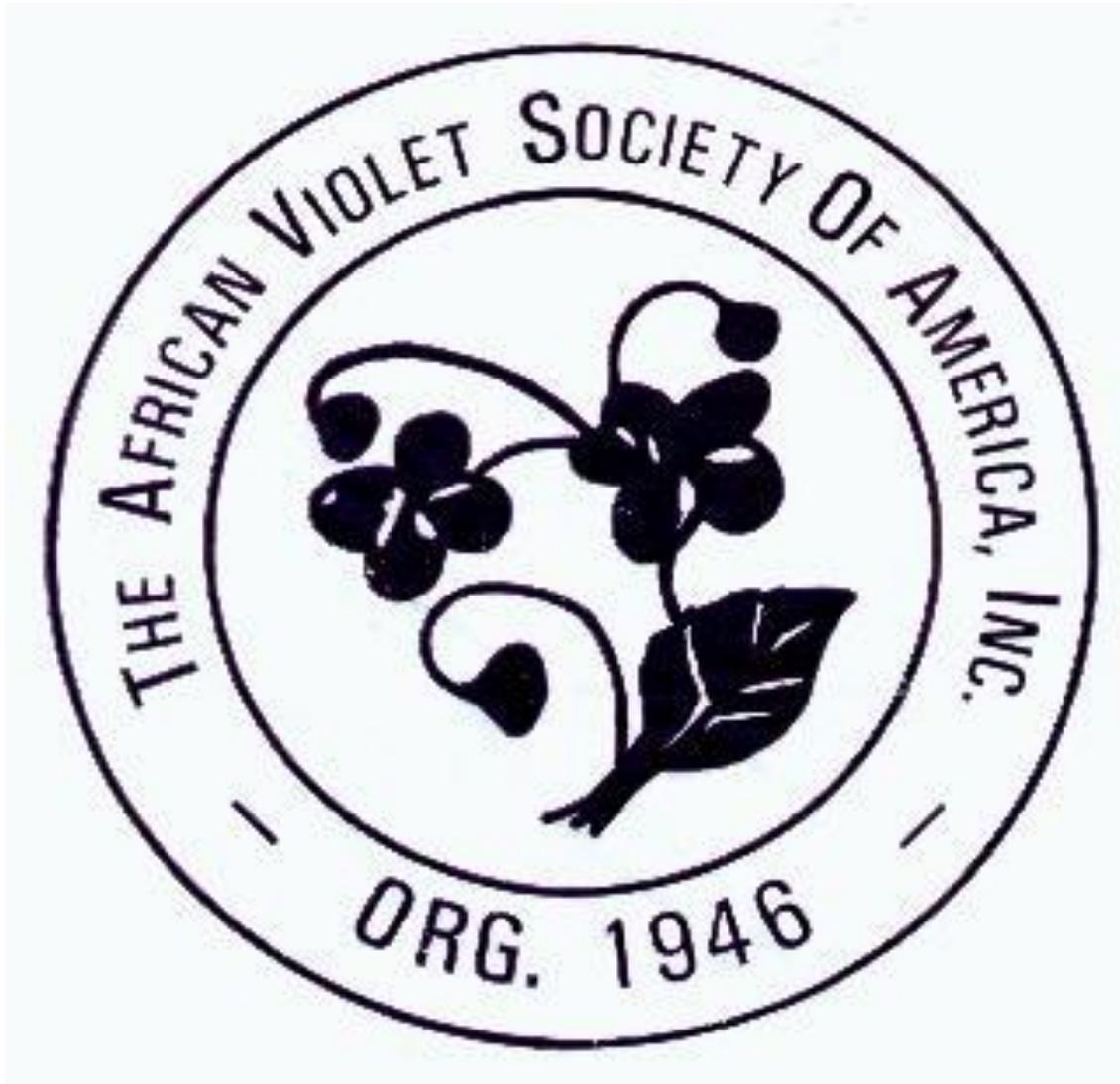


Reports from the Officers
Board Members, and Committees
For the Year 2018



Published April 2018

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Report of the President

Annual Report *Office of the President* Dr. Richard Nicholas

This 2018-19 year has been even busier than before. Personally, I have continued to give programs, advocate for AVSA (even on Facebook and online groups), and judge when invited. Since our AVSA convention and show is in Texas this year, most all Texas affiliates are not holding judged shows this year in order to save plants for the Houston show, so judging opportunities have been limited. I was able to judge when the EC met this past fall in conjunction with the Missouri Valley AVC in Tulsa, OK. Changes and actions from that meeting are reflected in the minutes of the meeting.

