

AMERICAN DAHLIA SOCIETY PLANNING MEETING
APRIL 8 - 10, 2011

The meeting was called to order at 7:28 PM by President Jerry Landerholm at the Best Western Hotel, Rockville, MD. Other Board members in attendance were Jerry Wittrig, Harry Rissetto, Bob and Anna Moynahan, Brent Grant, Claudia Biggs, Alan Fisher, Kevin Larkin, Allen Haas, Lois Ann Helgeson, and Steve Nowotarski. Also in attendance were some members of the local society. Jerry thanked the National Capital Dahlia Society for making the arrangements for this meeting and also thanked the Board members in attendance for making the effort to be here. Jerry introduced Jerry Wittrig as the new representative of the Midwest Dahlia Conference.

He asked for a moment of consideration for those members who are ill, including Bob Keesling or recently deceased including Ed Burkhardt, and ADS Past President Bud Moore.

MINUTES. MOTION by Kevin Larkin, second by Brent Grant to accept the minutes of the November 7, 2010 conference call as printed in the March, 2011 *Bulletin*. PASSED

REGIONAL VICE PRESIDENTS.

EASTERN STATES CONFERENCE. Brent Grant reported that the fertilization project is having some difficulty getting the results reconciled from the USDA. He will send the results via email when available. He also said that Steve Thomas has taken on the service of mentoring new growers.

MIDWEST DAHLIA CONFERENCE. Jerry Wittrig reported that the spring meeting and plant auction will be in Elkhart, IN on June 4th. In August, the conference will sponsor a judging seminar at the Bonneville Trial Garden. The Conference Show this year will be hosted by the Central States DS in Chicago. Jerry thanked the DS of Ohio for hosting the 2010 Midwest Show. He announced that the Grand Valley DS Has changed its name to the West Michigan DS and will host the National/Midwest shows in 2013.

PACIFIC NORTHWEST CONFERENCE. By email, Wayne Shantz reported the spring meeting is in Portland in April. The Portland DS continues to work on the 2012 ADS National Show. Both the Canby and Inland Empire Trial Gardens are full.

PACIFIC SOUTHWEST CONFERENCE. John Morton, by email reported their annual 2 day meeting was held in Monterey, where plans for the 2011 National Show were finalized. He announced that the Bay Cities DS will join the South Coast club which leaves two societies in Southern California and four within 100 miles of San Francisco. He invites all to vacation in Northern California and see the National Show in August.

SOUTHERN STATES CONFERENCE. Gene Boeke, by mail, reported the Conference extended an invitation to the Carolinas DS to officially join the Southern States Conference at their meeting in March. The show schedules will be revised to incorporate the 4 digit classification system. Paula Pinholster is now the Judging Chair for the S.S. Conference. All societies have their show dates finalized.

FEDERATION OF NORTHWEST DAHLIA GROWERS. By email, Brad Freeman reported that the Federation met in February. At this meeting, it was announced that Chris Stout will be the new Judging Chair and Wayne Lobaugh will head the Classification Committee. The Executive Board will purchase Accredited and Senior Judges' badges to be worn at all shows. There are 14 dahlia societies who hold membership in the Federation. This large number can create challenges in scheduling shows and in providing judging training. Their spring workshop was held in March.

COMMITTEE REPORTS.

BULLETIN. Jerry reported that Norm Hines has not received many articles for the June issue. He also reported that he had received a complaint from a grower that due to a series of unfortunate events, his advertisement did not get into the March *Bulletin* and therefore was not able to advertise his new introduction. His December *Bulletin* was late arriving, so he missed the deadline for the March issue. After calls to Norm, the ad was sent but was lost or misplaced. A letter will be sent to this individual. The Board decided that advertisers should receive their *Bulletin* by first class mail. It was also suggested that stronger envelopes should be used, especially for the December *Bulletin*. Tyvek envelopes will cost about \$0.35 each versus about \$0.09 for paper envelopes. Steve noted that the receipt of articles for the *Bulletin* should be acknowledged to the sender. A lengthy discussion of having an electronic edition of the *Bulletin* for those members who want to receive it digitally followed. Jerry will pursue what it would take to have the *Bulletin* on line. Steve reported the response to his offer of 4 ads for \$80.00 was extremely low. Steve will talk to Ron Miner about going ahead with advertising on the ADS web site. The Board feels it is imperative to attract advertisers to our web site.

