

The American Iris Society

News & Notes - October 2021

News & Notes continues to expand the different mailings going to segments of irisarians. Recent additions to the emailings are:

- Last minute reminder of the changed Symposium deadline. The notice was part of a monthly News & Notes and then a separate notice 2 days before the deadline.
- Special issue for the 2022 Convention.
- Individual mailings to new members. Working closely with the Membership Secretary means new members receive the most recent News & Notes immediately and any webinar registration announcements that are still active.

Return email addresses are required on each item we send. This normally has been my regular email address. We are experimenting with other possibilities. The Convention issue used Howie's email which allowed him to receive immediate feedback from replies.

World of Irises Blog: AIS currently uses Feedburner, a free Google service, to notify blog subscribers of new postings. Google has announced plans to discontinue this service. We are testing the use of Constant Contact to provide a similar service. It can be done; however, it requires some manual steps and other features need to be added.

How might you use our services? I'd be glad to help you explore the possibilities.

Wayne Messer
News & Notes Editor
October 20, 2021