

American Dahlia Society  
Annual Meeting  
August 27, 2023

The meeting was called to order at 10:12 am EDT by First Vice-President Mark Oldenkamp. Mark explained that Brad was not feeling well so he and Rosemary were returning home.

Mark had a moment of remembrance for all ADS members who passed away this year.

### **Present**

Board members present were Mark Oldenkamp, Tony Evangelista, Terry Schroeder, Charles Miehm, Jerry Landerholm, Harry Risetto, Ron Miner, Alli Richards, Dan Baulig, Karen Sanchez, Linda DeRooy Holmes-Cook, Alan Fisher, Mel Epstein, Bob Schroeder, Elva Sellens, Debbie Pavich, and Larry Smith. Several members from local and distant dahlia societies were in attendance.

### **Minutes**

**Alli Richards moved, and Mel Epstein seconded to approve the minutes from the 2022 Annual Meeting, September 25, 2022, as written. The motion passed.**

### **OFFICERS REPORTS**

#### **President**

Brad Freeman reported the ADS and the local dahlia societies have successfully navigated the transition to the new membership year. The change in the membership year along with the adjustments in the membership options and dues has created greater financial stability for the ADS.

The new judging modules are available on the ADS website; a dedicated team worked hard over three years to produce an outstanding set of judging modules. The modules are in the members only section of the ADS website and were initially intended to help the local dahlia societies without access to a formal judging program. However, they can be a learning tool for a novice judge or a refresher for more experienced judges in any local dahlia society.

Much work has been done over the past several years, yet we cannot rest on our laurels. The Board has begun work on a strategic plan to guide the activities of the ADS over the next several years. A similar plan was created in 2006 and many of the action items were completed over the ensuing years.

At the Board spring meeting in Brighton, Colorado most of one day was spent in brainstorming sessions generating ideas to be distilled into a list of action items. The brainstorming sessions focused on three topics – technology, research/education, and branding/logo. A lot of ideas were generated and the process of distilling them into action items has begun.

It is very likely that additional resources will be needed, both financial and volunteer time, to complete some of the action items. Currently, I do not see the ADS launching a fund-raising campaign until we have a clear set of goals for raising additional funds. However, the Board would like to know what talents, skills, or knowledge the ADS members have that could be used for current or future projects or activities. If you have

a particular skill or talent you can contribute to the ADS, please contact the chair of the committee that may be able to use your skills or talents. For example, if you have web site design experience, please contact the chairs of the Website and Technology committees. The list of committee chairs is in the latest edition of the Bulletin.

The Central States Dahlia Society will be hosting the 2025 National Dahlia Show. However, there will be no National Dahlia Shows after 2025 if a local or regional dahlia organization does not step up to host it. The National Show Guidelines, available on the ADS website, provide valuable information on what is needed to host a National Dahlia Show. Please go back to your local dahlia society to see if you can generate some interest in hosting a future National Dahlia Show.

Also, the ADS desperately needs to find a chair for the National Show committee, so far all I have heard is silence after asking for several years. I think there is agreement that the National Dahlia Shows are important to the ADS. Please, the ADS needs someone to step up to be the chair of the National Show committee.

The leadership of the ADS is constantly changing as committee chairs retire and new ones are found. Next year there will be a significant shift in the leadership of the ADS as a new set of officers are elected. A nominating committee will be tasked to find a slate of officers that will lead the ADS for several years. It will be important to not only find people with the right skills and knowledge but more importantly they need to be good communicators, able to build consensus, and have a warm and engaging personality.

Please feel free to contact me at [president@dahlia.org](mailto:president@dahlia.org) if you have comments, questions, or concerns about the ADS.

### **Treasurer**

Charles Miehme reported there are financial reports in the room. There is a report for this year to date and a year-to-year comparison. We are in better shape this year than last year at this time. Last year we had several large purchases which depleted our funds significantly. With the increase in dues and other donations, our situation has improved. Funds from the genome project have been segregated into a savings account and currently have \$92,863.89. We have paid the stipend for Zach Meharg for this year and a \$10,000 stipend to Hudson-Alpha Institute for the genome activities. For WSU, we received a large donation which was used for a new piece of equipment for virus research. If anyone has any questions, please contact Charles.

