

American Dahlia Society
Conference Call Minutes
October 7, 2012

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

Present

Those on the call were: Kevin Larkin, Brent Grant, Mac Boyer, Terry Schroeder, Bob Schroeder, Don Dramstad, Don McAllister, Ken Jensen, Brad Freeman, Rosemary Freeman, Jerry Wittrig, Karen Nordahl, Claudia Biggs, Lou Paradise, Steve Nowotarski, Jerry Landerholm, Linda Holmes-Cook, Norma Boyer, Art Haskins, Harry Risetto, Wayne Shantz, Eleanor Shantz, Norm Hines, and Ron Miner.

Remembrance

Kevin Larkin asked for a minute of remembrance for ADS members who have recently passed away or are ill. Two members who recently passed are Eugene Boeke, who has given significantly to the ADS in many varied ways and Mii Tai who was a lifetime member of the Inland Empire Dahlia Society.

Minutes

Harry Risetto moved and Brent Grant seconded to approve the minutes from the June, 2012 Conference Call. Motion passed.

President

Kevin Larkin announced that he had made a couple of committee appointments. He appointed Jerry Landerholm as the Special Awards Chair to replace Bud Moore. The 2nd and 3rd Vice Presidents agreed to take on the role of ADS Representative Coordinators. Don Dramstad will be the Coordinator for representative from US societies and Ken Jensen will be the representative for Canadian societies. Brent Grant is now the Chair of the Research and Education Committee. To assist Ron Miner with the website and then to take over full responsibility after a few months is Linda Holmes-Cook. The Publications Committee Chair position is still unfilled, but Kevin is working on it. Arthur Haskins moved and Lou Paradise seconded to approve the committee appointments for Special Awards, Research and Education and two ADS Representative Coordinators. The motion passed. NOTE: After the meeting, it was determined that the bylaws do not require committee appointments to approved by the board.

Treasurer

Mac Boyer reported that the ADS Lake City bank account has a balance of \$65,566.09. Mac will make recommendations on two CDs that are maturing over the next several months and on a Boeke fund account that is currently earning little interest.

REGIONAL VICE PRESIDENTS

Mid Atlantic

The Mid-Atlantic Conference has approved Karen Nordal as the new Regional Vice President, since Brent Grant is stepping down. The nomination was approved.

Midwest

The National Dahlia Show for 2013 will be in Michigan and should be a good show in a wonderful facility.

North Atlantic

The North Atlantic Conference has approved Ed Bonci as the Regional Vice President. The nomination was approved. A new society in Provincetown, Massachusetts had its first show two weeks ago, with over 450 blooms.

Pacific Northwest

Wayne Shantz reported that they had a great National Show in Portland. A new dahlia society, Wild River Dahlia Society put on its first show and signed up 24 new members. PNDC has almost completed five DVDs on dahlia judging. Wayne is waiting for direction from PNDC as to how to proceed as far as sharing the DVDs with others.

Pacific Southwest

John Morton and Kevin Larkin reported that about 25 of their members travelled to Portland for the National Show. The California shows are over and reports will be seen in the Bulletin. The San Leandro Society is planning for the PSWD Conference to be held in February.

Southern

No report received.

Federation

Brad Freeman reported that several Federation members attended the National Show in Portland. Their Annual Meeting is scheduled for October 20. They will be awarding the medals for their Flower of the Year. They continue to plan and are looking forward to hosting the 2014 National Show.

COMMITTEE REPORTS

Bulletin

Norm Hines is still waiting for show reports from several societies. Kevin requested that Norm send the names of societies that he is waiting for reports to the ADS Representative Coordinators for follow up. Norm requested new Board members to send him their contact information for page 1 in the Bulletin.

Classification

Lou Paradise reported that this is the busiest time of year for him as they are working on the 2013 CHD. Most of the time is spent researching unclassified varieties that have been reported from shows. He is still missing about one-third of the societies' reports. Kevin also told Lou that Don and Ken could follow up if he sends them a list of the societies that need to send in reports still. He is also waiting for re-classification lists from a few committee members.

