AGENDA
AZALEA SOCIETY OF AMERICA
BOARD OF DIRECTORS MEETING
ASA CONVENTION LITTLE ROCK, ARKANSAS
April 5, 2018 at 1:00 PM

BOD DIRECTORS, CHAPTER PRESIDENTS AND COMMITTEE CHAIRMEN

President	Rick Bauer	Pres. Alabamense	Patrick Thompson
Past President	J Jackson	Pres. Ben Morrison	Budne Reinke
Vice President	Charles Andrews	Pres. Central Carolinas	Kevin McCorkle
Secretary	Leslie Nanney	Pres. Lake Michigan	John Migas
Treasurer	Paul Beck	Pres. Louisiana	Allen Owings
Director 2018	Larry Miller	Pres. No. Virginia	Barbara Kirkwood
Director 2018	JoAnn Smith	Pres. Rev. John Drayton	Tom Johnson
Director 2018	Chris Wetmore	Pres. Texas	Robert Thau
Director 2019	Jim Campbell	Pres. Tri-State	Beverly Knight
Director 2019	Kevin McCorkle	Pres. Vaseyi	J Jackson
Director 2019	Sally Perkins	At Large Contact	Robert Thau

Editors	Barbara Stump and Pam Fitch
Advertising	open
ARF 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	Robert Thau
Seed Exchange Chair	Lindy Johnson
Website Manager	David Banks and Paul Beck

CALL TO ORDER:
Rick Bauer

ROLL CALL:
Leslie Nanney

REVIEW AND ACCEPTANCE OF THE PAST MINUTES:
The minutes of the 2017 BOD meeting. See Attachment A.

OLD BUSINESS

ASA Convention for 2019 and beyond

2019 – Charleston, SC – Rev Drayton (confirmed)

2020 – Houston, TX – Bart Brechter (confirmed 10 March 18)

2021 – Charlotte, NC – Central Carolinas (confirmed 11 March 18)

2022 – Auburn, AL – Alabamense (confirmed 12 March 18)

2023 - TBD

NEW BUSINESS

Budget and Finance (Paul Beck)

Collection of dues (how it's done, suggestions on how to do it)

Brief discussion and committee formation:

Return of $3209 for George Harding Memorial Garden
Donation of $2000 by the Great Garden Alliance Fund

Advertising Representative

Report on the Azalea Research Fund Committee (Hale Booth)

National Society Assistance for Chapters – Charlie Andrews

Membership Chair – Robert Thau

Legacy Project (Rick Bauer)

Attachment A

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 where 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

Appendix A

2016 ASA FINANCIAL STATEMENTS

The ASA's Income Statement for the year 2016, Expenses for 2016, and its Balance Sheet as of December 31, 2015 and December 31, 2016 are presented in Tables 1A, 1B and 1C, respectively. Summaries for ASA CDs, as of December 31, 2016 are presented in Table 1D. Consolidated income and expenses for the ASA for 2016 are presented in column 1 of Table 1A.

Total income for the year was $31,417, total expenses were $23,803; income exceeding expenses by $7,614. The 2016 financial year was good, primarily due to a $5,000 donation from the 2016 convention committee. Also, dues collection for the 2017 financial year was started in early December, thus bolstering up the end of year accounts. Future dues collections will also be started at the same time, thus year to year reporting should be consistent. At the time this report was created, $3,225 additional 2017 dues had been paid.

On March 1st, as per the ASA by-laws and reinforced at the 2016 BOD meeting, those members who had not yet renewed for 2017 were made inactive. Eighty-eight members were thus removed from the active rolls. This is better than 2016, when 120 members were inactivated. Our active membership is now 499. Our break-even point is approximately 600 members. Some of those members made inactive will probably renew their memberships, though I expect that number to be less than 10. Also, per the BOD decision last year, those members made inactive will have their access removed from the protected areas of the website, and will not be mailed any missed issues of *The Azalean* if they subsequently renew their membership. The list of inactivated members was sent to all the chapter presidents.

