

AMERICAN DAHLIA SOCIETY ANNUAL MEETING
September 26, 2010

The annual meeting of the American Dahlia Society was called to order at 9:10 AM EDT by President Jerry Landerholm at the Chattanooga Choo Choo Hotel, Chattanooga, Tennessee. Other board members in attendance were Norm and Judy Hines, Allen Haas, Wayne and Eleanor Shantz, Lou Paradise, Arthur Haskins, Ron Miner, Alan Fisher, Eugene Boeke, Mac and Norma Boyer, Brenton Grant, Bob and Anna Moynahan. Also in attendance were several ADS members.

The President thanked the Southern States Dahlia Conference and the Tennessee Dahlia Society for their hospitality in hosting this National Show.

Jerry asked for a moment of silence for those recently deceased or ill members.

MINUTES. MOTION by Art Haskins, second by Lou Paradise to approve the minutes of the 2009 annual meeting as printed in the December, 2009 *Bulletin*. PASSED

TREASURER. Mac Boyer distributed reports to the assembly. He noted banks are now charging a fee for all foreign checks. He stated undesignated funds were \$43,454. MOTION by Alan Fisher, second by Ron Miner to accept the treasurer's report, subject to audit. PASSED

REGIONAL VICE PRESIDENTS

EASTERN STATES FEDERATION. Brenton Grant reported that the fertilizer study being carried out at Penn State and Longwood Gardens is an ongoing project. The clumps at Longwood have been harvested and the ones at Penn State will be soon and tissue samples will be analyzed by the USDA laboratory. He stated that the Gettysburg show had many artistic designs.

MIDWEST CONFERENCE. Rick Peters, by email, reported the spring plant sale brought in \$1500. A Judging Seminar was held at the Bonneville Trial Garden this summer. The annual Midwest Conference Show was hosted by the Dahlia Society of Ohio and new officers were elected at that meeting.

PACIFIC NORTHWEST CONFERENCE. Wayne Shantz reported that judging in the Canby and Spokane Trial Gardens is close to completion. Two judging school were held resulting in a number of new judges. He expects a new society to be formed in Gold Beach, Oregon. Wayne said that several growers bought products which contained herbicides of which they were unaware. Their dahlias were severely affected by the long term residual effects of these herbicides.

PACIFIC SOUTHWEST CONFERENCE. Lou Paradise reported that the 2011 Annual Show will be held at the Santa Clara Marriott, August 18 - 21. He also reported that they have four shows in the Bay Area and on Sunday before breakdown they have an informal judging seminar at each of the shows.

SOUTHERN STATES CONFERENCE. Gene Boeke reported the South has been busy with the

preparations for the National Show. The weather has been very hot and dry. He closed by telling us about Henry & Martha who were having marital difficulties and went for counseling. The counselor told them they must learn their partner's favorite things. For instance, "Henry, what is your wife's favorite flower?" Henry looked at Martha and said, "It's Pillsbury, isn't it?"

FEDERATION OF NORTHWEST DAHLIA GROWERS. Dick Parshall reported that Gold Medal was the Northwest's favorite flour. He stated that their show season was over and while the weather was challenging, the dahlias on the head tables were beautiful. The trial garden judging is completed. They have added a new club to the Federation in the North Central Dahlia Society in Wenatchee, Washington.

TRUSTEES. Harry Risetto, by email, reported, "the affairs of the ADS are in good order. The trustees approve of initiatives intended to enhance responsible dahlia-related advertising on the web site and in the *Bulletin*." Jerry noted that Harry regretted not being at this show. However, he has been named Board Chair of the American Horticulture Society and his presence was required in that capacity.

COMMITTEE REPORTS. BULLETIN. Norm Hines, attending his 28th annual show reported that the September *Bulletin* was mailed on the 6th. He thanked all those who send in articles and said there is always a need for interesting articles. Jerry thanked Norm for his 17 years as *Bulletin* editor.

CLASSIFICATION. Lou Paradise reported that to date, he has received only 10 show reports. He pleaded that show reporters get the reports in to him in a timely fashion. He also said that because of the transition to the 4-digit numbering system, a 1976 - 2011 Composite Book will be printed. Mac Boyer suggested a printing run of 1500. Lou received a price quote of approximately \$5085. In addition, the book is getting larger with each printing and Lou is looking for direction in how to keep the size manageable. Jerry thanked Lou for the job he does.

