
PRESIDENT'S LETTER

Steve Brainerd

Dallas, Texas

Promoting Azaleas

In November you will receive a dues notice. I encourage you to continue to support the Azalea Society of America with a check in the mail to renew your membership. Responding promptly will reduce the work load of the membership committee and save the Society the additional expense of first-class mail and paper for the second notice. The second mailing is a burden which can be lessened with your help.

THE AZALEAN is the major channel of communication to our members-at-large as well as the chronicle which documents our history, research, azalea cultivation knowledge, propagation techniques, hybridization successes, cultivated variety (cultivar) preferences, design recommendations, membership news and more. It is the major expense item in our budget. Born in 1979, **THE AZALEAN** was a black and white publication until color was added to the cover in March 1990. Color images found their way to the inside of the magazine in December 1991. Color is a powerful medium in which to express the beauty of azaleas. Azaleas in full flower color are, for most people, the attraction of azaleas. Color is the way to appeal to that human attraction and promote azaleas. Many of us in the Society want to see more color in **THE AZALEAN** as evidenced at the 1995 national convention where the Brookside Gardens Chapter sponsored an auction, the proceeds of which were to be designated for the additional publication of color photography beyond that already funded. Membership dues and membership size are the keys to better funding of **THE AZALEAN** in order to more effectively communicate with color.

Membership dues and membership size will also determine the Society's ability to fund scholarships or grants for college students to conduct azalea research. What a wonderful way to give to the future, help our youth and advance our knowledge. Grants have not been a part of our budget in the past, but with funding could be a budget item for 1997.

Thank you for your membership in the past. Your dues are the fuel which enables the Society to communicate and grow. We are thankful that some of you have generously contributed more than that required. We are also thankful for the recruiters in our midst who increase our membership numbers through their promotion abilities. We should all continue to cultivate our personal relationships in order to enrich our own experiences and allow our Society's family to grow in numbers and strength. □

On the Cover: Glenn Dale Azalea Hillside 1994
U. S. National Arboretum

Photographer: Barbara Bullock

Azalea Society of America

The Azalea Society of America, organized December 9, 1977 and incorporated in the District of Columbia, is an educational and scientific non-profit association devoted to the culture, propagation and appreciation of azaleas – Subseries Tsutsusi and Pentanthera of the genus *Rhododendron* in the Heath family (Ericaceae).

OFFICERS FOR 1995-1996

President Stephen S. Brainerd
Vice-President Jim Thornton
Secretary Bill McIntosh
Acting Treasurer Robert Stelloh
Immediate Past-President L. Malcolm Clark

DIRECTORS

Terms Expiring in 1996	Terms Expiring in 1997
Carol Allen	Rosalie Nachman
Tony Dove	Fred Minch
	Arthur Vance

Chapter presidents serve as ex-officio directors.

CHAPTERS

Brookside Gardens (chartered August 1979)
Carol Allen, *President*

Richmond, Virginia (chartered August 1979)
Deanie McCluan, *President*

Ben Morrison (chartered May 1980)
Niki Baker, *President*

Northern Virginia (chartered May 1980)
John Zottoli, *President*

Louisiana (chartered June 1981)
Bill Bode, *President*

Tri-State (chartered October 1981)
Loren Gabe, *President*

Flame Azalea (chartered May 1984)

Dallas Chapter (chartered May 1989)
Jim Garrison, *President*

Oconee Chapter (chartered November 1991)
David Butler, *President*

Regular membership is open to all interested parties for an annual contribution of \$20.00. Life membership for an individual is \$300.00. Members receive **THE AZALEAN** and are eligible for participation in all activities of the Society including those of the chapter with which the member affiliates. For information and membership application, write to the Membership Committee, Azalea Society of America, P. O. Box 34536, West Bethesda, MD 20827-0536.