

AMERICAN DAHLIA SOCIETY CONFERENCE CALL  
November 6, 2011

The conference call was called to order by President Jerry Landerholm at 3:02 PM EST. Other board members on the call were Lou Paradise, Kevin Larkin, Claudia Biggs, Steve Nowotarski, Arthur Haskins, Brent Grant, Ron Miner, Mac Boyer, Alan Fisher, Don McAllister, Harry Rissetto, Wayne and Eleanor Shantz, Martin Kral, Lois Ann Helgeson, John Morton and Anna Moynahan.

The President extended his congratulations to the Pacific Southwest Dahlia Conference for hosting a successful show and expressed his thanks to those who took over for him in his absence, especially Kevin Larkin.

The President asked for a moment of consideration for those members who are ill or recently deceased.

MINUTES. MOTION by Brent Grant, second by Lou Paradise to accept the minutes of the June 26, 2011 conference call as published in the September *Bulletin*. PASSED

TREASURER. Mac Boyer reported a balance of \$77,299.49 in the Lake City Bank accounts. Of this amount, \$25,855.57 are dedicated funds. To date, Mac has received \$1,160 in gift fund envelope contributions. MOTION by Steve Nowotarski, second by Kevin Larkin to accept the treasurer's report, subject to audit. PASSED

The order of business has been altered to make better use of our time.

OLD BUSINESS.

WEB SITE MEDIA PAGE. Ron Miner reports that he is awaiting further input from Lois Ann.

NATIONAL SHOW RULES. Arthur Haskins and Jerry are still working on updating the rules. Mac Boyer reported that the Moore Family has given a \$50.00 donation to be given in the Arrangement Section at the 2012 National Show.

ADS CENTENNIAL PLANNING. Representatives from the ADS will meet with members from the Mid Island DS to work out the respective roles of each group. A show account will be set up to handle the funds. Steve Nowotarski reports he has had considerable interest in the show in his area. Individual societies are encouraged to sponsor an award. Steve suggests asking each society for a donation of \$50 from which \$20 would go toward a prize.

NEW MEMBERSHIP BROCHURE. The current brochure contains the old membership information and so is no longer usable. It is suggested that in future printings, the prospective member be referred to the web site for the dues structure.

BULLETIN AD PRICING POLICY. It was decided to leave this discussion until the spring planning meeting.

POST CARDS. Lois Ann Helgeson is working with Claudia Biggs on selecting images for the new printing. Once this is decided, the printer will offer a sample for approval by the committee.

CLASSIFICATION OF TWO-COLOR DAHLIAS. Lou Paradise explained that there has been concern on the Classification Committee about how to designate the reverse color on dahlias. A lengthy discussion followed. Lou recommends showing the reverse color of the ray florets in brackets in the CHD. He also suggests using the predominant color, either on the face or reverse, as the designated color. The color that is most prominent would be listed first whether on the face or reverse with the

reverse in brackets. MOTION by Lou Paradise, second by Ron Miner to alter the definition so that the color of a fully double dahlia can be determined from either or both the face and/or reverse ray floret color(s). PASSED Jerry would like to see a list of dahlias being considered for this designation. Lou will get photos from Claudia.

NEW SIZE CLASSIFICATION FOR MIGNON SINGLES. Lou felt this issue has been resolved. However, a discussion ensued concerning a mignon designation for other forms. Lou will look into this.

ADS ARCHIVE REPOSITORY. Harry Risetto is looking into funding and hopes to have a report after the first of the year.

E NEWSLETTER. This will be covered in the spring planning meeting.

NEW BUSINESS.

PLANNING MEETING. Ron Miner volunteered to host the meeting in Florida after Easter when room rates are reduced. Jerry will communicate with the Board by email concerning time and place.

ADS IDENTIFICATION TAGS. Jerry reports that the trade mark office says in order to use our logo on live plants we need to demonstrate that we have used it thus in the past. Harry has some tags which Kevin Larkin has used on his potted plants. Harry will check that this qualifies.

STUDENT MEMBERSHIP RATES. Alan Fisher explained that student rates have been \$5.00 through participating societies and \$6.00 at-large up to the age of 18 for a number years. With the first class mailing of the December *Bulletin*, Alan is asking the Finance Committee if this needs to be changed. Harry, speaking for the committee, reported that since there is a small number of students involved, they recommend leaving the rates as is.

NEW ADS VASE. Mac Boyer reported that he has already 4 orders for the proposed mid sized vase as described in the September *Bulletin* as well as additional orders for the small vase. Mac says the tooling for the new mold will cost \$3500 and he expects to sell the vase at \$1.75. MOTION by Mac Boyer, second by Alan Fisher to proceed with the tooling for this new mid sized vase. PASSED

RAISING BEAUTIFUL DAHLIAS. Kevin Larkin asked about the status of reprinting *Raising Beautiful Dahlias*. Kevin and Swan Island say they would sell them if available. Rick Peters thinks the book needs to be rewritten. One thousand copies would cost over \$5.00 each to print. It was decided to put this on hold until someone is willing to help with a rewrite.

REGIONAL VICE PRESIDENTS

EASTERN STATES CONFERENCE. Brent Grant reported that substantial cross participation took place with the Gettysburg, Philadelphia and National Capital Societies this fall. He said the Dahlia Nutritional Study statistical work up has not been done yet but should happen soon.

