

# Society News

## Minutes of the Annual Meeting of the Azalea Society of America Marriott Hotel • Atlanta, Georgia • April 19, 2002

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President Joseph E. Schild opened the meeting at 7:14 PM with a call of the roll of chapters and a report of the activities of the board of directors meeting. He noted that the projected deficit was being addressed by looking at increased membership to reduce the outflow of cash. Membership in the Society had increased during the early 1990s, topping out at 941 members in the year 1993. The year 2001 had a large increase of new members due in part to the formation of the Vaseyi Chapter and 57 new members who signed up on the ASA Web site. Total membership for the year, however, was only 775, due to non-renewals over the years, although this is up from 680 in 2000. Hopefully, the upward trend in new and renewing memberships will continue, but does not solve our current budget problem. The board is working on ways to reduce costs and increase public relations for the Society.

The secretary reported the results of the elections. The new directors, who

will serve until 2004, are Margie Jenkins, Robert Hobbs, and Donald Voss.

A very closely contested race for best article in *The Azalean* resulted in a tie for first place. Several other articles received almost as many votes as did the winners. The winners are **Don Hyatt**, for his article "Best of the Best: In Search of Native Azaleas" and **Roger Duvall**, "A Family Reunion—Joint ARS/ASA Convention Preview." Congratulations are in order to these and all contributors for their excellent articles.

An open discussion period on the budget deficit followed with ideas from the floor for consideration.

1. Chapters should look into why their members are not renewing.
2. Annual membership dues are payable as of January 1. We will continue to send a list of non-renewals to the chapters so they can contact the non-renewing members for their concerns. The idea of person-to-person contact would seem to be better than an overdue notice. We are sending the renewal notices by e-mail, when pos-

sible, to save costs.

3. Chapters should be able to get their own members back. Chapters can generate mailing labels by chapter by going to the ASA Web site roster. This might help in the retention effort.
4. The Board Action Item List (see *The Azalean* 24(2): 39) addresses ways to increase membership: more person-to-person contact with new members, more recruiting, more reliance on chapters for recruiting and member retention, and several ideas to increase public recognition.
5. The two key causes of the budget shortfall are the increased cost of *The Azalean* and lowered interest rates on CD investments. There was unanimous agreement that the quality of *The Azalean* was well worth the cost, and that maintaining the color printing and quality would help draw new membership.

The meeting was adjourned at 7:37pm.

Respectfully submitted,  
John Brown, Secretary

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pond. Among the Glenn Dale varieties that I have reason to believe were in the garden are: 'Ambrosia', 'Ballet Girl', 'Boldface', 'Caress', 'Carmel', 'Cavalier', 'Copperman', 'Dayspring', 'Delight', 'Dream', 'Echo', 'Fakir', 'Festive', 'Frivolity', 'Glacier', 'Greeting', 'Isolde', 'Louise Dowdle', 'Lyric', 'Modesty', 'Morning Star', 'Mother of Pearl', 'Nocturne', 'Picotee', 'Quakeress', 'Refrain', 'Surprise', 'Treasure', 'Vespers', and 'Wavelet'. Undoubtedly, there were/are more. There were also at least five Back Acres azaleas: 'Debonaire', 'Friendship', 'Margaret Douglas', 'Pat Kraft', and 'Red Slippers'.

I would welcome the help of anyone who would care to take up the challenge of identifying the garden's contents. Or come just to celebrate the beauty and durability of these survivors of neglect and abuse. And also, of course, to honor the memory of Warren and Virginia Cloud, as well as the hybridizers whose plants they chose and tended for half a century.

### Note

The Clouds were amateur yet expert gardeners. He was a native of Charlottesville and worked for the Chesapeake & Ohio Railroad, holding various jobs in its station in Charlottesville.

### Reference

Livingston, Philip A. and Franklin H. West, eds. 1978. *Hybrids and Hybridizers: Rhododendrons and Azaleas for Eastern North America*. Newtown Square, Pennsylvania: Harrowood Books.

*Martha Derthick, a native of Cleveland, Ohio, is a retired professor of American government at the University of Virginia and a member of both the ASA and the American Rhododendron Society. Her best known books on government are Policymaking for Social Security (Brookings, 1979) and Up in Smoke: From Legislation to Litigation in Tobacco Politics (Congressional Quarterly Press, 2001).*