### **Balance Sheet - 08/15/2023**

#### **Unrestricted Funds**

Ameriprise Investment Account (unrestricted)	\$ 5,979.02
Vanguard Investment Account (unrestricted)	\$ 45,229.87
Wells Fargo Bank – checking - operating (unrestricted)	<u>\$ 44,337.41</u>
<b>Total Unrestricted Funds</b>	<b><u>\$ 95,546.30</u></b>

### **Restricted Funds**

Ameriprise Investment Account – Boeke Bequest	\$ 34,56.54
Wells Fargo Bank – checking account – Virus Fund	\$ 4,293.84
Wells Fargo Bank – checking account – 2025 National Show	\$ 25.00
Wells Fargo Bank – savings account – Genome Project	<u>\$ 92,863.89</u>
<b>Total Restricted Funds</b>	<u>\$ 131,863.89</u>

### **Total ADS Funds**

\$ 227,235.57

**Ron Miner moved, and Alan Fisher seconded to approve the treasurer's report, subject to review. Motion passed.**

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

Mark Oldenkamp reports his world has evolved around the national show for the past few months. The local leadership team has done a fabulous job in preparing to host a large group of enthusiasts. By the time we meet on Sunday morning, we will be celebrating with some exhibitors who are Best of Show winners

2023 has been our first year of seeing how the big changes that we made in 2022 play out. I am very encouraged by the positive feedback and equally encouraged to see that we are able to flex and change when needed. I was particularly encouraged by the ability to just recently agree so quickly on a revised *Bulletin* schedule. The dialogue and exchange were good and healthy.

The planning event in Denver surfaced many ideas that the board will continue to sort through as we try to continue our forward progress. It is hoped we can stimulate some interest in newcomers to accept roles for the vacant leadership positions.

#### **Second Vice-President**

Tony Evangelista reports our Society has garnered a great deal of momentum recently with all the accomplishments on many fronts. Our challenge going forward will be to maintain the momentum and continue our forward progress. There were breakout sessions at the spring planning meeting with a multitude of great ideas. Our goal now must be to get further consensus and follow through to maintain momentum. We are so strong when we work together. I am certainly looking forward to being a part. Enjoy your dahlias!

#### **THIRD VICE-PRESIDENT**

Ken Jensen reports another year of wonders of the Dahlia organization. Sometimes progress seems slow, but advances are gradually achieved for the next generation to enjoy.

Personally, it was an enjoyable year with the usual complaint that the great North or Canadian societies can't participate in some programs. We still benefit from the conclusions and research done by our fellow Southern societies.

Belonging to other societies such as the North American Gladiolus Council and the Alberta Horticultural Association has generated interest and much discussion on judging and how to

improve the program. Using modern computer technology for this purpose has been a great asset.

Let's enjoy the Dahlia.

## **REGIONAL VICE PRESIDENTS**

### **North Atlantic Conference**

Robert Fackovec reports it has been almost a year since he became Regional Vice President of the North Atlantic Conference. He has introduced himself to member societies and spoken to them by email and phone. He has shared and exchanged information between them. If they need help with anything he will try to get them what is needed. We are a good mixture of a few new societies, a few small societies, and a few established ones. A common issue we share is an aging club and trying to engage new, younger people. We do not have the big societies of some of the other regions of the country, but we try to stay as well informed and engaged and think we are doing that. The North Atlantic Conference has an excellent mix of talent, interest, and enthusiasm and he is working hard to grow our member societies and communicate with them to make us even better.

### **Pacific Northwest Dahlia Conference**

Mark Oldenkamp reports show season is upon us and we will have our annual meeting in September. Most societies have gotten back on track after the impact of Covid.

PNDC has onboarded a new volunteer for the newsletter position; thank you Mary Nelson. It should be a bit easier for the leadership team to focus on the Conference needs after the National show is behind us. The Canby Trial Garden was planted in late May. It is time to get them judged.

Thanks to the conference for financially supporting the hospitality suite that is open to all during the National show.

### **Pacific Southwest Dahlia Conference**

John Morton reports this is the time of the year where all of our efforts pay off; show time! Two weeks before our first show we held a conference-wide judging seminar led by Lou Paradise. Over 40 people attended and after the seminar we were invited to some local gardens. Some of our societies are having garden tours so members can see what is happening in other dahlia gardens and a great potluck at the last garden. We certainly learned a lot about our fellow dahlia society members and shared a lot of tricks of the trade on how to grow in different soils, hills, and climates. For those that are not aware, the temperature between Golden Gate Park where the Dahlia Society of California have their show garden, and my garden across the bay in San Leandro could be more than 30 degrees. It seems that our societies are finally starting to pick up younger members and there seems to be more energy as well. Possibly Covid keeping people at home has made people see how much fun their gardens can be. We are really looking forward to the National Show in Portland

The San Diego Dahlia Society had a very successful show this year. They have been a small society with many older members but have added some new, younger members to help out. The judging modules and other programs online will be useful to them as they are farther away from most societies in the conference.

