

**American Dahlia Society  
Minutes – Board Meeting  
March 26, 2023**

The meeting was called to order at 1:02 pm PST by President Brad Freeman. Brad asked for any additions or corrections; there were none.

**Present**

Board members present were Brad Freeman, Mark Oldenkamp, Tony Evangelista, Ken Jensen, Terry Schroeder, Charles Miehm, Jerry Landerholm, Harry Risetto, Ron Miner, Dana Miller, Robert Fackovec, Alli Richards, Dan Baulig, Karen Sanchez, Jess Becker, Linda DeRooy Holmes-Cook, Heather Ramsay, Mel Epstein, Bob Schroeder, Elva Sellens, Rosemary Freeman, Debbie Pavich, Larry Smith, Kristine Albrecht, Roger Walker, Anna Kandra, and Sharon Swaney. The guests present were Misty Florez and Carol Palmer.

**Remembrances**

Brad asked for a moment of remembrance for those who have passed or have significant health issues. Charles reported a member of the National Capital Dahlia Society Dr. Amos Chernoff recently turned 100 and is still active.

Linda reported Margaret Gilbert, Michigan Dahlia Society, age 101 and Roland Hein, Central States Dahlia Society, age 90 recently passed away.

**Minutes**

Minutes from the November 6, 2022, meeting was sent to board members. There was a question about doing an audit since we are fiscally responsible for the organization.

**Kristine Albrecht moved, and Jess Becker seconded that we get an audit of our finances by a CPA that works with non-profits and that she would fundraise to cover that. The motion failed. Roger Walker moved, and Bob Schroeder seconded to approve the minutes from November 6, 2022, as corrected. The motion passed.**

The corrections were the spelling of Robert Fackovec, a duplication of Randy Foith's reports was in the Midwest Dahlia Conference report and a motion by Alli Richards to approve the treasurer's report was left in from a previous set of minutes.

**OFFICERS REPORTS**

**President**

Brad Freeman reported the Board of the American Dahlia Society should be proud and feel positive about the changes that occurred in the last year. There is a full color *Bulletin*, an easier to read CHD, a new *Guide to Judging Dahlias*, and the online judging training modules. Sharon Swaney continues to make significant changes to the website including streamlining the processing of online memberships and adding an online insurance renewal process. Jess Becker and the cut flower committee continue their work to make commercial floriculture a part of the ADS tent.

On May 1st, the transition to the new membership year will be over. With a new membership year any lingering confusion over the transition will be over. The changes to the membership options and dues adopted in 2022 will be fully in place on May 1st.

Information regarding membership options and dues can be found in the bylaws, minutes of Board meetings, and the policy manual which are available on the ADS website. Also, membership information is available under the “Join” tab on the home page of the ADS website. Sharon does an outstanding job of keeping the information on the website up to date.

The June *Bulletin* will be the first *Bulletin* of the 2023 to 2024 membership year. I am looking forward to another outstanding edition from the *Bulletin* production team of Linda Holmes-Cook, Colin Walker, and others. My local dahlia society continues to receive ADS membership dues for the 2023 to 2024 membership year. With a May 1st deadline for memberships these new and renewing ADS members will be able to enjoy the full color June *Bulletin* and subsequent editions.

Work is on-going regarding the agenda for the in-person board meeting and planning session on June 9 – 11 in Denver, Colorado. At that meeting Jess will be introducing the board to google workspace which is a platform for sharing information between board members and backing up critical databases such as membership, classification, etc. Also, we will continue the work to update the “American Dahlia Society Plan for the Future” that was adopted in 2006. The goal would be to create a new list of action items that the board wants to work on over the next five years. Once the list of actions items is completed the board can start determining and developing the resources needed to complete them. The agenda for the June meeting will be finalized in May and sent to board members prior to the June meeting.

The board has accomplished much in the last year so let us continue to be positive and work together to evolve the ADS. The world around us is changing rapidly so the ADS needs to adapt to it.

### **Treasurer**

Charles Miehm submitted and discussed the treasurer’s report. The report he sent out was an interim report covering through the middle of March, so does not include restricted or investment funds; those numbers are available if any are interested. So far this year, we have a nice surplus which is an improvement over last year. We have had a respectable number of new memberships and renewals. We have separated out completely the genome project funds, which has a balance of \$80,229.30. He has received some additional checks, including a \$5,000 check from the Colston Family Foundation. Charles sent the review for fiscal year 2021 and 2022 to the board. He reminded all that a review is what is required by the State of New York for an organization of our size. Charles provided her with all the figures necessary to complete the review. **Bob Schroeder moved, Ron Miner seconded to approve the treasurer’s report subject to an independent financial review. The motion passed with two in opposition.**

**January 1, 2023 - March 15, 2023**  
**Operating Income & Expenses**

## INCOME

Advertising	\$	-
Amazon Smile	\$	29.58
Donations - General Fund	\$	3,614.00
Insurance	\$	1,075.15
Membership - Dues	\$	35,412.00
Membership - Benefactor	\$	-
Membership - Patron	\$	75.00
Store Purchases - Checks	\$	2,698.87
<b>TOTAL INCOME</b>		<b>\$ 42,904.60</b>