Finance

Harry Rissetto reported that they received a modest return from the donation envelope in the September Bulletin. They are in the early stages of setting up a Gene Boeke Archive Fund with the Cherokee Garden Library. The Finance Committee will come up with an official name for the fund and work with Mac to actually set up the account. At this time, contributions can be sent to Mac for the "Gene Boeke Archive Fund."

Garden/Container Dahlias

Steve Nowotarski reported that they are in the process of collecting the results of the Border/Container Dahlia Evaluation for this year. Anyone who is interested in being an evaluator next year should contact Steve. .

Historian

Norma Boyer did not have a report, but Norm Hines stated that he received a copy of a 1952 ADS Show Report. It was suggested to send that to Norma to be put in the archives or historical files.

Image Library

Claudia worked with Martin Kral to design a release form for photos. It was in the Bulletin and will be on the website, under the "Photo Contest" section. Any photos sent to the ADS for their use will need to have a signed release. There will be two types of DVDs for the New Introductions: one will be an automated program only for \$13 and the other will be the automated program plus low resolution photos for \$20.

Insurance

Judy Hines is working on insurance and said that if a society wants to get insurance through the ADS, they need to get the information to Judy as soon as possible. Judy needs to have a list of what the society wants to have insured; i.e. meetings, shows, tuber sales, etc.

Judging Accreditation

Bob is proposing that the ADS come up with a way to assist financially those persons who travel a great distance to provide a judging class to another club. He is starting to collect information for the Judging Roster, including email addresses and plans to have it put on the website. Don and Ken will ask the Representatives to send information on changes of Judging Chairs to Bob. Bob will be determining a design for judging pins to be provided to members. He is just starting to update the Senior and Accredited judging tests.

Membership

No membership report.

Policy

No report on Policy.

National Exhibition

Art Haskins thanked Portland for having the National Show this year. National shows are booked through 2016, with 2017 and forward still open. Art stated that he would love to hear from any society that is interested in hosting a national show.

Photography Contest

No Photography Contest report was received.

Research and Education

Brent Grant reported that he is looking for a statistician to go over the results of the 2010 fertilization study in Longwood Gardens. He stated that he would like to get a list of priorities together of what this committee would like to do. Any committee members can contact Brent with their thoughts. Kevin will contact WA State University to make sure that Brent is the primary contact for their research on dahlia virus.

Seedling Bench Evaluation

No SBE report was received.

Special Awards

Kevin congratulated Jerry Landerholm for receiving the Gold Medal at the National Show this year. Jerry Landerholm reported that the ADS recognized Ron Wilkes from Australia with the ADS Silver Medal. Swan Island and the Gitts family were the recipients of the 2012 ADS President's Award. Don Filand was this year's winner of the Presidents Silver Cup for the Best "BB" bloom in show, with Embrace. Since the show, Laura, Audrey and Heidi Oldenkamp will be recognized for the exceptional job they did as our 2012 National Show tour guides and Bill Mishler will also be recognized as a driving force in the establishment and management of the Canby ADS Trial Garden. All will receive an engraved special edition ADS Medal. The next order of business will be processing the 2012 Hart, Dudley and Stanley Johnson Medals and then sending them on to the respective winners.

Technology

Don McAllister stated that he is going to work on putting together the Presidents' list that was approved by the ADS Board in March. There was also discussion about expectations of local societies by the ADS. Don believes that expectations need to be set and sent out to each local society's President. He did send out to the Dahlia Alert information about dahlia postcards being available through the ADS.

Trial Garden

Ron Miner reported that the Trial Gardens are in the process of completing the analysis of their judging data. Ron and Roger Walker will then go through the process of rationalizing the TG results with the SBE results. Final results should be available for distribution by the end of October.