## **Federation of Northwest Dahlia Growers**

Alli Richards reports the Federation of Northwest Dahlia Growers is in the midst of the show season. It has already been a successful show season for many of our newer members with many novices making it to our head tables! It's so wonderful to see their excitement when a newer exhibitor realizes their bloom has won the best of section award. Or even better, one of the best single or triple awards in the entire show. It is exciting to see what the rest of the show season holds! The Kitsap County Dahlia Society had their centennial show. They had a great time and even had an area where the public could create a teacup arrangement like the ones on display. What a great idea and it just shows how dahlias connect people.

Prior to the start of our show season, which started on August 5<sup>th</sup>, we had our judging seminars and summer workshop. The judging classes were held in the north and south of our territory and were well attended. It was nice to see the newer members attend and get started on their judging journey. When I was a new member attending the beginning judging class, I found it helpful to understand what an exhibition bloom is versus a non-competitive bloom.

We are still making great progress on the Dahlia Legacy Project. We've surpassed our goal of 12 profiles completed for 2023. We already have 13 and more being worked on.

Overall, the FNWDG is having a great year. We have the most members ever! Our member clubs are doing a great job promoting the benefits of becoming a Federation member and everyone is loving and benefiting from the larger dahlia community outside their home clubs.

We look forward to what 2024 brings and wish you all the best blooms and many awards.

A video about Wenatchee was shown to encourage people to attend the 2024 National Show in Wenatchee, Washington.

## **COMMITTEE REPORTS**

### **ADS Store**

Dan Baulig reports the store is continuing to get many orders in the last couple of months. Since the first of the year shipments from the store: Color Guides - **38**, 2022 CHD - **7**, 2023 CHD - **821**, 2022 CHD Large 3-hole - **2**, 2023 Large CHD 3-hole - **28**, 76-2022 Composite - **66**, 76-2022 3-hole Composite - **31**, Guide to Judging Dahlias - **64**, October 2022 Bulletin - **35**, January 2023 Bulletin - **42**, June 2023 Bulletin - **14**, 2nd 50 Years - **5**, Show Tag Rings - **4**

**Total Shipments: 1,150**

The ADS board recently approved allowing societies to receive copies of leftover *Bulletins*. Guidelines have been developed and Dan will be setting up the process following those guidelines. The information will be sent to ADS Reps and Presidents. The idea is to have them used to encourage new members to join the ADS.

### **Classification**

Karen Sanchez reports the classification committee is reviewing the list of blooms submitted for reclassification during the show season. There are 13 varieties being reviewed for reclassification.

Show reporter excel files have been sent out to show reporters. Reporters need to complete their work and return the spreadsheets by Oct 10, 2023. The show reporter files included the current listing of varieties winning blues and higher awards in the 2023 ADS CHD, a form for listing those varieties not in the 2023 CHD and a form for submitting reclassifications. Thank you to the multitude of show reporters that complete this valuable work.

Our window of evaluating the micro dahlias continues. Hybridizers are increasing the number of varieties available in these classes.

Our committee has some new members to the team. Thank you to Iris Wallace (CA), Ed Miller (NY) and Elva Sellens (OR) for stepping up to assist with filling the vacancies created by retiring members.

There were no motions or actions taken in the classification committee meeting.

### **Cut Flower**

Jess Becker reports the cut flower committee has been working together with the PDS to prep for the Cut Flower Display at the National Show. A big thanks to the PDS team for helping with this (it wouldn't have happened without them).

They are also going to offer a hybridization panel later this year (platform yet to be decided - Zoom or YouTube) that includes members from the committee. This talk will be geared to educate those looking to hybridize as well as touch on what characteristics make up good cut flowers.

### **Editor**

Linda DeRooy Holmes-Cook reports she has found it to be extremely difficult to get out the October *Bulletin*, with a deadline of August 1. It is right in the middle of a busy dahlia season for growers and exhibitors. The board voted and unanimously decided to adjust the dates for the *Bulletin*. The final *Bulletin* this year will be out in December. The full schedule for production of the *Bulletin* will be April, August, and December. The *Classification and Handbook of Dahlias* will continue to be published in February. The deadlines for sending in reports and articles are two months prior to the publication date. A schedule will be sent to all ADS Reps and Presidents soon.

### **Finance**

Harry Risetto reports that notwithstanding the changes in dues and to the *Bulletin's* format and circulation, revenues seem to be holding steady. An evaluation of the impact of the new approach will not be known until 2025.

The new look to the *Bulletin* is attractive and should bring in and hold members.

The PayPal portal is growing as a vehicle for revenue. Its efficiency will serve the ADS well. The Virus and Genome projects have had successful fundraising. The Insurance opportunity is a valuable benefit for local societies.