## EXPENSES

Awards	\$	(49.05)	
Bank Fees	\$	(22.00)	
Bench Evaluations	\$	-	
Board Meetings - Zoom	\$	-	
Board email account - Group Vine	\$	-	
Bulletin	\$	(2,845.80)	
Honoraria - 2023	\$	-	
Insurance - Cyber Coverage	\$	-	
Insurance - D & O Coverage	\$	(813.00)	
Insurance - Liability Coverage	\$	(1,317.00)	
Membership Expenses	\$	(45.60)	
Membership - Classification books	\$	(18,526.24)	
National Show - 2023	\$	(114.22)	
NY State filing fee	\$	-	
PayPal Fees	\$	(418.53)	
Photo Contest	\$	(405.00)	
Postage	\$	-	
Store Expenses	\$	(334.75)	
Tax Preparation	\$	(55.00)	
Treasurer Expenses	\$	(134.24)	
Trial Garden	\$	-	
Website	\$	(73.83)	
<b>TOTAL EXPENSES</b>			\$ (25,154.26)
<b>Operating Net Surplus 2023</b>			\$ 17,750.34

## **Balance Sheet - March 15, 2023**

### **Unrestricted Funds**

Wells Fargo Bank - Operating Account     \$    34,174.21

### **First Vice President**

Mark Oldenkamp reports we start a new dahlia year with much momentum from the accomplishments that were made by the leadership of ADS in 2022. The new *Bulletin*, the updated *Guide to Judging Dahlias* and the online judging modules are real highlights. The new membership structure is in its first year of implementation and as expected the changes come with a learning curve and a test of our willingness to embrace change. The financial implication of the change is important, and we are closely tracking the actual costs compared to our estimates.

Mark has updated many ADS Reps and Presidents in GroupVine and continues to send periodic messages to those contacts as requested.

Since Portland, Oregon is the host for the National Show this year on the last weekend in August, he encourages all the board members to consider attending and to get your registrations sent in soon. Even if you do not plan to exhibit, this show should be large and include the opportunity to network with old and new dahlia friends.

### **Second Vice President**

It's been a real boon and pleasure to use the new Judging Modules in our judging classes. It complements the *Guide to Judging Dahlias* so well. Our candidate judges are quite enthusiastic, and Tony feels we have greatly enhanced and shortened the learning curve. Everyone is encouraged to explore them. This is another example of how the ADS continues to make strides to enhance membership. And now it's finally time again to get our hands dirty again.

### **Third Vice President**

Ken Jensen reports things are going well in Canada. He was in Atlanta so visited the Cherokee Library in Atlanta. It might be an idea to go to Atlanta, Georgia for a spring planning meeting and visit the library.

## **REGIONAL VICE PRESIDENTS**

### **Mid Atlantic Conference**

Dana Miller reports it has been an ideal winter in Southeastern PA, at least for those who don't love winter! Precipitation has been in the form of rain. There were only two bitter cold spells, and they were short-lived. Preparation for spring dahlia season can begin early.

The Greater Philadelphia Dahlia Society has expanded to over 130 dahlia enthusiasts. Many of the newer members grow dahlias to sell as cut flowers or simply to enjoy in a garden display. Others grow them to use in bouquets or arrangements to sell in their floral businesses. The first meeting of the year was held on March 4<sup>th</sup> and featured a presentation on growing dahlias in containers by Sinclair Adam from The Penn State

Extension Service. Sinclair, along with the help of Tim Elkner, GPDS member, test new dahlia varieties and other flowers to see how they grow in containers. Big flower growers from all over the country and the Netherlands send Sinclair their varieties for him to test. A regular business and planning meeting preceded the presentation. A tutorial on dividing tubers was provided to interested members at the end of the session. The annual tuber sale at Longwood Gardens is set for May 13. A second sale is a possibility on May 6 at Pratt Greenhouses in Avondale, but those plans are not yet finalized. The Society picnic will be in August at a member's home. The GPDS Annual Show will be held early this year on September 9 and 10 at Longwood Gardens. The fall quarterly meeting is scheduled for November 5.

The Gettysburg Dahlia Society had their first business meeting on March 10th at the Harbaugh-Thomas Library in Biglerville. The members are preparing their tubers for sale at the spring plant sale in conjunction with The Hanover Garden Club at St Mark Lutheran Church in Hanover, PA, on May 6, 2023. The GDS/Mid-Atlantic Conference Show is scheduled for September 1 and 2 at the Harbaugh-Thomas Library.

