

The meeting was called to order at 1:05 pm PDT by President Brad Freeman.

### **Present**

Board members present were: Brad Freeman, Mark Oldenkamp, Tony Evangelista, Terry Schroeder, Charles Miehme, Jerry Landerholm, Harry Rissetto, Ron Miner, Dana Miller, John Morton, Lou Paradise, Linda DeRooy Holmes-Cook, Alan Fisher, Claudia Biggs, Bob Schroeder, Elva Sellens, Art Haskins, Rosemary Freeman, Debbie Pavich, Larry Smith, Nick Weber, Roger Walker, Marilyn Walton, Jerry Zierdt, Kristine Albrecht, Anna Kandra and Sharon Swaney. Several members from local and distant dahlia societies were in attendance.

### **Minutes**

**Mark Oldenkamp moved, and Bob Schroeder seconded to approve the minutes from the 2019 Annual Meeting, September 1, 2019 as written. The motion passed.**

### **OFFICERS REPORTS**

#### **President**

Brad Freeman welcomed all to the 2020 ADS Annual Meeting via Zoom Conferencing. He spoke about how the pandemic has affected us where few shows were held and those that were held were limited. We have been able to adapt and carry on despite the pandemic. The trial gardens are getting judged; there have been continued improvements to the website; the *Bulletin* is improving. There was a glitch in delivery of the March *Bulletin* due to the postal service. Both the June and September Bulletins have been received timely with more color. Local societies have adapted by embracing technology with virtual shows, limited in-person shows and zoom meetings. We have had to embrace technology and have done a good job with it. There seems to be a lot of interest in dahlias. As publication chair for the Puget Sound Dahlia Society, Brad has seen an increase in orders for the publications they sell. We are all looking forward to 2021; hopefully by the latter part of 2021 we can get back to more of our normal activities in the dahlia world. The Annual Meeting is not a business meeting for the executive board but a "state of the organization" address to give an update on things that are going on in the American Dahlia Society.

#### **Treasurer**

Charles Miehme reported the ADS is financially in a favorable position. The investment accounts have taken some losses as have most of us. The year over year income from membership, donations and store sales is down but not to a worrisome degree. The dividends from AT&T stock in the Ameriprise account are dedicated to paying the Boeke Award prizes. However, Eugene Boeke's bequest states that excess funds after award payments can be used to support web activities. Charles is going to take a portion of the dividends from this year to pay the costs for domain registration, web hosting and the scanning of the old Bulletins. Going forward, if no prizes are awarded, he will use the funds for these purposes. Charles reminded members if they use Amazon Smile for their Amazon purchases and designate ADS as their donor organization, a percentage

of their purchases goes to the American Dahlia Society. Brad commended Charles for being proactive about understanding the Boeke Award and how it can be used.

#### **TOTAL ADS FUNDS AS OF 08/31/2020**

Ameriprise Account (restricted)	\$ 59,620.00
Ameriprise Account (unrestricted)	\$ 19,867.16
Vanguard Account	\$ 73,686.21
Wells Fargo Bank Account	\$ 59,623.69
	<hr/>
	\$ 212,797.06

#### **RESTRICTED FUNDS**

(these funds are included in the Wells Fargo bank balance listed above)

Virus Fund - Sheetz-Chuey Foundation	\$ 2,318.02
Genome Project	\$ 37,077.06
2021 National Show	\$ 50.00
2022 National Show	\$ 2,775.00
2023 National Show	\$ 50.00
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Total Restricted	\$ 42,270.08

**Lou Paradis moved, and Rosemary Freeman seconded to approve the treasurer's report, subject to audit. Motion passed.**

#### **First Vice-President**

Mark Oldenkamp reports 2020 has been a challenging year for all; the impact on those interested in dahlias has been significant. As difficult as it was to resolve that the regular activities of the American Dahlia Society could not be normal, it was the correct decision. Having no annual show and personally knowing the work that goes into preparing to host a show, makes me very thankful to those that rally around that opportunity to showcase great dahlias.

I applaud the perseverance of our members and societies. I applaud the creativity on finding new ways for members and societies to share dahlias when meeting in person was not doable. I applaud the trial garden directors and supporting volunteers for providing the opportunity for new varieties to be evaluated. I applaud those that, through this strange time, have been drawn to dahlias as a newfound interest. Great credit is due our ADS leadership team for being able to navigate all of this in the best interest for the future.

