their sales.

Federation of Northwest Dahlia Growers

Brad Freeman reports their annual Spring Workshop was held on March 18, 2017 in Seattle. One of the educational sessions was a panel discussion regarding membership. Representatives from all of the local societies/club in the Federation presented some information about their group including membership numbers and format for their monthly meetings. After that there was a lively discussion regarding attracting and retaining members in their societies/clubs. The take-away for me was that the appreciation of the dahlia is what brings people to our clubs/societies. However, it is the programs and activities of the clubs/societies that keep the people

coming back. Also, we cannot forget the social aspect of our groups and that people want to feel part of the organization they belong to. We need to engage with each other especially in welcoming new members to our clubs/societies.

COMMITTEE REPORTS

Finance Committee

Harry Risetto reports we have accumulated too much money in the Insurance fund, due to the premium going down with an insurance carrier change a few years ago. Clubs who have participated in the ADS Insurance program since the last reimbursement will be contacted informing them a refund is due to them. We will inform them that they need to contact us to let us know they want their refund. Unless we hear from them asking for their refund, the money will be transferred to the Genome Project fund. Refunds are expected to be about \$100. The financial affairs of the ADS are in good order, with about \$40,000 in undesignated funds, as we have been for several years. If we want to take on a major project, we will need to do independent fundraising.

Image Library

Claudia Biggs reports she is working on putting together the 2016 Feb 50 program.

Insurance

Cheryl Shores reports she continues to receive requests for insurance certificates, but she has not received as many as anticipated. She has received twenty-four requests with checks and anticipates about twenty-four more. Some facilities do not require the insurance certificate, but they should purchase the insurance. If something happens, they could still be liable and the insurance cost is very reasonable.

Judging Accreditation

Bob Schroeder reports he is in the process of completing the annual ADS Judging Roster and will be sending it to Linda soon. He has been working with a group on a booklet, "Team Leader" to be given out to accredited and senior judges. He wants to give this booklet to each accredited and senior judge. The cost for printing is \$.089 per copy and we would need about 900 initially with about 200 additional. It was mentioned that not all societies use the term, Team Leader. Discussion will be in New Business. Bob Schroeder reports that many societies have given him positive responses regarding the certificates and pins for new and advancing judges. He would like to do a certificate for Honorary Senior Judges, as a senior judge moves into that status, to thank them for their service.

Membership

Alan Fisher reports there were a few societies that have not reported membership yet and he continues to contact them to get the information. Membership is at 83% of last year and is approaching 85%.

National Exhibitions

Art Haskins reports there is nothing new to report.

Photo Contest

Martin Kral reports the prizes for the 2016 Photo Contest have been awarded. Copies of the winning entries have been sent to David Hines and Claudia Biggs. The rules for the 2017 ADS Photo Contest will be published in the June Bulletin. In order to encourage greater participation by photographers, the contest will permit submission by email of no more than eight entries per email message. The limit is to ensure that an email message does not exceed the attachment limit. Any larger submissions can continue to be sent on a CD or flash drive as they have previously.

Research and Education

Nick Weber reports he received a draft of the grant that Drs. Pappu and Warbot have been working on for the genome project. There are many things that are still in flux with the grant, but it should be able to be submitted in a timely manner. We will be discussing the genome project and the virus research in more detail on Sunday morning.

Special Awards

Jerry Landerholm reports he has ordered some medals as approved by the board previously.

Trial Garden

Ron Miner stated reservations for 2017 are coming in to the Trial Garden Directors and several are nearly full. He also thanks the National Capital Dahlia Society for getting the Trial Garden up and running again this year.

Website Coordinator

Sharon Swaney reports she continues to post personnel, society and administrative changes and additions on the website. The latest Bulletin was posted and added to the archives. Bulletin issues back to 1965 are posted in the Bulletin Archive, a trip down memory lane! Local Society 2017 tuber/plant sale information was collated and posted to the website. Unfortunately, less than half of the societies provided information. Sharon is now requesting information on 2017 shows. She requests all societies to send information on their shows for posting on the website. Recently, our hosting provider attempted an update, but it was unsuccessful. She is working with the site's hosting environment to develop a strategy to test and accomplish this update. She has considered moving the site to a different environment, but based on the size and complexity of the site, trying to update and enhance the current environment is probably the easiest path. Pictures are still needed for many of the dahlias listed in our online Classification Guide. Instructions on how to send the pictures is on the website. Please send any photos you have, following the directions. Linda DeRooy Holmes-Cook reports there are now 1320 members in our ADS Facebook group. Some of the newer members are novice growers, asking questions about getting started, where to purchase tubers, how to start tubers early and how to connect with experienced dahlia growers in their region. We continue to be neck-and-neck in member count with the ISO Dahlias group. The Facebook Group is evolving into a useful forum; encourage members to sign up for the ADS Facebook Group.