The National Capital Dahlia Society has already had their first tuber sale at the Davis Library, Bethesda MD, with others to follow on April 4th and May 10th. The Silver Springs Garden Club will support an NCDS tuber sale on May 13th at Brookside Gardens, MD. On June 7th, the society will sell tubers, as well as plants, at the Davis Library. Planning for their fall dahlia show has already begun. Monthly meetings, trial garden planting on May 21st, a summer show in August, and the annual show on Sept 23-24, 2023, at Brookside Gardens, Wheaton, MD are scheduled.

### **North Atlantic Conference**

Robert Fackovec reports The North Atlantic Conference has been busy updating our information on the ADS website with pictures and articles. Most of our societies' tubers have wintered over in good shape. Member societies have sent in their information on their spring tuber sales. We are all hoping they will be successful as they are great fundraisers for the local clubs. Robert has kept the North Atlantic societies up to date on any ADS news and he has received requests for additional information. He is hopeful that more will participate in the virus program this year.

The Mid-Atlantic Conference hosts the Eastern Trial Garden. They have several entries and will take care of them for the originators.

Everyone is looking forward to spring and anxious to start preparing our gardens for a great 2023 growing season. The Mid-Atlantic Conference sends its best to all the ADS societies and their members for an enjoyable dahlia year.

### **Midwest Dahlia Conference**

Randy Foith reports the conference would like to extend their appreciation to all the ADS members that unselfishly gave of their time in producing the *Guide to Judging Dahlias* and the online Judging Modules. They so complement one another that judging clinics are now fun and easy. Again, thank you.

All the conference locals are prepping their members with how-to programs on kicking off the 2023 growing season. Most of the meetings are open to members while some are zoom or a hybrid. No matter how, 2023 is getting into full swing. We are getting

more people to sign up for the conference quarterly, the *Midwest Dahlia Report*, an online issue covering the Midwest Dahlia Conference news.

The Elkhart Dahlia Society will again host the Midwest Dahlia Conference spring meeting and plant auction at the High Dive Pavilion on June 3<sup>rd</sup>. This is always a wonderful time for those who register.

The Greater Pittsburgh Dahlia Society continues their efforts in the hosting of the 2023 Midwest Dahlia Conference Fall Show to be held on September 8<sup>th</sup>-10<sup>th</sup>. For complete information go to their website. The Central States Dahlia Society in Chicago has announced that they will be the host of the 2025 combined ADS National/Midwest Conference Show. Our appreciation goes out to their members as well!

### **Pacific Northwest Conference**

Mark Oldenkamp reports Portland looks forward to hosting the national show in Portland on August 24-29, 2023. Registration information is available on the Portland Dahlia Society website. Sponsorship for the extensive cash award list is encouraged and will soon be visible on the website.

<https://www.portlanddahlia.com/welcome>

The PNDC recognizes the need to find more leadership help, and a few are trying to work on this. Currently leadership has been quite busy with local society changes and the national show planning.

### **Pacific Southwest Conference**

John Morton reports they are no longer crying about no rain in the Pacific Southwest. They have had record rainfall this winter, most of it coming in 2023.

The San Leandro Dahlia Society hosted the 72nd Southwest Dahlia Conference in February. There were 63 attendees. Stephen Andrews, PhD from UC Berkeley spoke on how to have healthy soil with his battle cry of "Compost! Compost! Compost!" Ron Miner and Dr. Hanu Pappu gave a virus update via ZOOM. Kristine Albrecht spoke on hybridizing dahlias and a panel from local societies (Deborah Dietz, Chris Dix, and Iris Wallace) spoke on growing quality dahlias. Ellen Muir and Quamrum Eldridge led a discussion on 21st Century Dahlia Societies, "What is Next?" The Pacific Southwest has had its club membership go from 12-14 societies down to five.

Louise Henriksen gave an update on classification, seedlings and PSWC Hall of Fame Members. PSWC top twenty winners and winners by size or type were handed to attendees. Lou Paradise gave an update on judges encouraging members to become judges and to work to upgrade their judging status. Certificates and pins were awarded to those who have been working on their judging status. The Dahlia Society of California volunteered to hold a judging seminar before our summer shows. Conference awards were delivered, and Iris Wallace was given her Lynn B. Dudley award for Ruthli, BB-SC-LB. Mark Oldenkamp gave a slide show telling the benefits of ADS membership and participation. The Dahlia Society of California will host the conference in 2024.

All California Societies are preparing for shows in 2023. As has been posted earlier, the John E. Stowell Dahlia Society in the San Jose area has closed leaving the PSWD Conference with 5 societies.

## **Federation of Northwest Dahlia Growers**

Alli Richards reports the Federation of Northwest Dahlia Growers is starting 2023 off with a bang! Their spring workshop was a fun and educational way to start enjoying our dahlia family again. One of the highlights was receiving the 2023 *Dahlia Annual & Combined Show Schedules*. Two new clubs have been added to the FNWDG that are hosting shows this year and it's great to see their schedules, so we have enough time to plan on attending.

