

AMERICAN DAHLIA SOCIETY CONFERENCE CALL  
NOVEMBER 7, 2010

The conference call of the American Dahlia Society was called to order by President Jerry Landerholm at 3:05 PM EST. Other board members on the call were Harry Risetto, Lou Paradise, Brent Grant, Jerry Wittrig, Claudia Biggs, Art Haskins, Don McAllister, Rosemary and Brad Freeman, Mac Boyer, Wayne and Eleanor Shantz, Allen Haas, Martin Kral, Alan Fisher, Kevin Larkin, Ron Miner and Anna Moynahan. Jerry thanked the Board members for taking the time to be on the call and for their work in the past year. He noted that membership is up and with some belt tightening, the finances are in fairly good shape. He asked for a moment of consideration for those members who are ill, including Bob Keesling or recently deceased, including Jeff Kracke.

MINUTES. MOTION by Art Haskins, second by Lou Paradise to accept the minutes of the June 13, 2010 conference call. PASSED. Jerry reiterated that under New Business, a simple letter is required from the host society stating the use of the donation when the ADS is used as an intermediary.

TREASURER. Mac Boyer reported \$74,637.65 in the Lake City accounts which is approximately \$5,000 over last year's total at this time. Total designated funds are \$31,555.95, including recent gift fund receipts of \$1342.00. He also received a check for the 2013 National Show. MOTION by Jerry Landerholm, Second by Alan Fisher to accept the Treasurer's report, subject to audit. PASSED.

FINANCE. Harry Risetto called the solicitation envelope, included in the September *Bulletin*, a qualified success and recommends that the practice be continued. He suggests that requests for contributions should be included in all issues of the *Bulletin* and the editor is asked to give prominence to these solicitations. MOTION by Harry Risetto, second by Alan Fisher that the Board authorize the President, at his discretion, to establish memorial funds in connection with the passing of prominent dahlia members. PASSED.

TRUSTEES. Harry on behalf of the trustees, reiterated that the finances are in good order and hopes to generate the funds for future projects.

REGIONAL VICE PRESIDENTS. EASTERN FEDERATION. Brent Grant reported all shows were successfully completed with many first time winners. He said the Fertilization Study plants were harvested at both Longwood Gardens and Penn State and are being processed for tissue analysis. The application to the Gloeckner Foundation for \$4500 was not approved..

MIDWEST DAHLIA CONFERENCE. Jerry Landerholm welcomed Jerry Wittrig to the Board as the new Midwest Regional Vice President.

PACIFIC NORTHWEST CONFERENCE. Wayne Shantz reported that a new society is being considered in Gold Beach, OR.

PACIFIC SOUTHWEST CONFERENCE. John Morton, by email, reported that all their shows were top notch. They will have new judges and advancements in judges this year. Their annual 2 day conference

meeting will be in February and in conclusion, he invites all to the 2011 National Show.

FEDERATION OF NORTHWEST GROWERS. Brad Freeman reported that at a recent Board meeting, they adopted a plan to revise sections and classes in their dahlia shows. All the proposed changes will be in the 2011 Dahlia Annual & Combined Show Schedule. They also adopted a standardized arrangement score sheet to be used at all dahlia shows being hosted by Federation societies. The Seattle Dahlia Society is now an Associate member of the Federation. The Federation has established a Hall of Fame committee.

COMMITTEE REPORTS. CLASSIFICATION.. Lou Paradise reported that his committee had requests to change the classification of 49 cultivars of which 24 were changed and will be listed in the 2011 CHD. The Classification Book is complete and will be in the 4-digit system. The inside back cover will now have some advertising which will generate money for the ADS. With the Classification Book complete, he will work on the Composite Book and hopes to have it ready for printing before year's end, in time for the 2011 growing season. MOTION by Lou Paradise, second by Alan Fisher to change the definition of Eye Zone from "less than one half the length of the ray florets" to "less than one third the length of the ray florets". PASSED. This will be in the 2011 CHD. MOTION by Lou Paradise, second by Alan Fisher to have some means to identify that the color seen is the color of the reverse of the ray floret and not the face color. This will be in the 2012 book. PASSED.

GARDEN DAHLIAS. By email, Steve Nowotarski reported that evaluations from 14 evaluators resulted in a tie between Heatwave and Piccolo. He noted that next year the American Horticultural Society will evaluate garden dahlias at their River Farm. He thanked Harry for making this possible.

IMAGE LIBRARY. Claudia Biggs reported that she is currently working on the New Introduction for 2011 program as well as trying to get caught up on other programs. She thanked everyone for keeping in contact with her during her illness.

MEMBERSHIP. Alan Fisher reported that membership forms for 2011 have been sent to all known societies. He requests all address changes and new members be sent to him by Nov. 20<sup>th</sup>. He is out of post cards and needs something to send to new members.

POLICY. Jerry asked Ron Miner to review the minutes of the past year and include recent action items in the policy book.