Meeting recessed at 9:15 PM

The meeting reconvened Saturday, April 9, at 8:35 AM. Board members in attendance were Lois Ann Helgeson, Claudia Biggs, Brent Grant, Jerry Wittrig, Kevin Larkin, Allen Haas, Harry Rissetto, Steve Nowotarski, Bob and Anna Moynahan and Alan Fisher. Also in attendance were several members of the local society.

President Jerry Landerholm thanked the National Capital DS for making arrangements for these meetings. Karen Nordahl responded on behalf of the NCDS.

BULLETIN. MOTION by Kevin Larkin, second by Lois Ann Helgeson to empower mailing committee to choose a proper envelope for mailing the *Bulletin*. PASSED

Brent Grant will devise a procedural form to be followed in the acknowledgment of articles or submissions to the *Bulletin*, either by mail, email or phone.

Alan Fisher noted the publication of the history of Dahlia Dell by a relative of the Maytrotts. He would like to see acknowledgment of this in the *Bulletin* and possibly in the ADS 100th Anniversary Journal.

IMAGE LIBRARY. Claudia Biggs reported that since taking over in 2005, she has created 18 digital slide programs. She has had 316 requests for dvds and 49 requests for slide programs. Original slide programs are still available, however no new slide programs will be made. She recently provided photos of the 19 forms to be included in a publication for the National Garden Club. Using these photos, she created a dvd with handout of the 19 forms. She is also scanning some of the old programs into digital format. She recently finished scanning 140 slides, provided by Bob Moynahan, for a beginning judging class. She is happy to be back working on her programs. Jerry noted that Claudia's computer recently went to computer heaven. In an online poll of the Board Members, the vote was 16 for and 0 against to spend \$900 for a new computer. It is up and running.

Kevin suggested selling the dvds at the National Show. Brent Grant suggests giving the Dahlia Primer dvd to new members of his society. Jerry would like to have a "Welcome to the ADS" dvd for new ADS members.

GARDEN DAHLIAS. Steve Nowotarski reported that he now has 15 evaluators, including the newest, River Farm, the American Horticultural Society facility. He is also talking to Dahlia Hill in Midland, Michigan.

NATIONAL EXHIBITION. By email, Arthur Haskins reported that shows are scheduled in California this year, Portland, OR in 2012, Michigan in 2013 and New York in 2015, Unfortunately, there is no

National Show scheduled for 2014. The Carolinas DS has offered a bid to host the National Show in 2016. MOTION by Arthur Haskins, second by Alan Fisher to accept their bid for 2016. PASSED He thanked the clubs who have stepped forward to host shows in these uncertain economic times. He noted that the open date of 2014 does not offer much time for any group to plan and execute a National Show and we should seriously look at what our options for a no-show year.

MEMBERSHIP. Alan Fisher reported membership is ahead of last years pace. He will have a complete report in the June *Bulletin*. A lengthy discussion of the retention of members followed. Some societies require mandatory membership in the ADS. Steve suggested providing gift certificates to those members who pay before December 31. Kevin sees an opportunity for someone to help Alan in the job of membership retention and recruitment. MOTION by Allen Haas, second by Harry Rissetto to work out the mechanics of giving \$5.00 gift certificates to those members who rejoin the ADS before December 31. Steve Nowotarski will work on the implementation. PASSED Alan feels “ it is a fantastic commercial venture, but will not help membership.”

PHOTOGRAPHY. Martin Kral, by email, sent a lengthy report including that he had received 364 images from 27 photographers this year - many more than last year's contest. Winning entries came from 18 photographers and will be published in upcoming issues of the *Bulletin* and also on the ADS website. He also urges entrants to pay careful attention to the rules and check file names and check the CD on their computer before sending. Jerry read a letter from an entrant stating that Martin had ignored some of the photo contest rules and also requesting that he accept photos rather than only requiring a digital submission. Jerry then read Martin's response. The Board decided to take no action on these matters other than to remind Martin to be sure the rules are followed.

PUBLICITY/PUBLIC RELATIONS Lois Ann Helgeson reported that she has put together a press release kit for the members only section of the website which local societies can use to print press releases.