2021 will bring us a new chance to start. Soon we will be digging, dividing, and thinking about what to grow next season. As they proclaim at the end of an Olympics, we look forward to gathering in the spirit of sportsmanship and friendship when we are able to gather in Ohio next September. It will be a celebration.

## **Second Vice-President**

After examining the different lists of the ADS Societies being used for reporting show results and blue and higher awards, it was decided to adopt membership chair, Elva Sellens' list as the standard; it is always the most current and comprehensive.

It was also recommended that ADS Representatives from each society be reminded to submit reports. Follow up for noncompliance is also recommended to optimize participation. It was decided by the board to standardize the title of Lou Paradise's report of blue and higher awards to "CHD Show Report" and to use "Bulletin Show Report" for reporting Honor Table/Head Table reports. These changes should alleviate confusion and standardize compliance to both reporting entities.

## **REGIONAL VICE PRESIDENTS**

### **MID ATLANTIC CONFERENCE – Dana Miller**

Dana Miller reports the Greater Philadelphia Society has not held any meetings or shows since the pandemic hit. They do plan to have a virtual show of their members' prize blooms, arrangements, Flower of the Year (AC Ben), photos, and garden views by photo submissions and a zoom meeting in early October.

The National Capital Dahlia Society has been conducting monthly virtual society meetings. They also produced a limited show in the Montgomery County Agricultural History Farm Park tractor shed in Derwood, Maryland, on Labor Day. A second show is planned at the same location on September 26. A dedicated group continues to maintain the Mid-Atlantic Trial Garden in Derwood. Judging of their new varieties also takes place at the garden.

Gettysburg Dahlia Society hosted a show at Adams County Farmer's Market, Gettysburg, on August 29.

### **Midwest Conference**

Randy Foith reports the members of the Midwest DC would like to extend their heart felt sorrow for the tragic conditions all the Western members are having to endure. They hope all are safe and the fires will be extinguished soon!

In their conference, they are dealing with the pandemic as well as possible. This means the cancellation of most activities related to dahlias. Many societies have established online, virtual shows and/or displays so the blooms can be enjoyed from gardens in that way. Some meetings and judging clinics continue via "ZOOM". Oh, where would we be without technology? Members continue to work their plants to perfection as always!

The Dahlia Society of Ohio is still hoping and working toward hosting the 2021 National/Midwest Show in Wooster, Ohio. The Elkhart DS is moving forward with plans for the 2022 Midwest Show in Elkhart, In. In closing, we are keeping the western societies and their members in our thoughts and prayers!

### **Pacific Northwest Dahlia Conference**

Mark Oldenkamp states we all know the impact of the 2020 challenges. The recent fires in Oregon hit close to home. Many Portland Dahlia Society members needed to evacuate their homes and at least two lost their home to fire. There likely were more PNDC members that evacuated under emergency alerts and possibly lost property. The dahlia family is surrounding those who are impacted with the love and support they

deserve. Hopefully, the tuber production from the members' gardens will be generous to provide for good replanting for next year and fundraising for the new season.

The Canby Trial garden has not been accessible this week due to excessive smoke that is unhealthy and all of Swan Island dahlia fields are temporarily closed. (There was no Dahlia festival this year). Maybe the colors for the final round of trial garden judging will be enhanced. We will need to complete the judging by the end of September.

Portland has been holding online zoom meetings with good attendance. For the September meeting, Portland is holding a virtual show with limited classes. Douglas County is planning to host a show with special consideration to Covid-related exhibitor safety. I believe the first effort for a combined show schedule will be used in 2021 since the normal shows this year did not happen. We are ready for 2021.

### **Pacific Southwest Dahlia Conference**

John Morton reports the Pacific Southwest is burning. They had a thunder/lightning storm, (a rare event in their area), that set off fires all up and down the state. The last few days the air quality has been the worst and they can't even track the sun across the sky because of the smoke.

None of the PSWD Conference societies are having traditional shows because of the Covid19 pandemic. The San Leandro Dahlia Society has a virtual show that the public is asked to judge. We used our tuber sale mailing list as well as local papers to attract the public to the site and remind them they might not see our regular show, but we are still out there growing dahlias.

Most societies are having Zoom meetings. Central Coast Dahlia society has a member with a huge yard, and they have had a couple meetings there, wearing masks and social distancing as well as Zoom meetings.

