

American Dahlia Society
Conference Call Minutes
March 2, 2014

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, Don Dramstad, Terry Schroeder, Mac Boyer, Harry Risetto, Wayne Shantz, Eleanor Shantz, Brent Grant, Bob Schroeder, Jerry Landerholm, Don McAllister, Linda Holmes-Cook, Claudia Biggs, Arthur Haskins, Martin Kral, Steve Nowatarski, Rosemary Freeman, Ray Phillips, Ron Miner and Tom Cleary – Guest, 2015 Show Chair.

Remembrance

Kevin Larkin asked for a moment to remember anyone that is seriously ill or we have lost since the last meeting. It was noted that Bill Mishler passed away recently. Bill was a dahlia advocate, a proponent of dahlia ambassadorship. He was the Trial Garden Director for the Canby Trial Garden since its inception. Jeannie Leroux, wife of Gordie Leroux, also passed away recently.

Minutes

Bob Schroeder moved and Rosemary Freeman seconded to approve the minutes from the October 6, 2013 Conference Call, as prepared. Motion carried.

OFFICERS REPORTS

Treasurer

Mac Boyer reported there is a total of \$63,608 in the Lake City Bank account. The total of designated/restricted funds is \$89,433 with a total in all accounts of \$173,475. There was a question about how to list the A T & T stock, as number of shares or cash value. It is an asset that we cannot sell; we can use the dividends without restriction. After a discussion of how to present restricted funds in our account, so that it is understandable to members, it was decided the Finance Committee will work with Mac to show an accurate accounting of those funds. It was requested that be done prior to the next meeting. The Mid Island Dahlia Society has received half of the amount the ADS pledged for the Centennial Show. Typically the ADS money is sent the year before their show. There have been some advertisements in the December Bulletin that have not been paid for; Mac will send a reminder notice to all of those who have not paid for December yet.

ADS REPRESENTATIVES

Don Dramstad reported there have been two society Presidents that he has received the names. Kevin asked Regional VPs to keep Don current on the information for their societies. Don Dramstad said he would resend the request for President's names to the current list of ADS Reps.

Ken Jensen reported he has a list of Presidents, but it is probably outdated. He will resend to see if he can get it updated and send to Don Dramstad.

REGIONAL VICE PRESIDENTS

Midwest

Mac Boyer reported they will have their spring meeting on the last Saturday in May. The Judging Seminar at the Bonneville Trial Garden will be held in August.

North Atlantic

Ed Bonci reported in writing that they have their spring meeting on April 13 in Connecticut with representatives from all 9 societies attending. Planning continues for the 2015 ADS Centennial Show, hosted by the Mid Island Dahlia Society. Tuber sales will start April and run through June or until stock is sold.

Pacific Northwest

Wayne Shantz reported the PNDC will hold their spring meeting on April 5th in Washington. Lane County will hold a judging school in August. Teresa Bergman is taking over as Trial Garden Director for Canby Trial Garden, due to the passing of Bill Mishler. Societies are preparing for tuber sales in the spring.

Pacific Southwest

The Pacific Southwest Dahlia Conference held their annual meeting on February 15-16. There were 40 attendees. Dr. Andrew Sutherland who works with the University of California spoke on Aphids and Spider Mites. Reports were given on Dahlia Culture, Classification, Judges and Judging Schools, Membership and Hall of Fame. Several judges moved up and received either judging pins or judging documents. Verda and Magic Moment joined our Hall of Fame as cultivars over 10 years old and having five wins in the Hall of Fame Candidate Class. This is tough to do as there are many fine dahlia cultivars over 10 years old. A judging school is booked in July with many pledging to attend.

Federation

Brad reported that with fourteen active clubs in the Federation, there are a host of activities year around in the Pacific Northwest. We are making great progress putting the 2014 ADS National Show together. The Show will occur over Labor Day weekend, August 28th through September 1st in Tacoma, WA. The Show registration and hotel information is posted on the ADS and Federation websites. Please register soon as we have a limited block of rooms at the Show hotel. We have two Federation Workshops each year on a variety of topics. The Spring Workshop is scheduled for March 15th in Mt. Vernon, WA. We encourage both Federation and non-Federation members to attend our workshops. The judging classes will held at our two locations on July 26th. Dave Eldridge and Dick Ambrose have retired from teaching one of the senior classes. Next year Dave and Betty Burton are retiring from teaching one of the Candidate classes. With these changes we are adding some new instructors including Steve and Sandy Boley, Wayne Lobaugh, Norm Sharp and Wally Kurth. Norm and Wally are from the Vancouver Dahlia Society in British Columbia. A class on judging in a trial garden will be held on August 3rd at the Point Defiance Park.