PACIFIC NORTHWEST CONFERENCE. Wayne Shantz reported that the Conference held successful shows this year and is looking forward the the National Show in Portland next year. The venue is located adjacent to the Columbia River. He has been working with people in Gold Beach, Oregon, hoping to get a society started there.

PACIFIC SOUTHWEST CONFERENCE. John Morton thanked all that helped make the recent National Show in Santa Clara the success that it was. He has concerns about their upcoming two day conference since the South Coast DS feels they are unable to host this event. They are now looking into

a different venue for this meeting.

FEDERATION OF NORTHWEST DAHLIA GROWERS. By email, Brad Freeman reported a number of issues were discussed at their annual meeting, including changes to their show rules and hosting the 2014 ADS National Show. These topics will be discussed further after obtaining more information particularly regarding venues, costs and financial commitments from the member clubs for this undertaking. Election of officers took place and the following people were inducted into the Federation Hall of Fame: Rosa Beer, Pauline Fanning, Harold Miller, David and Leone Smith.

#### COMMITTEE REPORTS.

CLASSIFICATION. Lou Paradise reports that for the first time, he received a report from every society holding a show. He stated that Elvira is the Stanley Johnson Medal winner this year. He is asking for information about the originator, Lou Eckoff, for an article in the *Bulletin*. He had an excellent response to his appeal for color chip numbers on undocumented cultivars.

GARDEN DAHLIAS. Steve Nowotarski is collecting reports from evaluators of the 2011 Border/Container Dahlia trials. A report with pictures will be published in the March *Bulletin*.

IMAGE LIBRARY. Claudia Biggs says she is gathering photos of the new introductions. Jerry would like to see the 'photo reproduction consent' form standardized between the Image Library and the Photo Contest.

MARKETING. Steve Nowotarski is working on a complete marketing initiative to be presented at the spring planning meeting. This plan includes *Bulletin* and web site advertising as well as a new pricing structure. He will also address the need for an E-newsletter with sponsorship opportunities.

MEMBERSHIP. Alan Fisher thanked Harry Risetto for helping put together packages for members. Thus far, he processed more than 60 new memberships. He has received some memberships at the old rate and has had to contact the membership chair for the additional amount due.

NATIONAL EXHIBITION. Arthur Haskins reiterated that the Federation is still considering the possibility of hosting the 2014 National Show. Martin Kral noted that they were looking at a new venue. It was suggested that perhaps the ADS could provide a repayable loan to cover some up front expenses. Brent Grant thinks a survey of past host societies to determine what expected and unexpected expenses they encountered would be helpful.

NEW SOCIETY COORDINATOR. Rosemary Freeman, by email, reported the very exciting news of a new society in Provincetown, Mass. She is also in contact with a group in Gold Beach, Oregon. In addition, she has a person interested in forming a society in the Santa Rosa, Calif. area.

PHOTOGRAPHY. Martin Kral reports the deadline for the contest is December 1. He wants the winning images published in the March *Bulletin*.

PUBLICITY/PUBLIC RELATIONS. Lois Ann Helegeson is working on a new set of post cards. She will also do a press release about Elvira.

RESEARCH/EDUCATION. Kevin Larkin noted that from his appraisal of the nutrient research, nitrogen appears to be a key element. He is awaiting the final determination from the horticulturalists. He also reported that Dr. Pappu is continuing to do dahlia research at WSU.

SPECIAL AWARDS. Jerry Landerholm reported that all 2009 and 2010 ADS award winners should have received their engraved medals. The 2008 Stanley Johnson medal for Pam Howden was shipped to Australia. He ordered replacements medals so the ADS should be set for the next few years. Because of the spot price of silver, the Hart, Dudley and Gullikson medals are now gold plated. These have a quality look to them. The Johnson medals are minted in silver and we have a sufficient supply of those.

TECHNOLOGY. Don McAllister stated that he has begun work on “the Big List”.

TRIAL GARDENS. Ron Miner reported the feedback on the new seedling evaluation forms has been positive. These have been submitted to Lou for inclusion in the CHD. The TG Directors did a good job in of gathering their scores in a timely fashion. There were 116 individual cultivars and 304 total entries in the trial gardens this year. Seventy-one cultivars achieved a passing score. Forty percent of the entries failed to score. He reported that the Mahoning Valley DS announced that it will no longer be able to operate the Youngstown TG. Ron thanked the MVDS as well as the other societies for their efforts in maintaining the trial gardens.

WEB SITE. Ron Miner reported that the change in the password in July went reasonably well. He expects to change the member’s only password at least annually. He noted that the trial garden results are now available on the site. He thanked Bruce Cornett and his staff for their efficient handling of this project. He encourages all to take a look at the photos and medal winners. Also new to the site is a second decade of *Bulletins*, running from 1990 through 2009.

Jerry Landerholm announced the necessity to nominate a nominating committee before February, 2012. This committee consists of a chairman selected by the President, 2 members selected by the chairman and and 2 members selected by the Executive Board. Jerry will do this by internet.

Conference call adjourned at 5:18 PM EST.

Respectfully submitted,

Anna Moynahan  
Secretary