Until the smoke clears, we are staying home reading Dahlia Breeding for the Farmer-Florist and the Home Gardener by Kristine Albrecht.

## **COMMITTEE REPORTS**

### **Classification**

Lou Paradise reports he usually would be saying this is the busy time of year for us. However, this is a strange year, and no collection of data will be coming in. There will be not be a 2021 CHD published. They will be putting more information about the Les Connell Award in the CHD but that won't be happen until the 2022 CHD.

### **Editor**

Linda DeRooy Holmes-Cook reports since our last Annual Meeting in September of 2019, the ADS has published 4 issues of the quarterly Bulletin, a Bulletin Show Report for 2019 ADS Shows, the ADS Classification and Handbook of Dahlias 2020 and 2020 Judging Roster.

Thank you to Donna Lane of the New England Dahlia Society for editing the 2019 Bulletin Show Reports. She took on the enormous task of communicating with show reporters and/or ADS reps, completing the Bulletin Show Reports booklet in a timely manner. She created a database that will be extremely useful for obtaining, organizing, and editing future Bulletin Show Report books. Thanks also to Lou Paradise for all his work as the editor and compiler of the annual Classification Guide and Handbook of

Dahlias. Lou has been doing this job for many years and is a master of what is a multi-faceted information source. We are fortunate to have two such capable people willing to be responsible for producing these publications. One thing we have done recently is a clarification of the difference between the report that Lou generates (Blues, Higher than Blues), and the ADS Bulletin Show Report (Head Table or Court of Honor). We are hopeful that this will help future reporters understand how their information will be used and what format we need it in.

Throughout the year, ADS has had several regular contributors to the *Bulletin*. These include members of the ADS Executive Committee and Executive Board, informing and notifying members of specific information relative to their roles. Other individuals who regularly contribute articles of interest to each issue are Tony Evangelista (specific issues/ideas pertinent to dahlia growing), Harry Rissetto (Tuber Talk), Ron Miner, Lou Paradise, and Ramona Kuiper (The Other Side of the Garden). Other ADS members have contributed on an ad hoc basis, speaking to specific pertinent topics. We are grateful to all *Bulletin* contributors, as well as a variety of photographers who have provided photos for use on our covers and to illustrate different articles including members who have entered and won prizes in the annual ADS Photo Contest. Linda reports she has been happier with the delivery of the *Bulletin* for the last two issues. Donna has agreed to take on the position of Assistant Editor to make sure everything that is sent will get into the Bulletin. Linda has changed her email address to [adsbulletin@dahlia.org](mailto:adsbulletin@dahlia.org) so that the information for the *Bulletin* doesn't get lost in her personal email.

Thanks also go to Teresa Bergman, who has taken on the responsibility of ADS Advertising Chair for The Bulletin and the website. She has brought some new advertisers in and will continue to do so in the coming season. ADS Advertisers are listed in the Bulletin as well as on the Website.

### Improving our Product

Over the past couple of years, we have explored several options for making our Bulletin more timely, relevant, and more professional in appearance. We are more committed than ever to the idea that we need more color within the pages of the *Bulletin*. Our current printer has increased his capacity to add more color in his products and as a result has added more color photos, at a negligible cost, in the most recent 2019-2020 Bulletins. We expect more improvements to the *Bulletin* may be possible and this is an ongoing endeavor.

As your *Bulletin* Editor, I am grateful to everyone who supports this important communication tool and member benefit with contributions and suggestions. Thank you, all.

### Finance

Harry Rissetto reports the Operating Statement and Balance Sheets reflect the ADS finances are stable and in good order. Given the effects of COVID we are generally marching in place, but that is a good outcome. The Treasurer is managing our cash with prudence.

Some of the income from the Boeke restricted gifts is being used to enhance the ADS Website, consistent with his intentions.

A major one-time expenditure this year has been to add pre-1965 ADS Bulletins to the website, which will be fully searchable. Hard copies of those Bulletins have been transferred to the Boeke Archive at the Cherokee Garden Library in Atlanta.

There will be substantial but planned cash outlays for year-end member publications.

The ADS International Supporter project is being implemented with the December 2020 ADS Bulletin. The goal is to increase communication overseas.

Constant Contact newsletters are sent on a regular basis, about monthly. Harry reports there are ten to twelve new subscribers each month; these are casual growers primarily.

