

American Dahlia Society
Spring Planning Minutes
April 12-14, 2013

The meeting was called to order at 5:00 pm MDT by President Kevin Larkin.

Present

Those present were: Kevin Larkin, Brad Freeman, Ken Jensen, Don Dramstad, Terry Schroeder, Harry Rissetto, Wayne Shantz, Eleanor Shantz, Brent Grant, Steve Nowotarski, Bob Schroeder, Alan Fisher, Rosemary Freeman, Linda DeRooy Holmes-Cook, Lois Ann Helgeson, Jerry Landerholm, Marion Landerholm, and Eileen Jensen.

Remembrance

Kevin asked for any persons that should have a moment of remembrance. Sue Bumpkin's husband, Mitch, from Michigan and Reverend Gene Toot's wife, Carol, recently passed away. Kevin asked for a moment of silence for those two and others who may be ailing.

Minutes

There was one correction noted; the sponsors of the tri-fold brochure are Vos Graaf Nursery in Michigan and Verwer Dahlias in the Netherlands. Jerry Landerholm moved and Alan Fisher seconded to accept the minutes from the March, 2013 Conference Call, as corrected. Motion carried.

OFFICERS REPORTS

Treasurer

Mac Boyer provided the following report in writing. As of 4/10/2013, the Lake City Bank Account had \$85,184.64, including CDs. He has \$1,258.50 in deposits to be made and a \$300.00 pay pal transfer in process. In 2012 at this time, the Lake City Bank account balance was \$83,939.31. The Ameriprise account balance is \$80,392.11 and the Vanguard balance is \$29,913.10. He has received \$2,720.00 in insurance receipts, for 32 societies. The insurance quote is \$3,045.00. In 2012, there were 38 societies participating with insurance.

REGIONAL VICE PRESIDENTS

Federation of Northwest

Brad Freeman reported that the Federation continues to work on planning for the National Show in 2014.

Pacific Northwest

Wayne Shantz reported that they are working on things for next fall.

Pacific Southwest

Kevin Larkin reported that the Pacific Southwest is waiting to get things planted for this year's growing season.

COMMITTEE REPORTS

ADS Reps Coordinator – United States

Don Dramstad reported that he had received orders for 1200 tri-fold brochures, from three societies so far. Kevin stated that he would like to have Don McAllister create a Presidents' email list of current local society Presidents. This will be an additional tool for communication to the local societies. There was some discussion about how to utilize, but all felt that it was a good idea.

Bulletin

There is apparently an issue with the post office in mailing the CHD as it says it is a supplement to the Bulletin and to mail things bulk mail, it must all be mailed bulk. Dave is working on the issue so that it can be resolved.

Image

The sale of the new origination DVDs continues.

Judging Accreditation

Bob Schroeder thanked everyone for helping to put on the judging seminar Friday afternoon. In getting Judging Manuals for the seminar, Mac indicated that there was a need for more manuals and covers. Bob Schroeder moved and Lois Ann Helgeson seconded to print 250 Judging Manuals and 500 covers. After discussion, the motion passed.

Membership

Alan Fisher reported that he recently received about 30 envelopes that he has not processed. He received several renewals as people received Bulletins with an insert informing them that they had not yet renewed for 2013.

New Society Coordinator

Rosemary Freeman reported that she has not received any requests from any new societies wanting to join the ADS.

Publications

The tri-fold brochure is being printed and will be ready to distribute, hopefully by next week. The proposal for the tri-fold distribution was sent to ADS Representatives. A second proposal was presented. Jerry Landerholm moved and Bob Schroeder seconded to use the second proposal with the distribution of the brochure to the local societies. After discussion, Jerry pulled his motion. The proposal will be kept and used in the future as it is a good idea. Since societies already have the original proposal, it was felt that it was best to remain with that proposal. Alan Fisher asked to take a straw vote on the second proposal, but it was not felt that was needed. On the tri-fold, there are two back panels one with the Wish List and one with the different forms. For this

mailing, we are just using the Wish List back panel, but in the future we may use both. The reprint of the Guide to Growing and Caring for Dahlias needs to be done, but needs a significant amount of editing. This project will be discussed further at a later date.

Publicity/Public Relations

Lois Ann Helgeson reported that she spoke with the American Rose Society about getting an exchange ad with them. She has not finalized anything, but they are agreeable. Things take a while to get completed.

Research and Education

Brent Grant provided a written report indicating that a summary report on the virus study by WSU has been approved and submitted for the June Bulletin. Dr. Matthew Taylor, horticulturist at Longwood Gardens is presenting a dahlia fertilization paper, using the data from the Longwood Gardens fertilization study, at the American Society of Horticultural Science. Dr. Taylor has also agreed to review the Penn State data and to produce additional fertilization recommendations. Future fertilization opportunities are under study. The tri-fold on dahlia cultivation has been done and has just been offered to local societies. Information about cyclamen mites and what controls are available will be available, especially to the Mid-Atlantic region where this was a huge problem.

