

AMERICAN DAHLIA SOCIETY CONFERENCE CALL  
JUNE 26, 2011

The conference call of the Board of the American Dahlia Society was called to order at 3:05 PM, ET by President Jerry Landerholm. Other Board members on the call were Harry Risetto, Lou Paradise, Jerry Wittrig, Brent Grant, Claudia Biggs, Ron Miner, Don McAllister Mac and Norma Boyer, Wayne and Eleanor Shantz, Arthur Haskins, Steve Nowotarski, Lois Ann Helgeson and Anna Moynahan. The President asked for a moment of consideration for those members who recently passed away, including Bob Keesling and Elaine Burkhardt.

MINUTES. MOTION by Harry Risetto, second by Brent Grant, to accept the minutes of the April 8 - 10, 2011 planning meeting. PASSED

TREASURER. Mac Boyer reported total funds of \$80,203.02. Of this total, \$29,789.81 are dedicated funds. All bills have been paid, except for the Penn State Research invoice and he has roughly \$875 to be deposited. MOTION by Mac, second by Alan Fisher to accept the treasurer's report, subject to audit. PASSED

In the interest of saving time, some reports were submitted by email prior to the call.

REGIONAL VICE PRESIDENTS. MIDWEST CONFERENCE. Jerry Wittrig reported that the spring meeting was held June 4<sup>th</sup> in Elkhart, IN. A very successful dahlia plant auction brought in over \$1600 which will go to the Central States DS which is hosting the conference show in September. A judging seminar will be held at the Bonneville Trial Gardens on August 13<sup>th</sup>.

PACIFIC SOUTHWEST CONFERENCE. John Morton invited everyone to the National Show and tours being held in San Jose area. Show schedules are set for this year. Bay Cities DS has joined with South Coast DS and is no longer functioning.

FEDERATION OF NORTHWEST DAHLIA GROWERS. Brad Freeman reported that the show season begins in August with the annual workshop and judges classes being held in July. They have a new show schedule this year. They have done away with section numbers and instead sections will be named by the size or type of dahlia to make it more understandable to the general public. He expects a number of members to travel to the National Show.

COMMITTEE REPORTS. CLASSIFICATION. Lou Paradise reported that show reporting packets have been or will be sent within the next two weeks. He has not received any classification change requests since the printing in the June *Bulletin*.

IMAGE LIBRARY. Claudia Biggs reports that the most recent programs are the 2010 Fabulous 50 and the 2010 Photo Contest Winners. As soon as she updates the classification part she will offer a Judging DVD with script.

MEMBERSHIP. Alan Fisher reported that we are running around 98% of the final 2010 level. He has 373 who have not paid as yet. He will send letters to those.

SEEDLING BENCH. Roger Walker reported that bench evaluation applications have been sent to all ADS member societies. These should be returned by July 1<sup>st</sup> if a society plans to sponsor a Bench Evaluation section at their show. This information was sent by USPS in the United States, but by email to Canadian clubs because of problems in their postal system. It can also be found on the ADS web site.

TRIAL GARDENS. Ron Miner reports the Trial Gardens are off to a smooth start. They are in the process to update the seedling evaluation forms. There will be a form for OC dahlias and another for FD dahlias and they are targeting completion in time to incorporate the new forms in the CHD for next year.

WEBSITE. Ron miner reports that on July 15, the Members-only password will change from jessica to embrace. The username will continue to be "member." He urges societies to get their show date on the website calendar. Ron will post the 1990's *Bulletins* on the website and hopes to have the DVDs available for reproduction and sale. The cost to generate fully searchable DVD masters will be about \$100 each and the cost to scan and post '90 - '99 *Bulletins* will be on the order of \$1500. MOTION by Ron Miner, second by Alan Fisher to scan another decade of *Bulletins* to the website and to generate a fully searchable DVD for the two decades for a cost of less than \$1800. PASSED

FINANCE. Harry Risetto reports that the ADS is in need of funds to support its special projects as well as day to day expenses such as publications, medals, and membership development. The Committee recommends that an envelope be included in the September issue of the *Bulletin* along with a prominently placed article encouraging support. They recommend adding a solicitation to support the ADS National Shows, details to be worked out. Support will be particularly necessary for the ADS Centennial Show in 2015. The Committee also recommends that Memorial Giving opportunities be established to honor deceased members of the ADS. These contributions should be acknowledged in the front 6 pages of the *Bulletin*. Contributions to support dahlia-related activities of the ADS are tax deductible.