Bulletin

Linda DeRooy Holmes-Cook reports the March Bulletin has been completed and has started arriving in members' mailboxes by Mid-March. Thanks to everyone who participated in putting the Bulletin together and getting it disseminated. The deadline for the June Bulletin is April 20. Linda is asking to have all club reports and Bulletin articles sent to her for editing before being sent to the printer. In February, there was a discussion about securing a copy of InDesign for her to use in editing Dave's PDFs, but in investigating this, it does not appear to be cost effective. Although we are qualified for software discounts through Tech Soup, the cost of the Adobe Creative Cloud, of which InDesign is found would still be \$19.99 per month for the first year, which represents a 60% discount. In subsequent years, the discount would drop by 20% so we would only get 40% off the regular cost. We would also pay \$5 annually to Tech Soup for the access. With only four issues annually, she believes a better alternative is to have reports and articles sent directly to the editor so the content can be edited and corrections before being set up in PDF. As long as she can have the opportunity to do her job as editor prior to the content being set up for printing, this process would be manageable. Linda reports she can get a copy of Acrobat Pro for \$55 from Tech Soup, which will allow her to edit PDFs; it was decided to allow Linda to purchase this so she could edit pdf documents. She states she was contacted by Steve Boley, of Birch Bay Dahlias. They would have advertised in the December 2016 and March 2017 issues of the Bulletin, but no one contacted them. She would like to make sure there is a process in place to make sure we contact all potential advertisers in the future. She appreciates everyone's continued support as she pursues the work as the Editor of the Bulletin. Don is appointing a committee to evaluate the printing process. It will consist of the Finance Committee, plus Jerry Landerholm and Alan Fisher.

ADS Reps Coordinators

Ken Jensen started a discussion regarding the practice of the bank charging \$25 for every Canadian check that is cashed. That is adding a lot of expense for the ADS. He brought up two possibilities that he has considered. One is to have the Canadians use PayPal to pay their membership, if that would cut down on the cost. The other would be to have a bank in Canada where the Canadian memberships would be deposited and then one person would write one check for membership to be sent to the ADS Treasurer. Perhaps there could be someone in Canada to be identified as an Assistant Treasurer to handle the money. Perhaps Max and Ken could discuss and come up with a viable option.

NEW BUSINESS

Archives

Harry Risetto reports recently there were some questions regarding the archives. Harry has written several articles recently in the Bulletin about what the archives are and where they are located. The archives were set up at the Cherokee Horticultural Library, hooked up with the Atlanta History Museum. After Gene Boeke passed away, it was decided to name it in honor of him. The library has books dealing with horticulture, so it was felt this was a good fit for the ADS archives to be kept. Currently, there is an incomplete collection of Bulletins, a series of dahlia botanical prints and the library has many of the books that have been written about dahlias. Harry hopes to have a

complete collection of Bulletins as well as a DVD of the digital portion of the Bulletin. All the minutes should be put in the archives. We need to decide what to have in the archives; it is felt a complete collection of the Board minutes should be in there. There is a small group that will get together to develop a wish list of what we would like to have and how much funding would be needed. We are notified if there is any deaccession (selling of books, etc.) and would be able to retrieve any of our materials. There has been discussion about having a Hall of Fame for both persons and flowers. Harry will write something for both the Bulletin and website explaining the archives.

On Sunday afternoon, one business item for the board was completed. **Alan Fisher moved and Sharon Swaney seconded to approve printing 1200 copies of the Team Leader booklet, presented by Bob Schroeder. The motion passed.** Once printed, they will be sent to each Judging Chair to be distributed to each Senior and Accredited judge. There are extra copies to be sent as people move up to Accredited or Senior judging status.

The meeting was adjourned at 9:20 pm EDT

Respectively Submitted,

Terry Schroeder, ADS Secretary