GARDEN DAHLIAS. Steve Nowotarski, by email, reported the results of the garden dahlia evaluation will be in the December *Bulletin*. The 3 public gardens participating in these trials were pleased with the results. If you know of a public garden interested in participating in this program, have them contact Steve.

IMAGE LIBRARY. Claudia Biggs, by email, reported that she is regaining her strength and will be working on the New Introductions Program for 2011. In addition, she is gathering images for a master file.

INSURANCE. Judy Hines reported there will no increase in the cost of insurance. The forms will only be available in the December & March *Bulletins*.

MEMBERSHIP. Alan Fisher noted that long time members Bob Keesling, Gilly Simmons and Richard Strong are very much missed at this gathering. He also thanked Rosemay Freeman and Allen Haas for their work with new societies. He also thanked Marian and Jerry Landerholm for their help with mailings. Alan reported a 2.8% overall in membership. Jerry thanked Alan as

well as other board members who give so generously of their time to the ADS.

NATIONAL EXHIBITION. Arthur Haskins, on behalf of the ADS thanked the Southern States for hosting such a great show, wonderful flowers, super food and fantastic southern hospitality. Next year, the show will be hosted by the Pacific Southwest Conference and in 2012, by the Portland Dahlia Society. He has had some interest from a group for 2013, however 2014 is open.

PUBLICITY/PUBLIC RELATIONS. Alan Fisher reported that Lois Ann Helgesen has been ill and is facing surgery, but she is quite pleased with the reception the banner stand has received.

SPECIAL AWARDS. Jerry announced that Bud Moore is unable to attend due to health issues. Jerry congratulated Don McAllister as the most recent recipient of the ADS Gold Medal which was announced during the awards ceremony. Also presented was the President's award to Brian Killingsworth.

NEW SOCIETY. By email, Rosemary Freeman reported that she sent New Society information to someone in Hillsborough, NC. There are three more welcoming letters to go out to new societies, all in Canada. She also wrote a comprehensive article on How to Put on a Show, which she sent to the new societies and which will also be published in the September *Bulletin*. Jerry expressed appreciation to Rosemary, Allen Haas, Bill McClaren, and Arthur Haskins for their work with the new societies.

TRIAL GARDENS. Ron Miner reported that the number of entries in the Trial Gardens was down this year. They are making some progress on the process of reconciling differing classifications. Since almost half of the scores fell below 85, they are looking at ways to ensure the most worthy entries are accepted into the Trial Gardens. He is also looking at possible modifications in the TG score sheets.

WEB SITE. Ron Miner reports that Servlet continues to do an excellent job in maintaining the web site. He noted that a calendar, listing shows and will list tuber and plant sales in the spring, is on the web site. He encourages societies to use this feature by having the ADS Rep. email Servlet with the information. The number of users of the site continues to grow. His next major objective is to put past *Bulletins* on line.

MARKETING. Steve Nowotarski, by email, reported progress in our attempt to upgrade advertising revenue. The "Market Place" program is moving along; this includes a link on the ADS web site. Two half pages in the Classification Book have been sold and the remaining page is under consideration. He is trying to enlist non dahlia vendors in our advertising ventures.

OLD BUSINESS.

MOTION by Alan Fisher, second by Lou Paradise, to endorse the actions of the Executive Committee. PASSED

MOTION by Lou Paradise, second by Alan Fisher to give honoraria to the secretary and treasurer. PASSED

NEW BUSINESS.

CLASSIFICATION . Lou Paradise reported the committee is looking at a new way to denote the reverse color of the ray floret. The definition of eye zone was changed from up to $\frac{1}{2}$ to no more than $\frac{1}{3}$.

Next conference call will be November 7 at 3 PM ET.

ELECTION OF AMERICAN DAHLIA SOCIETY OFFICERS. Mac Boyer reported the he received a record number of 69 ballots, electing the proposed slate of officers.

Meeting adjourned at 10:45 AM

Respectfully submitted,

Anna Moynahan