RESEARCH/EDUCATION. Kevin Larkin reported that Washington State University Foundation is not making enough money on the research fund to make withdrawals. They feel the principal amount in the fund must be protected. This has not stopped the research, however. They have published their findings in technical journals. The research is very complex and does not contain practical information for the average dahlia grower. One of the objectives of the original research was to develop a quick test for virus for use by the home and commercial grower. This has not happened. The test is developed but is too expensive to use and produce. Kevin will continue to edit any articles he receives and send them to the *Bulletin*. The Board appreciates the work the researchers at WSU have done on behalf of dahlia growers.

TREASURER. Mac Boyer, by telephone, reported the total funds at this time are \$87,321. Last year at this time the total was \$84,784. Total designated funds are \$29,789. He also stated that 1750 small vases have been ordered and 450 Composites have been mailed. A discussion of raising dues followed. Mac has said that it takes \$24/year to service a membership MOTION by Steve Nowotarski and seconded to raise dues by \$5.00 and send December *Bulletin* by first class mail. MOTION amended by Harry Rissetto to authorize the Finance Committee to increase the dues by an incremental cost to cover the cost of first class December mailing to all members effective 2012. Second by Kevin Larkin.. PASSED This information will be in the June *Bulletin* and on the website. This proposal will be voted on at the annual meeting.

TRIAL GARDENS. Ron Miner, by email, reported the Trial Gardens are full or nearly so. He hopes to get the entries from Keith Hammett.

WEBSITE. Ron, by email, hopes the Board will approve putting another 10 years of the *Bulletin* on the website. He also would like to see current *Bulletins* on the website available to those with a discounted membership and not receiving a hard copy. MOTION by Harry Risetto, second by Steve Nowotarski to add another 10 years of *Bulletins* to the website. Allen Haas noted that other plant societies have journals on dvd that are indexed and searchable. Ours are not searchable. MOTION by Harry, second by Alan Fisher to table the motion until such time we can determine if we can have searchable files and the cost of such. In the matter of current *Bulletins* on line, a lengthy discussion ensued. There was mixed sentiment on Board, but in a show of hands, the sentiment was against having current issues online. It was noted that this could mean a loss of advertising revenue.

Recessed for lunch at 12:10 PM. Meeting reconvened at 2 PM.

NEW SOCIETY COORDINATOR. Rosemary Freeman, by email reported that she has sent information to two locales since November, one in Sebastopol, CA and one to Gold Beach, OR. She has heard nothing back from either. She has added the Federation By Laws, Constitution, and Show Book Rules to the CD Supplemental to provide more than one point of view. Jerry exhibited the welcoming letter which is sent to new societies.

SPECIAL AWARDS Jerry will make arrangements to meet with the Moore Family to get the medals and dies. Since the price of silver has gone up, Jerry asked the Board if the Hart, Dudley and Gullikson medals should continue to be cast in silver. He will get the prices of the various metals and get back to the Board.

JUDGE ACCREDITATION. Bob Moynahan reported that a situation arose this year involving three candidate judges, who paid ADS dues at the time of training and assumed they were then members of the ADS. To be a judge, one must be a member of the ADS the previous year to be listed in the Judge's Roster for the current year. For whatever reason, these dues were not sent to Alan in a timely fashion and therefore they were not listed on the membership rolls. Bob explained to the local judging chair that therefore they could not be listed on the Judge's Roster. The President became involved and said, since they assumed they had paid, they should be listed. After lengthy discussion, MOTION by Kevin Larkin, second by Steve Nowotarski, that recognition of Candidate Judges who have begun training under guidance of authorized the local society judging chair should be in the year training starts. An amendment by Alan Fisher requires that anyone listed in the Judging Roster must maintain continuous membership in the ADS. PASSED

Bob also pointed out that with the 4 digit classification system, The tests for senior and accredited judges tests are obsolete and new ones must be created. This having been said, he announced that on April 18, 2011, he will tender his resignation as ADS Judging Chair. Marjory Grant offered thanks to Bob for his service.

FINANCE. Harry Risetto thinks the Mentor program has run its course and proposes that it be discontinued. He also wants the sollicitaion envelope to be in the September *Bulletin*.