Total assets and liabilities increased from $195,362 to $202,622, as shown in Table 1C. The great majority of the ASA's assets are now in CDs, instead of investments, as in prior years. Although the ASA was given permission to invest in equities a couple of years ago, the Finance Committee has opted to not use that option. The total value of the Operating Fund was $23,708 at year-end 2016, the value of the Endowment Fund was $80,383, and the value of the Research Fund was $98,382. The Operating Fund is now healthy, due to an infusion of $14,000

from the Endowment Fund, as per a 2016 BOD decision, and the $5,000 donation from the 2016 convention. The end of year Operating Fund balance is definitely sufficient to carry us through 2017, and probably also 2018. A long term solution to dwindling membership still needs to be addressed.

The ASA, excluding the Research Fund, had total income of $30,690 and total expenses of $20,109 in 2016, and thus had a net gain of $9,073 for the year, as shown in column 2 of Table 1B. The cost of editing, printing, and distributing *The Azalean* totaled $17,907 during 2016, or 75 percent of expenses and nearly $4,500 per issue. Regular dues income totaled $15,353 in 2016, or 50 percent of total revenue of the ASA excluding the Research Fund.

Gifts to the Operating Fund totaled $7,044 for the year, including $1,488 of dues payments in excess of regular annual dues ("ExcessDues"). Gifts to the Research Fund totaled $2,235 for the year. Interest on investments totaled $2,158. A complete summary of CDs invested at the end of 2016 is shown in Table 1D. All advertising in the issues for the year 2016 have been paid for.

Respectfully submitted,
Paul A. Beck, PhD, Treasurer
Azalea Society of America
March 1, 2017

Attachment B

2017 ASA FINANCIAL STATEMENT

The ASA's Income Statement for the year 2017, Expenses for 2017, and its Balance Sheet as of December 31, 2016 and December 31, 2017 are presented in Tables 1A, 1B and 1C, respectively. Summaries for ASA CDs, as of December 31, 2017 are presented in Table 1D. Consolidated income and expenses for the ASA for 2017 are presented in column 1 of Table 1A.

Income, Expenses and Donations

Total income for the year was $33,026, total expenses were $13,584; income exceeding expenses by $19,442. A significant reason for the large excess was that only 3 issues of *The Azalean* were published in 2017. The fourth edition, published in February 2018, cost $4,209. Also, the chapter reimbursement expense of $5.00 per member, or $1,725, was not made until early January 2018. If those two expenses were added to the above 2017 expense, the net revenue would have been $13,508. Twenty seventeen was a very good year. This was primarily due to a very significant level of donations to the Society, in the total amount of $11,215. Those donations are broken down as follows:

- $3,515 to the **Azalea Research Fund**. This included a $2,500 donation from the **Dolan Gardens**, a $500 donation from the **Louisiana Chapter**, and several individual member donations.
- $3,590 in "large donations" to the **General Fund**. This designation is applied to any donation by a single entity in excess of $100. We had one $2,100 donation from **Great Gardens of America**, one individual member donation of $500, a $500 donation from the **Louisiana Chapter**, and several others from $100 or more.
- $875 in excess dues was paid by our members when they renewed their membership.
- $3,235 in other donations; most of this donation came from the **George Harding Foundation** garden.

Membership

On March 1st, as per the ASA by-laws and reinforced at the 2016 BOD meeting, those members who had not yet renewed for 2018 were made inactive. One hundred and nine members were thus removed from the active rolls. This is better than 2016, when 120 members were inactivated. Our active membership is now 491. Some of those members made inactive may renew their memberships, though I expect that number to be less than 5. Also, per the BOD decisions in 2016, those members made inactive have had their access removed from the protected areas of the website, and will not be mailed any missed issues of *The Azalean* if they subsequently renew their membership.

Those persons registered to attend the "Azaleas 101" session before the 2018 convention will be automatically registered for a ½ year membership after the convention. At the time this report was prepared, that group represented 69 individuals. Six of these registrants appear to be couples, and will receive a joint membership, resulting in a net increase of 66 memberships. It is likely that many of these individuals will not renew their membership at the end of the year; however, with our normal additions we should be well over 600 members at the end of the year. This is a very good trend.

As always, a significant effort was expended this year to get members to renew their membership. This effort has been at the national level, and this year a separate proposal is being submitted to spread out the renewal efforts across the chapters. We hope that a more personal and local approach to encouraging members to renew will be more successful.

