AGENDA
AZALEA SOCIETY OF AMERICA
BOARD OF DIRECTORS MEETING
ASA CONVENTION CHARLESTON, SOUTH CAROLINA
March 14, 2019 at 1:00 PM

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

CALL TO ORDER - Rick Bauer

ROLL CALL - Leslie Nanney

REVIEW AND ACCEPTANCE OF THE PAST MINUTES:
The minutes of the 2018 BOD meeting.

OLD BUSINESS

Disposition of gifts

A. Return of $3209 for George Harding Memorial Garden

B. Donation of $2000 by the Great Garden Alliance Fund

NEW BUSINESS

Treasurer's Report and Financial Statements (Paul Beck)

A. Please see Appendix A for financial statements
B. Proposal to offer softcopy and student memberships
C. Proposed change to The Azalean Ad Manager position compensation
D. Proposed budget for FY2019

Membership Chair - Robert Thau

Proposed New Membership and Communication Committee – R. Thau, C. Andrews, R. Bauer See Appendix B.

Primer on Running a Successful Chapter - Rick Bauer

The Azalean – Barbara Stump

Azalea Research Fund - Hale Booth

Proposed Policy for the ASA Benefits of Membership – Rick Bauer

A. Convention attendance
B. Soft copy access to The Azalean
C. Seed Exchange

Legacy Project Status - Rick Bauer

ASA Convention for 2020 and Beyond - Rick Bauer

Appendix A

2018 ASA FINANCIAL STATEMENTS

The ASA's Income Statement for the year 2018, Expenses for 2018, and its Balance Sheet as of December 31, 2017 and December 31, 2018 are presented in Tables 1A, 1B and 1C, respectively. Summaries for ASA CDs, as of December 31, 2018 are presented in Table 1D. Consolidated income and expenses for the ASA for 2018 are presented in column 1 of Table 1A.

Income, Expenses and Donations

Total income for the year was $32,495, total expenses were $22,247; receipts exceeding expenses by $10,248. If the **Azalea Research Fund** is excluded, the net revenue is $5,254. Twenty eighteen was a good year. This was primarily due a significant increase in membership (discussed next), and several large individual and organization donations.

- In 2018, five issues of *The Azalean* were published (2017 winter issue published in January 2018). This resulted in a higher expenditure for the publication, $19,840 instead of a normal year of about $18,000. The printing and mailing costs for the 2018 winter issue were paid in January 2019, and thus are not included in the $19,840 figure above. The per-issue publication costs are approximately $4,500.
- In 2018, the dues revenue was $19,490 compared to $16,793 for 2017. Part of this difference is due to the late dues collection last year; in addition, the 2019 renewal process was started in early November 2018, thus moving more of the 2019 dues collection into 2018. For simplicity of accounting, no attempt is made to allocate the dues collected to the income for the year of the dues applicability. This should make no difference over the long run as long as we are consistent from year to year in the commencement of the dues collection process.
- Donations to the **General Fund** were $3,301. Primary components were a $1,000 donation from the **Northern Virginia Chapter**, a $1,000 donation from an individual, and $216 resulting from the convention plant sale (plants donated by NV chapter) at Little Rock, AR.
- Donations to the **Azalea Research Fund** were $2,815. The largest component was a $2,500 donation from the **Dolan Gardens Foundation**. There was also a $100 individual member donation and several smaller individual donations.

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 2019 were made inactive. One hundred and twenty (estimated) members were thus removed from the active rolls. Our active membership is now 520. At this point last year, it was 491; this is a very good trend. 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 were automatically registered for a ½ year membership after the convention. That group generated a net increase of 62 memberships for 2018. Of that group, 19 have renewed their membership for 2019. This was a significant addition to the Society roles.

A significant effort was expended this year to get members to renew their membership. This effort had previously been only at the national level, and this year the effort was started at the national level, with subsequent follow-up at the chapter level. It appears that a more personal and local approach to encouraging members to renew was more successful. Several chapters, through personal contacts with members, were able to limit their losses to only one or two members.