### **Garden Dahlia**

Alan Fisher reports the growing conditions have been difficult this season. Much of the east has had historic heat during the summer months. The west has had drought, fires, and smoke. The South had drought early and now floods. The Midwest has had flooding. Despite everything, Elva Sellens has kept ADS membership healthy, and loyal dahlia folks have found innovative ways to promote our flower. The ADS web site continues to amaze us. I am convinced that Sharon has gone through a photocopy machine and has a team of a dozen full-time Sharons working to keep it growing. Thanks also to Linda for a great *Bulletin*.

May we do our part to help get through the pandemic and move forward in 2021. We look forward to seeing everyone in Ohio in 2021 and the DC area in 2022.

### **Image Library**

Claudia Biggs reports she is working on the New Origination CD; she needs photos.

### **Insurance**

Cheryl Shores reports Since the last board meeting, she received three payments from societies. She received one request for a Certificate of Insurance since our last meeting. There are 29 societies insured and 21 not insured.

### **Judging Accreditation**

Bob Schroeder reports There has been limited judges training and show judging due to the Covid-19 pandemic.

Bob has formed a committee to update the *Guidelines to Judging Dahlias*. All information will be updated, and a new book printed. Committee members are: Bob Schroeder, John Morton, Brad Freeman, Art Haskins, Jo Jepsen., Marian Landerholm, Lou Paradise, Roger Walker, Marilyn Walton, Jerry Zierdt, Terry Schroeder. He is also working to put together a committee to work on developing a curriculum for Judging Instructors.

### **Membership**

Elva Sellens reports this has been an interesting year for dahlia membership. With the Covid-19 pandemic most dahlias societies have not been meeting or having shows. Despite this, the new memberships are only down slightly. Most of the new 2020 memberships came in between end of 2019 and March 2020. Combined individual and family memberships, there were 287 new memberships in 2019 and 269 so far in 2020 (18 membership difference). Since July 1st, most new memberships have come

from our website via PayPal. The breakout of the new memberships from society members and memberships at large are as follows:

Society members who joined ADS: 210 memberships - 168 individual and 42 family memberships (x2= 84) for a total of 252 members. Membership at large: 59 memberships - 54 individuals and 5 family memberships (x2= 10) for a total of 64 members. 2020: 269 individual/family memberships for a total of 316 new members.

Concern was expressed about membership for 2021 due to a new CHD not being printed. The show information has not changed, and new originations will be sent out in a supplemental sheet. The *Bulletin* will continue to be printed and there is improved information for members on the website.

### US Membership

We have 1,030 individual membership and 497 family memberships (x 2 = 994) for a total of 2,024 members. There are 56 Participating Societies and 2 Affiliated Societies.

### Canadian Membership

Canada has 13 new 2020 members. There are 144 memberships - 88 individual and 46 family memberships (x2 = 92) for a total of 180 members. There are 9 Participating Societies and 1 Affiliated Society.

### Other Foreign Membership

There are 17 other foreign memberships.

### National Exhibition

Art Haskins reports there is no new information about national exhibitions.

### New Society Coordinator

Rosemary Freeman reports it has been quiet; she has not received any inquiries on how to start a new society.

### Photography

Debbie Pavich reports the ADS Photo Contest is a great way for dahlia lovers to showcase their blooms this year. She has already received some entries. The majority tend to arrive a few weeks before the contest ends. Contest information is on the website and in the *Bulletin*. Several photos have been on the ADS Facebook and Instagram pages mentioning the contest.

### Publicity/Public Relation

Larry Smith reports there hasn't been much going on in the dahlia world to promote in this pandemic year. Portland Dahlia Society is having a virtual dahlia show with ten categories and a public class. Larry will set it to appropriate copyright-free music and placed on YouTube, then made available to the ADS website and community television channels locally. He will coordinate with our Social Media Chair to have it added to those sites as well. The Kitsap Sun is working on an article featuring Terry and Bob Schroeder, recipients of the ADS Gold Medal, honoring their lifetime achievements in dahliadom. Some excellent dahlia culture videos have been added to the ADS website. It is hoped more videos will be available in the future. If anyone has any ideas of how to promote the dahlia and ADS, or would like to consult with me, my email address is in the ADS *Bulletin*.

## **Research and Education**

Research and Education is focused on two areas – Virus and Genome.