Website

Ron Miner reported that Linda Holmes-Cook will be our new, young, and enthusiastic website coordinator. She will be shadowing Ron to learn what is done and how it is done and develop a relationship with the website person. Ron did get an ADS Board page on the website which includes minutes, agenda, and calendar of meetings. There have been a couple important personnel changes at Servlet that have affected us. The new personnel appear to be serving us very well. There was discussion about getting some type of current classification guide put on the website, even if it does not have all of the capacities as the one that Andrew Miller built for us. It is felt that it is more important to have something that is current. Ron is still looking for "It Worked for Us" articles about local societies' successful projects. Linda is doing a write-up about the National Show. Contact Linda Holmes-Cook with any changes to the website.

Advertising

Steve Nowotarski reported that they have had some response from advertisers interested in committing to advertisements on an annual basis for the Bulletin. There was discussion about how much color can be used in an issue and he and Norm Hines will work that out. So far, no one has bought advertising for the Classification Book. Norm is keeping track of who has purchased what and what has been paid. They will also be looking at advertisers for other garden items, such as fertilizer

New Societies

Rosemary Freeman reported that she received a personal email from the Wild River Dahlia Society and it sounds like they have enough members for ADS. As Steve Nowotarski reported, Provincetown held their first show in late September.

UNFINISHED BUSINESS

Photography Image Submission Consent Form

This was covered under Claudia Biggs' report. The form will be used for any photos submitted to the ADS for our use and will be available in the Bulletin and on the website.

Web Site Media Page Development

Since this project involves both the website and Publicity, Ron Miner and Linda Holmes-Cook are working with Lois Ann Helgeson to create a page on the website that media personnel can go to get information about ADS. It is hoped that this will help with publicity.

Guidelines to Societies Hosting National Show and Annual Meeting

Art Haskins and Jerry Landerholm have been working on putting together a clear road map of the requirements and expectations from ADS for putting on a National Show and hosting the annual meeting. The information is finalized and will be sent to the board. The awards section will be in the ADS Policy Manual. The material will be discussed at the next meeting.

ADS 2015 Centennial Planning

Steve Nowotarski reported that the Mid Island Dahlia Society has pinned down a good location that ought to be feasible and information for participants. The ADS Centennial show will be held on the third weekend in September, 2015. The Flower of the Year is a new origination being released in 2013, named ADS Centennial, a B-ID. Kevin asked if there was anything that the Executive Board could do at this time. There is nothing at this time, but it should be on the agenda for the Planning Committee.

Publications

The ADS needs to keep moving forward to provide information for both members and the public. There was discussion regarding a tri-fold brochure and other ADS promotional materials. There was discussion about the use of the handouts and providing these materials to local societies at a low cost. Kevin is working on a tri-fold that has a "Wish List" included. Kevin wants to move forward with this type of marketing and will circulate a copy of his proposal for discussion at the next meeting.

Spring Planning

Kevin Larkin would like to see as much participation as possible at the spring planning meeting. He received an offer from the Utah Dahlia Society to put on the 2013 three-day meeting from April 5-7, 2013. This will give us an opportunity to meet a relatively new society and possibly to put on an impromptu judging seminar for the Utah Dahlia Society. Members of the Board were positive about this location and most indicated that they would try to attend. Kevin will contact Spencer Mortensen to confirm.

International Affiliated Society Membership Class

Rosemary Freeman reported that she talked with representatives from both Australia and England and received the names of the Secretaries from their National Societies. She will contact both to determine if there is interest in becoming affiliated with the American Dahlia Society. At this time, we do not have any member societies outside of North America. The biggest impediment is the cost of postage. There was discussion about what would be possible to be done in a cost-effective manner. Once we are able to do more electronically, it may be more feasible. It was recommended to keep this topic on the table and to work on a definition that we can agree on.

NEW BUSINESS

Member Services Discussion

Kevin wanted to have a brief discussion about member services to look at ourselves and what we are doing. He has listed some topics to discuss briefly to realize what we are doing right and come up with ideas to improve on to further that Continuous Improvement Initiative. These are things that we provide our members to make people want to join us and/or to stay with the ADS.

