

Report of the Membership/Public Information Committee for 2001

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For the period April 1, 2000 to March 31, 2001, I submit the following report. Sixteen letters were received from 10 states and one non-North American country (Austria). The number of letters received is not sufficient to make the traditional analysis meaningful. The downward trend of the last several years continues, while the growth of e-mail has more than made up for the reduction. The "Ask Us" module of the ASA's official website has become very popular, and it is believed that many who would have previously written letters are now using the electronic facilities. What we are witnessing is the gradual transition from one means of communication to another.

Mass Mailings of ASA Brochures

On October 11, 2000, Jim Thornton of the Oconee chapter executed a mass mailing of 118 ASA membership bro-

chures, which resulted in a significant number of new members. This action, taken on his own initiative, stands as a good example of what every chapter should be doing to promote ASA growth. Finally, a mass mailing of nearly 500 membership brochures was prepared at the end of the year (2000) and posted on January 2, 2001. Special thanks go to Bee and Bob Hobbs for the pre-processing and mailing at the North Beach, Maryland, post office. Experience has shown that it is better for mass mailings to go out early in the year rather than late, so there is no mistake when an applicant leaves the membership year blank on the application.

New ASA Chapters

Mr. William Lloyd of Portsmouth, Virginia and Mr. Ed Collins of Hendersonville, North Carolina, have advised the ASA of their intention to

establish new local chapters in the Norfolk / Portsmouth, Virginia, and Asheville / Hendersonville, North Carolina, areas respectively. It is hoped that the approval process can be completed in time so that the chapter charters can be presented at the 2001 National Meeting. The tentative name for Mr. Lloyd's new chapter, pending Board of Director's approval, is the Southeastern Virginia chapter. Mr. Collins has proposed the Vaseyi chapter to be the name of the new chapter in western North Carolina.

ASA Brochure

With the growth of the ASA and the addition of one or more new chapters, it will be necessary to update the ASA Membership / Information brochure. Last revised in February 2000, the old brochure (tan) is still serviceable and may be used while supplies last or until further notice.

VISIT ITALY WITH YOUR ASA FRIENDS!

My name is Piero Sambucci, and I am an ASA member, specializing in nursery grown azaleas, camellias, and rhododendrons. I live in Velletri, a small city 25 miles from the center of Rome and located in the famed Alban Hills formed by an ancient volcano, now extinct. Two beautiful crater lakes are 10 miles from Velletri, and 20 miles to the south lies the Mediterranean Sea with its wonderful beaches. Tivoli is only an hour's drive away with the Villa d'Este, famous for its gardens and fountains. Two hours away are Naples, Pompeii, and Sorrento, and Florence is three hours away.

I propose to rent my house from June through February for two-week intervals to members of the ASA and their friends. To make your vacation relaxed and comfortable I will provide you with continental breakfast and dinner, plus transportation with a van every day of your vacation. I will meet you at the airport when you arrive, and from then on I will look after you, take you to cities, parks and gardens of central Italy. At home in the evenings you will find dinner ready (Italian food). You will get the real taste of Italy.

Form a group of four or five and come to the country of art and natural beauty. For a brochure contact Piero Sambucci, C/DA Acqua Palomba 2, 00049 Velletri, Roma, Italy. Tel.: 0329 628 74 74; Fax: 06 963 50 77; Email: psambucci@allnet.it