### **VIRUS – Ron Miner**

Ron Miner reports the prescription for achieving largely virus-free dahlia gardens is increasingly clear. The three key ingredients are starting with clean stock, avoiding transfer of virus by disinfecting working tools, and saving only the best stock for growing the following year. Those steps are more easily said than done, particularly starting with known clean stock. Current committee efforts are focusing on those steps.

Professor Pappu and his team at Washington State University have been able to continue to make progress on their dahlia research efforts, although at a greatly reduced pace with the social distancing requirements in the lab. Significant progress has been made in their efforts to grow dahlias using Tissue Culture procedures. They now have plants that were started by tissue culture growing in soil. The lab group is also able to accommodate a reduced level of virus testing. However, the university has been shut down recently due to smoke but hopes to reopen soon.

In the June *Bulletin*, Nick Weber reported on a somewhat more traditional and remarkably effective way to create large numbers of cuttings of clean stock. The procedure, developed by Leon Carrier, uses Fall leaf cuttings to produce hundreds of plants from a single mature plant at the end of the season. His approach has the potential to be more widely utilized by ordinary gardeners.

The ambitious plans for virus testing over the current season had to be substantially curtailed because of the limitations in the WSU lab caused by the Corona Virus. Nevertheless, a small number of vendors and local dahlia societies are submitting samples for virus analysis. The vendor work targets improvements in practices to enable them to provide more clean stock. The club projects target the development of more clean stock for spring sales. Virus analyses by team members target a number of objectives including the tendency for the various viruses to persist in subsequent generations of plants, the tendency for clean stock to stay clean, and the relationships between the appearance of the foliage and the presence of virus.

Jim Chuey and the Scheetz-Chuey Foundation continue to provide the financial support essential for progress on the projects.

### **GENOME SEQUENCING – Kristine Albrecht**

Kristine Albrecht provided an update from Dr. Alex Harkess. Coronavirus has deeply affected all scientific operations across US universities. Dr. Harkess started his assistant professor position on March 1, 2020, and promptly the lab was shut down two weeks later due to COVID-19. The laboratory is still empty, and they are not allowed to run at any kind of normal capacity. Consequently, little genomic work is being done in our laboratory on major projects. Fortunately, all our frozen tissue for the Dahlia Genome Project is safely in Stanford's freezers in Dr. Walbot's lab, but she too is unable to access her laboratory. For the time being, we are stuck.

A bright spot is they are actively recruiting PhD students to Dr. Harkess's laboratory, one of whom is Zachary Meharg, whom Dr. Harkess met at the ADS meeting last year. He came to his talk, expressed interest in comparative plant genomics, and that he was interested in graduate school. He is currently writing an NSF GRFP grant (Graduate



Research Fellowship Program), which if successfully funded, could cover the cost of his PhD tuition and salary. At the same time, Dr. Harkess is working with Dr. Hanu Pappu to formulate a Dahlia comparative genomics National Science Foundation grant, with the major aims of genetically understanding why “older” cultivars like Little Beeswings show greater resistance to viral infection compared to more modern cultivars. Both funding avenues increase our chances of receiving federal grant money to continue working on the dahlia, as we will need to find money to employ graduate students (like Zach) to work on the project. This has become a “skip year” due to Covid-19. If anyone has some of the older varieties in their garden, they will be collecting tubers. They are looking for a good grower in the Tennessee/Alabama area. It will be easier for Alex to get tissue samples if they are growing closer to where he is. Send any information about growers in those areas to [santacruzdahlias@gmail.com](mailto:santacruzdahlias@gmail.com).

### **Seedling Bench Evaluation**

Roger Walker reports we expect very few clubs to hold shows and seedling bench competition in 2020. If clubs do hold shows and wish to sponsor a seedling bench section, complete instructions were mailed out earlier in the year to club officials. In addition, that information is also on page 28 and 29 of the September *Bulletin*. Forms and paperwork required is on the ADS website.

Any seedling bench activity will be reported in the December *Bulletin*. Roger reports he has received one SBE report.

### **Social Media**

Anna Kandra reports she established an Instagram account for ADS at the end of January, with the first post being made on February 1. There are currently 1,175 Instagram followers comprised of 88% women and 12% men. 33% of followers are between the ages of 35-44, 22% are 23-34 and 20% in the 45-54 age range.

Up to this point, posts to the ADS Facebook Page are duplicated from Instagram, so the content on both platforms has largely been the same so far this year. The Facebook page currently has 2,785 followers.