Our Federation Hall of Fame inductees for 2022 are on the rear cover of the newly released Dahlia Annual. It was great to be there at the awards ceremony to celebrate them. Inducted were Art Wuerth, Ed and Helen Corning, Linda Holmes-Cook, and Roland Verrone. You can find more details on each member at: <http://www.nwdahlia.org/hall-of-fame/> We also presented the ADS medals and judging advancement certificates and pins.

Our educational sections started off with a panel discussion on hybridization with panel members Richard Ambrose, Wayne Lobaugh, and Richard Parshall. They offered valuable information on record keeping and items other than how to take seed and grow them in the garden. Next up was another panel discussion called, "To Till or Not to Till." We were able to hear a wide range of reasons behind each method. We ended the workshop with a presentation on fertilizer. We learned about the local soil testing company, went over some results, and learned about the micronutrients along with the big three, NPK, and how they affect our dahlias.

One of our clubs, the Kitsap County Dahlia Society, is having their centennial celebration this year. Their show is August 5<sup>th</sup> and 6<sup>th</sup>. What a wonderful way to start our Federation of Northwest Dahlia Growers show season. The theme is "High Tea in 1923". They have added many more specials celebrating the hybridizers from their club. They even brought back a past item called the sweepstakes competition. They will be wrapping up the event with a high tea served to all exhibitors during the Sunday awards ceremony. There are just too many items to list here, and I don't want to miss anything. Please check out their website for the full details of their show. <https://kitsapdahlias.org/>

The Dahlia Legacy Project is continuing to grow and cross pollinate between our member clubs. We have set a goal for 12 new profiles for 2023. We are learning as we have recognized we have a bottleneck in the publishing to the website section. We are collaborating with our clubs to find people that can help out with the publishing steps. This is just one area where a member could use this project work for their judging project. This project was designed to not only be a repository and a way to recognize the dahlia giants that have gone before us, but to help our members with their judging projects. Check out the Dahlia Legacy Project at: <http://dahlia.wikidot.com/>

We just finished the Jack Crawford Memorial Auction on Saturday the 25<sup>th</sup>! This is the FNWDG fundraising event for the year. The auction was done via Zoom again this year. Since we can bring in donations from all over the Federation (and beyond), we want to help our members from all over the Federation get a chance to win that tuber. For the past several years, we have auctioned off a Clearview Danielle tuber with the proceeds going to the Genome Project. This year we brought in \$575 in honor of Danielle Parshall for this. Overall, we made over \$3,400 in our auction with the highest selling tuber going for \$245 with the average going for about \$80.

We are looking forward to our judges and summer workshops in July. Then, it's show time! The Federation of Northwest Dahlia Growers wish you a fruitful growing and showing season.

## **COMMITTEE REPORTS**

### **ADS Store**

Dan Baulig reports book shipments and sales have been strong for the last couple of months. New postage rates went into effect in late January which required him to make some adjustments to a few books.

With the new CHD, the price was reduced in the store due to the reduced cost from Consolidated Press. The price went from \$9.00 to \$7.50. We also received the 3-hole punched larger print CHD which is for sale in the store. Don't forget to order, it fits nicely next to your 3-hole punched Color Guide.

Recapping for 2022 we shipped 796 books to our members.

### **Classification**

Karen Sanchez reports the CHD is out and has been well received. A few corrections have been noted. There are a couple of blooms that have already been submitted for reclassification consideration.

Karen is developing the list of blooms for reclassification this year and committee members will be receiving this list in July in advance of the show season.

### **Cut Flower**

Jessica Becker reports the committee had its first meeting of 2023 in February where they finalized their survey and sent it out to industry leaders in the cut flower community. Their next meeting will be March 24, 2023, to review the results and create a report for the April issue of the *Bulletin*.

We are also planning to have a table again at the National Show and are working through details there with the Portland Dahlia Society.

### **Editor**

Linda De Rooy Holmes-Cook reports two issues of the new ADS Bulletin have been received, with number three coming up in June. Deadline for the June 2023 Bulletin is **April 3**. They have already been collecting quite a bit of content, and club reports have been trickling in over the past several days. Where we used to be quite creative in order to fill up some issues, we now have an abundance. For space reasons, we are asking club reporters to keep the length of their reports to 250 - 300 words, and to focus on sharing ideas, club projects that others might learn from and news of importance to the club. With three issues a year, it might be time for the board to establish more formal criteria standards for Bulletin content, seasonal focus, criteria for articles and what content must be contained in each of the three issues. For example, there is a timeline for bylaws changes prior to the annual membership meeting.

And,.....drum roll please - The June 2023 issue will reveal the new password for the members only section, effective July 1, 2023. The new password will be StanleyTwo2021YAY!



Linda has set a schedule for open up information for the *Bulletin* so that she can manage all the information she receives on a regular basis. If you send something, you will likely not receive an immediate response, but she will get back to you.