SPECIAL AWARDS. Jerry explained that due to Bud Moore's illness and then his passing during the winter, the ADS medals are not up to date. We are in arrears on the ADS Gold Medal and also on the Hart, Dudley and Gullikson medals. Jerry researched the price of the gold medal and was given a quantity price of \$2450 for 10 medals. MOTION by Mac Boyer, second by Ron Miner to authorize Jerry to purchase 10 gold plated ADS medals @ \$245 apiece for a total of \$2450. PASSED

Jerry has enough Dudley Medals on hand to supply those needed for 2009 and 2010. He has too few Hart Medals and needs one Gullikson Medal to complete the awards for 2009 and 2010. Bud had these medals made in silver. However, because of the present price of silver these would cost approximately \$42.09 each for an approximate cost of \$210.45 to bring these awards up to date. MOTION by Mac Boyer, second by Alan Fisher to authorize Jerry to purchase the 5 medals, minted in silver, to complete the awards for 2009 and 2010. PASSED

Jerry further explained that taking a two year average, the cost to continue using silver for these medals would be approximately \$42.09 each at today's silver price, for a total of approximately \$505.08/year. Silver plate is not available from this company, however they can do gold plate for a price of \$8.45 each. MOTION by Harry Risetto, second by Alan Fisher, to authorize Jerry to go forward in 2011 with gold plate for the Hart, Dudley, and Gullikson Medals. Jerry will determine the number. PASSED

It was agreed to move to new business because of time constraints.

#### NEW BUSINESS. MEMBERSHIP FEE INCREASE.

Jerry explained that there has been considerable discussion among board members concerning a dues increase to cover the cost of first class postage for the December *Bulletin* beginning in 2012. MOTION by Harry Risetto, second by Ron Miner, to raise the basic dues by \$4.00 to cover the cost of first class mailing of the December *Bulletin* and Classification Book. In response to a question about the agenda for the annual meeting, Harry stated that the intent of the bylaw requirement that the annual meeting agenda be published in the June *Bulletin* was to prevent new matters from being introduced and voted on at the meeting without due notice to the membership. It was not intended to preclude refinements or modifications to items noticed for the annual meeting agenda. The Board was authorized to modify the

dues increase motion that was adopted at the April Board meeting for submission at the annual meeting. Discussion followed with Jerry noting that Norm Hines, Editor of the *Bulletin*, said everyone must do a better job of meeting deadlines. MOTION PASSED with two opposed. More discussion followed with some wanting the family membership to be increased by a larger margin. Others suggested making the *Bulletin* available to members as a pdf file on the website at the time it is ready to be mailed. MOTION by Mac Boyer that the *Bulletin* information must be received by the printer in labeling form 15 days prior to the first of the month of the *Bulletin* issue. If not received, the Editor is directed to use the mailing list of the preceding *Bulletin* mailing list with the exception of the June issue which must be updated with only the current membership. Motion died for lack of second. Others suggested putting seedling reports and advertisements on the website. It was noted that foreign members receive their *Bulletins* before we in the U.S. do. Ron noted that growers get trial garden results by early November by email. The first class mail option is available currently to members for a slight increase. Harry noted that sufficient questions were raised about the dues increase, that he requests a second vote on the motion.