The private American Dahlia Society Facebook Group currently has 3,610 members, which is 72% female and 28% male. Over half are age 45+. This is an increase of 725 since the beginning of the calendar year, and largely member requests are from people who are **not** currently members of ADS. It would be worth considering ways to work with Membership over the next year to actively engage people from this group to officially join ADS.

Goals for this coming year continue to grow social media presence by highlighting news, information, and articles from the ADS website and to encourage membership in local societies and ADS. It would also be valuable to find a way to connect social media managers from member societies to help share information about current posts, topics of interest, and trends in social media management.

On Instagram, there is a lot of growth in the flower farming and local flower growers, who are growing to sell bouquets locally. Nine of ten requests for ADS Facebook are from non-ADS members. We need to find ways to engage/cultivate some of those people to join the ADS. Determine what ADS has that they will find of value. It might be good to post something about Dahlia U on our website. Welcome the casual growers. A lot of people joining our social media sites are ones who have a family/sentimental

reason for growing dahlias. To access these sites: for Facebook – search for American Dahlia Society; two search results come up, public Facebook page and private Facebook group, which is an informal discussion area. Our Instagram handle is American Dahlia Society so is easy to find. Anna's contact is [Anna.kanda@gmail.com](mailto:Anna.kanda@gmail.com)

### **Special Awards**

Jerry Landerholm reports this is an unusual year for ADS Special Awards. Normally responsive to the requests from other committees for creation of annual awards, the current pandemic situation has forced the discontinuation of several medal awards for 2020, which is unfortunate. The Lynn B. Dudley and Evie Gullikson Seedling Bench Evaluation Medals will not be presented this year as well as the Stanley Johnson Silver Medal Award will miss a year because both are dependent on the data collected from ADS-sanctioned shows. Currently, it is anticipated the Derrill W. Hart and Evie Gullikson Trial Garden Medal Awards will be awarded. It is anticipated that sufficient scoring will come from the trial gardens to make this a reality. The Trial Garden Committee will be making the final decision on the timing of these awards. Special Awards remains responsive to requests from the Executive Board and the President for any additional awards in 2020. We are looking forward to a future where all the important ADS awards may again be presented. This is our sincere hope.

### **Trial Garden**

Marilyn Walton reports the trial gardens have continued the same as every other year. All trial gardens have been growing and judging. Marilyn and Jerry will get reports starting October 1. The trial garden directors and judges have been wonderful. We should have enough results to do the trial garden medals this year.

### **Virus**

Ron Miner reports at the update yesterday he summarized the field research. It includes two things, 1) Start with clean stock and 2) disinfect tools, which will get you on a positive path. DSO had about 34 samples with zero virus, which is a direct consequence of working on it for about 4 years now. We are making good progress around field research. He encourages all clubs to take advantage of the opportunity to have dahlias tested. As to plants being virus-free, Dr. Pappu believes if there is virus there (of the five viruses that are examined), they will detect it. There is good progress being made in tissue culture to get the system in place to make that practical.

### **Genome Project**

Kristine Albrecht reported the RNA research on the leaf samples has been completed. It found there is not any significant difference between the species and modern-day dahlias. Dr. Harkess is ready to work on the DNA sequencing of species and modern-day dahlias. We will sequence one species dahlia in the next 6 month and then the next three which will include two modern-day dahlias, possibly Edna C and Little Beeswings. The sequencing will enable us to get scientists willing to study the dahlia. Dr. Harkess has access to the number one sequencing lab in the United States. Without doing the sequencing, researchers would not be interested in studying the dahlia, so we are opening opportunities for scientific research to happen. At some point, we will likely need some dedicated funding for a PhD or post doc to lead this research.

## **Website**

Sharon Swaney provides the following information on the ADS website

### **Site statistics:**

- 268 pages, hundreds of documents, thousands of pictures
- 260,000 unique page reviews in the last 12 months
- About 2000 repeat users and 100,000 visitors in the last 12 months
- Over half of the visitors access the site from mobile devices, 40% from desktops, 8% tablets

### **Most visited pages:**

- Dahlias in containers
- Fundamentals of growing
- Digging, dividing, and storing tubers
- Online Classification Guide

### **Key features of the website:**

- ADS Store
- Dahlia University
- Online Classification Guide (OCG). Many thanks to Don Filand for managing all the pictures for this capability.
- *Bulletins* archived back to 1930 for members to read and now available for keyword searching

### **General comments:**

The site provides a unique challenge in that it has two distinct audiences, the casual grower and the ADS member who may be a more experienced grower and is interested in the workings of ADS such as judging, awards to blooms and people, research, etc.