Issues and accomplishments follow:

Convention: The EC accepted the invitation from the Lone Star AVC for the 2019 convention to be held in Houston, TX. The EC also accepted the invitation from the Central Arkansas AVS to hold the 2020 convention in Little Rock, AR. Plans to try to hold the 75th anniversary convention in 2021 in Atlanta, GA are still on hold as there is no local invitation. AVSA could elect to meet in Atlanta without local support. AVSA has received an invitation to hold the convention in Phoenix in 2022.

I continue to believe that AVSA should have convention locations approved well in advance, e.g. three years to have the best rates and hotel contracts. Members continue to request sites that are centrally located.

Editor Search: Our Search Committee under the leadership of Sue Ramser, did an excellent job of advertising the vacancy, screening applicants, and conducting preliminary interviews. A new job description was prepared which moved the job to “part-time” and permitted the editor to work away from the office. Teresa Odle was the candidate selected and hired. She is off to a great start!

Partnerships: AVSA’s partnership with the Biodiversity Heritage Library has provided a way, at no cost, to meet requests for a way to view back issues. The scanning by staff at the Smithsonian is approximately two-thirds complete. AVSA is now providing additional back issues to fill gaps in the Library’s collection. A change in the grant staff seems to have made direct contact more difficult.

A new partnership has been established with the Gesneriad Society for the advertising and sale of their webinars.

Committees:

Editorial Board: The new Editorial Board, with Paul Kroll as chair, has begun its work to assist and advise the new editor. While additional work is needed in the P&P to finalize the responsibilities, this group is already doing fine work.

Marketing Committee: The newly approved Marketing Committee, with Joyce Stork as chair, has begun its work to raise awareness of and promote AVSA. This group also designed and managed the Funding Solutions campaign last fall, raising over \$21,000 in donations.

New Committee Chairs: Carolee Carter accepted the chair position for the Publications Committee, Neil Lipson accepted the chair position for the Membership Committee, and Richard Craft accepted the chair position of the Advertising Committee. Each of these new chairs will need a review of the P&P language related to the respective committees. I believe each will work hard on behalf of the future of AVSA.

Fundraising Committee: Recognizing that AVSA's financial situation will continue to require additional revenue, including donations from outside our membership, a Fundraising Committee will be initiated. I have appointed Randy Deutsch as chair of this new committee. New P&P language will need to be developed and new volunteers will need to be recruited and appointed.

Donations: AVSA has been quite fortunate this year in having received an increase in donations and large donations in particular. While the balances of our funds are shown in the Treasurer's report, I have to note that the Tinari Endowment Fund received its largest donation of \$164,296.17 from a Legacy donation from the estate of Hans Impijn – a gift that will significantly increase the earnings from that fund. In addition, Dave Burde has established the Barbara Burde Endowment Fund to support AVSA's future technology needs. The fund, in memory of his wife Barbara, was established with an initial gift of \$30,000 and a second pledge of \$35,000. I hope that members will add donations in honor of Barb.

The Beaumont Office: The largest issue confronting AVSA this year has been the situation of our office. The office has suffered increasing wear and tear and maintenance costs. At the same time, we have faced increasing concern for the security risk presented by a decline in the surrounding neighborhood quality. The EC recommended and the board of directors approved EC action to locate a new facility and to prepare for sale of the current office.

Four "work team" days provided member volunteers to clean up, organize, and pack the office for a move. Properties in Beaumont for sale or lease proved to be a problem, at least in part as a result of storm damages from Hurricane Harvey. Though no suitable (and affordable) property has yet been found, a suitable office for lease was recently secured. A 2050 square foot office in a nice commercial district along I-10 has been leased for at least six months. A move was initiated March 8, 2019. We expect the move to be completed and the current office building to be listed for sale by the end of March. A search for a permanent location will continue.

Preparing the office for a move proved to be a huge task. AVSA owes special thanks to Glenda and Jim Williams, Mary and Bill Corondan, David and Alva Kesler, Sue Ramser, Linda Turner, Anne Nicholas, and of course, Amy Carruth. Additional volunteer work will be needed to manage the transition to a new office.

Report of the First Vice President

Annual Report

Office of the First Vice President

Sue Ramser

First Vice President--since returning from the Buffalo Convention your First Vice President corresponded with members and referred questions to the appropriate committee or individual for response, promoted AVSA as opportunities arose and completed all correspondence requested. Your First Vice President attended the Executive Committee meeting during the Missouri Valley Convention and Show in Tulsa, Oklahoma.

