Azalea City Application Guidelines

The Azalea Society of America, organized December 9, 1977 and incorporated in the District of Columbia, is an educational and scientific non-profit association devoted to the culture, propagation and appreciation of azaleas, subgenera *Tsutsusi* and *Pentanthera* of the genus *Rhododendron* in the Heath family *(Ericacae).*

The ASA welcomes all municipalities to apply for official designation as an Azalea City, a new program to encourage cities and towns to officially recognize and appreciate the benefits of using azaleas in public and private landscapes. Many municipalities have long used azaleas as a basis for annual celebrations, tours, and spring festivals. Some have well-established public and private gardens or arboreta that offer the public a wonderful experience of viewing azaleas in full flower. The Azalea City certification recognizes the valuable contributions of such municipalities.

To aid your municipality succeed with their application, please carefully read the following guidelines before filling out the Application. While we do want you to receive our official designation as an Azalea City, we have certain requirements to qualify. Since we wish any municipality receiving our Azalea City designation to consider it a distinct honor and recognition by a national association, we bestow that designation only after careful consideration of your application.

Each section of the Guidelines correlates to the same section in the application.

Section A- This section requires the legal municipality name, County/Parish, State, mailing address, and the name and title of the application maker.

Section B- In this section, please provide a narrative of how, when, and where your municipality has promoted and/or celebrated Azaleas in public and private spaces over the past three years, or how your municipality is striving to rejuvenate or begin an interest in azaleas, designate a week to celebrate azaleas, plant or re-plant azaleas in public spaces, encourage new interest by the public to use azaleas in their private landscapes, and/or encourage gardens and arboreta to celebrate azaleas. Proof of your narrative is covered in Section C.

Section C- In this section, please itemize and summarize your exhibits of proof. They may be, but are not limited to, copies of Municipal Proclamations, newspaper clippings with source citations, magazine articles, photographs with captions and source citations, and/or any records showing the intent, follow-up and implementation of a municipal program with lasting endeavor. Copies of a taped television or radio interview by a local electronic broadcast media may be used as additional proof.

Copies of all your forms of proof must accompany the application.

Section D- In this section give the names and addresses of up to five public or private gardens or arboreta that promote or celebrate azaleas in your municipality in the form of spring festivals, tours, special speakers, plant sales or any other way which offers the appreciation of azaleas.

Section E- To qualify as an official Azalea City, your municipality must have at least three active members in the Azalea Society of America, residing within the corporate limits of your municipality. This qualification is required to ensure the continuing goals of the Society are met and provide a pool of members for an educational basis within your municipality. Our Society Secretary may be able to provide confirmation of current members residing within your municipality to qualify, or you may submit new members to qualify. If you have a municipal library, you may wish to submit that entity as an annual member to ensure the public availability of the ASA Journal, *The Azalean.*

To submit new members in the spaces provided, please enter their names, addresses, telephone numbers, and e-mail addresses, the required annual membership fee of $25 USA by check or USPS Money Order per member, and enclose with the application. Do not send cash. Members receive our quarterly journal, *The Azalean*, the opportunity to attend National Meetings and Conventions, join and/or form local chapters, participate in plant sales, flower shows and enjoy all the benefits of membership. Articles about your special municipal azalea celebration may be offered for publication in *The Azalean.*

Fees and submission: **There is no fee for this application or certification as an Azalea City.** Electronic applications by FAX or E-Mail will not be accepted. All applications and proofs must be sent by US Postal Service mail. Allow sixty to ninety days for a reply on acceptance or denial. If your municipality should be denied, we will explain the reasons in a letter, and suggest steps you may take to correct the problems in the application. If denied, all materials submitted by you will be held for a period of ninety days, or until we receive your written appeal with additional exhibits of proof, if needed. If accepted, all materials submitted will be placed in permanent records.

Azalea City recognition is for a period of five years and is subject to annual review by the committee and resident members in your municipality. Near the end of the term, you will receive a letter with a re-certification application. This process ensures the ASA that your municipality has an on-going active program of azalea celebration and appreciation.

Sign and date the application. Mail all submission information to the address below.

ASA Azalea City Program
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For Q/A
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