We recommend that the ADS make a special effort with local societies to encourage members of to join the ADS.

We recommend the ADS board focus on fund raising and perhaps develop a new fund-raising campaign to provide resources for new projects.

The accounts of the American Dahlia Society are sound and in good order.

## Garden Dahlia

Alan Fisher reports he is looking for someone to be co-chair for the Garden dahlia committee. He does not grow container dahlias or micro/mignon dahlias. If someone has experience/expertise in the container and micro/mignon dahlias, contact Alan or Brad to participate with Alan on the garden dahlia committee.

## Image Library

Heather Ramsay reports the Image Library is collecting photos of next year's introductions and is happy to accept any from the trial gardens even though the cultivars names have not yet been released.

## Insurance

Mel Epstein reports 2023 has been a year of partial online automation of the ADS General liability insurance policy. Societies were given the option to subscribe and pay for their insurance using an online form and credit card/PayPal on the ADS website. There was a single announcement by email in January 2023 with instructions for how to find the insurance module on the website. The result was almost 100% of eligible societies subscribed for insurance and the process was completed much earlier than usual. This was presumably because of the more convenient options available. Since the ADS insurance policy runs from mid-March 2023-2024 the earlier subscription applications gave societies added protection by increasing the amount of time, they had coverage.

Mel states the final tally for general liability insurance for local societies is 100% of the US societies.

## Judging Accreditation

Bob Schroeder reports that the curriculum committee completed and released in early January 2023 the Judges Training Modules. The modules were developed to assist in the training of candidates and a refresher course for accredited and senior judges. The training modules Information were taken from the new *Guide to Judging Dahlias* and the *ADS Classification and Handbook of Dahlias*.

In early January 2023, a committee was formed to upgrade the ADS tests for candidate, accredited and senior judges. The tests are being designed to conform with information provided in the current *ADS Classification Handbook of Dahlias*, *Guide to Judging Dahlias* and the ADS Training Modules. The test was designed to utilize the internet by having the test located and taken on the ADS website. Once the test is completed, it is automatically graded with the results immediately emailed back to the individual. To get credit for the test the individual is asked to forward the email results to their judging chair. For those individuals without access to the internet, a hard copy can be mailed to the judging chair. Once again, it is the decision of the society/conference judging chair (instructors) to decide if they will accept the test as fulfilling the requirement for testing. The test for candidate judges has been completed and is available on **the ADS web site - member section – Judging/Show section**. Thanks to Sharon Swaney and Jessica Becker for their assistance with this project. The test for accredited and senior judges is still being developed and will be released at a later date. Thanks to the following individuals for their time and knowledge assisting with this project.

Heidi Zierdt  
Jim Teeple  
Kathy Burke  
Rich Gibson  
Debbie Hatt  
Betty Girard  
Terry Schroeder

Minnesota Dahlia Society  
Mid Island Dahlia Society  
Mid Island Dahlia Society  
National Capital Dahlia Society  
Alberta Dahlia & Glad. Society  
Vancouver Dahlia Society  
Washington State Dahlia Society

## **Membership**

Elva Sellens reports we have been getting a steady stream of new members now that the dahlias are starting to bloom. For the 2023 membership year, there have been 532 new individuals and 94 household membership ( $x2 = 182$ ) for a total of 720 new members. Dan Baulig has been busy sending out 2023 Classification books to the new members. We are trying to work on the ability to give new members who join online the closest society to where they live and encourage them to join. At present, they are encouraged to look at the societies on the ADS website to find one in their area.

## **U.S. Membership**

We finally got enough members from San Diego Dahlia Society to be a Participating Society. There are 57 Participating Societies and 5 Affiliated Societies. We have 1,661 individuals of which 532 are new members and 492 Household memberships ( $x2 = 984$ ) of which 94 are new members for a total of 2,645 U.S. members.

## **Canadian Membership**

We have 9 Participating Societies. There are 147 Canadian membership- 107 Individuals of which 26 are new members and 40 Household membership ( $x2 = 80$ ) of which 4 are new members for a total of 187 Canadian members.

## **Other Foreign**

There are 11 other foreign memberships.

## **New Society Coordinator**

Rosemary Freeman reports in this past year, the ADS welcomed one new dahlia society. The Knoxville Dahlia Society in Tennessee. Unfortunately, one of our newer societies The Burlington Dahlia Society In North Carolina has closed.

The ADS is searching for my replacement. We've interviewed one candidate and want to talk with another interested candidate shortly. We have been working on updating the *Forming a Local Dahlia Society* handbook. When finished, it will be available on the ADS website for anyone interested in starting a new ADS society. After reading the document, an interested individual would then contact the New Society Coordinator with any questions they may have. The New Society Coordinator's main function is to answer questions and encourage those interested in starting a new dahlia society.

