

AMERICAN DAHLIA SOCIETY PLANNING MEETING
March 23 - 25, 2012

The ADS Executive Committee Business Meeting was called to order at 7:35 PM on Friday, 3/23/12, by President Jerry Landerholm at Surf Colony 1 Party Room in Naples, Florida. Other members in attendance were Marian Landerholm, Jerry Wittrig, Alan Fisher, Steve Nowotarski, Brad and Rosemary Freeman, Wayne and Eleanor Shantz, Bob Schroeder, Kevin Larkin, and Ron Miner.

Jerry asked for a moment of consideration for those members who are ill and recently deceased, including Bill Bonneywell.

Conference Call Minutes - Alan Fisher moved and Brad Freeman seconded that the minutes of the November 6, 2011, conference call be approved as distributed. The motion passed. There was subsequent discussion of the cost of student membership in those minutes. That rate will need to be checked against the ADS By-Laws.

Treasurer's Report – Mac distributed, by email, a summary of the 2012 Financial Transactions and a subsequent update of the working account deposits. Ron moved and Alan seconded a motion to approve the Treasurer's report as updated and subject to audit. Subsequent discussions revolved around the audit process and a preliminary review of the By-Laws and Policy Manual suggested that there is no current policy. Mac will be asked for a recommendation in that regard. There were also questions regarding the limitations on the use of designated funds. In Mac's absence, those questions couldn't be answered.

Regional Vice Presidents

Eastern States Conference - Alan Fisher reported that the Gettysburg Dahlia Society held their first open competition show this year and local members were successful in the show. The Eastern States Conference show will be sponsored by the Philadelphia DS and held at Longwood Gardens on the weekend of September 22 and 23.

Midwest Dahlia Conference - Jerry Wittrig reported that the spring meeting and plant auction will be in Elkhart, IN, on June 2nd. The 2012 Midwest Conference Show will be sponsored by the Michigan Dahlia Society and held Labor Day weekend. A Supplemental Classification is being considered for the Midwest.

Pacific Northwest Conference - Wayne Shantz reported that the PNDC is sponsoring several judging schools this summer and he anticipates that they will be recorded for the production of DVDs. He recommended that other societies generate DVDs of their judging seminars. These DVDs should then be vetted through an ADS committee to be shared with other societies. Bob indicated that he has had similar thoughts and would speak to that process later in the meeting. Plans for the National Show in Portland are in good shape and the organizers have succeeded in getting their Congressman to write to the US Border and Customs Inspection Service for the purpose of improving the experience of Canadian exhibitors crossing the border. Additional information for the show can be found at Portlanddahlia.com.

Southern States Conference – Allen Haas, reporting by email for Gene Boeke, indicated that Gene is recovering from two recent operations on a knee. The four clubs that comprise the conference are working together in anticipation of the 2016 National Show to be held in Asheville, NC. A common show schedule was worked out. The Carolinas DS will host the Southern States Conference Show on September 8 and 9 in Asheville.

Federation Of Northwest Dahlia Growers – Brad Freeman reported that many of the details have been resolved for the National Show to be held at the Greater Tacoma Convention and Trade Center on Labor Day weekend in 2014. The Federation is to be congratulated on stepping up to the challenge of hosting the show at this late date.

Committee Reports

Trustees – Harry Risetto, reported by email that the financial activities of the Society are being carried out in a prudent and responsible manner.

Finance Committee – Harry Risetto reported by email that the Finance committee recommends that membership checks should be sent to the Treasurer regularly and expeditiously to enhance member service and increase appreciation of our revenues.

He also recommended that the sponsoring society for the Centennial Show should be authorized to solicit local societies for funds on behalf of the ADS. This recommendation is an ad hoc deviation from the ADS's policy. He also suggested that a more general rule be adopted permitting such solicitations for all National Shows. In discussion, Alan moved and Wayne seconded a motion to adopt those two recommendations given that appropriate directions be given to the sponsoring clubs about how to correctly acknowledge the gifts in order to protect our tax-free status. It was anticipated that Harry would provide the guidance required for those acknowledgements.

In a motion by Steve, seconded by Ron, the Finance Committee was authorized to continue the envelope solicitation in the Bulletin as they deem appropriate.

Harry also recommended that the Executive Board should establish a program to encourage bequests and guidelines for Memorial Gift Funds.

The meeting recessed at 9:40 PM on Friday evening and reconvened at 9:00 AM on Sunday morning.

Planning Meeting - The first item of business on Sunday morning was for the Executive Committee to consider the action items identified in the planning meeting on Saturday. Ron Miner made a motion to adopt those action items as amended; Alan Fisher seconded the motion and it passed unanimously. The action items are appended below.

New Society Coordinator – Rosemary Freeman reported that Provincetown is the most recent new club and they are planning their first show this season. Discussions are underway on establishing a group at Gold Beach, Oregon.

Membership – Alan Fisher reported that memberships are currently at about 83% of last year's level at this time. He anticipated that some of that deficit will be narrowed.

