

AZALEA SOCIETY OF AMERICA
BOARD OF DIRECTORS' MEETING *MINUTES*
Devon, PA
May 7, 2025 3 – 5 PM

BOARD OFFICERS

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

CHAPTER PRESIDENTS

Pres. Alabamense	Shane Harris**
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	Carol Power*
Pres. Texas Forest Country	Betty Horne*
Pres. Vaseyi	Aaron Cook
At Large Contact	Rick Bauer

BOARD OF DIRECTORS

Director-2024-26	Shane Harris*
Director-2024-26	Terri Waterman*
Director-2024-26	Rick Edwards
Director-2023-25	Senora Simpson
Director-2023-25	Michael Bamford
Director-2023-25	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 Chair	Charlie Andrews
Membership Admin	Pat Insley
Nominating	Rick Bauer
Seed Exchange	Aaron Cook

Danny Hall, elected Director 2025-2027 attended as an invited guest.

*Indicates those absent from the meeting.

**Represented by John Torbert

CALL TO ORDER:

Charlie Andrews called the meeting to order at 3:06 p.m. He encouraged attendees to explore beautiful areas in Pennsylvania. Officers were noted.

ROLL CALL:

There were 15 in attendance. See the first page of minutes for attendance.

REVIEW AND ACCEPTANCE OF THE 2023 BOD MINUTES:

Charie motioned the board for approval of the minutes, Senora 1st and John 2nd, all were in favor of approval. The minutes of the BOD meeting of April 2, 2024, were approved as presented.

BOARD OFFICERS & DIRECTORS:

John Torbert will serve as Director for the remaining term of May 2025-26 replacing Shane Harris who will be serving as Vice President.

Paul introduced Pat Insley as Membership Administrator.

BY-LAWS:

Rick Bauer confirmed the By-Laws were approved at the annual meeting last year and there are no changes at this year's meeting

OLD BUSINESS: Charlie suggested that when an officer needs to be replaced that we go to the chapters for suggestions. He also mentioned we need a new Advertising Manager. Senora suggested Bill Miller be recruited.

SOCIAL MEDIA: Denise requested that all board members try to sell at least two ads for the Azalean Journal this coming year. Also, reminded members to "like" and "share" the ASA Facebook posts to increase our online presence of followers thereby increasing membership as well. Kathy suggested the society begin offering T-shirts, hats etc. by the ASA that can be purchased online. Denise passed around a sample of the American Camellia Society brochure showing the national map. She suggested the ASA could possibly create an online digital version of the Azalea Gardens and Trails around America. Denise reminded the board that we have seen a big increase in social media followers to the ASA.

MEMBERSHIP: Pat noted that the December 2024 MailChimp email was sent out. The credit card online link may need to be updated? Pat also suggested we use YouTube to promote the ASA. Charlie offered to chair the new Membership Committee. Rick nominated Charlie as the new Membership Chair, John 1st, Mike 2nd, all were in favor. Charlie distributed a sheet of suggestions and asked the board to submit their suggestions to him within a week. He requested that a committee should be formed to address the membership ideas.

FINANCIAL STATEMENTS: Paul presented the annual financial report; see attached. The Azalea Research Fund could be grown by sending direct email to solicit donations. Suggestions were made on educational emails about the funds and purpose and ask for donations. For the upcoming 50th ASA Anniversary the society could possibly have a campaign asking for \$50 donations. Favors like a pen could be given to donors. Podcasts were also suggested to use videos. Membership is still declining. Check with each chapter and find out why members are not renewing their membership. Rick suggested members at large could be assigned to a chapter with an online presence. Denise suggested to have direct annual appeals in April; azalea month. She explained that there are free online programs to use like Mail Chimp. Aaron suggested that the society no longer give the chapters the \$5 from the membership dues fee; chapters could make the decision to give it back to the ASA. Paul still desires to retire as Treasurer at end of 2026 which will be 12 years he has served. Mike Bamford announced he is interested in serving as Treasurer in two years. Charlie motioned for approval of the financial report; Rick 1st, Barbara 2nd, all were in favor of approval of the report. The budget goes out annually in November for the executive committee to approve.

RESEARCH REPORT: Paul presented the Research Report prepared by Hale Booth, who was absent. Two grants were awarded this year. He mentioned that 1099's possibly need to be issued due to the grant disbursements paid to "individuals". John Torbert volunteered to serve on Research Committee to replace Rick Bauer. Mike mentioned the five-year period before research articles are posted? Some of the societies have this wait time; more scientific procedures, not the ASA. Aaron and Kathy discussed the 1st rights etc.

HOOPER BALD WORK DAY: Charlie will be volunteering to help clean up Hooper Bald on the Sunday before Memorial Day; May 25th. Anyone interested to joining him to volunteer, please bring your loppers and supplies. Thank You.

THE AZALEAN JOURNAL: Kathy explained the recent Spring 2025 issue was longer; 32 pages instead of 24 and was funded by a generous donor. Digital copies of the Journal are online for members to access. April is officially Azalea Month and we can build on this in the future by soliciting nurseries, garden clubs etc. We can develop a Press Release to increase our reach to garden centers this coming year. Every chapter could hold an event in April. We should use radio and TV and other means to promote this each year. Always include a link to the ASA website and Facebook/Instagram. Denise mentioned we could also use Google and list the ASA on that platform.

MEMORIALS: The passing of Tom Johnson was shared by all. Aaron Cook had volunteered to run for President in Tom's place and Shane Harris volunteered to run as Vice President. They were both elected by the membership.

NOMINATING COMMITTEE: Rick suggested the ASA establish a formal nominating committee, John 1st, Mike 2nd, all were in favor. The committee will be chaired by the immediate Past President and will be comprised of the Past Presidents and current chapter presidents

WEBMASTER: Paul discussed that he is the web developer and used WordPress but we will need someone in the future who can do all of this volunteer work for the ASA. He reiterated that he needs a backup so he can train them now. He will write up a job description for the ASA Webmaster.

AZALEA DATABASE: Mark Nijland has a database list of azaleas that links back to the ASA website. His focus is on the genealogy of azaleas, and does not contain as many cultivars as the ASA database.

FUTURE ASA CONVENTIONS: Aaron Cook announced the upcoming conventions.

April 12 – 14, 2026 in Athens Georgia. The convention begins on the Sunday; Mon & Tues are tours, depart on Tuesday after the tours or Wednesday. Business meeting will be on Monday night. Georgia Botanical Gardens and other gardens will be visited.

2027 - The postponed 2026 convention will be held in Hendersonville, NC

2028 - ???

Charlie announced that June 14, 2025 the ASA will host a booth at the Graham County Native Azalea Festival at Robbinsville, NC.

Charlie motioned to adjourn the meeting at 5:15pm.