MOTION by Harry Risetto, second by Lou Paradise, that beginning in 2012, the basic dues of the American Dahlia Society will increase by \$4.00 effective upon approval by the membership. PASSED with one opposed.

OLD BUSINESS. WEBSITE MEDIA PAGE. Lois Ann Helgeson reports that Ron and Servlet have the information and they are working out the details of getting it on the website.

UPDATING NATIONAL SHOW RULES. Arthur Haskins and Jerry Landerholm are working out the details of the Boeke award and making sure the the show has an artistic section.

MEMBERSHIP BENEFITS. MOTION by Mac Boyer, second by Ron Miner to remove from the table the proposal defining the number and kinds of publications due to a new ADS member. A lengthy discussion followed with Harry noting that as a society, we are keeping our members. He also said it was common for flower societies to give new members a gift of some sort. Don McAllister said he thought it was necessary to give some type of gift and it should be soon after they join. Mac withdrew the motion. The President asked Alan to draw up the terms or policy of membership, including the terms of the summertime special for the Board to review.

PENN STATE/LONGWOOD GARDENS FERTILIZER PROJECT. Brent Grant sent a lengthy report to the Board. The Karma Dahlias were too variable and unreliable. A limited study will be continued in 2011 at Longwood. It should entail no expenditures.

ADS CENTENNIAL PLANNING. Harry Risetto in trying to establish a committee, wrote to various Regional Vice Presidents and has heard from no one. He and Steve Nowotarski have been talking about the broad outline of the event. He has a pdf file of the 50<sup>th</sup> Anniversary Journal and hopes to put it on the Centennial website. He said we should think of this show as out of the ordinary and the ADS needs to support the Mid Island DS in this endeavor. Steve Nowotarski reported that Planting Fields Arboretum is not the venue for a show of this magnitude. That having been said, the funding that goes along with that venue is lost. He needs a \$7000 to \$8000 commitment from the ADS to pull this off. This will require a major fund raising project. MOTION by Harry Risetto, second by Brent Grant, for the ADS to authorize up to \$8000 to support the 100<sup>th</sup> Anniversary show This can be done in the general solicitation envelope. PASSED

SECOND PRINTING "RAISING BEAUTIFUL DAHLIAS..." Jerry spoke with Richard Peters about a second printing and Rick does not recommend it at this time. He said he would be willing to work with someone on a new book.

NEW MEMBERSHIP BROCHURE. Steve Nowotarski reported that he has about 10,000 copies left. Garden gift shops, if their policy allows it, would be a good place to distribute these.

POST CARDS. There seems to be considerable interest in printing new post cards. The previous order for 2500 sets of post cards of 4 different dahlia images cost \$1255.15. The quote for 2500 sets of post cards of four new images is \$884 including set up and collating charges. MOTION by Alan Fisher, second by Don McAllister, to go ahead with this project. PASSED

Claudia Biggs and Lois Ann Helgeson will work together to choose the images. Printing is contingent upon approval of the product by Lois Ann & Claudia.

ADS ARCHIVE REPOSITORY. Harry Risetto reported that he spoke with the Cherokee Library which is part of the Atlantic History Museum about having our archival material. They have expressed interest in storing our material. They have material from the American Daffodil Society and one or two others. Harry feels this place has promise.

Harry thanked everyone involved with donating tubers to John Zavalney of the San Pedro Science Center, which is part of the Los Angeles public schools.

Jerry noted that the Judging Accreditation Chair is vacant. Lou Paradise has updated the judges tests to incorporate the new classification numbering system. Jerry will circulate a job description of the position.

Steve said that he has 700 copies "Welcome to the Wonderful World of Dahlias" available for \$25.00 plus \$9 to \$10 postage/100.

Lou Paradise asked how the sale of the Composite Listing was going. Mac said we have sold less than half so far. Harry, on behalf of the Board, thanked Lou for the work he did on that publication.

Conference call adjourned at 5:35 PM ET.

Respectfully submitted,

Anna Moynahan  
Secretary