The Committee Chairs reporting to First Vice President were emailed: Richard Craft, *AVM* Advertising; Terri Post, Finance; Dianna Walston, Booster Fund; Karen Broadway, Boyce Edens Research Fund; Susan Hapner, Building Maintenance Fund; Janet Riemer, Tinari Endowment Fund; Glenda Williams, Ways and Means; Neil Lipson, Membership and Promotion Committee; Carolee Carter, Publications Committee; Susan Anderson, Tally Time; Dr. Jeff Smith, Research; Dr. Charles Ramser, Scholarship; Randy Deutsch, Fundraising reminding them to contact their committee members to update their information listed in the Officers, Directors and Committees Directory and send any corrections to Mary Corondan, Secretary, for the Directory. Also contacted were the following: Editorial Board, Convening Chair Paul Kroll, *AVM* Interim Editor, Shirley Jones; new *AVM* Editor, Teresa Odle and AVSA Office Manager Amy Carruth.

Articles were written for the *AVM*.

Your First Vice President accompanied President Richard Nicholas, Ann Nicholas, Linda Turner to the AVSA Office to meet Jim and Glenda Williams, Mary and Bill Corondan, Alva and David Kesler to assist Office Manager, Amy Carruth with organizing and disposing of paperwork that had accumulated in the files and around the Office over the years. Janet Riemer and Terri Post were contacted regarding the subject of records retention. A record retention policy will be developed and included in the Policies and Procedures Manual. Due to time limitation the Archives were not addressed. Items were assembled to be included in the Archives at a later date. Dr. Nicholas, Amy Carruth and I met with a Realtor who showed several potential properties that might be available for the Office relocation to a new property. No decision was made from these visits. Dr. Nicholas will address this further in his report. Two other trips to the Office were planned to continue to assist Amy with organizing the files and Archives.

First Vice President, Action Items from Buffalo Convention and Fall EC Meeting in Tulsa

1. Assist the Editorial Board as needed. This is an ongoing item. When the proofreading of the *AVM* is completed and ready to be sent to the Printer, the First Vice President "signs off" as a completed issue.

2. Supervise and counsel the new Editor on upcoming issue of the *AVM*. Teresa Odle has asked a number of questions in preparation for her first issue of the *AVM* (Sept/Oct). When questions arise they have been answered in a timely manner.
3. Tell Teresa Odle the new layout and fonts for the Magazine were approved. Also tell Teresa to explore readers to assess content through AV News by using Constant Contact/Mailchimp. Teresa will check on font licensing. **Completed**
4. Evaluate Teresa after the November issue for possible salary increase December 1 or January 1. **The Salary Committee convened in Tulsa, by email and phone and this was accomplished.**
5. Everyone should send P&P Marketing Committee edits for Motion 2 to Susan Anderson. Susan will collect suggestions from the EC regarding editing this P&P edition and contact Joyce. **Completed, additional information may be found in Susan Anderson's Annual Report.**
6. Clarify with Teresa Odle that the editor usually comes the day before the convention. She helps Amy Carruth with set up and sales. **Teresa and Amy have been communicating about the duties and responsibilities at the Houston Convention.**
7. Dr. Richard Nicholas would like provisional authority from the Board to sell; and when the right thing is found, move forward to buy or rent something and possibly rent a storage facility during the Office transition. The EC agrees with this proposal. *Mary, Sue, and Winston will write a proposal to give the EC provisional authority to sell the office and purchase or rent a new building. (Motion and Rationale). **The Motion and Rationale were proposed and submitted to the EC for approval by email and the motions were approved.**
8. Follow up on having Editorial Board draft language for the P&P. **This language is being drafted.**

AVM Advertising—Richard Craft

After the resignation of Cindi Nofziger, Dr. Richard Nicholas appointed Richard Craft as Chair of the *AVM* Advertising Committee. The *AVM* Advertising Chair works closely with Lynn Lombard, Commercial Chair. Richard and Lynn update the vendor information listed on the website, making any and all corrections as needed. New vendors were added and information updated. Richard Craft has been soliciting new Advertisers and “thinking outside the box” for a new advertising strategy. Amy Carruth sends new vendor information to Richard. The Advertising rate schedule has been updated. It had not been updated since January 1, 2011. Teresa Odle, *AVM* Editor, will be working with the Advertising Committee in the future to increase advertisers and advertising revenue. Further information will be included in Richard Craft's *AVM* Advertising Committee Annual Report.

