

# The American Iris Society

## News & Notes - Spring 2019

The AIS monthly electronic newsletter for members, **News & Notes**, has continued to be published on a monthly basis with Special Editions announcing the AIS Medal Awards. Our statistics continue to do well compared to the averages Constant Contacts reports for nonprofits.

Recently popular topics (in order by popularity) are:

1. [Recognizing New Hybridizers](#) - What else might we do to recognize accomplishments?
2. [New Iris Species from World of Irises](#) - How could we highlight other iris discoveries in the World of Irises and News & Notes?
3. [AIS Bookmarks photo](#) - What other AIS advances might members appreciate?
4. [SIGNA Seed Exchange list](#) - What other Section events could we help promote?
5. [Judges Ballot](#) - How might we promote judges and judges training?
6. [Iris Show Calendar](#) - What other AIS events might be collected for easier publicity?
7. [Bacterial Rot from World of Irises](#) - What other gardening practices might we highlight?
8. [Convention Website](#) - How might we work with the Conventions?

Do the questions suggest other topics we might include in News & Notes?

**Other Newsletters** - We have continued to work with the Dwarf Iris Society by sending **Tiny Talk** to their members. Do you have other groups that would like to send members electronic newsletters?

**Newsletters for non-members** - There are several groups that we might reach with electronic newsletters. The goals would be both encouraging AIS membership and education. In order of ease of identification they are:

1. Affiliate members who are not AIS members.
2. Regional and Section members who are not AIS members.
3. Members of other horticultural societies.
4. Other gardeners interested in irises. Included would be visitors to Irises.org and other AIS web presences.

The American Daylily Society has an electronic quarterly newsletter, the [Daylily Dispatch](#), that offers a model for the last group. Does anyone know how the American Daylily Society is doing and how the newsletter has been received?

Again, **please let us know when you have topics that should be included and what else you would like to see in News & Notes.**

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P.S. **What's Missing?** This is one of our most difficult tasks, seeing what is not there. Whether it is something in News & Notes, News & Notes itself, the Iris Encyclopedia, or AIS, recognizing that there is something not there that will make a difference is hard..

Two suggestions for approaches that might help us tackle **Finding the Missing Ingredients:** detailed feedback and widespread discussion.

**Detailed feedback** is useful for something we already have and are seeking to improve. That is why I include lots of questions in my News & Notes issues and my reports. While general feedback, such as “great job” feels good, it does not provide a way to advance what we are trying to do. More specific feedback, good and bad, is much more helpful food for thought. I don't promise to act on all your feedback; however, I do promise to thoughtfully consider it and discuss it with you.

**Widespread discussion** and consideration of critical topics are more likely to lead to finding missing opportunities. I was not around for the identification of News & Notes, the Iris Encyclopedia, and the World of Irises blog as new components of AIS so I don't know what was pivotal in their creation. My (mostly uninformed) view is that robust discussions were at least part of it.

Both feedback and discussions are items I would currently call part of **What's Missing in AIS.** Is that the case or am I just not looking in the right places? How might we encourage them?

More importantly, how might we identify the next Iris Encyclopedia, the next News & Notes, the next World of Irises, the next **Missing AIS Opportunity?**