

AGENDA
AZALEA SOCIETY OF AMERICA
BOARD OF DIRECTORS MEETING
ASA CONVENTION HAMMOND, LOUISIANA
March 30, 2017 at 2:00 PM

BOD DIRECTORS, CHAPTER PRESIDENTS AND COMMITTEE CHAIRMEN

President	J Jackson	Pres. Alabamense	Patrick Thompson
Past President	John Migas	Pres. Ben Morrison	Budne Reinke
Vice President	Barbara Stump	Cape Fear	open
Secretary	Leslie Nanney	Pres. Central Carolinas	Sandy Yacob
Treasurer	Paul Beck	Pres. Lake Michigan	open
Editor	Barbara Stump	Pres. Louisiana	Allen Owings
Director 2018	Miles Beach	Pres. No. Virginia	Barbara Kirkwood
Director 2018	Bart Brechter	Pres. Rev. John Drayton	Tom Johnson
Director 2018	Joe Coleman	Pres. Southern California	Jim Jaeger
Director 2019	Larry Miller	Pres. Texas	Harold Hall
Director 2019	Jo Ann Smith	Pres. Tri-State	Beverly Knight
Director 2019	Chris Wetmore	Pres. Vaseyi	J Jackson

J Jackson had proxies for Larry Miller, Chris Wetmore and Sandy Yacob.

Editors	Barbara Stump and Pam Fitch
Advertising	open
ARC Chair	Hale Booth
Archives Chair	Jeanne Hammer
Awards Chair	Buddy Lee
Azalea City	Buddy Lee and Barbara Stump
By Laws Chair	Rick Bauer
Membership Chair	Chris Wetmore
Seed Exchange Chair	Lindy Johnson
Website Manager	David Banks and Paul Beck

Also attending: Robert Thau, Texas Chapter and Susan Bauer, Northern Virginia Chapter.

CALL TO ORDER: 2 p.m.

President J Jackson called the meeting to order at 2 p.m.

ROLL CALL: See above.

REVIEW AND ACCEPTANCE OF THE PAST MINUTES:

The minutes of the BOD meeting of May, 2016, were approved as distributed with no discussion.

OLD BUSINESS

J mentioned that Leslie and Dave Nanney are working on obtaining a multi-user license for the compendium. J further indicated that he would pass a hardcopy to Rick Bauer.

NEW BUSINESS

Chapter Status

Information provided by J Jackson: John Migas has indicated he will take the Lake Michigan President position and try to revive the chapter.

Paul Beck brought up the issue of inactive chapters. He has received no communication from Southern California or Cape Fear. Membership checks sent remain uncashed. The recommendation was made that the chapters be deactivated.

Approved: Close and remove from listings (website/Azalean/etc.) the Southern CA and Cape Fear Chapters.

Budget and Finance (Paul Beck)

Discussion of 2016 performance and outlook for 2017.

Key points of the report were reviewed. Although on solid financial ground in 2017 and 2018 based on previous actions, concerns remain for the future. The biggest annual expense is the Azalean. Break even financial number is 600 members. Current membership is a little over 500.

An informal committee was established to explore options associated with the Azalean and membership concerning how to best support members and the Society. Committee members include Rick Bauer, Paul Beck and Robert Thau. Others may be included as appropriate.

The BOD accepted the Treasurer's report as presented.

Azalea Research Fund (Hale Booth)

The maximum amount for grants was raised to \$5,000, up from \$2000.

Grant requests may be submitted at any time of year; previously, submissions were due in October.

The Azalean, the ASA website and other forms of ASA Research Fund information should be updated to reflect these changes.

Grants are used for materials, supplies, etc., but not salaries. This is an efficient way to leverage the knowledge of horticultural experts in universities, etc.

Some research fund assets are in stocks. Hale wants to review current investments and come back with a recommendation to the BOD to ensure efficient investment of funds. He recommended that the fund be maintained around \$100,000 so that it remains sufficient to provide grant funds.

Hale and the committee are working with the American Rhododendron Society to ensure efficient use of ASA grant money on projects that both are supporting.

Requested the BOD's consideration:

1. Help with research projects
2. Publicize the program
3. Renaming of the research program

The BOD discussed the appropriate name of the research effort based on the facts that the Research Fund does not have non-profit status of its own and that the committee recommended the Fund not pursue separate non-profit status.

Approved: Name change to Azalea Society of America (ASA) - Azalea Research Fund.

Future Conventions

Scheduling of upcoming conventions was discussed. A number of chapters/individuals have committed to sponsoring future conventions as follow:

- 2018 – Little Rock
- 2019 – Charleston – Tom Johnson
- 2020 – Houston --Bart Brechter
- 2021 – Central Carolinas – Sandy Yacob
- 2022 – Alabamense – Patrick Thompson

Azalean Editor's Report

Additional advertisements are needed. Tom Johnson indicated he would purchase advertisements in the next three issues. The chapter presidents were requested to provide more chapter news.

The due dates for submissions to The Azalean are:

April 15 – Summer issue

July 1 – Fall issue
October 1 – Winter issue

Membership

It was moved that Robert Thau, Texas Chapter, be appointed as the new chair of the membership committee.

Approved: Robert Thau as Membership chair.

Robert spoke to the need for ASA to expand its “exposure”. He intends to initially work directly with each chapter president. Goals include:

1. Encourage each member to bring in one new member;
2. Recruit members to help with Facebook page content, pictures, descriptions and timely information.

Tom Johnson suggested that the BOD consider pursuing/establishing a Azalea Garden of Excellence recognition program. This would require a planned structure and screening factors. If pursued, this effort might fall under the Azalea City Committee umbrella.

Legacy Project Expansion (Rick Bauer) Rick Bauer gave a presentation on the Northern Virginia Chapter’s Legacy Project and recommended it be elevated from a chapter to a society project.

Approved: That the Legacy Project, as initially developed by the NV Chapter, become the ASA Legacy Project with initial management by the NoVA chapter pending establishment of an ASA committee or working group to support the effort.

New ASA Website Demonstration (Dave Banks and Paul Beck)

Information and demonstration were provided regarding current improvements to the ASA website. Review of update/improvements in progress and planned were also covered.

Requests were made for pictures and videos to be added to the website.

ADJOURNMENT

J Jackson closed the ASA BOD meeting at 3:35 p.m.

The minutes were taken by Susan H. Bauer