

American Dahlia Society
Conference Call Minutes
March 3, 2013

The meeting was called to order at 3:06 pm EDT by President Kevin Larkin.

Present

Those on the call were: Kevin Larkin, Brad Freeman, Ken Jensen, Terry Schroeder, Mac Boyer, Harry Rissetto, Karen Nordahl, Wayne Shantz, Eleanor Shantz, Brent Grant, Norm Hines, Lou Paradise, Steve Nowotarski, Claudia Biggs, Judy Hines, Bob Schroeder, Alan Fisher, Rosemary Freeman, Martin Kral, Jerry Landerholm, Don McAllister, and Ron Miner.

Remembrance

Kevin Larkin asked for a moment to remember people that we have lost since the last conference call. The recent, tragic death of Walt Wynne is foremost in our minds. The Memorial service was March 2nd and was well attended. Last week, Diana Brogiotti from California Dahlia Society passed away, after a long-term illness. Kevin asked for a moment of silence for both.

Minutes

There was one correction noted; the spelling of Mike Cichorski's name. Bob Schroeder moved and Lou Paradise seconded to approve the minutes from the January, 2013 Conference Call, as corrected. Motion carried.

OFFICERS REPORTS

President

Kevin Larkin sent a card to Walt Wynne's widow, Cory, on behalf of the ADS.

Treasurer

Mac Boyer reported that as of 2/28/2013, the ADS Lake City bank account has a balance of \$ 80,107.38 in all accounts with \$26,484.25 in designated/undesignated funds. in all accounts with \$27,684.25 in designated funds. There is another \$507.50 in checks recently received to be deposited. PayPal funds available for transfer to LCB account is \$76.28. Payments were made to Servlet, US Postal Service, Mid Island Dahlia Society and to Photo Contest winners, for a total of \$4,165.00. In other accounts, there is a total of \$105,230.74 in restricted funds. Lou Paradise moved and Alan Fisher seconded to accept the Treasurer's Report, subject to audit. The motion carried.

REGIONAL VICE PRESIDENTS

Mid Atlantic

Karen Nordahl reported that she has not received a response from the Gettysburg Dahlia Society, but perhaps next time there will be something.

Midwest

Jerry Landerholm reported that the schedule of events for the 2013 National Show, hosted by the West Michigan Dahlia Society, was posted. The Midwest Conference spring meeting and plant auction will be the first Saturday in June.

North Atlantic

Steve Nowotarski reported that after Hurricane Sandy and the blizzard, they are getting back to normal. The Mid Island Dahlia Society purchased the 5 DVD set of Judging training from the Pacific Northwest Conference and will use it in their judging workshops. With two new societies they are having show scheduling problems.

Pacific Northwest

Wayne Shantz reported that the Pacific Northwest Dahlia Conference will hold its Spring Meeting on April 13, 2013. The Wild Rivers Dahlia Society is now meeting monthly.

Pacific Southwest

John Morton and Kevin Larkin reported that the Pacific Southwest Conference had a two-day event sponsored by the San Leandro Dahlia Society. Lynn Dudley medals were given to Lou Paradise and Chris Dix. The judges who moved up were given certificates by ADS President Kevin Larkin. The four northern societies are thinking about sponsoring a trial garden in the San Jose area.

Southern

There is currently no representative from the Southern Tier Dahlia Conference. There was discussion about possible persons to take on this responsibility. There has been no further contact from them since Jerry provided information about the responsibilities.

Federation

Rosemary Freeman reported for Brad that they are having their spring workshop on March 16, their summer workshop on July 20, judging training on July 27 and trial garden judging on August 4. They continue planning for the 2014 National Show.

COMMITTEE REPORTS

ADS Rep Coordinator Reports

Ken Jensen reported that he has sent out 2 or 3 messages to the 10 societies in Canada. He typically sends something out after the Executive Board meetings. Don Dramstad reported that the ADS Rep list is up to date and current. There was discussion regarding communication to specific members and whether coming through the ADS Executive Committee is adequate or whether direct emails are. Send an email to the Ron Miner, Linda Cook, Alan Fisher and Don McAllister separately as well as to the list.

Bulletin

Norm Hines reported that the Bulletin should be in the mail over the next couple of days. There was discussion about a report Norm received from a member criticizing new introductions. It was suggested that perhaps reinstating a "Letter to the Editor" section and putting it in that section. Norm will send it to a few board members for their input and then decide an appropriate course of action.