Assets and Liabilities

Total assets and liabilities increased from $202,622 to $229,564, as shown in Table 1C. The great majority of the ASA's assets are now in CDs, instead of investments, as in prior years. Although the ASA was given permission to invest in equities a couple of years ago, the Finance Committee has opted to not use that option. The total value of the Operating Fund was $37,632 at year-end 2017, the value of the Endowment Fund was $82,183, and the value of the Research Fund was $109,177. The Operating Fund is now healthy. The end of year Operating Fund balance is definitely sufficient to carry us through 2018, and probably also 2019. A long term solution to dwindling membership still needs to be addressed.

The ASA had total income of $33,026 and total expenses of $13,584 in 2017, and thus had a net gain of $19,442 for the year, as shown in column 2 of Table 1B. The cost of editing, printing, and distributing *The Azalean* totaled $13,041 during 2017, or 96 percent of expenses and nearly $4,400 per issue. Regular dues income totaled $13,855 in 2017, or 42 percent of total revenue of the ASA.

Gifts to the Operating Fund totaled $7,700 for the year, including $875 of dues payments in excess of regular annual dues ("Excess Dues"). Gifts to the Research Fund totaled $3,315 for the year. Interest on investments totaled $2,306. A complete summary of CDs invested at the end of 2017 is shown in Table 1D. All advertising in the issues for the year 2017 have been paid for.

Respectfully submitted,

Paul A. Beck, PhD, Treasurer
Azalea Society of America
March 20, 2018

Table 1A
ASA Income 2017 ($)

	Consolidated	Operating + Endowment	Research
Azalean Income			
Advertising	3,310	3,310	
Back Issues	0	0	
Total Azalean	3,310	3,310	
Dues Income			
Total Dues Paid	15,655	15,655	
Life Dues	1,800	1,800	
Regular Dues	13,855	13,855	
Donations			
Excess Dues	875	875	
Donations	6,825	6,825	3,515
Total Donations	7,700	7,700	3,515
Interest Income			
Bank Account Interest	94	94	
CD Interest	2,212	1,145	1,067
Investment dividends	824		824
Seed Exchange	540	540	
Total Income	**33,026**	**27,620**	**5,406**

Table 1B
ASA Expenses 2017 ($)

	Consolidated	Operating + Endowment	Research
Administrative			
Back Issues Postage	0	0	
Envelopes	20	20	
Miscellaneous	0	0	
Postage	102	102	
Website	154	154	
Total Administrative	276	276	
Awards & Memorials			
Awards	0	0	
Memorials	0	0	
Total Awards & Memorials	0	0	
Azalean			
Advertising	0	0	
Convention	344	344	
Editor	2,700	2,700	
Layout	2,700	2,700	
Postage	891	891	
Printing	6,406	6,406	
Total Azalean Expense	12,697	12,697	
Fees & Charges			
Bank Charges	0	0	
PayPal Charges	181	181	
Corporate Fees	0	0	
Azalea City	0	0	
Other	14	14	
Total Fees & Charges	195	195	
Membership			
Chapter Reimbursement	0	0	
New Member Packets	71	71	
Total Dues Expense	71	71	
Research Fund			
Grants Awarded			0
Total Research Fund Expense			0
Total Expense	**13,584**	**13,584**	**0**
Income-Expense	**19,442**	**14,036**	**5,406**

Table 1C
ASA Balance Sheet, December 31, 2016 and 2017 ($)

	2016	2017
Checking Account	5,058	11,619
Savings Account	16,375	27,455
PayPal	410	311
CDs	156,046	158,258
ARF Stock Investment	24,733	31,921
Total Assets	**202,622**	**229,564**

Liabilities		
Uncashed checks (chapter rebates)	45	455
Operating Fund	2,643	37,632
Credit Card	104	117
Endowment Fund	80,383	82,183
Research Fund	98,382	109,177
Total Liabilities	**202,622**	**229,564**

Table 1D
ASA CDs, a/o December 31, 2017 ($)

	Rate, Maturity	12/31/2017
FVC Bank, XX2056, $25,000	1.69%, 2/1/2020	25,786.48
FVC Bank, XX2169, $15,000	1.69%, 3/18/2020	15,451.13
FVC Bank, XX2800, $63,746	1.54%, 04/17/2019	64,406.02
Presidential Bank, XX0392, $25,000	1.22%, 12/30/2017	25,852.76
Presidential Bank, XX0418, $10,000	1.22%, 12/30/2017	10,341.10
FVCbank, XX1920, $16,002.40 (Oconee)	1.2%, 10/21/2018	16,420.97
Total CD Balance		**158,258.46**