Most of the information for the 250+ pages come from the Board members, most of whom are supportive of the website.

Local society information (such as tuber sales, show schedules, show reports) comes from the societies' ADS Representatives. We get only 30-60% participation when information is requested. We would also like to have news items from local societies.

### **This past year's highlights**

- Added *Bulletins* for 1930-1964
- Made all bulletins key word searchable
- Added "classes" to Dahlia university and added videos
- Moved the store to a new, business PayPal account
- Continued to add pictures to the OCG

## **Plans for the coming year**

This year will be the year of privacy. A few years ago, the European Union mandated many privacy requirements for websites servicing the EU. Since our main audience is North America, we were not affected by many of the requirements but used the EU requirements as an impetus to think about privacy and to write a privacy policy. Now other countries and even states (most notably California) have issued requirements that will require changes to make our organization/website privacy policies compliant. These changes will include new store procedures (within the website) and the way we gather usage statistics such as those above.

The members' area of the site continues to grow with information and the single page to organize and link to the information is becoming inadequate, so look for enhancements in this area.

We would like to enhance the search capability in the public part of the site to search pdf files on the site. We have the required software (purchased for the *Bulletin* search capability), but this will require isolating the members only information so as not to expose it to public searches.

We will continue to covet pictures, both for the OCG and the site in general.

And, as always, we will work diligently to keep all the data updated and the site clean and organized.

## **How you can help**

If you are a photographer, send pictures! Send dahlia portraits to Don Filand for the OCG (instructions available from the members' page) and send general garden, local society events pictures, etc. to [dahlia-info@dahlia.org](mailto:dahlia-info@dahlia.org). And don't forget to enter the photography contest with your best pictures!

## **Executive Board**

**Sharon Swaney moved, and Harry Rissetto seconded to endorse the actions of the executive board. The motion passed.**

## **Honorarium**

The Executive Board recommends increasing the honoraria to \$250. The honorarium for the Secretary will come from the general fund and for the treasurer from the Boeke funds, as there is a provision to provide an honorarium of \$250 to the treasurer from the Boeke funds. **Linda DeRooy Holmes-Cook moved, and Marilyn Walton seconded to approve the honorarium for the secretary and treasurer in the amount of \$250.00. The motion passed.**

## **Trustees**

The society is being operated in a good order and there is no recommendation.

## **Elections**

This year is an election year for ADS Officers. Ballots were sent out with the June Bulletin. Charles reports that the minimum number of ballots per the bylaws, were received and he has verified with Elva Sellens that they are members of the ADS. Per those ballots, the slate of officers was approved as presented. Officers remain the same as they have been.

## President's Award

One of the things we typically do at the banquet at the National Show is the special awards. One award is the President's Award. Brad planned to honor Dick and Danielle Parshall the President's Award. He wanted to continue to present this award, despite Danielle passing in July this year. The Parshalls have been instrumental in dahlias since the early 90s.

- Clearview Dahlias –
- Judge's Evaluation Committee for Federation of NW Dahlia Growers
- Contributed to the Federation Judging Training Program as instructors and co-chairs of the judges training committee. They instituted an annual meeting of dahlia judges to coordinate the curriculum used by the instructors and discuss current issues that should be highlighted
- Dick – President of the Federation, taking over from Les Connell. He always had a cool and calm demeanor even during some contentious issues. He was President for 8 years and led us through the 2014 National Show held in Tacoma.
- They were members of the Snohomish County Dahlia Society. Danielle was Secretary and Treasurer for many years and Dick as President for several years.
- Dick and Danielle were members of the Classification Committee.
- Dick presented the "Dahlia Continuum" for form and development of the scoring "cheat sheet" for scoring dahlias.

Dick is continuing to grow and contribute.

## Questions

- ❖ Is there room for society reports in the December *Bulletin*? Linda replied that would be possible and asked Mark to let Reps know they should send information
- ❖ Will there be a New Introduction CD? Claudia replied she will be working on the new introduction and getting pictures.

Brad thanked everyone for attending today. Hopefully, we will be in Ohio in person next year.

**The meeting was adjourned at 1:52 pm, PDT.**

Respectively Submitted,

Terry Schroeder

ADS General Secretary