1. **Classification system, evaluation standards and standard nomenclature:** This is something we do very well and nothing more was identified at this time.
2. **Database of Named Varieties via CHD, Composite and www.dahlia.org:** Ron Miner is working on getting the online classification book updated. This is very important. One thing that would help would be to send photographs of blooms to Ron for the Classification Guide. One thing suggested to Ron was to put the current classification book as a pdf on the website with the possibility of having a hyperlink that would then go to a picture and information on that dahlia. There was discussion as to whether to stay with what we have or to do something different that would not have the same capabilities as what is there now, but could be kept current more easily. Harry Risetto will suggest to Ron that we have a feasible alternative that may not have all the bells and whistles that we have now, but would serve our members well.
3. **Rules, records, and reporting for Local Shows, Photography Contest, Trial Gardens, Bench Garden, and Largest Dahlia via CHD, Bulletin and www.dahlia.org:** This is the idea that everything we do: trial garden, bench evaluation, largest dahlia of the year are all posted on the website. Kevin Larkin said that perhaps it would be possible, in the future, to have all show results with photos posted on the website. Linda Holmes-Cook felt this was doable.
4. **Increase visibility of dahlias and ADS with publicity and media relations:** The media page will allow media to pick up information from the ADS on a regular basis. Kevin Larkin would also like to have the ADS provide tools for local societies. There should also be a press release on the Dudley, Johnson and Gullikson medal winners each year, including photos. Lois Ann Helgeson can assist with contact information for media.
5. **Rules and guidance to hosting societies for the Annual General Meeting and National Show:** Art Haskins and Jerry Landerholm have worked on a document providing information about the basics of hosting a National Show and the Annual General Meeting. Art will send that out to the Executive Board for review.
6. **Recruitment, accreditation and continuing education process for judges:** Bob Schroeder discussed the possibility of subsidizing the cost of Judging Instructors who travel a distance to provide training to societies in areas where there are no judges able to do the training. It was felt that it would not be possible to subsidize the travel, but that travel for this purpose would be tax deductible. Hotel and airfare or mileage would be deductible, but meals would not. Harry Risetto stated that it must be authorized in writing by the Judging Accreditation Chair. Bob Schroeder felt that

a list of the qualified instructors should be kept by the ADS. Bob stated that he would work on getting that information. Bob will be working on a judging pin for all ADS judge to receive. There was discussion about the new rule/information on distinction on the seedling score sheet that is causing some confusion. There needs to be some clarification. Kevin Larkin asked Bob to take this back and keep it on his radar.

7. **Society formation guidance and membership recruitment literature:** There have been about nine new societies formed in the last two years. It was noted that some societies have no bylaws; Rosemary has some sample bylaws that can be used as a generic model. Ken Jensen and Don Dramstad will let representatives know to contact Rosemary for those. Kevin Larkin asked Rosemary to send him a copy of the packet that she sends to new societies.
8. **Horticultural, educational, historical and artistic articles via Bulletin and www.dahlia.org:** Everyone should think of ways they can contribute to the Bulletin, with information from your committee or area of responsibility. Ron would like each board member to take on responsibility for their area of the website. Be sure to let Ron or Linda know if there are any changes/updates.
9. **Horticultural, educational, historical and artistic media and publications via Image Library, www.dahlia.org and Publications Committee:** This was discussed earlier in the meeting.
10. **Insurance protection for individual Participating Societies:** Kevin Larkin stated that Directors and Officers coverage would be difficult for individual societies as names and addresses are required. Harry Risetto suggested having Judy Hines check to see if the ADS board is currently covered by Directors and Officers Insurance and what the cost would be if we are not. It was also suggested to have the application for insurance on the website.
11. **Provide all of the above in the technological format/s best suited to our members:** Part of our service is to be able to provide everything we talked about above in a technological format. Kevin Larkin feels that we are moving in that direction; electronic information is being used more. It is important for us to continue to move forward in this area.

Lou Paradise moved to adjourn the meeting; Terry Schroeder seconded. The motion passed and the meeting adjourned at 5:45 pm.

Respectively Submitted,

Terry Schroeder
ADS Secretary