Southern States

Ray Phillips reported they plan to relocate the trial garden with raised beds and better drainage. They will have their spring meeting on March 15 in Chattanooga, TN. Carolinas are preparing for tuber sales, which are a big fundraiser for the 2016 National Show. They have also planned their first official planning meeting later in March. Buddy Dean plans to relocate the Smoky Mountain Trial Garden, elevating the beds and installing drainage. Alabama is preparing for their tuber sale. Georgia has two tuber sales with one in April and one in May. Tennessee will have four tuber sales, with one at the Bachman Center and three at the Chattanooga Market. Tennessee will also host the Southern States Spring Meeting in East Ridge, TN.

COMMITTEE REPORTS

Bulletin

Kevin Larkin reported Judy and Dave are working on the March Bulletin, which should go out next week. Please continue to think of persons who may be good prospects for an editor. The proposal from Colin Walker was discussed. Kevin likes the proposal, but it would be a big switch from our current Bulletin. Colin's intent is to produce the Bulletin, not be the Editor. His proposal offers some appealing aspects; it would be great to start incorporating some of these, once we have an editor. There were several comments that the cost estimates seem to be significantly lower than we are currently paying. The Editorial Board and more color used is liked by several board members. Martin said that he submitted a proposal in 2009 that included an editorial board. Kevin's preference is to have an editor who could make recommendations about changes.

Finance

Harry Risetto reported the envelope included in the September Bulletin was returned by about 1% of the membership. About \$200 went to the National Show, about \$565 to the Boeke fund. The Finance Committee will work with Mac to look at how we report our financial information and ways to improve that.

Garden/Container Dahlias

Steve Nowatarski reported they are planning ahead to the border/container evaluation for this year. There is interest in expanding to have someone interested in starting a garden/cut flower evaluation. A budget would be needed to purchase tubers.

Image Library

Claudia Biggs reported January and February were busy with requests for the New Introduction DVD. She has mailed out thirteen single DVDs and 18 deluxe DVDs. The Photo Contest winners have been received so Claudia is starting on that program. As soon as she receives the Fabulous 50 list from Lou Paradise, she will begin work on that program.

Judging Accreditation

Bob Schroeder reported he sent the Judging DVD to a few people, but didn't receive a response. He is currently investigating with Linda Holmes-Cook and Sharon Swaney as to the best method to put the DVD on the ADS web, under Members Only, for easy access by any ADS member. He hopes to have more information soon on that; it does appear to be possible. He has also been dealing with some issues with some of the clubs on the east coast, including not keeping records. It has become apparent that some judging chairs have not been keeping records. He has also had other clubs who have indicated they do not keep records. He has a suggested format that he would like to send out to the judging chairs. It was suggested that with the DVD to send the link to the Executive Board and to create an introductory paragraph about what it is and the intended usage. The information for the 2014 Judging Roster was sent to the printer for the March printing. There were several individuals entering and advancing in the program: 45 candidates, 21 accredited and 14 senior. All those entering or advancing received pins and or certificates as appropriate.

Marketing

Steve Nowatarski reported he has hit a stumbling block in getting people to sign up for the E-Newsletter. There are currently about 1500 persons on the list. Deborah Dietz has agreed to be the Assistant Editor and Steve plans to do six newsletters/year now. Steve will send a sign-up sheet for Don and Ken to send out to ADS Reps to circulate with club members and at tuber sales, shows, etc.

Membership

Alan Fisher reported in writing that he has processed 1,383 memberships and 472 family memberships. The total, assuming two per family membership is 1,855. There have been 59 societies that have sent in at least 10 members. There are 546 2013 members that have not yet renewed. Typically, late February and March many memberships come in.

National Exhibit

Art Haskins reported the ADS National Shows are booked up to 2018 and he has not received any new requests.

New Society Coordinator

Rosemary Freeman reported she has not received any communications for new society information in some time. She still needs to review and update the current handbook before printing more copies. There has been nothing new on the International Society Liaison or Ambassador who would keep the channels of communication open between the ADS and organizations throughout the world to promote the dahlia worldwide. In this year's issue of Dahlias of Today, Martin Kral wrote two articles about the recent dahlia society developments in Mexico and the second about Lupita Trevino and Professor Muñoz from the Mexican Dahlia Association attending the German International Garden Show in Hamburg, Germany. Ms. Trevino and Professor Muñoz plan to attend the National Show in Tacoma, WA this year.

Policy

Ron Miner reported he is still looking for someone to take on the Policy Handbook. It is not high on his priorities so nothing has been done with it for a while.

Photography Contest

Martin Kral reported the results from the ADS Photo Contest will be in the March Bulletin. Forms for the 2014 contest will be in the June Bulletin. He is looking at email submission, but has some concerns. There were 273 entries and 24 different photographers who entered the contest. The numbers are about the same as last year, but there were several different people entering this year. The first place photo was a close up of Baron Jerry, by a newcomer, Paul Chupek. All awards, including checks and certificates have been distributed.

