

### **Public Relations Committee Spring 2007**

The public relations committee is active and comprised of the following members: Bill Burlison, Jack Finney, Ernie Henson, Terry Johnson, Bob Keup, Kelly Norris, Will Plotner, Joan Roberts, Ann Violette, and George Waters.

#### **New Members Packets:**

Ann Violette sends welcome packets to new members as they join, enclosing BASIC IRIS CULTURE, and brochures from sections that provide them. Ann is still recovering from heart surgery but despite many setbacks in her treatment has continued to provide this service.

#### **Display Screens:**

The AIS display is sent to various flower shows. Ernie Henson is in charge of the Eastern display and Will Plotner is in charge of the Western Display. The committee is still identifying Flower Shows to target and trying to arrange for local workers who will take on this task of manning them and we will supply them with needed materials. Several Shows have been worked this spring

#### **Flowers Shows:**

It is planned that we will create new materials for the working of Flower Shows. A pamphlet, explaining how to set-up and work flower shows, will be created. We are looking into a different form of display screen that is easier to set up, lighter to carry and would have a greater impact at a large regional flower show. This new screen may cost \$1500. I have contacted several people on the East Coast and most have developed their own displays. I have requested pictures so we can celebrate what they have created.

#### **Convention Surveys:**

A new survey has been created for Oklahoma. But input prior to convention is still possible.

#### **Garden Writers Initiative:**

AIS is now an Allied Member, with the ability to contact all 2000 garden writers. Allied membership costs \$275. A packet of mailing labels was requested and received and I am in the process of notifying selected writers of our interest in articles on Iris, and explaining assistance we may provide.

#### **Interaction with Other Plant Societies:**

Several plant societies were contacted shortly after Spring 2006 convention. We are studying mutual problems and working on possible exchanges. Unfortunately none of the societies contacted have continued in their interest possible due to the time constraints of the individuals I talked with.

#### **Promotional Pieces:**

The classic George Waters pamphlet, Irises for Everyone, is to be reworked and new pictures found of modern irises. George and Kelly Norris and myself, have agreed to accomplish this revision.

**Advertising:**

**Major journals** - Several gardening journals have been contacted to see what they can do for us. Fine Gardening has published a nice article by Jim Morris and we have an ad placed in that issue with a reference in the article to the AIS. The ad cost \$1,000.

**Adwords** - As of April 5<sup>th</sup>----- 2,219 people have gone to the AIS website due to Adwords.

**To continue and complete the above tasks the PR committee is proposing a budget of between \$4000-\$6000.**