Special Awards

Jerry Landerholm reported that the work is ongoing, but nothing additional to report.

Technology Resource

Kevin Larkin stated that Don wanted societies, at their tuber sales and shows, to put out a list for people to sign up for "Dahlia Alert" which would then be mailed back to Don so that he could add them. Don McAllister will be putting up a Local Societies Presidents List. There was a concern from a member of the Classification Committee regarding communication between classification committee members. There was a suggestion of having a classification committee list as the ADS Exec list. Kevin will talk with Lou about whether Lou sees a need for such a list.

UNFINISHED BUSINESS

All unfinished business will be done Saturday and/or Sunday.

NEW BUSINESS

Host 2018 National Exhibition

The Greater Philadelphia Dahlia Society has put in a bid to host the 2018 National Show and Annual Meeting and sent in their \$25 to reserve the date. Alan Fisher moved and Bob Schroeder seconded to accept their bid. The contacts are Tim Elkner, President and Dr. Michael Horn, Coordinator. Kevin Larkin will send a thank you letter.

Memorial Fund Donations

Harry Rissetto made a motion and Brad Freeman seconded to establish a policy for individual contributions. After discussion, the motion was withdrawn.

Acknowledgement and Thanks to Dr. Richard Kohlschreiber

Kevin Larkin had a letter and certificate for Dick Kohlschreiber acknowledging and thanking him for his years of service as Trial Garden Director. Executive Board members who were present were asked to sign the letter.

New Southern States Conference Vice President

Ray Phillips of the Tennessee Dahlia Society was appointed as the Southern States Conference Regional Vice President at their annual meeting in March.

The meeting recessed on Friday at 8:45 pm MDT and reconvened on Saturday at 8:45 am MDT.

ADS Plan for the Future

Brad Freeman went over the ADS Plan for the Future that was developed in 2006. A copy of the plan was distributed. The group discussed the Vision, Mission and Goals. There was discussion on goals that have been completed since 2006:

New ADS Logo

Handbook for ADS Representatives

Revise bylaws to make local ADS
Representatives Officers of the ADS

Monthly Communication to the ADS
Representatives

Prepare Handbook for starting a new
dahlia society

Upgrade the current ADS website – in
progress, more to come

Website

Kevin Larkin brought up the ADS web page. There was discussion about each Officer or Committee Chair taking on the creation or update of a form that is on the website. The complete form, as you want it on the site, needs to be sent directly to Linda/Ron. Each person needs to take responsibility for the area that they have control over. Also, if you notice a broken link or something that isn't right about the website, let Linda/Ron know. In looking at the local society web sites, Harry agreed to write an article, "Best Website Practices" so that local societies have some basic guidelines to follow in developing a web site. It was also suggested to include the Presidents of the societies as contacts, as well as the ADS Representatives.

Kevin then went over some statistics that he had gotten from Google Analytics for the 2012 year. These provide a lot of information as to numbers of people who have been looking at the ADS pages, if they were referred from another site, which pages are most popular, amount of time they spend on a page, etc.

There was a suggestion that the home page is too busy and that it might be worthwhile to build a new intro page. On the Media Page, it was suggested that the dates of the articles be added. On the Members Only pages, there was discussion about archiving the older Bulletins and placing them on the public site. It was determined that the Calendar of Events for shows and tuber sales was not very useful. It seems that most people look at the information on the Colorado Dahlia Society and that it might be better to have a link to them at www.dahlia.net. There was discussion of adding a video to the web page. Since we don't currently have a video that would be useful for this

purpose, it was suggested that we use a self-running power point. Brad Freeman agreed to put something together.

The meeting recessed for lunch at 11:00 am MDT and reconvened at 12:15 pm MDT.

Marketing

Steve Nowotarski led the discussion on Marketing, starting with a fact sheet that he put together, indicating that many of the casual growers are drawn to the non-show quality dahlias. He proposed that we do an E-Newsletter, using Constant Contact in order to reach the casual grower. He proposed a cost of \$35/month from Constant Contact and the use of a graphics person at \$49 per hour for a maximum of two hours for up to 5000 addresses. After looking at ads on the American Rose Society, there was discussion about advertisements on the ADS website, which Linda DeRooy Holmes-Cook said she would research. Ads on the ARS site are \$250 for a full page or \$350 for a spread. It was suggested to use some of the stats from Google Analytics to provide information to advertisers when approaching them. Alan Fisher moved and Wayne Shantz seconded to spend up to \$750 to launch an E-Newsletter, which would go out every other month to start. The motion was approved. Kevin requested that Steve put together a process for articles and advertisement. There is also a need for a policy for advertisers on the web page. It was suggested to use the same rates as used for the Bulletin. Both newsletter and website advertising will be tracked by Steve Nowotarski to ensure that advertisers pay and get the advertising they pay for. Linda Holmes Cook was asked what it would take to get advertisements on the web.

