

President's Report Spring 2019

2019 will be a hectic year for us all. In addition to our normal busy schedules we have the Centennial events to finalize. Many of these things will be discussed further in other reports. Here are just the highlights. Our Centennial Publication committee and editor are very busy organizing copy for our four publications. The convention co-chairs and all their committee chairs are working to make the 2020 convention something truly special. The first AIS sponsored international competition is a great accomplishment. An advertising campaign is being planned to get the word out to the general gardening public. The Centennial medal is also being finalized. Lots of moving parts are in motion.

A few brief updates, with more to follow in other reports:

Website – A committee has been working steadily with the contractor to finish the new website. All text and images have been delivered to them. No delivery date has been given. Going forward, a group of editors is being identified to keep the website up to date. If you have an interest in helping this effort, please let Andi Rivarola or me know. Many thanks go to John Jones for stepping in to update and correct the existing site.

Advertising – An advertising campaign to promote AIS membership is planned for the upcoming year. Neil Houghton has been working on ad copy and I have been researching venues. So far, we have negotiated some free online advertising with the National Gardening Association. You can see it at: <https://garden.org/ideas/view/dave/2851/100-Years-of-Celebrating-the-Iris/>. They also do targeted advertising at a reasonable cost.

Other possible venues include:

Gateway Gardener - published 9 times a year

The Gardener Magazine (Canadian)

Horticulture magazine

Fine Gardening Print – Digital – Podcast

National Gardening Association website - banner and press releases, sponsors page, monthly newsletter

State by State Gardening – publishers of regional gardening magazines.

The initial \$1,000 authorized for advertising by the Board at the 2018 Fall Meeting has not been spent. It will not be enough to put out a quality campaign.

The Public Relations report has a request for \$10,000 for a robust campaign.

Regular business

Our monthly AIS Board meetings have been well attended. We have been able to conduct a lot of business this way. It's been great to keep the ball rolling over the winter. Thank you all very much for your participation. Our recording secretary has prepared a long-term schedule of meetings to help us all plan our time. We can also publish the dates to bring more of the membership into the meetings. Our meeting platform will accommodate lots more participants.

A schedule of reporting will be circulated at the meeting for those of you who usually submit fall reports. We are hoping to avoid a marathon video meeting this fall. We would like to keep the

November meeting agenda restricted to the budget. Please select a month that makes sense to you to submit your report prior to the November meeting. Thanks.

At the 2018 Fall Board meeting, Treasurer Dwayne Booth announced his intended resignation at the fall of 2019. Since we will have no face to face meeting in the fall, we will be electing a new treasurer at this Spring meeting. Nominations will be accepted from the floor. We are very grateful to Dwayne for his years of service. Thank you, Dwayne.

Jody Nolin
President, American Iris Society