

**DRAFT OF MINUTES**  
**AZALEA SOCIETY OF AMERICA**  
**BOARD OF DIRECTORS MEETING**  
**Auburn, AL**  
**April 2, 2024 3 – 5 PM**

**BOARD OFFICERS**

President	Charlie R. Andrews, III*
Vice President	Tom Johnson*
Secretary	Denise Lanclos*
Treasurer	Paul Beck*
Past President	Rick Bauer*

**CHAPTER PRESIDENTS**

Pres. Alabamense	John Torbert*
Pres. Arkansas	Ronnie Palmer*
Pres. Ben Morrison	Budne Reinke
Pres. Central Carolinas	Kevin McCorkle
Pres. Lake Michigan	John Migas
Pres. Louisiana	James Campbell*
Pres. North Virginia	Barbara Kirkwood*
Pres. Rev. John Drayton	Wilson Taylor*
Pres. Texas	David Creech
Pres. Texas Forest Country	Betty Horne
Pres. Vaseyi	Aaron Cook*
At Large Contact	Rick Bauer*

**BOARD OF DIRECTORS**

Director-2024	Terri Waterman*
Director-2024	Shane Harris *
Director-2024	Allen Owings
Director-2025	Senora Simpson*
Director-2025	Michael Bamford*
Director-2025	John Simmons*

Editor/Layout	Kathy Jentz*
Webmaster	David Banks
	Paul Beck*

**NATIONAL COMMITTEE CHAIRMEN**

Advertising	Denise Lanclos
Archives	Jeanne Hammer
Awards	Robert “Buddy” Lee and Barbara Stump
Azalea City	Robert “Buddy” Lee
Azalea Research	Hale Booth
Back Issues	Susan Bauer
By-Laws	Rick Bauer
Finance	Paul Beck
Membership	Pat Insley
Nominating	Rick Bauer
Seed Exchange	Aaron Cook

Incoming Directors  
Terri Waterman\*

\*Indicates those present for meeting at time of roll call.

**CALL TO ORDER:**

Charlie Andrews called the meeting to order at 3:00 p.m.

**ROLL CALL:**

There were 18 in attendance. See the first page of minutes for attendance.

**REVIEW AND ACCEPTANCE OF THE 2023 BOD MINUTES:**

The minutes of the BOD meeting of April 19, 2023, were approved as given with no discussion.

**BY-LAWS:**

Rick Bauer reported the draft of the ASA updated By-laws are on the ASA website. The changes have all been reviewed and approved by board vote. The Society members will be polled at the banquet for this year's convention with the final to be uploaded to the ASA website thereafter.

**MEMBERSHIP & CHAPTERS:**

Charlie Andrews requested help in finding someone to chair the membership committee. Mike Bamford, who works with membership for the ARS, suggested attrition and age is affecting membership. Dialog was shared on how to keep ASA Chapters alive and soliciting new members to join the ASA. The ARS pushes current members to recruit new members and stresses the friendship and chapter activities benefits have changed. As chapter membership decreases and no longer meet by-laws, we can look at creating activities that appeal to younger members.

Senora Simpson suggested the younger generation uses blogs, tik Tok, and are not as interested in volunteering as the older member generation. We members need to get out and do more teaching, like girl scouts model, out at store fronts etc.

Tom Johnson suggested that the ASA needs a "cause" like a Pride of Mobile plant campaign. A legacy project is an example.

Rick Bauer suggested two functions, to rope them in and second is to keep their membership. Native plants are very popular. We can promote the ASA seed bank, native azaleas etc.

Denise Lanclos suggested we include more articles in the Azalean Journal featuring azalea gardens across the country.

Kathy Jentz reminded the board that the decision was made for one article per journal about public gardens. She gave the example of Silver Springs Garden Club in Washington, DC. They meet weekly on Monday evenings and have a greater attendance with the club being open to everyone. She promoted it this way which encourage more members to join their club. Facebook is being used and can do more. Topics are varied with a lot of local plant topics as a presentation for the weekly meetings. Encourage members to find a way to market azaleas, in containers, pots, kitchen garden pots, college students in rental properties, bonsai speakers, native azaleas are promoted.

Mike Bamford mentioned public gardening is popular with younger people getting involved in planting azaleas in public gardens.

Charlie requested the board members send him recommendations for ASA membership development team.

**NEW BUSINESS:**

Officers and Directors

Allen Owings was elected as Secretary. He has notified the board he cannot serve due to his health condition.