It's been a privilege to help groups become viable ADS Dahlia Societies. The flowers draw us in, but the people keep us involved.



## **Photography**

Debbie Pavich reports Sharon has posted the contest information to the ADS website. I have sent an article for the October bulletin with contest information.

## **Publicity/Public Relation**

Larry Smith reports during this last quarter, he has put most of his efforts into promoting the 2023 ADS National Show, to be held in Portland. Posters and promotional materials have been printed and distributed in garden centers, at local county fairs, and in area businesses. Materials have been sent to the headquarters of Oregon and Washington area Master Gardeners, which are sending email blasts to all of their members and putting the information on their social media sites. Larry has coordinated with local print media to include articles promoting the show. He set up a "Media Day" in his garden two days before the show, where local TV reporters will be interviewing the Australian Dahlia Society president and other guests.

Board members have been forwarded the links to some short "Urban Dahlia Farmer" videos about basic dahlia care that Larry has created and added to YouTube. They have been made available to be posted on the ADS website. Going forward, if you have ideas on subject matter to be covered for future videos, send them to Larry.

Larry has two members on the publicity committee, Deborah Dietz on the west coast and Misty Florez on the east coast. If you have any thoughts on things about dahlias that will grab and catch the interest of media, please let Larry, Deborah or Misty know.

He also has created a short promo video for National which has been widely distributed and he encourages ADS board members on the west coast to widely share the link. It is going to be an amazing show, let's get the word out to potential visitors. Here is the link:

<https://youtu.be/kOUcp38AkI8>

## **Research and Education**

### **Virus**

Ron Miner reports samples are being gathered for evaluation by 19 clubs and 24 vendors across the country. WSU is in the process of testing the samples gathered.

Professor Pappu and Dr. Gnanasekaran recently determined the complete genomic sequences for DMV and DCMV isolates from different states around the US. Sequence analysis will provide a better understanding of the genetic diversity, dynamics of the population structure, and the evolutionary pattern of these viruses. Findings will be presented at the 2023 National Show in Portland.

### **Genome Sequencing**

Kristine Albrecht reports Zach Meharg, a PhD student in Alex Harkess' lab at HudsonAlpha, has generated all the raw data needed for the genome project and, for the first time in history, has a "draft" genome assembly for any *Dahlia* species. This draft genome is nearly complete, and much like a puzzle, much of it has been put together. He is currently working through the challenges presented by the duplicate puzzle pieces. Zach recently presented a poster of the genome project at the American Society of Plant Biology conference in Savannah, Georgia, and will also be presenting at the National Show in Portland. Please try to attend and support the important work Zach is doing.

Once the genome is assembled as best as humanly possible, Zach will start identifying individual genes, which presents another challenge. There are likely around 100,000 genes in the genome, each of which can have a different function. These genes hold the secrets to identifying how major traits like color, shape, size, and disease resistance are determined.

All the funds necessary to see this project through 2025 have been raised. Thank you to all who donated

### **Seedling Bench Evaluation**

Roger Walker reports for the second year, requests for ADS bench evaluation materials were processed online. Information was emailed to all local club presidents as well as club ADS representatives; all but a handful of clubs were able to complete the simple online form.

Bench evaluation materials ordered have been mailed to all clubs that responded. Club representatives are reminded that bench evaluation scorecards and reports are to be returned promptly after their shows.

Reminder to all show reporters to get your SBE results back within 5 days of your show.

### **Social Media**

Anna Kandra reports the following stats for social media:

Current stats:

Facebook followers: 5,524

Facebook group members: 8,354

Instagram followers: 10,550

### **Special Awards**

Jerry reports special awards thanks everyone in the American Dahlia Society for their continual support of the various awards programs. There are many different awards presented annually. Regardless of the type of award, they all focus on giving recognition to the volunteers and dahlia people that sustain one of the premier specialist plant societies in North America. The following awards were presented at the 2023 National Show in Portland, OR.

#### **Shirley Bankston**

**The 2023 ADS President's Award** was presented to Shirley Bankston, Treasurer of the Portland Dahlia Society by Brad Freeman. This award, given annually by the ADS President, recognizes a person identified as someone who has made significant contributions to their local society and often beyond. The ADS recognizes that strong local societies make for a strong ADS and people like Shirley are a precious commodity. Congratulations to Shirley Bankston on receiving the **ADS President's Award** in 2023.

Special Awards was privileged to present two **ADS Gold Medals** at the 2023 National Show in Portland, Oregon. The **ADS Gold Medal** is the highest medal award given by the Society.

