

MINUTES
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

Visitor Andy Whipple from the Azalea Research Committee.

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

CALL TO ORDER:

President Rick Bauer called the meeting to order at 1:10 pm.

ROLL CALL:

Secretary Leslie Nanney called the roll as recorded above.

REVIEW AND ACCEPTANCE OF THE PAST MINUTES:

The minutes of the 2017 BOD meeting were approved.

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 Charles Andrews is working with the American Rhododendron Society to organize a joint convention in the Athens, GA area. The decision on holding a joint convention is up to the chapters in the Athens area.

NEW BUSINESS

Budget and Finance (Paul Beck)

Paul reported that the ASA is in good financial condition with \$3,800 in cash available.

- A. Donation of \$2100 by the Great Garden Alliance Fund to support the Legacy Project. We need to identify possible uses. Some ideas:
 - 1. Physical (e.g., plaque or framed letter) identifying designated Legacy Gardens
 - 2. Financial assistance for obtaining Legacy cultivars for planting in public gardens
 - 3. Financial assistance for signage (with ASA markings) identifying cultivars when establishing Legacy gardens.
- B. Return of \$3209 from Mike White for George Harding Memorial Garden. Some ideas for using these funds include:
 - 1. Establishing an award in George Harding's name
 - 2. Somehow linking him to the Legacy Project.

Paul stated that the ASA needs 600 – 650 members to be financially stable. We currently have 498. The trend over several years has been a reduction of approximately \$1,200 annually from declining membership. Any budget shortfalls to date have been covered by donations. The ASA is relying too much on this uncertain source of income. Paul is working on the dues renewal process to decrease the percentage of members who do not to renew.

The Azalea Workshop 101 for the local master gardeners in the Little Rock area was attended by approximately 70 people. They each received a half-year membership to include The Azalean.

Ronnie Palmer will contact these folks to encourage them to become ASA members. They could become founding members of a new chapter he is trying to form in the Little Rock area.

Rick Bauer, Paul Beck and Charlie Andrews are developing a “primer” on running an ASA chapter. It will include guidelines for new or struggling chapters on ways to be successful.

Legacy Project Expansion (Rick Bauer)

The Legacy Project includes legacy gardens and nurseries as well as hybridizers. Rick Bauer, Legacy Project lead, would like the leads of the individual projects to discuss the processes they are using and ideas for identifying new projects.

One idea for increasing exposure is for legacy gardens to place ads in The Azalean. This could also include ads for these gardens on the ASA web site.

Report on the Azalea Research Committee (Hale Booth)

For the first time, there were no new proposals received in the last year. Hale would like to have a research project with the National Arboretum to promote the Glenn Dale azaleas. The Azalea Research Fund received two donations of \$2,500 each. These bring the total donations received from Ms. Frances Jones of the Dolan Gardens to \$11,000. Hale would like the Society to award her a lifetime membership in recognition of her support.

The Azalean (Barbara Stump)

Barbara is addressing the creeping schedule of publication of new issues.

Membership (Robert Thau)

Robert listed several items to support the recruitment of new members. These include:

- A. A pledge from each current member to recruit at least one new member.
- B. Continue the 101 Workshops for local Master Gardeners and other garden clubs.
- C. Develop an ASA “business card” for all members.
- D. Redesign the tri-fold handout.
- E. Continue to use prior issues of The Azalean as giveaways to encourage new members.
- F. Add a brief description of each chapter to the web site.

Tom Johnson offered free admission to Magnolia Plantation during the 2019 convention in Charleston, SC. for ASA members with a membership card.

Respectfully submitted,

Leslie Nanney, ASA Secretary