Procedures for Complimentary Issues of Quarterly Bulletin to Advertisers

There was discussion about whether advertisers who are members of the ADS need a complimentary Bulletin. It was suggested that the Bulletin be mailed to advertisers at the discretion of the Treasurer. This was tabled for discussion in April.

ADS Centennial Commemoration/Celebration

The centennial will be held at the Marriott, near the National Coliseum. About ¼ mile from the Marriott is Hofstra University, which is where the Centennial Show will be held. The date has not been set, but they are looking at Labor Day weekend. The tours have not been finalized, but will likely be a variety of New York sites, as member gardens are typically small. They are attempting to make it as economical as possible through sponsorships. Each local society will be receiving information about the sponsorship levels, ranging from \$100 to \$5,000. The Dahlia of the Year will be ADS Centennial. It will be propagated and sold through Corralitos Gardens with all proceeds to Mid-Island Dahlia Society for the Centennial Show.

There was then discussion of whether we can fit a symposium in the schedule; what do we want to talk about and who would be good speakers. It was felt that we should do a half-day symposium and that it should include a history and a vision of the future for the dahlia. Harry Rissetto presented a bare bones outline of the Commemorative publication. There were questions as to how it should be funded, whether or not to invite others to submit articles or just a subject matter publication. To what extent should it be integrated into the show; should it be a Show Bulletin and Commemorative Publication or a free-standing publication? Do we need to do the full 100 year history or provide the first 50 year publication electronically? The thought was to focus on the last 50 years. He is hoping to have some of the giants in the dahlia world and some garden

writers to write short articles. Each local society/conference will have a little space as well. Harry still needs to get guesstimates on printing costs, determine whether it will have a hard or soft cover and the number to print.

Research and Education

Brent put an article summarizing the virus study in the June Bulletin. Dr. Matt Taylor, Longwood Gardens, has done a dahlia fertilizer paper and Brent hopes to have that review paper soon. Matt has agreed to statistically review the Penn State data to provide information to everyday growers. Brent is hoping to have future fertilizer studies, with a study using organic fertilizers. He hopes to get a growing guide together that is 8.5 x 11. There was discussion of the infestation of cyclamen mites that was bad on the east coast this past season. WSU is looking at a feasibility study of the development of virus-free dahlias.

Recessed at 4:00 pm MDT for Saturday. Reconvened on Sunday at 8:30 am MDT.

Guide to Growing Dahlias

Kevin wanted to identify persons who could take on updating parts of The Guide to Growing and Caring for Dahlias. The following persons were identified:

- Purposes of the ADS – Jerry and Marian Landerholm
- A Guide to Dahlia Classification – Lou Paradise will be asked to take this on
- Essentials of Growing Dahlias
- Propagation by Cutting – Brad Freeman
- Dahlia Shows and Judging – Bob Schroeder
- Summer and Late Season Fertilizing
- Pesticide Safety – to be renamed Integrated Pesticide Safety – Kevin Larkin
- Organic – Steve Nowotarski
- Sustainable Practices

There was discussion of having it printed with a colored cover to make it more enticing, but also to keep the cost low. It may also be done as e-book to attract that group. The target audience is beginning and casual dahlia growers. Kevin would like to have it ready to print at the end of the year.

Interaction with Local Societies

There was discussion of how we can improve our image with the local societies. One thing that Puget Sound Dahlia Society did was to make the ADS Representative a member of the board so that they can provide information easily to the board. One suggestion was to send a job description of the ADS Rep position to the Reps list and the Presidents' list. It could have something to the effect of:

“Thank you for being an ADS Representative. Here are the responsibilities of the position (with bullet points as to what the expectations are). There is also the possibility of coordinating with Regional Vice Presidents and ADS Reps and ADS Rep Coordinators. One requirement that we need to put is that a computer and being computer literate is important to the position. It was felt that sending out an annual

calendar of events with due dates for items would be helpful. Committee Chairs should let Don and Ken know of their deadlines, including Art providing information about the upcoming National Show. There was also the idea of having a portal on the website for the ADS Reps in the ADS Exec page. Perhaps once or twice each year there could be a conference call between the ADS Reps and Don and Ken. Everyone was reminded that if there is something that needs to get out to ADS Reps to be sure to let Don and Ken know.

Membership

Alan provided information about membership statistics. There also was discussion about ways to improve the membership process.

- Contact ADS Representatives
- Begin communication in the September Bulletin
- Contact Presidents and Membership Chairs directly
- Post a desired schedule of dates for renewal in Bulletin and through email

The decision was to have dues due by January 1 to insure they receive the March Bulletin. There was discussion about an incentive to any society that gets their dues in prior to January 1.

There was discussion of International Membership. It was decided to have a small group explore the details on how this might work and bring it back to the Executive Board.

The meeting adjourned at 11:30 am Sunday morning.

Respectively Submitted,

Terry Schroeder
ADS Secretary