### **Finance Committee**

Harry Risetto reports:

1. The ADS Revenues have been positive, notwithstanding the change in the membership year. We will have a better sense in September about the impact of the changes in dues and membership structures.
2. The Genome project is being promoted by a fundraising initiative. Contributions go to a separate bank account.
3. We will probably not be including a contribution envelope with the Bulletin this year. It is to be a cost/revenue issue.
4. If the ADS is to build a financial capacity to support new projects, it needs to have a plan to raise contributions and funding. This should be a subject for the spring planning meeting.

### **Garden Dahlias**

Alan Fisher reports his hope for garden dahlias is to coordinate with the cut flower committee this year. He believes that we have a lot that can help those interested in dahlias for arrangements and gardens with respect to selecting and growing plants for maximum blooms and ideal flowers for garden display and beauty in the house.

### **Image Library**

Heather Ramsay reports The New Introductions program is released into the wild and has continued to be used by various societies during their winter meetings. We were able to collect images from almost all the new cultivars this year, so thank you all who helped by submitting photos!

### **Insurance**

Mel Epstein reports it was agreed to give societies the option of applying and paying for the ADS general liability policy on the ADS website. Sharon, with the approval of Charles, had this up and running in January 2023. It has worked smoothly for those societies that have used it. An added benefit is a downloadable computer-fillable PDF form for those societies choosing to stay with the manual method of mailing a check.

To date there have been no issues with the acquisition of Mercer Consumer by AMBA from the Marsh McLennan Corporation last year. The team we worked with in the past is intact with no noticeable difference. Premium pricing has also been stable. .

### **Judging Accreditation**

Bob Schroeder reports the 2023 Judging Roster has been completed and sent to the *Bulletin* editor, along with the new and advancing judges' information to be printed in the June *Bulletin*. Appropriate judging information (personal information removed) has also been forwarded to the webmaster for placing on the ADS website.

The curriculum committee is still meeting to provide required updates for the modules. The response to the training modules by ADS members has been extremely favorable.

A committee has been formed to develop tests for the three levels of judges. Once again, the judging chairs/instructors will decide on the use of the tests. The candidate test will be released on the ADS website in the next few weeks. It can be taken online or can be downloaded as a PDF and completed online. The new tests will have some pictures to make it more interesting. The questions in the online version will be randomized. Bob showed how the candidate test looks.

### **Membership**

Elva Sellens reports memberships have been coming almost daily since the first of the year. There are five societies – Burlington DS, Evergreen DS, San Diego DS, San Leandro DS, and Wisconsin DS that have not met their 10 ADS members' requirement to be a participating society, plus two affiliated societies – Gray Harbor DS and Wild Rivers have not yet paid their ADS dues. Except for Evergreen DS, individual members from these societies have either personally mailed in their dues or paid them on our website. Wisconsin DS lost their long-time treasurer and membership chair, so the society is trying to re-group and get members to step up to manage the jobs that Don was doing. They have seven 2023 members and a potential for ten more members. It appears some of these five societies are waiting until April to send in their dues. In mid-March, she sent out a reminder to each membership chair about submitting 2023 ADS dues and a list of 2022 ADS members who have not yet paid their dues. Some of the membership chairs have let me know those members who were not planning to renew and members who had passed away. She sends Dan Baulig about 20 new members' names each month so he can send them the current CHD. When she sends out the welcome letter to new members, she tells them to look for a society near them to join, if they are interested in learning more about dahlias.

### **U.S. Memberships**

We have 53 Participating Societies and two Affiliated Societies so far for 2023. There are 1,221 individual memberships of which 282 are new members for 2023, and 390 ( $\times 2 = 780$ ) household (formerly family) memberships of which 50 are new members for a total of 2,001 so far in 2023.

Excluding the one that she has already been told that were not renewing for 2023, there are 1,002 2022 memberships not renewing for 2023, 808 individual and 194 household memberships.

### **Canadian Membership**

We have nine participating societies for 2023. There are ninety-nine individual memberships of which twenty are new memberships. Of these ninety-nine memberships, there are forty-one digital memberships and fifty-eight print memberships. There are thirty-eight household memberships of which three are new. Of these thirty-eight memberships ( $\times 2 = 76$ ), nine are digital and twenty-seven are print memberships. There are forty 2022 memberships who have not yet renewed for 2023, 34 individual and eight household memberships.

### **Other Foreign Membership**

There are 11 foreign memberships for 2023. There are six 2022 memberships who have not yet renewed for 2023.

## **National Exhibition**

We still do not have a national exhibition chair and need someone to take on this critical position.

## **New Society Coordinator**

Rosemary Freeman reports there has been some interest in starting new dahlia societies these last few months, but she has been unable to put in as much time and energy into helping them out. She apologizes to those she has not been able to get back to. With spring in the air and longer days, this should no longer be a problem.

There is one new group in Knoxville, TN, headed by Joni Conyer Pinker, who has twenty ADS members that want to be a participating society with the ADS. They are the Knoxville Chapter of the ADS. They are mentored by and associated with the Dahlia Society of Tennessee and affiliated with the Southern States Dahlia Conference as well. We will vote on this in new business.