Finance—Terri Post

Investment Fund reports and other Financial Reports have been sent quarterly. Additional is found in Terri Post's Annual Report.

Booster Fund—Dianna Walston

Dianna Walston would like to see exactly what the Booster Fund does or how it benefits AVSA, printed in each issue above the report. This would encourage more giving. Dianna suggested that judges might be encouraged to donate judges' travel fees, etc. to the fund. Dianna sends special thank you notes to all who contribute \$25 or more to the fund. She also suggested that specific projects might encourage

members to donate to increase donations. She would welcome suggestions from the Executive Committee and the Board.

Boyce Edens Research Fund --Karen Broadway

See Karen Broadway's Annual Boyce Edens Research Fund Annual Report.

Building Maintenance Fund—Susan Hapner

Diane Miller, Vice Chair, has retired and a new Vice Chair will be appointed. Diane had been submitting reports for Susan Hapner. A copy of the report is also sent to me.

Tinari Endowment Fund—Janet Riemer

Paula Bal has retired as Vice Chair.

The purpose of this restricted fund is to provide long-term investments that will help stabilize AVSA's future financial condition. This, in turn, will increase the Society's ability to fulfill its mission. (As announced in the Sept. /Oct. 2006 *African Volet Magazine*). Janet sends a copy of the report which appears in the *AVM* to me. A bequest has been received by the Tinari Endowment Fund which almost doubles the Fund.

Ways and Means—

Glenda Williams, Chair, and Jim Williams, Vice Chair, have retired as Chair and Vice Chair due to their Commercial Membership and Sales responsibilities. Dr. Richard Nicholas has asked Janet Castiglione and Barbara Kelley to be in charge of organizing the Ways and Means Table at the Houston Convention. Suggestions for a new chair have been received but the position has not been filed to date.

Membership and Promotion—Neil Lipson

Maureen Pratt presided at the Membership and Promotion Committee Meeting in Buffalo, NY. The minutes of that meeting follow:

“AVSA MEMBERSHIP and PROMOTION COMMITTEE

MEETING MINUTES – Buffalo, New York

Thursday, May 24, 2018

Present: Maureen Pratt, Chair; Sue Ramser, First Vice President; Susan Anderson, Second Vice President; Joyce Stork, Outgoing Chair; Kathy Bell; Trudy Brekel; Carolee Carter; Joan Cornett; Neil Lipson, Vicki Ferguson. Committee members excused: Candace Baldwin, Peggy Barber, Elvie Blakely; Linda Price

Maureen opened the meeting by greeting the committee and circulating a contact list for everyone to provide their emails, phone numbers, and time zones. She turned the meeting briefly to Sue Ramser for thoughts on the committee, then offered several ideas for the committee to work on in the coming months and opened up the discussion to questions.

Key ideas proposed:

- 1) The M&P Committee might be able to glean new members from the increase in “mom and pop” style houseplant shops springing up in popularity throughout the country. The first thing to do is to identify them, and each member of the committee was asked to investigate their local area (especially near their local/regional affiliates) to identify and contact these stores, introducing AVSA to the owners and encouraging them to stock violets and work with the affiliates to raise interest in growing clubs, and, eventually, joining AVSA. Joyce also proposed that we contact trade association or business associations about these shops, and Maureen will look into this. Proposed timeframe for compiling the list of local stores and forwarding it to Maureen, who would merge all the lists to one, is 4 months.
- 2) Several members, including Neil Lipson, proposed we make more use of AVSA’s Facebook presence. Joyce will look into the possibility of having a Facebook “Pajama Party” with AVSA, or some other event that can encourage more immediate interaction among AVSA members and potential members.
- 3) Joyce explained the spin off from “Growing Tips”: “AVSA Member News.” [NOTE: It was later decided that this member-specific e-newsletter would remain under the umbrella of M&P, and the “Growing Tips” would become part of the Marketing arm that Joyce is developing.] The Membership and Promotion committee members were asked to think of articles that could be included in the e-newsletter that would be fresh and not redundant with the material included in the AVM. For now, Maureen will generate the “AVSA Member News,” so ideas and brief articles should go to her for the time being.
- 4) Elvie Blakely is interested in starting an affiliate for children and young people – a “Seedlings” group - and is going to move forward with this as she begins teaching a summer class on growing African violets at her local library. Maureen is working with her on this, and invites any Membership and Promotion members who are interested in exploring this possibility in their local areas to contact her.
- 5) The Marketing work Joyce is engaged in should be finalized and introduced “by this time next year.” It is intended to give AVSA a new look and perhaps a new strategy for membership retention, promotion, and growth. She cautioned us to be careful of how we present AVSA right now (postcards, contacts to stores and individuals, advertisements and press releases at the local and regional levels) because there should soon be a uniform concept and visual presentation of AVSA that ties all levels – local, regional and national – together. Stay tuned!
- 6) We also discussed:
 - 1) Mining AVSA as it is now and figuring out and articulating what makes membership so important/unique to someone who is getting most information about growing for free on the Internet (including “Growing Tips”).
 - 2) How do we get millennials interested in joining?
 - 3) Are there other age groups we should be targeting, but aren’t?