#### **Rosemary Freeman**

Rosemary Freeman, who has long and faithfully served the American Dahlia Society, was presented an **ADS Gold Medal**. Rosemary has been the ADS's New Society Coordinator since late 2007. From a less than spectacular beginning where she sent out more than 450 questionnaires and received only 31 responses, to today, where our newest societies are thriving after receiving Rosemary's guidance; the "New Society" effort has been a resounding success. Beyond Rosemary's dedication to fledgling societies, the recent digitized publication, "*American Dahlia Society National Show Guidelines*," was largely compiled by her. This document contains valuable, time-tested information for societies that are contemplating hosting a National Show. Collaborating with her husband, ADS President Brad Freeman, Rosemary's contributions to the ADS have been varied and meaningful. Congratulations to Rosemary Freeman, who very deservedly received the **ADS Gold Medal** in 2023.

### **Anthony Evangelista**

Anthony Evangelista, otherwise known as Tony, was the second recipient of an **ADS Gold Medal** at the 2023 National Show. Tony currently serves as the ADS Second Vice President. Tony's contributions to the Society have been unique and valuable. He has been a frequent contributor to the *Bulletin*. His many technical articles have bolstered the content of our publication. He leans towards organic methodology which is popular in today's gardening scene. Tony has been active on committees, always willing to be part of a team. He has taken his board position seriously and more than anything else, he has been a big advocate for the ADS. Tony ticks all the boxes when it comes to growing, showing, and mentoring. His demeanor has spoken volumes, he has friended many, and those who know him are his biggest advocates. Tony Evangelista is a dahlia man deserving of the Society's highest award, the **ADS Gold Medal**.

From all in the ADS, we congratulated Rosemary Freeman and Tony Evangelista. They are our 2023 **ADS Gold Medal** recipients.

The special awards committee was honored to present six **ADS Silver Medals** to Portland Dahlia Society members at the 2023 National Show. The **Silver Medal** is presented to individuals who have demonstrated a significant presence in the dahlia community. They serve as ambassadors not only for the dahlia but also for the American Dahlia Society. Awarding six **ADS Silver Medals** is unusual and results from the Portland Dahlia Society being one of the more dynamic member societies of the ADS. The PDS is moving forward because of the dedication, varied skills, imagination, and the hard work of its members. The PDS has a lot of member involvement. The people in the Portland Dahlia Society unselfishly share their knowledge and love for dahlias and the ADS believes this year's **ADS Silver Medal** recipients typify what it means to be a dahlia ambassador.

Receiving **ADS Silver Medals** were:

### **Gordon Jackman**

Gordon is a well-known member in the Northwest dahlia world and beyond. His ability to create spectacular artistic floral designs is his claim to fame. Gordon has been a frequent participant in ADS National Shows; winning awards wherever the show may be. He is a recognized floral design expert, but most importantly, it is Gordon's willingness to share his knowledge that makes him a true dahlia ambassador. The ADS is honored to present Gordon Jackman with an **ADS Silver Medal**.

## **Ted and Margaret Kennedy**

Ted and Margaret need no introduction to people knowledgeable about dahlias. The name Hollyhill speaks volumes as most of our gardens contain at least some, if not several, of these well-known cultivars. Margaret is known for her ability to create beautiful dahlia arrangements. Ted is an educator and an exceptional hybridizer and introducer of new dahlias. There is much to learn from the Kennedys, and they willingly share their knowledge. As an aside, Ted is also well-known for dispelling folk tales when it comes to growing dahlias, and in doing so, he brings a bit of humor into play. Where would be today without Ted and Margaret Kennedy? Congratulations to Ted and Margaret on receiving the **ADS Silver Medal**.

## **Laura Oldenkamp**

Laura is always available to meet various society needs and to keep the PDS moving forward. She was recently the co-president of the society. She has taken an active role in hosting this ADS National Show, serving on the Show Leadership Team in various capacities. Laura can be described as a go-to person for a range of society activities. Laura is a true ambassador for the Portland Dahlia Society and the greater dahlia community. Laura Oldenkamp is recognized by the American Dahlia Society as a worthy recipient of the **ADS Silver Medal**.

## **Mike Riordan**

Mike has a long history with the Portland Dahlia Society and the Pacific Northwest Dahlia Conference. Mike is a former PDS president, and he also served as the PNDC president and chair. He was membership chair and medal exchange person for the PDS for several years and he chaired the society's show awards program for decades. Mike's garden was a tour destination for the ADS National Show in 2012. It has been suggested though Mike is youthful, he may be the PDS member with the most seniority. Mike's dahlia introductions include the prefix "Scott's." As a tribute to this man, 'Scott's Snocap' was selected as a PDS "Dahlia of the Year." The ADS is honored to recognize Mike Riordan as a dahlia ambassador with the **ADS Silver Medal**. For Mike, this may be considered a deserving award long time coming.