Charlie asked for recommendations for 2024 – 2026 term. The Board nominated Jim Cambell.

## **TREASURER'S REPORT AND FINANCIAL STATEMENTS:**

Paul Beck will continue to serve as Treasurer for the 2024-2026 term. He advised we will need a new Treasurer by 2026 so he can retire. The webmaster and membership roles will need to be filled. The reports were emailed and hard copies distributed at the meeting. The next donations loss is \$3,500. Renewal notices were mailed in December so renewals were coming in late. Over 100 members did not pay until Jan/Feb. We lost over 80 members last year. He reiterated that members need to pay their dues on time. Donations were terrible this year. The webpage donate button as the top of the page now. The majority of donations came from two large donations. Our reserve could last for about five years if no renewals. There are 514 members at 2023 year end. When Paul became Treasurer there were 668 members in 2014. The Balance Sheet total assets are \$314,704, the Stock Fund is up 20% for 2023. Paul reviewed the reports and asked for questions. The board voted and approved the reports as presented; see attached.

## **CHAIRPERSON'S ITEMS:**

Charlie Andrews term as President ends in 2025. The board needs to nominate the next President. Possible nomination Tom Johnson for 2025-2027 term. Then nominations for the Vice President term 2025-2027 will accepted. These positions should preferably come from someone on the board. Chapter President are great candidates!

Kathy Jentz suggested an "Azalea Holiday" on the calendar. She gave the example of the "Seed Swap Day" she started; it has grown a lot. She compared this to other organizations and club days like the Rose Society. The ASA could do an Azalea Holiday to promote plants and cuttings, etc.

Tom Johnson suggested ARS & ASA declare the entire year as an Azalea Year. LOL.

Mike Bamford suggested cross promoting is another great way to promote the societies.

Tom suggested it be tied to the history of azaleas. Kathy suggested "holidays" be promoted by press, governments, public schools, etc.

## **FUTURE CONVENTIONS:**

- **2025 Brandywine Valley, sponsored by Jenkins Arboretum. Board approved.**
- **2026 Hendersonville, sponsored by Vaseyi Chapter they will need lots of help. Board approved.**
- **2027 ?**
- **2028 ?**

Ideas for future conventions – Master Gardeners & Plant Botanical Gardens.

Mike Bamford inquired if we still want to have conventions??? Possibly have a Festival and Garden Tours.

The board meetings could be done online via ZOOM prior to convention. This could possible reduce the amount of resources needed for a convention.

Denise Lanclos suggested that we look at North Carolina's Azalea Festival, Mobile Azalea Trail Maids Festival, Houston Garden Tours, Lafayette's Azalea Trail Trolley Tours, Bellingrath Gardens etc.

Podcasts are also another option to host speakers and reach a broad audience.

Tom Johnson suggested that physical and pro???? Would both need to be considered to attract younger members. For example Walmart or Lowes booths set up with ASA flyers etc.

Charlie Andrews proposed that chapter activities need to give members value for their membership. He advises that we go back to our chapters and refer to ASA "How to Run Successful Chapters" on the [www.azaleas.org](http://www.azaleas.org) site. Make Chapters active!

**RESEARCH FUND:**

Hale Booth suggested that we write an article on where ASA Research funds are going. For example, the University of Florida research project – Azalea gall fungus study received \$270 award by the ASA. The Research Fund is self-sustaining. He requested we make an appeal in the Journal gain this year. We want to create more research on azaleas through the research fund committee efforts.

**THE AZALEAN JOURNAL EDITOR REPORT:**

Kathy Jentz reported that we had great articles submitted for 2023! We could lower the cost of the Journal if we move to PDF. We should consider including more articles on the research project needed. The ASA speakers at convention should write up articles for the Journal. The ARS contacted her to reprint former articles. Kathy asked for more articles. She reported articles are coming in from Winterthur, Jenkins and Hendersonville. She welcomed any ideas and additions for the Journal.

Tom Johnson requested public garden articles and proposals from the board. A new column could be started about hybridizing like how we started one with Buddy Lee's work.

Kathy requested more profile suggestions from the board.

Charlie recognized Kathy for the great job and articles she has done in the Journal.

Kathy asked if we considered offering the Journal online; it is available to members once logged in.

Charlie reminded the board that we need a new Advertising Manager. Paul reported that the ASA normally pays a fee for this position; negotiated a percentage of the ads sold.

Charlie requested that we get many more advertisers. The advertisement agreement is online on the ASA website.

Charlie motioned to adjourn the meeting at 4:50pm.