Publicity/PR

Lois Ann Helgeson reported the press release on the Stanley Johnson medal winner was sent out. She submitted an International article to the Bulletin and is waiting for permission to reprint it from Dave Bates, National Dahlia Society. She requested that when the information is sent to the Bulletin, or website about the Trial Garden and Garden Dahlia winners that she be included so that she can get a press release out. She is waiting for pictures and some brief information so she can get a press release out on the Trial Garden and Garden Dahlias.

Research and Education

Brent Grant reported he continues to look for a statistician to spend some time on the Pennsylvania State Research from 2010. The new quatrofold produced by Cindy and Dana Miller of Greater Pennsylvania Dahlia Society is a great "show and tell" medium for helping new dahlia growers and those who are interested in growing dahlias to move up the learning curve. The goal is to gain new ADS members and help people begin to show dahlias. Don and Ken will send out information on this publication to ADS Reps. The Monthly Guide to Growing Dahlia can be purchased from the ADS or PSDA website. At the present time, PSDA has plenty of copies of it.

Special Awards

Jerry Landerholm reported the medallions for the 2013 Trial Garden, Seedling Bench Evaluation and Stanley Johnson are at the engraver and will be sent to the winners with a cover letter. If we continue the annual program of giving an ADS bronze medal to all societies, more need to be ordered. There is a limited supply of all medals, ranging from 2 to 4 years, based on current usage. Harry Rissetto moved and Bob Schroeder seconded to purchase 12 Stanley Johnson medals. There will be a proposal for the other medals at the next meeting.

Technology Resource

Don McAllister reported he has had some computer issues and is just now finishing up The Big List and will be starting on the Tuber Sales list. He suggested that Sharon Swaney, who has been assisting Linda with the ADS website might be able to help with the ADS Exec list.

Trial Garden

Ron Miner reported the loss of Bill Mishler as the Canby Trial Garden Director has been the major news. Bill served long and well in that position and will be missed. The Portland Dahlia Society has gathered a team of highly capable judges and workers to support Teresa Bergman in filling Bill's shoes. Ron Miner reported that Servlet continues to work on the Classification Book, but just hasn't been able to get it to work the way we want. At the worst, they can get the current information updated.

Website

Linda Holmes-Cook reported there has been some improvement with the website. The new assistant for Linda, Sharon Swaney, is able to get update done quickly. Look at your information on the website and let Linda know of any changes/updates. They are looking at the overall appearance. Sharon has indicated she is not interested in being the Website Coordinator, but the "Chief Geek". They also are working on getting the Judging Training videos on the website.

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UNFINISHED BUSINESS

ADS 2015 Centennial Planning

Steve Nowatarski reported the biggest current issue is getting sponsorships. They have sent out many requests, but many are not able/willing to make a commitment until 2015. Perhaps other societies can help. ADS has another \$4000 committed and can send a check now, if needed. There has been limited response from societies from the two requests sent, asking for \$100. Fifteen of the seventy societies in the ADS have responded with three societies committing \$1000. A list of those that have contributed will be in the March Bulletin. There was a proposal about getting an ADS stamp for the centennial and it was decided to go forth with that. They have six custom vases for awards. Harry Risetto reported the content of the Centennial Book is about completed. At some point, will need to launch a fundraising effort to finance this project. There still needs to be work on the symposium, which will be held on Saturday afternoon. One suggestion is doing something on "The Future of Dahlias". We also need to get something out regarding the Theme and Presenters.

International Affiliated Society Membership

The costs have been a concern for getting International Affiliated Societies. We can revisit this and come back with suggestions. It would be nice to have some international societies as an affiliate of the ADS. A goal was made to have six Affiliated ADS International Societies by the end of 2014.

NEW BUSINESS

Proposed Schedule of Meetings for 2014

Kevin Larkin sent a proposed schedule of meetings for 2014. He felt there was still a lot of issues from our 2013 spring workshop so no need to have one this year. There was discussion about how much easier it is to deal with the issues at a two-day in-person

meeting instead of over the phone. It was felt that the two-day meetings have served us well and should be continued. The possibility of doing it before or after the National Show or in mid-May were brought up.

Appointment of Nominating Committee

Kevin Larkin appointed Ron Miner as the Chair of the Nominating Committee. Harry Rissetto, Lou Paradise, Jerry Landerholm and Brad Freeman were asked to be on the committee with Ron. There was discussion of the Officers that would be nominated. The 3rd Vice President is not in the bylaws, but is an appointed position. The nominating committee will bring forward nominations for President, two Vice Presidents (1st and 2nd), Secretary and Treasurer.

Posting of Current ADS Bulletin to Website

Terry Schroeder moved and Bob Schroeder seconded to “remove the password and creating a link that the public can access for the currently posted Bulletin archives and future Bulletins, with the exclusion of the four (4) most recent Bulletins at any time. The motion also includes posting all current ADS Bulletins on the website one month after mailing to members, with access to members only i.e. being password protected and accessible only from members’ only pages of ADS website.” The motion passed.

Respectively Submitted,

Terry Schroeder
ADS Secretary