

American Dahlia Society
Minutes
June 2, 2013

The meeting was called to order at 3:00 pm EDT by President Kevin Larkin.

Present

Those present were: Kevin Larkin, Brad Freeman, Ken Jensen, Don Dramstad, Terry Schroeder, Wayne Shantz, Eleanor Shantz, Brent Grant, Steve Nowotarski, Bob Schroeder, Rosemary Freeman, Lou Paradise, Mac Boyer, Harry Risetto, Jerry Wittrig, Don McAllister, Ron Miner, Martin Kral, and Art Haskins.

Remembrance

Kevin asked for a moment of silence for the loss of Norm Hines. It will be difficult to replace him as Editor of the Bulletin. A couple of memories of Norm were shared: Always knowing where you stood with Norm, his spiciness.

Minutes

Don McAllister moved and Wayne Shantz seconded to approve the minutes from April 2013 with the membership numbers being run past Alan and any corrections made. There are some that appear to be incorrect. Motion carried.

OFFICERS REPORTS

Treasurer

Mac Boyer provided the following report in writing. As of 6/01/2013, the Lake City Bank Account had \$80,508.46, including CDs. He has \$6,608.85 in deposits to be made. In 2012 at this time, the Lake City Bank had \$81,302.17. Ameriprise has \$75,342.12, Vanguard had \$29,280.11 and Paypal has \$326.83. He received a \$6,000.00 check from Portland, with funds directed to the 2013, 2014, and 2015 National Shows. Once he deposits that check, he will send out checks to the appropriate Show Treasurers.

REGIONAL VICE PRESIDENTS

Midwest

Jerry Wittrig reported they had an excellent turnout at the Midwest Meeting, with their plant sale raising \$3,214 to go toward this year's Midwest Show. Registrations have started coming in slowly; they expect them to pick up after the June Bulletin has been received.

Pacific Northwest

Wayne Shantz reported several judging schools are scheduled this summer. Wild River Dahlia Society will hold its first ADS sanctioned show this year on August 24 and is appreciative of Portland Dahlia Society giving money to Wild River Dahlia Society so they could put on their show. He was pleased to distribute the judging pins and certificates to those who have achieved the next level of judging status.

Federation of Northwest

Brad Freeman reported in writing that FNWDG is offering judges training classes for those aspiring to or wanting to maintain their Candidate, Accredited and Senior judging status. Classes on the same day in two different locations so we can attract as many people as possible. The classes are free and open to anyone interested in attending. The twelve instructors met to discuss the curriculum for the Accredited class, providing opportunities for judging seedlings, changes in classifying color, Learning Management Systems, etc. The National Show Committee continues to plan for the 2014 National Show in Tacoma, WA.

COMMITTEE REPORTS

ADS Reps Coordinators

Don Dramstad stated he had not received a memorial for Norm Hines to send out to Society Reps. Ron Miner said Linda Holmes-Cook had put together a summary, which was given to Judy Hines, who wanted to have their son, Dave look over it before proceeding. As soon as she gets back to Linda, that will be sent out to the society reps.

Bulletin

The June Bulletin should go out soon. The Bulletin was ready to go by early May. Judy Hines has agreed to ensure that September Bulletin and December, if necessary, are completed. Kevin is setting up a committee, consisting of Kevin Larkin, Ron Miner, Harry Rissetto, and Steve Nowotarski to search for a replacement. Anyone who is interested should be directed to one of the committee members. Kevin hopes that a new Bulletin Editor will be in place by the end of the year.

Classification

The classification reporting packets are complete (snail mail and electronic). Snail mail packets will be assembled and mailed the first week in July. Electronic packets will be sent out the same week. I am still working on the classification change request list. The preliminary list will be in June Bulletin. Once the Bulletin is distributed and no more requests come in, that list will be sent to the Classification Committee.

Finance

Harry stated they will put a solicitation donation envelope in the September Bulletin.

Garden Dahlias

Steve Nowotarski reported they will do a border container evaluation again this year, with three micro dahlias.

Image Library

Claudia Biggs reported she is concerned about the programs not being on the web yet; Ron Miner stated they should be up shortly.

Judging Accreditation

Bob Schroeder reported he updated the cover for the Judging Manual. No one had the pictures that were on the last cover, digitally, so Bob went with different pictures. He chose Alpen Imp for the back and Lakeview Glow for the front. He just received the judging pins and will send them out to societies/conferences. The total cost was \$1,252.05. He has decided he will send out the pins as the judging chairs inform him that they have qualified. At the end of the year, he will put out a list of all advancing judges for that year to be put in the March Bulletin.