## **Larry Smith**

Larry Smith has put his bountiful energy, media experience and knack for generating publicity to effective use for the Portland Dahlia Society. His enthusiasm is limitless when it comes to promoting the dahlia and dahlia societies. Beyond his dedication to the Portland Dahlia Society, he also leads the ADS Publicity Committee. Larry is continually challenging his local society, and the ADS, to increase their media presence. Larry gets the word out all for the betterment of the dahlia and dahlia people. Though his approach differs at times, his intentions are the same, and that is to be a good ambassador for the dahlia. All the things he accomplishes justifies Larry as a recipient of the **ADS Silver Medal**.

## **Eric Toedtli**

Eric has been in the Portland Dahlia Society and the Pacific Northwest Dahlia Conference for years. He is currently the ADS Representative for the PDS. His garden was included on the tours in 2012 when the PDS last hosted the ADS National Show. Eric is a member of this year's National Show Leadership Team. His responsibilities often have included authoring the PNDC and PDS Show Schedules and for 2023, he

was charged with coordinating the set-up of the exhibit hall and the honor table. He is the originator of the “Felida” line of dahlias. ‘Felida Splendor’ was selected as one of the 2023 National Show’s “Dahlia of the Year.” We know that he grows a large dahlia patch and donates much of the stock he harvests to PDS fundraising. Obviously, Eric is heavily involved with the Portland Dahlia Society affairs. He is an ambassador for the dahlia and the American Dahlia Society believes he is commendable recipient of the **ADS Silver Medal**.

Five **ADS Gold Commemorative Medals** were presented at the 2023 National Show to Portland Dahlia Society members who were especially identified for the planning and executing of various parts of the 2023 ADS National Show. Some of these people took on multiple responsibilities. These five PDS members are:

**Dan Baulig**

**Teresa Bergman**

**Adrienne Hale**

**Max Ollieu**

**Julene Pickard**

Thank you from the ADS for your time and efforts at making the 2023 National Show a success. We appreciate your hospitality and dedication.

**Linda Taylor and Prabu Gnanasekaran**

The ADS initiated a new award in 2022, the **ADS Clean Stock Offense Award**. Last year this award gave recognition to four people who have actively supported the society’s Virus Research Project. We know that without healthy dahlias, we have little to sustain our love for this plant. The **ADS Clean Stock Offense Award** is not a perpetual award of the Society; thus, its duration has not been determined. Suffice to say, there are more eligible recipients who deserve recognition for the work they have done to educate us on what we can do to have healthier dahlias. For 2023, the **Clean Stock Offense Award** was presented at 2023 ADS National Show to: Linda Taylor and Dr. Prabu Gnanasekaran. Linda is a member of the ADS Dahlia Research Committee and the Canby Trial Garden Director. Dr. Gnanasekaran is a plant pathologist and researcher at Washington State University. We extend our thanks to both recipients.

Special Awards was pleased to coordinate with Bob Schroeder, Chair of the Judges Accreditation Committee, to recognize the two separate teams that recently updated the *ADS Guide to Judging Dahlias* and developed the online judges training curriculum, otherwise known as the “Judges Online Training Modules.” Each member on these teams received an engraved **ADS Gold Commemorative Medal** and a certificate provided by the Judges Accreditation Committee. These two initiatives required substantial time and dedication from the team members. Congratulations to both teams and their leader, Bob Schroeder. Bob credits ADS President Brad Freeman for encouraging the committee to update the ADS judging programs.

The “Guide to Judging Dahlias” revision team included:

**Tony Evangelista**  
**Brad Freeman**  
**Arthur Haskins**

**Jo Jepsen**  
**Marian Landerholm**  
**John Morton**

**Lou Paradise**  
**Karen Sanchez**  
**Terry Schroeder**

**Roger Walker**  
**Chair: Bob Schroeder**

**Marilyn Walton**

The Dahlia Judging "Curriculum Team" included:

**Kathy Burke**  
**Dick Parshall**  
**Jim Teeple**

**Laura Oldenkamp**  
**Terry Schroeder**  
**Karen Zierdt**

**Mike Parrish**  
**Heidi Smaby**

**Chair: Bob Schroeder**

### **Mark Oldenkamp**

Mark Oldenkamp was presented with a special one-time award, the "**ADS Attaboy Award.**" Mark is the current ADS First Vice President. Policy dictates that ADS officers, meaning those in positions of highest responsibility, are not considered for certain medal awards. That is our tradition and practice. In the case of Mark, Special Awards decided that due to his untiring efforts, both nationally, locally, and for the 2023 National Show, he deserved special recognition. While the award is a bit tongue-in-cheek, it was also meant to commend Mark for his excellent work. Presented to Mark Oldenkamp at the 2023 National Show was a period piece that had been passed on to Special Awards. It is an early version of the ADS Medal. We know this relic will be in good hands.