ADS REPS. COORDINATOR. Allen Haas reports he has no contact with 30% of the Representatives.

MARKETING. Steve Nowotarski does not think the ADS has a top product. He says we have a small group of consistent advertisers, but we are not attracting new advertisers.

OLD BUSINESS.

WEBSITE MEDIA PAGE. Lois Ann Helgeson said she has had some health issues, but is becoming more active once again. She has a set of photographs, without copyrights, on the ADS web page

available for anyone to use. She also reported that she has been working with the American Rose Society for sometime about having an exchange of ads between the societies. She hopes this will lead to a link between the web sites in the future. MOTION by Alan Fisher, second by Brent Grant to allow other organizations an electronic link on the ADS website on a case by case basis under the governance of the Publicity Committee. PASSED Don Dramstad asked if the ADS has thought about being on Facebook or Twitter. Lois Ann noted it requires someone with a lot of time. Kevin will ask someone about setting up a Facebook page for the ADS.

PENN STATE/LONGWOOD DAHLIA FERTILIZER RESEARCH. Brent Grant reported that they may apply to the Gloeckner Foundation again for additional funding. No expenditures have been authorized for 2011. Longwood plans to do a better job with their dahlia garden this year.

ADS CENTENNIAL PLANNING. Harry Risetto stated that he sent communications to Regional Vice Presidents asking for representatives from each Conference to serve on the ADS planning committee, but has not heard back from anyone. He has established a web site with historical materials. It is listed as ADS100show. He will coordinate with Steve to get the Mid Island information on the web site. Steve stated that Planting Fields is not suitable for the show and they are looking at hotels in the area. Mid Island is expecting a contribution of \$7000 from the ADS.

RAISING BEAUTIFUL DAHLIAS-SECOND PRINTING. Jerry has nothing to report on this project.

NEW MEMBERSHIP BROCHURE. Jerry thinks these might have greater impact if distributed to Botanic Gardens, such as Planting Fields, Chicago, Longwood, etc., rather than local societies. Steve has about 15,000 remaining. He also has 1000 - 1500 of the wall charts remaining.

NEW BUSINESS

ADS LOGO. There has been much discussion via email about the where, what and how of logo usage. Kevin and Steve are the only suppliers using the logo. Alan Fisher suggests that the logo should be used to endorse cultivars but not suppliers. The logo may be used with ADS medal winners, i.e. Johnson, Hart, Dudley, Gullickson and Container dahlia. Business Partners can put logo on medal winning cultivars. They must apply to Harry Risetto for logo usage. A discussion of using the words "tested and approved" in conjunction with the usage of the logo followed. Some on the Board did not care for tested and approved being used in that way and suggested "ADS medal winner" as a better choice.

POST CARDS. Jerry announced that there is some interest in printing post cards again. Lois Ann says she has images of newer varieties, but she wants to proof the project before printing because of a problem with the formatting in the first batch. Four new images will be selected and prices will be gathered.

CLASSIFICATION. By email, Lou Paradise reported that The ADS Composite book, in the 4 - digit format, was completed and sent to the printer and is available for sale. He also sent the data base to Andrew Miller for the purpose of updating the website. To date, he has 26 cultivars on the change list. These will be printed in the June *Bulletin*. Lou also wants to finalize the system of indicating the color on the reverse of the ray florets so that it can be included in the 2012 CHD. He will be looking at the possibility of adding a new size, Mignons. Jerry explained that Lou was looking for two motions from the Board. However, the Board thought they needed more information and deferred action until Lou can be present.

In regards to other organizations having links on the ADS website; MOTION by Harry Risetto, second by Alan Fisher that appropriate commercial endeavors may have a link to the ADS website on a case by case basis. PASSED

ENVELOPES AND DUES INCREASE. There were 2019 mailings of the 2010 December *Bulletin*. Several of these arrived damaged or with missing items. The cost of the envelopes was \$190. The cost of Tyvek envelopes is \$345/1000. MOTION by Kevin Larkin, second by Jerry Wittrig to use Tyvek envelopes for the 2011 mailing of the December mailing. PASSED Business Partners receive their mailings by first class mail.