Action points from meeting:

- 1) Compile a list of houseplant stores in your local area and send the list to Maureen. Reach out to the owners of these stores individually and introduce them to your affiliate and its events. See if

there are good synergies you can develop, tell us all what you've discovered, and let's develop a list of best practices (and stores)!

- 2) Brainstorm ideas for the "AVSA Member News" and send ideas or brief articles to Maureen. Pictures, too!
- 3) Engage in AVSA's social media presence, and other African violet loops, lists, and pages, and encourage others to join AVSA
- 4) Gauge interest in a "Seedlings" group either in your local affiliate or as a new affiliate in your area. This is a great way of passing along our enjoyment of AVs for the next generation!

We adjourned at approximately 4:05 p.m."

After thoughtful consideration due to Maureen Pratt's travel schedule she decided to continue as a committee member but not as chair. She made several recommendations of people who might chair the committee. Dr. Richard Nicholas appointed Neil Lipson as Chair.

Publications—Carolee Carter

Members of the committee were contacted regarding suggestions for a Chair, Vice Chair and suggestions for restructuring the committee. Dr. Richard Nicholas appointed Carolee Carter, Chair for Publications Committee and the committee is working on the restructuring of that Committee. The Publications Committee will be working on promotional items for AVSA's 75th Anniversary in 2021. Susan Anderson, Second Vice President, is working with the Marketing Committee to help them focus on a Marketing Plan. Ideally, Advertising, Publications, Marketing and Membership and Promotion Committees could work together to help "fit all the puzzle pieces" together to make a cohesive effort to increase our membership and focus on the future.

Annual Index—Terry Klemesrud

The Annual Index is a branch of the Publications Committee and Terry Klemesrud compiles it and makes it available to the membership. She sends a copy to me. See the Annual Index report for further information.

Best Varieties—Trudy Brekel

Pat Eloe, Vice Chair

"Best Varieties is a branch of the Publications Committee. This last April Joyce Stork asked me if I would be interested in doing the Best Varieties list and Honor Roll for AVSA. She told me what it entailed, and I was willing to give it a try.

It was decided that the list would be brought down to 5 best varieties. I was told that in the last couple of years there had not been much participation from AVSA members. The thinking was that just listing 5 best varieties would make it easier to acquire more votes.

I was a little late getting started with it since it needed to be in the November AVM and the dead line was August 15th. In May I started gathering AVSA members Best Varieties from local club members and at the AVSA convention. After the convention Joyce Stork was able to ask members and non-members online, in different Facebook groups to vote for their best 5 varieties of African Violets. There was a link

setup that came directly to me from AVSA when these votes were sent in. I wasn't expecting a lot of participation in the short amount of time that we had, and the history of members not voting the last couple of years.

We had very good participation this year. Letting people vote on line and limiting the votes to 5 really helped get the votes in. There were 591 different varieties that were voted on with 1128 votes collected. I did receive some votes through the mail so voting that way was still available.

After tabulating all the votes, I was able to add 4 varieties to the honor roll for this year.

This has been a real learning experience for me. It was exciting to see all the different varieties that people voted on, some I never heard of. Now that I know what to expect I'm sure the tabulating of the votes will go quicker this next year. I think we are going to start the voting earlier this year, probably in March, that will give the time to have it mentioned in the AVM and hopefully more votes will come in.

Respectfully submitted, Trudy Brekel.

Tally Time—Susan Anderson

Susan Anderson continues to work on the goal (very long-term) to work herself out a job and essentially eliminate the need for the committee/chair by automating the tally time process. Susan believes most AVSA judged shows are using the Show Entries program. Many clubs actually send her all the show results and expect her to wade through the material. So she believes it is possible that when the show is complete the Tally Time results could be electronically submitted to AVSA as long as there was an internet connection. More information will be available on this.