Once Rosemary gets back to work with new potential societies, she will contact individuals from past year's inquiries. She notices that she will get inquiries from two localities in one state close to the same time. She will try to put these two individuals together to help each other grow and prosper. She will continue to seek the help of the regional vice-presidents in the hopes they will be able to answer questions a new society may have in their area such as who to contact for information, guest speakers, judges to instruct and attend shows, those members that are willing to travel and support a new society. All this for the love of the dahlia.

## **Photography**

Debbie Pavich reports this year, eighty-eight dahlia photographers submitted over 1000 photos. A huge thank you to Sharon and Anna for their help publicizing and posting. A huge thank you to Larry for creating the stunning videos. Please encourage your local club to view the videos. They are perfect for watching during a club meeting. A link will be available on the ADS website.

Sharon mentioned the need to strengthen the voting link for People's Choice. Certain rules need to be highlighted such as amateur photographers only. I hope the contest continues to be a popular means to share our favorite flower.

## **Policy**

Ron Miner reports he has recently completed a review of the action items captured in the ADS board meeting minutes over the last three years and incorporated those into an updated draft of the policy manual. Terry Schroeder's meticulous minutes make the task a relatively straightforward process. (Thanks Terry!) Please review the document (or at least the portions relevant to your particular responsibilities within the ADS). The new draft was sent to board members and will soon be posted on the ADS website as the March 2023 draft of the policy manual. The changes are highlighted in bold and italicized font. I will appreciate any additional changes and comments you may have.

There are several additional changes to the document, so he is working on a revision. Instead of including a copy of the bylaws, the policy manual now refers the reader to the location of the current bylaws on the ADS website. Instead of including a previous version of the National Show Handbook; it now refers the reader to the location of the

current handbook on the ADS website. A previous version of the “The Federation of Northwest Dahlia Growers Judging Standards” was simply deleted from this draft. A reference to the current Federation website could be included if desired.

Older editions of the policy manual referred to the ADS board of directors and their meetings in a variety of ways, including the executive committee. Now that we have a group called the executive committee, the older material was edited to replace references to the executive committee before 2017 with the board.

If someone has an interest in taking responsibility for the Policy Manual updates, please let me know!

### **Publicity/Public Relations**

Larry Smith reports that considerable effort was expended to obtain recognition for ADS award winners. Contacts were made to hometown newspapers of each winner. This was mostly a successful venture. Of the 2022 Derrill Hart medal winners, all but one was recognized with an article appearing in their local paper. The article written about Dick Parshall featured his Hart and Connell Medal wins and included information about his home society's tuber sale fundraiser. Lynn Dudley Medal winner Wayne Lobaugh was featured on the front page of his hometown paper, including large color photos of him and his Dudley winning cultivar. You can find some of the articles on the ADS website in the News/Events section, "Dahlias in the News" subcategory; thanks to Sharon for getting them posted. Larry was also asked to write an article highlighting the upcoming 2023 National Show in Portland for the *Dahlias of Today* publication. It appears in the most recent issue. Most of you have seen the first of the short videos that Larry is creating for the ADS Photo Contest, of the People's Choice category and a second reel featuring the top award winners. He has also finished videos in all but two of the other nine competition classes and is waiting for the photos to be sent for the final two classes. At that point, the videos will be sent to the ADS Board members, who will be encouraged to share them far and wide, and Sharon can post them on the website and Anna on ADS social media sites. They also will be good material to post on individual society websites and shown at society meetings; please encourage them to be used that way. The photos should help get people pumped up about the upcoming growing season and encourage more members to enter next year's contest. Special thanks to Debbie Pavich for her work in coordinating the entries and arranging for judging, it is a huge job.

As Larry keeps emphasizing, our publicity efforts will best be achieved if we all work as a team. He has recruited Misty Florez from Massachusetts and Deborah Dietz from California to be part of the ADS publicity committee. He would like to ask all ADS vice-presidents to help recruit others among the societies they work with to be part of the committee with the goal of adding at least one person from each region to serve. The goal is to be able to cast a bigger net by having people in different parts of the country to help with pieces of the publicity effort.

For the 2023 national show, Larry will be managing all publicity efforts. This includes lining up traditional media (TV, print news) and coordinating with a Portland Dahlia Society member who is an expert in social media. The show information is available at [www.portlanddahlia.com](http://www.portlanddahlia.com). He is also coordinating information to be included in the June ADS *Bulletin* and will be working with Anna to get information posted on the ADS social

media sites. Sharon has added links on the ADS website, an email was sent to ADS affiliated presidents and society representatives, and information was included in the most recent ADS newsletter. We hope to see you in Portland in late August. In the meantime, take a look at short videos made to preview what to expect at the show and please share the links with anyone who may be interested in attending:

<https://youtu.be/imFeRdg7w00> (general show information)

[https://youtu.be/q8iTKr\\_hQaY](https://youtu.be/q8iTKr_hQaY) (highlighting the optional bus tour offerings)

### **Research and Education**

Ron Miner reports the updated version of the DMV test led to a lot of disappointment for the Clean Stock Offense participants. A sizable portion of the plants tested were positive for that virus. Professor Pappu and his team at WSU continue to study the virus to help us understand the reason for its abundance in the tests. One possible explanation is that some portion of the positive results reflect the integration of part of the virus genome into the plant genome. That would be analogous to the early work on DMV10, another (silent) DNA virus prevalent in 2000—2001.