In addition, this year we tried a small free membership lottery as an enticement for members to renew early. Three free memberships were awarded to members who had renewed by December 10th. It is not clear that this had any effect on the renewals.

Assets and Liabilities

As shown in Table 1C, total assets and liabilities have remained essentially constant at $228,955 (2018) vs. $229,564 (2017). 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 had opted to not use that option. In 2018, the treasurer was encouraged to move assets into mutual funds. That process was started in October 2018, however several issues (bureaucratic/administrative) arose with converting the ownership of the Schwab investment account to the new treasurer and president. This process has finally just been completed, and an initial $25,000 mutual fund purchase was recently completed. Funds will continue to be moved into mutual funds as CDs mature.

Operating Fund

The total value of the Operating Fund (OF) was $37,632 at the end of 2017, and $59,303 at the end of 2018. The large increase in the OF was primarily due to the intentional reduction in the Endowment Fund, as explained below. The Operating Fund remains healthy. The end of year Operating Fund balance is sufficient to cover expenses for almost three years without any additional revenue.

Endowment Fund

The total value of the Endowment Fund (EF) was $82,183 at the end of 2017, and $67,515 at the end of 2018. The endowment fund is a set-aside of assets to cover life membership dues as well as pre-paid dues for the coming year. I have re-assessed the amount in the Endowment Fund, and have determined that we have over obligated that fund. The cost of a life membership for domestic members is $600. This is based on an estimate that the life membership will need to cover dues not paid for approximately 20 years. There is no data at this point to backup that assumption. In order to arrive at a more equitable reserve in the EF, I tallied all the life members who joined prior to 1990 (26) and assessed their future obligation at $600 each. This assumption is that those members who joined prior to 1990 will likely have up to 20 years more of membership. The remaining 47 life members were assessed at $900, assuming these are younger members and that they may have 30 years of membership yet to be covered by the EF. Adding these to set-asides together with the pre-paid 2019 dues of $9,715 resulted in a total requirement for the EF of $67,515. The unneeded remaining funds were moved to the OF.

Azalea Research Fund

The total value of the Azalea Research Fund (ARF) was $109,177 at the end of 2017, and $101,867 at the end of 2018. The fund received donations of $2,815 in 2018, and awarded no grants, thus incurred no expenses. The ARF is self-sufficient, and its goal has been to incur no expenses other than grants awarded.

The assets of the ARF, in addition on moneys donated, are the two equities in the Schwab account, Ford Motor Corp (F), 1000 shares, and Ameriprise Financial (AMP), 100 shares. The per-share price of these equities was $7.65 (F) and $104.37 (AMP) respectively at the end of 2018. The total market value of these equities was $18,087. This is a significant reduction from their value at the end of 2017, which was $29,437. Market value thus decreased $11,350 in 2018. Dividends paid by the investments reduced the paper loss by $953. The value of the Ford stock will be watched to see if it comes back up in 2019. If not, it will be liquidated and turned into mutual funds. The Ameriprise shares have cycled up and down over the last six years, from a high of $18,408 in 2013 to the low of $10,437 in 2018.

The ARF assets listed in Table 1C include cash still in the Schwab account, resulting from dividends paid. At the end of 2018, the account had a cash balance of $3,573.

Conclusion

The Society is financially healthy and stable. The improvement in membership this year has been a good trend. Additional initiatives to increase membership should be attempted. A three year cushion in the Operating Fund is a good, safe operating margin. The Endowment Fund is adequately funded.