NATIONAL EXHIBITION. Arthur Haskins thanked the Southern States Dahlia Conference for hosting the 2010 show in Chattanooga, The 2011 will be hosted by the Pacific Southwest Conference in Santa Clara, California and 2012 will be hosted by the Portland Dahlia Society. He announced that the Grand Valley DS in Michigan has committed to hosting the 2013 National Show. There has been some discussion for 2014, but nothing definite yet. MOTION by Arthur Haskins, second by Alan Fisher, to accept the bid from the Grand Valley DS to host the 2013 National Dahlia show. PASSED. Arthur announced that the Mid Island DS has stepped forward to host the 100 year anniversary show of the ADS.

MOTION by Arthur Haskins, second by Alan Fisher to accept the bid of the Mid Island DS to host the show in 2015. PASSED.

PHOTOGRAPHY. Martin Kral announced that the deadline to get photos to him is December 1<sup>st</sup>.

RESEARCH/EDUCATION. Kevin Larkin noted that the Fertilizer Study was an ongoing project. He said even in a bad growing year some useful data can be obtained. Jerry stated that the Board does not have a clear understanding of what the costs may be. Kevin will work with Brent Grant to try to determine the projected costs. Some of the items involved have been donated by the participants.

NEW SOCIETY COORDINATOR. Rosemary Freeman reported she has sent the New Society Booklet to Robert Chibante in Gold Beach, Oregon. She has also had some interest from a person in Sonoma County. She has received positive response to her recent article in the *Bulletin* on how to put on a show.

TECHNOLOGY RESOURCE. Jerry noted that Don McAllister is the most recent recipient of the ADS Gold Medal. Don urged people to use Dahlia Alert especially to announce tuber sales and show dates. He also said the American Horticulture Society will promote some dahlia shows in their magazine. Don is currently working on the Big List. Harry noted that the ADS has a link on the AHS web site. Harry also said that he will have an essay in the December/January issue of the "Horticulture" magazine on growing dahlias.

TRIAL GARDEN. Ron Miner reported that 64 new cultivars were approved in the Trial Gardens this season. He and Roger Walker resolved differences in classification in those cultivars entered in both the gardens and Seedling Bench. The reports have been sent to the *Bulletin*. Karen Hauwiller has resigned as Director of the North Central TG and will be replaced by Gary Unger. The Board commends Karen for her contributions as Director.

WEB SITE. Ron Miner reported that Servlet continues to do a good job of maintaining and upgrading the web site. He said "Dahlias in the News" is a new section under dahlia articles.

Selected newspaper articles about dahlias will be sent to Servlet for inclusion. Ron wants to have fully searchable on-line set of *Bulletins* on the member only portion of the web site. He is talking with a vendor to scan a decade of *Bulletins* for a cost of about \$1500 which amounts to \$0.16 per page.

MOTION by Ron Miner, second by Alan Fisher to authorize Ron to proceed with the project as long as we reach a satisfactory conclusion with a vendor for a contract within 20% of the anticipated cost of less than \$1500 for the decade of *Bulletins* from 2000 through 2009 for a fully searchable on-line set of *Bulletins*.

PASSED It was suggested that a sample issue be reviewed by web site committee and then offered to the Board for review. The Board designates Ron Miner to use his best judgment in going forward with this project.

OLD BUSINESS. MARKETING UP DATE. Steve Nowotarski, by email wrote that the first Marketplace ads will be in the March *Bulletin*. The Marketplace program runs from Jan 1 to Dec. 31. In addition to

dahlia vendors, Steve has 4 non dahlia vendors in the program. He also reported selling two half page color ads for the inside rear cover of the Classification Book for \$700 each. These two vendors become Silver Business Partners and are entitled to the benefits of this membership level.

UPDATING NATIONAL SHOW RULES. Arthur Haskins and Jerry Landerholm are still working on this.

ADS CENTENNIAL PLANNING. Harry Risetto, Chairman of Centennial Planning Committee reported that he has located some ADS material from 1915 and will put it on the web site. Now that Mid Island DS has been accepted to host the show, Harry will get together with Steve Nowotarski to begin the planning process.

*RAISING BEAUTIFUL DAHLIAS THE EASY WAY.* This publication has sold out. Rick Peters has agreed to do a revision over winter. The number to be printed is to be determined..

NEW MEMBERSHIP BROCHURES. 20,000 membership brochures were printed and many societies received 100 copies this past summer. MOTION by Steve Nowotarski, second by Mac Boyer, to give 100 brochures to the participants in the Marketplace program to be sent out with orders. PASSED.

NEW BUSINESS. ADS SMALL VASE. Mac Boyer received a quote from a company to make a mold for a smaller 2 piece vase of about 7 inches tall in the amount of \$2900. Mac thought this was a very good price since a previous quote was \$15,000. The price to make the vase would be \$0.80 each. He has requests from a number people expressing interest in a smaller vase. MOTION by Mac Boyer, second by Alan Fisher, to authorize the expenditure of \$2900 to make a mold for a small vase. PASSED.

SPRING PLANNING MEETING. A discussion of whether to have a 2-day planning or not ensued. Dates being considered are the weekends of March 26, April 2, or April 10. Jerry will do a poll of the Board by email for date and place preference.

Meeting adjourned at 5:25 PM EST.

Respectfully submitted,

Anna Moynahan  
Secretary