

# The American Dahlia Society

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July 25, 2022

Re: Membership Option and Dues Changes

To: All ADS Members:

In anticipation of an affirmative vote at the Annual Meeting in September the leadership team of the ADS is announcing several changes to our membership options and dues.

The leadership team undertook a thorough review of the ADS membership options and dues this spring. ADS membership dues have not increased since 2011; dues for renewing members will be increasing on May 1, 2023. This corresponds to the change in the membership year described later in this letter.

Another significant change is a membership option with digital publications will be offered to the Canadian members starting in 2023. In addition, the membership options that had low participation and higher costs due to postage have been dropped. Dues information is found on the ADS website at <https://www.dahlia.org/about/membership-join/> or you can contact the Membership Chair at [membership@dahlia.org](mailto:membership@dahlia.org).

The membership year will be changing to May 1st to April 30th (of the following year). Currently, the membership year is the calendar year. Elva Sellens, Membership Chair, reported that most membership dues are received after January 1st each year. The result of this was the added expense of mailing publications to renewing members after the fact. In addition, some local dahlia societies are inactive in the winter months creating further delays in collecting membership dues.

To make the transition to a new membership year current members will have their membership extended from December 31, 2022 to April 30, 2023. Current members will receive both the 2023 January *Bulletin* and a copy of the 2023 *Classification and Handbook of Dahlias*.

The local dahlia societies can continue to collect ADS memberships and dues as they have previously done. We ask all members and the local dahlia societies to have their membership information to the Membership Chair by April 30<sup>th</sup> each year. **April 30<sup>th</sup> is the firm deadline for memberships for the next membership year, if you do not want to miss the print edition of the June *Bulletin*.**

Another change underway is the ADS will be offering **new** members a special membership option for those joining between May 1st and December 1st each year. A **new** member is someone who has never belonged to the ADS. A **new** member is not someone renewing their membership after a hiatus, which will be verified by the Membership Chair.

New members join the ADS throughout the year, and we want to make sure they receive the full value of their initial membership. The extended membership gives the new members up to two years' worth of membership benefits, depending on when they join the ADS. New members will receive a combination of print and digital *Bulletins* and two editions of the *Classification and Handbook of Dahlias* (current year and following year).

For example, if a new member joined on September 9, 2022, they would receive the January 2023 *Bulletin* (print) and 2023 *Classification and Handbook of Dahlias* in addition to all the membership benefits for the 2023 - 2024 membership year.

However, for new members joining between December 2nd and April 30<sup>th</sup> they will be members for the following membership year only and will pay the regular membership dues. The new members will receive a copy of the *Classification and Handbook of Dahlias* for the current year and will have access to the digital *Bulletins* in the members only section of the ADS website.

For example, if a new member joins on February 4, 2023, they will be an ADS member for the 2023 - 2024 membership year. The first *Bulletin* they would receive would be in June. However, they will receive a copy of the 2023 *Classification and Handbook of Dahlias* along with access to the digital *Bulletins* in the members only section of the ADS website.

The goal with these changes was to make it clearer what a new member receives when they join the ADS. The special membership option for new members can be used by the local dahlia societies to promote ADS memberships to new members at their summer-fall dahlia shows.

This is an exciting time for the ADS with several changes underway such as the modernized *Bulletin*. The leadership team at the ADS hopes that you will continue to support and grow with us.

American Dahlia Society

*Brad Freeman*  
President