National Exhibition

Art Haskins reported we have shows reserved through 2018.

New Society Coordinator

Rosemary Freeman reported she has received two requests. One is from Missoula, Montana and another from Chugiak, Alaska (near Anchorage). She sent both a "Forming a Local Dahlia Society" booklet. She has received an email from India hoping for more international dahlia community council and mentioned what the Rose Society has started. She has found that it is possible to password protect a pdf. She thought that it may be possible to have another level on the Members Only section that would be accessible to only International Members, so they could read the current Bulletin.

Photography

Martin Kral reported the rules for the 2013 contest should be on the website soon and in the June Bulletin. All are encouraged to participate in the contest. There will be images from this year's contest on the inside front and inside back cover of the June Bulletin.

Trial Garden

Ron Miner reported the trial gardens are filling up.

Web Site

Ron Miner reported they have gone through a tough time with Servlet, but things appear to be getting better. It is very important for people to let Ron or Linda Holmes-Cook know if there is something that has been requested to be on the web page either isn't there at all or is not correct. It is up to Board Members and Committee Chairs to ensure anything they are responsible for is placed up there correctly and in a timely manner. Ron and Linda are not able to keep track of everything.

UNFINISHED BUSINESS

International Society

There is nothing new to report, but will keep on the table until it is figured out.

Membership Tri-Fold

There have been 6,600 brochures sent out to 23 societies so far. Don and Ken will send out another email informing reps that orders are now to go through Mac Boyer. The boxes of the tri-fold have been given to Mac for distribution.

NEW BUSINESS

SALT LAKE CITY WORKSHOP

Web Site

There was a lot of discussion about ownership of information on the website. If something affects your job/committee, check what is on the website and let Ron or Linda know. If it needs changes/updates, clearly explain how you would like it to look, providing as much information as possible. Our calendar of shows, tuber sales on dahlia.org has not been very successful. We would like to link with the Colorado Dahlia Society at dahlias.net for their effective calendar of shows and sales. There was discussion and Don McAllister said he was sure it could be done. He did ask that we consider a full package of information that would be linked between the two sites.

Don McAllister was asked if he would create a President's List so that the ADS Reps could easily contact the Society Presidents as well as the ADS Rep. Ron Miner and Linda Holmes-Cook will work on putting older Bulletins on the public side of the website and general updating of the site. There was discussion about advertising on the content pages, but not on the home page. Steve Nowotarski will work on the pricing and marketing it to advertisers; Linda Holmes-Cook will check with Servlet as to how to accomplish this.

ADS Marketing

Steve Nowotarski will begin an E-Newsletter, free to the public and aimed at non-members. This will complement the Bulletin, not replace it. The E-Newsletter will be done four times per year. Steve hopes to get a sponsor for each issue at a cost of about \$175/issue, with a short article on the sponsor, most likely a company that sells garden supplies. He anticipates having the first issue out in Mid-July. It was requested that we use the "Dahlia Alert" list to get the information out about the E-Newsletter.

Advertising is currently done in The Bulletin only. We hope to get advertisers for both the E-Newsletter and the website. The process for collecting payments has not clear. Ken Jensen's wife, Eileen Grant, agreed to be the Advertising Account Executive, working with Mac Boyer. Her job will be to keep track of advertisers who have paid, contact any who haven't paid and ensure that ads are printed in the appropriate publication. Eileen will be added to the Finance Committee.

ADS 2015 Centennial Commemoration/Celebration

Harry is working on getting the outline of the Centennial publication in a shape to be able to take to printers to get quotes. There is a possibility that each society/conference will have some space available in the publication. The show will be held on September 19-20, with festivities from September 17 through 21. The Show Hall will be at Hofstra University. The awards banquet will be at the Marriott. They are looking at the possibility of getting a shuttle for people to go from the hotel to the show site, about ½ mile away.

Interaction with Local Societies

The ADS Reps are the primary link between the ADS and the local societies. Let Don and Ken know about deadlines/information so that they can send out reminders to the reps. Kevin wants to have a job description put together for ADS Reps so they understand their responsibilities. This will complement the booklet, "ADS Representative" that many reps still have, but hasn't been updated.

Guide to Growing Dahlias

Kevin has the most current version electronically and will be sending out the various portions to those who have been asked to update that section. There was discussion of using the "Monthly Guide to Growing Dahlias", produced by PSDA.

The next meeting is scheduled for July 7, 2013.

Don McAllister moved and Bob Schroeder seconded to adjourn the meeting at 2:25 pm.

Respectfully,

Terry Schroeder, General Secretary