

## Affiliate Liaison Report

Fall 2016

### **Affiliation Process**

Affiliation forms were received from seven clubs after the submission of the spring report. There are now 160 affiliates for 2016.

No requests for assistance or complaints have been received this year.

The next round of the affiliation process will begin on Jan 1, 2017. One RVP has requested an advance copy of the form, which was sent to him. I am proposing no changes to the process or forms.

### **General Affiliate Concerns**

Some issues from past surveys still need to be addressed.

#### 1. Assistance and advice on recruiting and retaining new members.

Perhaps the PR committee could excerpt a short article from the Marketing handbook for publication in IRISES.

#### 2. Identifying speakers for Regional meetings

I would be happy to send a copy of the speakers list to all affiliates.

#### 3. Publicity

How can we help getting the word out to the general gardening public? Can we offer free convention registration or garden tours to local media or members of the Garden Writers Association? Can we offer to write press releases for conventions or mini-conventions?

#### 4. Non-Profit status

I did forward the list of all clubs that the Treasurer files under the AIS umbrella. Another short article about how to file for 501(c)3 status would be great.

#### 5. On-line judges training.

There is an Ethics course available on disc, but most members are not aware of it. Could there be more done this way?

We would be wise to remember that there can be iris clubs without AIS, but there can be no AIS without clubs.

Respectfully submitted,

Jody Nolin Affiliate Liaison Chair