The results of 2022 testing were reported in detail in a presentation posted on the ADS website: “Clean Stock Offense.” The “Zoom Meeting” link, also on the website, provides a recording of the presentation plus Q&A in the Clean Stock Offense meeting.

The team is considering ways to organize field experiments on the garden care practices that were raised in the ADS all-member survey.

Perhaps the best news is that the Scheetz-Chuey Charitable Foundation has agreed to provide funding for Team testing and the Clean Stock Offense again in 2023.

Sunday evening at the national show, there will be a discussion focused on citizen science type research, what we can do as local growers to contribute to research.

### **Genome Project**

Kristine Albrecht provided a detailed report from Zach Meharg. As of January, the dahlia genome done on Edna C has been sequenced. The bits and pieces of that sequencing still need to be assembled, much as putting together a puzzle. Zach will be spending time assembling that and working on the dahlia family tree. He will also be working with sports to see where color comes into the dahlia. Zach and Dr. Harkess plan to come to the national show and will make a presentation. Financially, we are now in phase 3 of the project; the goal is \$102,000 which will take us to the end of the project, which is the end of 2025. To date, we have raised \$53,000. Kristine has gone to major donors and now we have a dollar-for-dollar match. The total raised for all three phases of the project so far is \$165,000.

Kristine reported that in December funds from the genome project were used for operating expenses. She is disappointed that she discovered this by accident. The genome project funds were repaid and the funds for the genome project were placed in a separate account. Charles did state that we have never neglected to pay any requests that came in for the genome project. Brad also stated we took the appropriate steps to correct the situation. Brad suggested that Kristine put her proposals in writing as to what she believes needs to happen to resolve this issue and to stop this discussion at this time.

### **Seedling Bench Evaluation**

Roger Walker reports the application to hold a seedling bench evaluation (SBE) at local shows will again be electronic in 2023. Emails will be sent to all ADS presidents and ADS reps in June explaining the process. One of the recipients from each club will need to complete an online form; materials and ribbons will be mailed prior to the local shows. This process worked well in 2022 as most clubs had someone who could click on a link and complete a form.

SBE materials are also available on the ADS website. These materials have been updated for 2023.

### **Social Media**

Anna Kandra reports the following stats for the ADS social media for March 2023:

Current stats:

Facebook followers: 5,249

Facebook group members: 7,844

Instagram followers: 9,397

The Facebook ad that ran for membership last month had a reach of 1,372 with post engagement of 237 and 122 link clicks indicating traffic directed to the membership information on the ADS website. She did follow up with the membership chair and webmistress regarding the social media campaign that was held for membership this past month to determine if we have any hard data as to whether the 122 click throughs resulted in new ADS memberships, and whether there's value in considering this again in the future. She will follow up with them. Jess said she will put tracking codes on it next time which should give us a better idea.

### **Special Awards**

Jerry Landerholm reports this is a quiet time of year for special awards. The 2022 Dudley, Hart, Gullikson, Johnson and Connell Medals were sent off to their respective destinations. Thank you, ADS members who assisted special awards, by personalizing the medal presentations. We hope you had fun doing so. Congratulations to all the recipients!

A very cordial letter thanking the ADS was received from Ron and Brenda Thomas of the UK. Ron and Brenda were recipients of an ADS silver medal in 2022. Our devoted friend David Brown presented the silver medals on our behalf to Ron & Brenda Thomas and to Ms. June Nash. Ron and Brenda have been largely responsible for setting up the National Dahlia Society's annual show for the past several years. June has been active in the NDS for many years. She is currently serving as the NDS general secretary. A special thanks from special awards is extended to David for making these presentations, and especially for identifying Brenda, Ron, and June as outstanding ambassadors of the dahlia. The January 2023 issue of the ADS *Bulletin* contains information regarding David's presentation of NDS silver medals to several people at the 2022 national show. The exchange of medals strengthens close international relationships that have long been a part of American Dahlia Society history.

Regards to all for a great dahlia year.

## **Technology Resource**

Jess Becker reports she has been working with Brad Freeman to create a central repository for the ADS. Full details will be coming in June.

## **Trial Garden**

Marilyn Walton reports the trial gardens are getting ready for another great dahlia season. The biggest problem in most of the gardens last year was the weather. Basically, there is not much we can do when mother nature decides to throw us curve balls. Cool and wet early on can be hard to deal with. Then there are the hot and dry times that make it difficult. A couple of the directors were close to giving up but did hang in there.