Classification

Lou Paradise reported that he sent out a questionnaire to the Classification Committee with questions on 6 items. Adding an Orchette form received the most YES votes (9 yes, 3 no). Lou moved that beginning with the 2014 growing year we add the Orchette form to the CHD. The following description was recommended: **ORCHETTE Dahlias: A bloom combines the involute characteristics of the orchid dahlia form and the petaloid characteristics of the collarette form. Ideally, eight ray florets uniformly surround the disc flowers in a flat, even plane. Ray florets should be straight and involute for at least ½ of their length and fully involute for at least ¼ of their length. Ray florets should possess a corresponding petaloid at their base. Petaloids should be of a length which gives visual impact and not so small that they are not easily discernible at arm's length. Petaloids may lie flat within the base of the ray floret or slightly rise and/or cup upward toward the center of the bloom. Disc flowers with 0 to 3 rows of pollen are desirable.** Steve Nowotarski moved and Alan Fisher seconded to accept Lou's recommendation and description for the orchette dahlia. After discussion, the motion passed, with one no vote. It was also requested that Lou write a small piece that describes the process the classification committee uses in making a recommendation for a new variety.

Finance

Harry Risetto reported that the assets of the ADS are about the same as last year, taking into account some unusual expenses that we had over the past year.

Garden/Container Dahlias

Steve Nowotarski reported that cultivars have been selected for the 2013 Border/Container evaluation. This year, the varieties will be small (under 2") varieties for a border or container. There will be two mignon singles and one 2" orchid.

Historian

Mac Boyer reported that Norma had nothing to report, but that there is an article in the March Bulletin.

Image Library

Claudia Biggs reported that the DVD sales of the 2013 New Introductions are coming along with just about even sales between the regular and deluxe DVDs. She is working on a couple of DVDs that will be available soon. She will coordinate with Kevin to get some of the DVDs at the Spring Planning Meeting.

Insurance Coordinator

Judy Hines reported that she is waiting for a few more forms to come in. She has received several requests so far and is waiting for information on the cost. Over the past three years, costs have gone down. The insurance coverage runs from March 15 of one year to March 15 of the next year. .

Judging Accreditation

Bob Schroeder reported that he sent out certificates and pins to those moving up to accredited or senior judging status. He will send certificates to candidates as well. Bob provided some information about the judging class that he is setting up for Salt Lake City.

Marketing

Steve Nowotarski reported that there are several new advertisers in the Bulletin. As an incentive, there will be a short article in each Bulletin featuring an advertiser who commits to four full-page ads; the March issue will feature Dan's Dahlias. The Marketing and Web Site committees are at the cusp of combining marketing on the web with advertising in the Bulletin; there will be further discussion at the Spring Planning Meeting.

Membership

Alan Fisher reported that we are at about 75% of the membership at the end of 2012. The renewal rates overall are good, but new memberships are down a bit. There are only a few societies that he has not heard from.

National Exhibition

In Art Haskins absence, Kevin Larkin reported that he sent a letter to Mike Cichorski thanking and notifying them that we accepted their offer to host the 2017 National Show. Brent Grant stated that there is also interest from Longwood Gardens for the 2018 show.

New Society Coordinator

Rosemary Freeman reported that she has not heard from any other societies wanting to start up and has nothing new on International memberships.

Photography Contest

Martin Kral reported that the results of the Photo contest were forwarded to Norm for inclusion in the June Bulletin; checks and awards were sent to winners. Martin has requested to have the Photo Contest page updated to include information regarding a general description of the contest. He will send text to Linda.

Publicity/Public Relations

Lois Ann Helgeson reported that the Media Page is up on the website with several news releases placed there. The easiest way to access it is the link, "Media" that is at the bottom of each page.

Research and Education

Brent Grant reported that he would like to repeat the fertilization study, done in 2010, as that was a very difficult growing year. Brent forwarded information on tentative conclusions for inclusion on the website, under Dahlia Culture. He summarized information from the Dahlia Virus study, sent to Dr. Pappu for review and will send that in for inclusion in the June Bulletin.

Special Awards

Jerry Landerholm reported that all the regular ADS Bronze Medals are in the possession of our General Secretary. There are approximately 135, so we are good for 2013. More will be needed in 2014 to meet the need of supplying one to each of the 70+ affiliated societies. Going forward, I recommend we consider supporting some flexibility in how these medals are distributed; the preference being for spending money on new medals, versus the expense and time of sending the medals to each of our societies.