LOGO USAGE. Harry brought up the issue of should the use of the logo be limited to Business Partners or may it be used by any member of the American Dahlia Society. The Board reviewed the Logo Terms of Usage Document. All ADS Board members may use the logo on official business. Business Partners may use logo in accordance with the terms of the document They may use the words “member” and “financial sponsor” of the ADS. They also receive discounts on advertising. Advertisers must be members of the ADS in order to use logo with approval. Anyone selling a Stanley Johnson Medal winner may use logo in conjunction with that cultivar. A lengthy discussion followed.

Meeting recessed at 4:40 PM

The meeting reconvened Sunday, April, 10, 2011, at 8:45 AM. Board members in attendance were Jerry Landerholm, Jerry Wittrig, Allen Haas, Harry Risetto, Steve Nowotarski, Brent Grant, Claudia Biggs, Kevin Larkin, Bob Moynahan, Lois Ann Helgeson, Alan Fisher and Anna Moynahan.

The President distributed the Conflict of Interest policy to the assembly and asked them to read and sign it.

NATIONAL SHOW. Kevin Larkin reported that the show schedule will begin on Thursday, August, 18 with local tour around the Santa Clara Valley and reception in the evening. Friday the tour and lunch will be in Santa Cruz and will include a visit at a cut flower nursery. A group from “Down Under”, including Keith Hammett, who will be a featured speaker, are coming. Virginia Walcott will also speak. Hotel information is in the March *Bulletin*. Sunday evening will be a barbeque at the Masurats. For those staying over, there will be a tour of the San Francisco area on Monday.

BULLETIN/PUBLICATION COMMITTEE Jerry explained that he received a proposal from an individual to provide design and layout services and manage production and mailing services for the *Bulletin*. He further explained that the Board has no system in place for dealing with this sort of proposal. He distributed the proposal to the Board along with his recommendations on forming a *Bulletin* Committee. He feels this committee should be appointed by the elected members of the Board and should have new faces with publishing experience.. Kevin thinks the Board should give this committee clear guidelines. Harry suggests that Jerry and Kevin work together on implementing this. Jerry said perhaps we should go to three issues and have a bigger and better format. Brent said that getting the *Bulletin* out is a routine task and routing tasks are best served by having and using check lists. The suggestion is to look at society publications and tap people who are doing good jobs at this level. The reprinting of “Raising Beautiful Dahlias....” was brought up. Rick Peters had volunteered to revise it, but so far nothing has been done. Jerry will talk to Rick.

ARCHIVAL MATERIAL. Harry Risetto mentioned that for a number of years, we have been concerned about our archival material, which is currently in the Boyer’s basement. He is going to the Cherokee Botanical Library in Atlanta and will explore the possibility of finding a repository for our material. Brent noted that there is a place in Wilmington that stores material for a fee.

TUBER TALK. Harry noted that he has been writing Tuber Talk for twenty years and has exhausted himself in that venue. He proposes to move into social media and engage the home gardener in talk

about dahlias. He intends to explore the feasibility of establishing a blog or twitter or Facebook either on the website or establish a new website.

E NEWSLETTER. Steve Nowotarski reported on the progress of the E Newsletter. He hopes to have a button on page one on the ADS website, where subscribers can sign up to receive. He wants to have four editors and has a couple lined up so far. He would like to attract the gardener who grows dahlias in their garden and organic and younger growers. Constant Contact will handle the service and distribution. He hopes to change the letter every two months. Harry noted that growers are interested in color in the garden and cut flowers. Kevin asked if there was to be a theme to these blogs and newsletters and would like to see a proof for ADS to okay. Steve will send it to the Executive Board for review. Jerry noted that we want to have a larger electronic presence, but our core constituency still wants a good *Bulletin* and if we do not have a good publication, we will not retain members. The *Bulletin* is the historical record of our society. Alan Fisher would like to see more color.

POST CARDS. Jerry will get price of a new batch and will have a proof before going ahead.

CONFERENCE CALL. There will be a conference call, June 26, 2011 at 3 PM ET.

Jerry extended the thanks of the Board to Alan and Hannah Fisher for the wonderful dinner in their home, Saturday evening. Thanks also to the crew of women from the Gettysburg DS and the NCDS for serving and helping with the hostess duties.

Meeting adjourned 10:45 AM

Respectfully submitted,

Anna Moynahan
Secretary