Special Awards again thanks all ADS members for giving us the opportunity to give deserving recognition to people who are proponents of the dahlia and most of all, who are supportive of other dahlia people.

"Dahlias Connect People" (Linda DeRooy Holmes-Cook, 2023)

### **Technology Resource**

Jess Becker reports she has been adding folders to the Google Workspace as requested but hasn't received any requests from the board for help to use the Drive folders.

Brad has currently asked both Elva and Karen to add in their respective work which I'm happy to help with if needed.

She also sent a proposal over to the executive board to move email communications over to our Google Workspace which will make it easier for board members to access their email/drive (vs using a personal email). It would also allow us to set up Google Groups in the future which could replace the Group Vine that we currently have for communication.

### **Trustees**

Harry Rissetto reports the financial records of the ADS are in good order. The ADS assets are sufficient to permit the anticipated activities of the Society. Because we are in a transition due to membership year and Bulletin it may take a year or two before we fully understand the impact of those changes. At the moment, they are not negative. The trustees are confident that we have and will have sufficient funds to meet the needs of the ADS.

## Website

Sharon Swaney reports The ADS website has two main goals:

1. To gather, present, and archive as appropriate, ADS information for use by all, and specific member's only information for use by ADS members.
2. To provide and enhance function/features that serve our public and member viewers and streamline ADS procedures.

Here are highlights and comments regarding website activities for the past year in support of these goals.

- Provided much "regular" information – news, schedules, In Memoriams, publication archive copies, etc. The ADS Board and Chairpersons do a very good job of providing information. Getting information from local societies has mixed success. We had good results for the show results, but mediocre results regarding sales and show schedules. We encourage the ADS Reps to answer the Calls for Information sent out occasionally (about 4 times a year). We also invite societies to submit stories and pictures of special or unique events held by their society (see example below). Thanks to all who provide information to the site.
- For the first time, last year's (2022) show reports were published only online. The change was cost effective for ADS and allowed more information and some pictures to be shared. We will once again do the show reports online but with some changes to the submission method and format.
- An online capability, integrated with PayPal, was released for the purchase of local society insurance. This was well received and well utilized.
- Judge Training Modules and the first Judge Test were released. Both resources set a new standard of sophistication and usefulness of website information. Thanks, judging team!
- Another successful Photo Contest was documented on the site and a People's Choice segment was hosted on the site. These are annual favorites. An extra benefit is all the pictures it provides to the site.
- The online membership function was streamlined and enhanced. Now integrated with PayPal, the online membership purchase process provides a new/renewing member an immediate, branded, informative receipt and welcome to the society.
- A high emphasis was placed on adding pictures and, per user feedback, larger pictures to the site. We welcome pictures from ADS members for general use on the site and dahlia portraits for use in the Online Classification Guide (OCG). The OCG is the most used function on the site.
- A Field Guide version of the OCG was added to make it easier to use the function on a mobile device – perhaps at a show.
- The Genome Project pages were revised, and a specific donor process (using DonorBox) was added to the site.

- Leveraging the DonorBox experience, we are in the process of creating an online capability for other types of donations.
- We featured a story submitted by Central States Dahlia Society on their propagation project. We would love to feature information like this for other societies. Don't be bashful!
- Moved our website analytics to Google's new platform. Here are some statistics for one month (mid-July to mid-August):
  - The Online classification Guide and Dahlia University had the highest viewing/usage
  - Greater than half of our viewers use a mobile device
  - The Chrome browser was used more than all other browsers combined
  - Greater than 5,000 unique users and 20,000-page hits for the month

## **ANNUAL BUSINESS**

**Alan Fisher moved, and Larry Smith seconded to endorse the actions of the ADS board. The motion passed unanimously.**

### **Honorarium**

**Alan Fisher moved, and Alli Richards seconded to approve the honorarium for the secretary and treasurer in the amount of \$250.00 each with the amount for the treasurer coming out of the Boeke funds. The motion passed unanimously.**

Google workspace has been introduced to the board and there will be more information included about this soon. We will continue to determine ways we can use this useful program.

2024 will be an election year so there will be an appointment of a nominating committee to work through that.

**The meeting was adjourned at 11:15 am PDT.**

Respectively Submitted,

Terry Schroeder  
ADS General Secretary