Technology Resource

Don McAllister prompted a discussion of dahlia suppliers and discounts within the ADS and the number of suppliers who are ADS members. Don and Alan will work together to determine the number of suppliers that are members.

Trial Garden

Ron Miner reported that Dick Kohlschreiber formally resigned the position of Co-Chair. Ron asked Marilyn Walton and she has agreed to be the co-chair of the Trial Gardens. Ron requested that Kevin send a letter be sent to Dick Kohlschreiber with our sincere thanks on behalf of the Executive Committee for his many years of service as an unsung hero in an important job for the ADS. Ron will develop background and send to Kevin.

Website

Ron Miner reported that they have received information from Servlet that there is no software available to meet our needs to replace Andrew Miller's Classification Guide, but he is able to develop a program that would serve that purpose. Details were outlined in his written report to the Executive Committee. Ron Miner moved and Steve Nowotarski that Linda Holmes-Cook and Ron be authorized to proceed, with the concurrence of the Website committee, with the development of the classification guide software at a cost of \$3500 +/-10% and that they be similarly authorized to proceed with the development of an app for smart phones at a cost not to exceed an additional \$1000. After considerable discussion, the motion passed with 14 in favor and 5 opposed.

UNFINISHED BUSINESS

ADS 2015 Centennial Planning

We will go into more details about the Centennial Show during our Spring Planning Meeting. Two things that we need to discuss is the publication and whether there will be an additional ADS portion of the show program. Kevin would like to have Harry be part of the working group to help plan the Centennial portion of the Planning Meeting in Salt Lake City.

Membership Tri-Fold

Kevin Larkin sent a copy of the final draft to the Board. Dave Hines has agreed to print and distribute the tri-fold brochure. It is hoped that it will be available by the first of April. It will be available for the shows this year. The cost for the brochure was underwritten by Vos Graaf Nursery in Michigan and Verwer Dahlias of the Netherlands.

Spring Planning Meeting

Kevin Larkin ensured that everyone was able to get their hotel reservation. There is a shuttle to the hotel from the airport. Kevin requested that Board members send out the dates that they will be staying at the hotel. Kevin is asking the following people to be part of the working group for the Spring Planning Meeting:

- Linda Holmes-Cook – Website
- Harry Risetto - Centennial
- Alan Fisher – Membership
- Steve Nowotarski – Marketing
- Brent Grant - Research and Education

He will work with these people over ADS-Exec to develop a productive agenda. Bob Schroeder has organized a Judging Seminar on Friday from 1 pm to 5 pm. The members of the Utah Dahlia Society are planning a BBQ for us on Saturday evening.

NEW BUSINESS

Spelling

Kevin stated that he has seen the wrong spelling of Gullikson several times over the last several years in reference to the award that is named after her. It is important for us to spell it correctly; double check anything you put out referring to the Evie Gullikson Award that Gullikson is spelled correctly.

ADS Logo Files on Website

The ADS logo is available to Board Members and societies to be used within the terms of use, by placing a file with the logo in high, medium and low resolution on the website. It will be placed on the Members Only section, in Executive Committee portal. There will be an abbreviated Terms of Use on that page so that people can easily determine whether their use meets those terms. Terry Schroeder moved and Don McAllister seconded to approve the placement of the ADS logo, with high, medium and low resolution files on the website on the Executive Committee page. The motion passed unanimously.

ADS Bronze Medal Distribution to Societies

Terry moved that bronze medals be sent to regional conference representatives wherever that is feasible. Motion died for lack of a second. It was decided that the Secretary could distribute the medals as she felt was appropriate and what would work for societies and conferences, unless there is a policy stating otherwise.

Classification Committee Representation from Canada

Lou Paradise mentioned to Kevin Larkin that the Classification Committee has representation from each of the conferences, but none of those representatives are from Canada. Kevin stated that Ken Jensen has agreed to be on the Classification Committee initially and will, over the next several years, see if he can find a replacement.

Other

Jerry Landerholm had an offer from Bud Moore's daughter of Bud's supply of old Bulletins from approximately 1944 to 1954. It was decided to get them to Mac who would put them in sets and then we could determine what we have. Once they are scanned and on the website, one set of each could be sent to the Cherokee Library for archival.

Harry Rissetto moved and Bob Schroeder seconded to adjourn the meeting. The motion passed and the meeting adjourned at 5:50 pm.

Respectively Submitted,

Terry Schroeder
ADS Secretary