Discussion followed regarding the determination of membership for judging qualification. The conclusion was that the previous year's membership should be the basis for that consideration. Executive Committee members were charged to promote ADS membership at their local society meetings.

Judges Accreditation – Bob Schroeder made his first report as the Judge Accreditation chairperson. He plans to rigorously follow the expectations previously identified by the ADS and hopes to contribute effectively to the ADS by doing the accreditation job well. The new judge's roster is almost complete. It will include email addresses for the chairpersons.

The accreditation tests have been updated to include the 4-digit numbering system and are available on the website. Bob plans, however, to establish a small group to rewrite the tests. The Executive Committee warmly welcomed Bob to the group.

Garden Dahlias – Steve Nowotarski reported that the winner of the 2011 Border/Container Dahlia of the Year was reported in the March, 2012, Bulletin. The winner was Pink Melody Allegro.

Advertising Rates – Steve Nowotarski proposed a comprehensive new plan for advertising rates for the Bulletin, the Classification and Handbook of Dahlias, and the website. That plan, to be implemented in March of 2013, is summarized in Appendix 2 below. Steve moved that the proposal be put in place starting in the March, 2013, issue; Alan Fisher seconded; and the motion passed unanimously.

Bulletin - Jerry reported that he had a note from Norm Hines proposing that the Guide to Growing Dahlias be revised by removing objectionable portions of the book and not replacing any of the material. Norm feels that the book could be sold for \$2 and provide a great deal of income to the ADS.

There was discussion and consensus that we should add the new advertising rates, as well as the list of Business Partners, to the Bulletin.

Image Library – Claudia Biggs reported by email that she is working on DVD presentations for the Fab 50 and the Photo Contest.

She remains concerned about the development of a universal and effective release for photographs submitted to the ADS.

Classification – Lou Paradise reported that the Classification Committee did achieve their objective of developing a way to characterize the color of a cultivar that exhibits colors both from the face and the reverse of the florets. The new “bracket” system is an important change that is covered on p. 6 of the new Classification and Handbook of Dahlias. Changes in color will require submission of the cultivar for reclassification according to the usual procedure.

The reclassification list increased from 26 last year to 61, so far, this year.

Research – Kevin Larkin summarized the data developed in the fertility study performed at Penn State and Longwood Gardens and managed by Brent Grant. The research work showed that all levels of N and K improved plant height and weight. The total cost of the work was about \$1500 and the committee will be looking at logical extensions of this work for future study. Kevin acknowledged the important inputs of Dick Westfall in the design of the study.

Publicity – Lois Ann Helgeson reported by email that press releases on the Border/Container Dahlia of the Year and the Stanley Johnson Medal Winner are out. The new ADS dahlia postcards are at the printer. The price should be similar to the previous postcards. The new postcards are comprised of 2 sets of 4 images - or 8 images total with the focus on the more unusual dahlia forms.

An update on the costs was available at the time of the meeting. Alan Fisher moved and Brad Freeman seconded that the ADS cover a slight increase in cost to cover twice as many postcards. The motion passed.

Website – Ron Miner reported that the statistics for using the website continue to increase. About one-fourth of the ADS members are using the members-only portion of the site. There were also about 7200 (about three times the ADS membership) unique hits on the public portion of the site in the first quarter.

ADS Reps were encouraged to use the calendar on the website to help promote local society activities like tuber sales, club meetings, etc.

Committee chairpersons were encouraged to keep the portions of the website under their areas of responsibility up to date.

Old Business

2015 Centennial Show Planning – Jerry Landerholm circulated an original copy of the large 50th Anniversary Show Journal that was developed for that show 50 years ago. It was a very impressive document. The committee hopes to publish a similar document for the centennial show.

Steve Nowotarski reported that preparations are underway for the show. Some portion of the \$8000 the ADS committed to the project will be needed soon.

The organizers hope to lower the cost to register for this important show by providing the opportunity for organizations to sponsor events at the show. The Pacific Southwest Conference has already provided such a donation. The committee will develop a list of opportunities for sponsors.

Advertising Policy - The tabled motion from the June, 2010, conference call regarding changes in advertising policies was untabled by a motion from Alan Fisher and a second by Brad Freeman. The untabled motion was then defeated in favor of the advertising policy approved earlier in the meeting and noted above.

ADS Archive – Jerry Landerholm reported on behalf of Harry Risetto that a potential provider for this service has been identified and discussions are underway with them.

ADS Identification Tags – Jerry reported that the image used by Corralitos Gardens satisfied the requirements for the usage of the ADS trademark and that progress is being made in making the trademark official.

New Business

New ADS publication on dahlia culture? – There was brief discussion regarding the need for a new or improved publication on dahlia culture. There are some complications associated with simply printing more “Raising Beautiful Dahlias the Easy Way.” It was decided basically to refer the issue to the Publications Committee (see item 15 in the action items developed in the planning meeting).

Standardized consent form – Jerry Landerholm indicated that a consent form would be developed that basically says if you send us a picture, we can do with it whatever we wish.

The meeting was adjourned at 1:08 PM.

