

**MINUTES**  
**AZALEA SOCIETY OF AMERICA**  
**BOARD OF DIRECTORS MEETING**  
**April, 2020**

**BOD DIRECTORS, CHAPTER PRESIDENTS AND COMMITTEE CHAIRMEN**

|                |                 |                            |                |
|----------------|-----------------|----------------------------|----------------|
| President      | Rick Bauer      | Pres. Alabamense           | Amanda Wilkins |
| Past President | J Jackson       | Pres. Arkansas             | Ronnie Palmer  |
| Vice President | Charles Andrews | Pres. Ben Morrison         | Budne Reinke   |
| Secretary      | Leslie Nanney   | Pres. Central Carolinas    | Kevin McCorkle |
| Treasurer      | Paul Beck       | Pres. Lake Michigan        | John Migas     |
| Director 2019  | Jim Campbell    | Pres. Louisiana            | Allen Owings   |
| Director 2019  | Kevin McCorkle  | Pres. No. Virginia         | Lars Larson    |
| Director 2019  | Sally Perkins   | Pres. Rev. John Drayton    | Tom Johnson    |
| Director 2020  | Fred Anderson   | Pres. Texas                | David Creech   |
| Director 2020  | Robert Thau     | Pres. Texas Forest Country | Robert Thau    |
| Director 2020  | Andy Whipple    | Pres. Vaseyi               | J Jackson      |
|                |                 | At Large Contact           | Robert Thau    |

|                     |                             |
|---------------------|-----------------------------|
| 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    | Robert Thau                 |
| Seed Exchange Chair | Lindy Johnson               |
| Website Manager     | David Banks and Paul Beck   |

**The meeting began with the e-mail sent by Rick Bauer to the BOD describing items to consider.**  
(see Attachment A)

Quorum was determined by the number of responses to the e-mail.

**2019 BOD Minutes**

The minutes of the 2019 BOD meeting were accepted.

**Society Logo**

The BOD unanimously voted to approve the deciduous blossom version as the new letterhead logo.

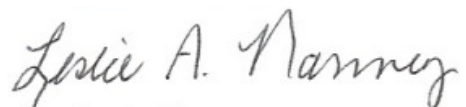
## **Conventions**

The BOD unanimously approved the sponsorship of the following conventions:

- In 2023, the Northern Virginia Chapter and the Azalea Chapter of the American Rhododendron Society (ARS) will co-sponsor a joint convention in Georgia.
- The Louisiana Chapter will sponsor a convention in Lafayette, LA. in 2024.

The registration levels for the Houston convention were disappointing. Any BOD members who have suggestions as to what could be done differently in the future should send them to Rick. He will consolidate them in a non-attributional form and provide them to the BOD. The BOD will discuss them at a future date.

Respectfully submitted,

A handwritten signature in cursive script that reads "Leslie A. Nanney".

Leslie A. Nanney

## **Attachment A**

ASA Board Members,

It's hard to believe that two weeks ago we were supposed to be meeting in person in Houston. I hope you are all staying healthy, keeping the proper social distance and washing your hands. I'm hoping to see all of you next year in Charlotte. I'm also pleased to announce that all of the candidates for elected positions on the board were successful in their bids. Donna Palmer was elected as the new Secretary. Congratulations! I would also like to introduce Denise Lanclos of the Louisiana Chapter who has accepted the position of Advertising Sales Representative. She also has some good ideas on marketing the ASA which we will share at a later date.

We do have a couple of items we need to take care of and information to disseminate. I had explored conducting an online BOD, however in testing a conferencing application, it became clear that running a meeting would be difficult due to the inability to identify and call on people who wanted to address the BOD. I also didn't feel it was worth the cost to climb the learning curve in using the application. It also appeared that the topics which required decisions could be handled via email, so that is the approach being used.

### Azalea Research Fund and Treasurer's Reports

I have attached a copy of the report from the Azalea Research Fund and the Treasurer for your information. If you have any questions on either, please direct them to Hale Booth and Paul Beck respectively. If you have any issues which you feel need to be brought before the board, please do so in your response to me.

### 2019 BOD Minutes

I have also included a copy of the minutes from the 2019 board meeting. You should have seen these previously (and I don't recall any comments). **Please indicate whether you support approving these minutes.** If you have any issues, please contact Leslie Nanney.

### Society Logo

We have been working to update the letterhead logo for the ASA for some time now (at least two years as I recall). Allen Owings and the Louisiana Chapter have been working and funding this effort. A few months ago, I sent out six prototypes. One prototype was the hands down favorite of the majority. One complaint with the selected prototype was that it only had evergreen azaleas depicted. Charlie Andrews has been working with Allen to modify that logo to include a deciduous blossom. I have attached a document which shows the current logo, the favorite among the prototypes and the modified favorite which included a deciduous blossom. **I ask you to vote yes or no to approve the deciduous blossom version as the new letterhead logo.**

The society has another logo which is used in *The Azalean* and in the society tri-fold. Efforts are now underway to come up with a new logo(s) to replace this one. We are looking to develop one which is of a consistent style with the letterhead logo. I have attached a sheet showing the current logo and some proposed mock ups. At this time this is for your information only, however your comments are welcome.

### Tri-fold

The society also has an attractive tri-fold which is used for advertising purposes. The last order for the tri-folds was probably done over 6 years ago (probably more). The current supply is almost gone. Carol Segree of the Ben Morrison Chapter was the person originally responsible for the development of the tri-fold. Charlie Andrews has noted areas where the tri-fold needs to be updated and we are in the process of doing that. Once completed, new tri-folds will be ordered for use by the society and our chapters.

### Conventions

We currently have two more scheduled conventions....Charlotte next year and Alabama in 2022 (it appears this will be in Huntsville). The Northern Virginia Chapter has volunteered to work with the Azalea Chapter of the American Rhododendron Society (ARS) to co-sponsor a joint ASA/ARS convention in Georgia in 2023. It will be conducted in the area north of Atlanta (well outside of the city). Northern Virginia sponsored a successful convention in Herndon, VA in 2009 and last sponsored a convention in Williamsburg in 2016 (also a joint convention) which was very successful and resulted in a \$5000 contribution to the society.

The Louisiana Chapter has volunteered to conduct a convention in Lafayette, LA in 2024. The chapter has sponsored successful conventions in New Orleans in 2010 in Hammond, LA in 2017 and stepped up again the next year to sponsor the Little Rock convention in 2018. All of these conventions were very successful. We thank them for stepping forward again to sponsor a convention in a new locale in Louisiana.

**Please vote yes or no to approving the sponsorship of each of the 2023 and 2024 conventions.**

Finally, the registration levels for the Houston convention were disappointing, both for the society and for the folks who worked so hard to plan the convention. Some of you have already offered your opinions as to why the response was so poor. If you have any opinions as to what could be done better in the future to preclude this situation recurring, please provide them to me. I will consolidate them in a non-attributional form and provide them to the BOD. This will probably require some additional discussion at a future date.

**Please respond to the bolded requests above no later than 3 April.** The results will constitute the official BOD for 2020. We will likely have additional discussions later in the year.

Thanks.

Rick