

# **Iris Resources – Slide and Digital Programs Spring 2008**

**Janet Smith, Coarsegold, CA**

**This is my first report as the new Iris Resources – Slide and Digital Programs Chair, having been appointed by Dr. Epperson in November 2007.**

**My first task was the acquisition of an assistant who is Rita Gormley without whom what has been accomplished so far would not have been possible. Second task was to acquire all previous programs from previous Chairman, Avery Poling and review all of them, which is still in process.**

**We have set in place a MISSION STATEMENT which reads: “To provide high quality Slide and CD programs featuring many types of irises to AIS Members to further AIS Goals of horticultural education of all relating to the Genus Iris.”**

**Our Committee Goals are to “provide high quality slide programs in whatever form requested to AIS Affiliate groups at a cost to them as determined by the AIS Board of Directors.”**

**Currently we have completed new, corrected CDs of ‘The Iris Family’, ‘2005 Introductions’, ‘2006 Introductions’, ‘Median Irises’, AIS Convention 2006 – Portland Oregon and ‘Dykes Medal Winners’. Sales so far have been (5) 2006 Intros, (2) 2005 Intros, (1) Medians, (1) Dykes Medal Winners’ and (4) Iris Family CDs. We have many more in the developmental stage.**

**CDs are currently being sold for \$10. each. This just about covers the cost of producing and mailing them. If we raise the charge to \$15.00 or \$20.00 we could produce a slight profit to fund the cost of reproducing slides (see below!)**

**Slide Rentals have been (5) Iris Family, (2) 2003 Convention, (6) Trivia, (1) Beardless and (1) Irises of the 90s. We sent out a questionnaire/survey to all Affiliate Presidents (with a satisfying response rate of 16%) to determine the use of the current slide programs available, suggestions and or comments and the ability to utilize CD programs.**

**Our questionnaire responses indicated that many would not consider most of our slide programs because of incorrect, outdated information and poor quality overall. We were really surprised at the number of responses indicating that Affiliates had NEVER ordered AIS programs in recent years! Obviously the Committee needs to do a better job of advertising available programs!**

**We did receive many suggestions for new programs and also many offers of help in the form of programs that members have developed themselves. We are working on all of these suggestions and hope to have several completed for sale at the 2008 Convention in Austin.**

**This brings us to the problems at hand.**

**In speaking to previous Chairmen Bill Mull and Avery Polling, it appears that the majority of the slide programs currently available are never requested.**

**Which now brings up another question; do we want to continue to have new slide programs or come into the 21<sup>st</sup> century and create only CD programs of high quality photos and up to date**

information that anyone could purchase and have for their library? Most hybridizers who contribute annually to the Slide program are NO longer producing slides and only sending digital files.

We, as a committee, realize many would appreciate newer slide programs and we would love to accommodate them. However, because the majority of photos available today are in digital format and the cost of conversion to slides is expensive (lowest rate found so far is \$1.00 each) we must request an increase in our budget to cover the costs to \$2,000 instead of \$500. (An example of digital to slide cost – 1 program is 255 slides = \$255 plus shipping and handling; to have 4 of the same program would total around \$1,000)

**NOTE:** The current slide programs not in use would not be destroyed. They would however, be reused to create new and different programs that would be more useful and informative. Poor quality slides/copies will be discarded.

**Summary: Questions for discussion**

1. Do we want to continue to creating new slide programs?
2. Increase the budget to \$2,000 to acquire new slide programs?
3. Increase the price for CDs to \$15.00
4. Permission to retire unused slide programs and reuse.

**Motions from the Chair Janet Smith:**

I move to increase the Iris Resources-Slide and Digital Programs budget for 2008 to \$2,000.00 to cover the cost of making slides from digital pictures.

I move to increase the fee to purchase AIS Digital programs to \$15.00 (alternative \$20.00) to produce a profit to offset the cost of making slides from digital images.

I am indeed enthusiastic about being the new Iris Resources – Slides and Digital Programs Chair. We hope to accomplish “Wow” for the Slide and Digital Programs and shall be asking for your help and support in carrying out this mandate. AIS has many resources (members, slides, hybridizers) to produce **OUTSTANDING IRIS PROGRAMS** for Affiliates, garden organizations and individual members. We look forward to making available programs with high quality pictures and accurate information

**Janet Smith, Chair  
Iris Resources – Slides and Digital Programs**