Respectfully submitted,

Paul A. Beck, PhD, Treasurer
Azalea Society of America
February 13, 2019

Table 1A
ASA Receipts 2018 ($)

	Consolidated	Operating + Endowment	Research
Azalean			
Advertising	2,340	2,340	
Back Issues	157	157	
Total Azalean	**2,497**	**2,497**	
Donations	**6,116**	**3,301**	**2,815**
Dues			
Regular Dues	19,290	19,290	
Life Dues	200	200	
Total Dues Paid	**19,490**	**19,490**	
Interest			
Bank Account Interest	132	126	6
CD Interest	2,439	1,219	1,220
Investment dividends	953		953
Total Interest	**3,524**	**1,345**	**2,179**
Seed Exchange	**868**	**868**	
Total Receipts	**32,495**	**27,501**	**4,994**

Table 1B
ASA Expenses 2018 ($)

	Consolidated	Operating + Endowment	Research
Administrative			
Envelopes	18	18	
Postage	201	201	
Website	323	323	
Total Administrative	**542**	**542**	
Awards & Memorials			
Awards	0	0	
Memorials	0	0	
Total Awards & Memorials	**0**	**0**	
Azalean			
Advertising	0	0	
Convention	393	393	
Editor	4,500	4,500	
Layout	4,500	4,500	
Postage	1,241	1,241	
Printing	9,206	9,206	
Total Azalean Expense	**19,840**	**19,840**	
Fees & Charges			
PayPal Charges (online renewals)	291	291	
Square Charges (phone renewals)	34	34	
Corporate Fees	0	0	
Azalea City	0	0	
Total Fees & Charges	**325**	**325**	
Membership			
Chapter Reimbursement	1,440	1,440	
New Member Packets	99	99	
Total Dues Expense	**1,539**	**1,539**	
Research Fund			
Grants Awarded			0
Total Research Fund Expense			**0**
Total Expense	**22,247**	**22,247**	**0**
Receipts-Expenses	**10,248**	**5,254**	**4,994**

Table 1C
ASA Balance Sheet, December 31, 2017 and 2018 ($)

	2017	2018
Assets		
Checking Account	11,619	26,239
Savings Account	27,455	34,554
PayPal	311	2,216
CDs	158,258	144,286
ARF Stock Investment (Schwab)	31,921	21,660
Total Assets	**229,564**	**228,955**

Liabilities		
Uncashed checks (chapter rebates)	455	0
Operating Fund	37,632	59,303
Credit Card	117	270
Endowment Fund	82,183	67,515
Research Fund	109,177	101,867
Total Liabilities	**229,564**	**228,955**

Table 1D
ASA CDs, a/o December 31, 2018 ($)

	Rate, Maturity	12/31/2018
FVC Bank, XX2169, $15,000	1.69%, 3/18/2020	15,714.46
FVC Bank, XX2056, $25,000	1.69%, 2/1/2020	26,225.96
FVC Bank, XX2800, $63,746.39	1.54%, 04/17/2019	65,405.52
FVC Bank, XX3284, $36,368.15	1.88%, 01/05/2023	36,940.16
FVC Bank, XX1920, $16,002.40 (Oconee)	1.2%, 10/21/2018	0.00
Total CD Balance		**144,286.10**

Appendix B

Membership and Communication Committee

Functions of Membership and Communication Team

1. Chapter Liaison

- Develop a rapport with chapter leadership
- Receive and review chapter newsletters and member notifications
- Periodically review chapter websites, Facebook pages, etc.
- Compile and share ideas for success in recruiting members
- Compile and share ideas for successful chapter programs
- Monitor chapter progress in promoting/tracking renewals
- Monitor chapter progress in developing and executing programs
- Coordinate the work of chapter mentors
- Monitor and promote chapter news to *The Azalean*

2. Society Level

- Develop society policies and programs to promote membership. (e.g., free membership lotteries, financial rewards for chapters who achieve established goals etc., competitions between chapters etc.)
- Identify factors which attract younger members. Propose activities and programs to bring in younger members.
- Identify avenues for raising the visibility of the society. Promote the society through these avenues.
- Identify avenues for collaboration with other plant societies/ organizations for our mutual benefit (e.g., joint beautification projects).
- Bring proposed society policies, activities, programs, and actions to the Board of Directors for consideration/approval.

Membership and Communication Team

Chair: Charlie Andrews, ASA VP
Robert Thau, Membership Chairman
???
3 chapter mentors ???