

Information Only

Public Relations and Marketing Committee Report, 22 Sep 2021, by Bob Pries/Doug Chyz

The Committee along with the AIS Membership Secretary tracked usage of the Voucher Program for the 2021 ordering season and found that there was limited use. At the August AIS Board Teleconference it was decided to terminate the program with the last issue date for vouchers being 30 September, 2021, with any outstanding vouchers not used by 31 July, 2022 becoming void.

The following is in the process of being posted to various iris related Facebook Groups:

The American Iris Society has just finished posting the 2020/2021 Awards Image Gallery of iris to their Iris Encyclopedia. I have included a link so that you may enjoy them.

<https://wiki.irises.org/Main/InfoAwards2021>

There have been positive Comments and Likes, even a couple of Loves, from members of every group posted to so far. Hopefully it may stimulate some interest in AIS by non-AIS members of the groups. There are over 100 non-AIS related Facebook groups with almost 180,000 members.

The information about the Awards Image Gallery was also sent to the American Public Gardeners Association (APGA) and was posted to the Coalition of American Plant Societies (CAPS) Facebook Group.

From Bob Pries:

Victor Lambou, long time SIGNA member and 91 years old has retired to a nursing home. His trustee contacted me about saving his Irises, I contacted Jody and Tony Avent at Plant Delights Nursery (who has specialized in saving endangered plants). The court has released the plants to be rescued. Tony and a team from several Nurseries, The Louisiana Iris Society and possibly SIGNA have gone on September 8-9 to get these plants. The sheer numbers are staggering with over 700 large tubs growing irises. The list includes about 23 wild collections of Louisiana Irises which will be tackled as the highest priority. Victor also had several clones of Iris tridentata which hopefully will be saved also. Unfortunately, I could not help with the process on this date but will try to keep AIS informed as to its progress as I know it.