## **Website**

Sharon Swaney reports there has been a lot of activity on the website since the beginning of the year. In addition to the regular new year information (largest dahlia contest, seedling bench documents, judging docs, bulletins, new originations, bloom awards, etc.) some highlights are listed below. But first, sincere thanks to the folks who faithfully supply the regular information. She thanked all who sent pictures as that is what people want to see on the website. Continue to send pictures!

### **Highlights:**

- Posted the first online-only show reports document. Pictures submitted but not used in the report are also available online.
- The people's choice and ADS photo contest were facilitated by the site. We had to limit the people's choice voting to members due to ballot stuffing. Not sure if this was human direct interference or electronic chicanery. We will have to decide on a voting strategy before the next people's choice contest. Like so many things in life it will come down to money. The winners from both contests are posted, all the entries to the people's choice are posted, and will be receiving the videos of entries for the ADS photo contest.
- The judging modules are posted and have garnered a huge audience. Hopefully, this effort will be inspiration to others for information for the site.
- We have implemented a web facility for societies to buy their insurance and it was the first form-driven facility to be integrated with PayPal.
- The online membership purchase facility is also now integrated directly with PayPal and the new member receives an immediate, informative receipt.
- We've cleaned up and beautified the genome project pages in anticipation of a fund-raising drive.
- Have you noticed the increased number and size of the photos on the site? Hope you are enjoying the photos. Don't forget to send in garden and general society activity photos to be shared on the site; and to send dahlia portraits for the online classification guide.

- We've assigned email forwards to each board member/job in the ADS and are working to cleanse the site of as many personal emails as possible. This will also simplify the changes required when there are personnel changes.

## **OLD BUSINESS**

### **National Show Chair**

Brad Freeman reported we are still looking for a National Show Chairperson.

## **NEW BUSINESS**

### **2025 National Show**

Brad Freeman reported the Central States Dahlia Society has applied to host the 2025 National Show. Charles Miehme confirmed that the deposit has been received. **Bob Schroeder moved, and Ron Miner seconded to approve the Central States Dahlia Society application to host the 2025 National Show. The motion passed.**

### **New Dahlia Society**

**Ken Jensen moved, and Sharon Swaney seconded to approve the Knoxville Dahlia Society as a participating society of the ADS. The motion passed.**

### **Advertising Manager**

Brad Freeman reported the advertising in the Bulletin is minimal. The current advertising manager, Meredith Smallstig, resigned. Brad asked one person and that person declined. The question becomes whether or not we want to have advertising in the *Bulletin*. The membership survey indicated members wanted to see relevant advertising in the Bulletin. Brad would like to get a sense from the board as to how they would like to proceed. Do we continue to try to find an advertising manager or go with a Bulletin that does not include advertising? There is a question as to whether our current periodical permit requires us to have advertising. It is thought we do need to have advertising to qualify for that permit. There was a question about whether or not we can get enough advertising to offset the cost of the Bulletin – advertising vs cost of deliverable. Jess stated she had set up a system for contacting advertisers. Last year we took in \$500 for advertising but the amount due is \$1350 in 2022. We need someone to step up to put some effort into getting advertising or we go to the model of no advertising if we can meet the postal regulations for the periodical permit as it reduces our mailing costs dramatically. Jess will follow up with Lobaugh's Dahlias and Paw Paw Label Company since they have been two regular advertisers. There needs to be a connection between who pays. Jess will send him a spreadsheet that he can use to mark those that pay. There was a suggestion to place a "help wanted" ad in the Bulletin and on social media being sure that it states it is a volunteer position. It was also suggested to send directly to ADS members via email as most of the social media consists of non-ADS members. The June *Bulletin* is full, so email seems to be the best plan at this time. With a full-color *Bulletin*, we might be more successful in obtaining advertising.



### **Board and Planning Meeting in Denver**

Brad requested board members to send him an email indicating whether or not you are planning to attend. This will help him to figure out some of the logistics and agenda. The focus of the meeting will be planning for the future and working on our strategic plan to produce action items to work on over the next several years. Both the spring planning and the annual meeting should be done via zoom. We should send an email to members providing them with the link to the planning meeting. Terry will send the zoom information to Sharon so she can send it out a couple of weeks prior to the meeting. There was a suggestion to put together a pamphlet about hosting a spring planning meeting. Mark Oldenkamp, Ken Jensen, and Bob Schroeder offered to help put something together for that. Brad will get an agenda out for the meeting soon.

### **Executive Committee**

**Dan Baulig moved, and Ron Miner seconded to ratify the recommendation of the executive committee regarding providing up to 50 copies of the ADS color guides to Australia per their request. They will be provided at the standard 10% off the bulk rate plus shipping. The motion passed.**

The next board meeting will be June 9 to 11 with the planning session on Saturday June 10 in Brighton, CO which is in the Denver area.

**Charles Miehme moved, and Elva Sellens seconded to adjourn the meeting.** The meeting was adjourned at 3:16 pm Pacific Daylight Time.

Respectively Submitted,

Terry Schroeder  
ADS Secretary