Respectfully submitted,

Ron Miner, Secretary pro-tem

Appendix 1: ADS Planning Meeting 3/24/12

The 9th annual planning meeting of the American Dahlia Society was held in conjunction with the 2012 spring Executive Committee meeting in Naples, FL on March 24, 2012. The meeting lasted from 9:00 AM until about 6:00 PM, with only a short working break for lunch. In attendance were Jerry and Marian Landerholm, Jerry Wittrig, Alan Fisher, Steve Nowotarski, Brad and Rosemary Freeman, Wayne and Eleanor Shantz, Bob Schroeder, Kevin Larkin, and Ron Miner. The prime objective for the meeting was to identify specific actions that would advance the process of continuous improvement for the ADS in serving its key customers. Those customers are our affiliated societies, our ADS members, our dedicated dahlia originators and exhibitors, and the gardening public. To that end, workshop discussions were focused on a series of topics including communication to and from our customers, succession/progression for the Executive Committee, local society support, supporting the interests of both gardeners and exhibitors, maintaining and evaluating our judge’s expertise, and improvements to our local, regional and national dahlia shows. There was, in addition, a group discussion of

specific success stories that will be shared with our members through the Bulletin and on the website. The group also discussed ways to improve the marketing and finance of the ADS.

Through those discussions, the group identified the following set of action items and responsibilities.

1. Jerry will ask the officers and committee chairpersons to identify a vice chairman for their Executive Committee position. The vice chairman should become well versed in the activities of the chairperson and be prepared to act on his/her behalf at future Executive Committee meetings.
2. Brad and Alan will investigate the cost and feasibility of contracting out the membership function.
3. Ron will put the list of ADS officers and their contact information up on the members-only portion of the website.
4. Ron will communicate with Don McAllister to develop “Yahoo Group” email lists for the ADS Reps and their Society Presidents, the Show Chairmen, and the Judging Accreditation Chairs.
5. Ron will include a digital image of the website calendar in a future Bulletin article to help publicize the availability of the calendar for the promotion of local and regional meetings, tuber sales, judging seminars, etc.
6. Most of the participants will develop brief articles discussing successful approaches they’ve used or experienced to help increase participation in local society meetings and improve the local society experience for our members. These articles will be gathered by Ron and presented on the website and in the Bulletin. The theme for the articles will be “It worked for us.”
 - a. Dahlia display garden for gardeners – Steve
 - b. Demonstration on setup and hauling dahlias to shows for beginners – Rosemary
 - c. Program ideas – different from common knowledge – Bob
 - d. BIG dahlias project – Kevin
 - e. Vase section in show that isn’t judged but counts toward drawing – Brad
 - f. Progressive dinner through dahlia gardens – Ron
 - g. Centerpieces for charity dinner – Brad
 - h. Program publicity and management for fun – Wayne
 - i. 4H dahlia program – Alan
7. Steve will proceed with the implementation of a digital newsletter for the ADS. The plan will be to distribute the newsletter on the internet to a broad range of dahlia growers and gardeners.
8. Steve will explore redoing the bi-fold brochure for our societies to use to promote membership at local society events.
9. Ron will investigate the cost of developing a website with drop-down heading lists and/or adding an index or site map to make it easier to locate items on the website.
10. Bob will encourage judging chairmen to develop and share judging materials and DVDs covering their judging seminars. These materials will lead to a collection of resources to be shared to improve the effectiveness of all our judging training efforts.

11. Bob will investigate the costs of judging pins for AC and SR judges.
12. Rosemary and Ron will publish on the website the guide she developed to help new societies organize dahlia shows.
13. Steve will proceed with finding an example for what could become a “Dahlia Annual” for ADS members and for outside sale. He will also investigate the costs and potential revenues for such a publication.
14. Steve will proceed with the development of a relationship with Brent and Becky’s Bulbs and White Flower Farm for our mutual benefit.
15. Jerry will develop a Publications Committee and appoint a chairman.

The timelines for these specific objectives are varied and were not individually identified. However, the spirit of the discussions was that they should be accomplished or moved to the next step of development within a few months.

Appendix 2 – Advertising Policy for March, 2013

The following advertising rates were reviewed and adopted.

	Year	Mar	Jun	Sep	Dec
Back Cover, Color	\$900	\$275	\$200	\$275	\$290
Full Page, Color	\$700	\$210	\$175	\$210	\$225
Half Page, Color	\$375	\$115	\$100	\$115	\$125
Full Page, B&W	\$325	\$110	\$80	\$110	\$125
Half Page, B&W	\$195	\$75	\$60	\$75	\$80
Quarter Page, B&W	\$140	\$50	\$40	\$50	\$55
Market Place Year Rate	\$80				
Classification Book, Inside Back Cover Color	\$1600*				
Classification Book, Half Page Inside Back Cover Color	\$700*				

The website will include links to advertisers in the current Bulletin.

*Note: Classification Book Half Page includes Silver ADS Business Partner membership and Full page includes Gold ADS Business Partner membership.