Scholarship—Dr. Charles Ramser

The AVSA Boyce Edens College Scholarship recipient for the 2018-2019 school year is Ms. Caitlin Edsall, a graduate of Red Oak High School and student at Texas A&M University, majoring in Plant and Soil Science. See the Scholarship Committee Annual Report for further information.

Salary—Sue Ramser

The Salary Committee met during the Buffalo Convention to complete the Annual Employee Performance Review. This was completed and the information along with the salaries for 2018-2019 for Amy Carruth and Teresa Odle, new AVM Editor were discussed and set. Also discussed was Interim Editor, Shirley Jones', pay. The Salary Committee members were asked to review the drafts of the revised Employee Evaluation Forms. These forms will be presented at a later date for approval.

AVM Editor—Teresa Odle

"Magazine Editor Report Teresa Odle editor@avsa.org

I am making incremental changes to improve the timeliness and quality of AVM. Among these are making deadlines more realistic, while encouraging all contributors to meet them, and ensuring as much original content as possible fills the magazine's pages. Here are some other steps I've taken:

- Getting to know and rely on our Editorial Board. They have been a big help.
- Working on updating the magazine page on our website. This includes adding "best articles" from 2013 to now.
- Implementing "theme" issues in cooperation with the Editorial Board to help encourage ideas for content and possibly advertisers. For example, the next issue's theme is Russian and Ukrainian AVs.
- Gradually contacting our advertisers/Commercial Members to introduce myself and ask if they need anything.

Needs Approval:

1. I have been participating on the Strategic Marketing Committee, which is working on new strategies and branding for AVSA. One of the committee's first tasks has been to select new fonts (typefaces) and colors for the magazine, website, etc., and to provide input on a new cover design for AVM. Douglas Brull has mocked up our top choice for the committee's approval of the new look. If approved, we hope to implement the new design by the January issue if possible or near the time the marketing team rolls out their branding look.

Joyce Stork will present additional information on the branding efforts as part of the Marketing Committee report.

2. I would like to conduct a brief survey of AVM readers within the next year to assess content value, how they access/use ads, and other issues aimed at improving the magazine's content and value. Survey Monkey is a free online survey source, or we can conduct a paper-based survey to mail with the magazine. However, this will entail costs for mailing unless we print the reader survey inside the magazine pages and ask those responding to pay postage for mailing results.

Thank you all, Teresa”

Office Manager—Amy Carruth

Amy sought bids for short term work to be completed at the Office and this work was completed. Amy will present a report of further repairs that are needed. A conference call was planned during the Executive Committee’s meeting. See the Office Manager Annual Report for further information.

Editorial Board—Paul Kroll, Convening Chair

“The original “thoughts” on the EB from Richard Nicholas were as follows:

- assist and evaluate the editor as needed
- advise the editor and the EC and 1st VP as supervisor of the editor
- regarding the quality of the AVM
- Provide AV and gesneriad expertise
- Assist editor as needed in solicitation of content and articles for the AVM

In my talk with Teresa, she said she’s planning to have “theme issues”

and has some planned already. Paul

Fundraising Committee—Randy Deutsch

Dr. Richard Nicholas appointed Randy Deutsch as the new Fundraising Committee Chair. This committee was a recommendation from the Marketing Committee. Randy is developing the Fundraising Committee Section of Policies and Procedures Manual at this time. Further information is available in the Fundraising Committee Report.

I continue to serve as a member of the Bylaws Committee, Policies and Procedures Committee and also serve as Secretary of the Shows and Judges Committee.

Promotion of AVSA has been accomplished through contacts with outside organizations, through local and regional shows judged and contact with the general public during the year.

Respectfully Submitted,

Sue Ramser

First Vice President

Second Vice President

Annual Report

Office of the Second Vice President

Susan Anderson

Since convention in Buffalo, I have continued to promote AVSA and the joy of growing African violets. I attended the fall Executive Committee meeting in Tulsa, OK in October. It was a wonderful weekend! I also attended the Lone Star Convention in Houston, TX, in November, where I was invited to judge the show. I have been invited to judge Tucson AVS annual show in March 2019.

This year, my own Copper State African Violet Club has grown slightly in membership to nearly 15 members. We were invited to participate in the annual Master Gardener's Sale and used the event to sell plants and promote our local club. I also accepted the opportunity to speak to a luncheon group at the Tempe Adult Recreation Center about the basics of growing African Violets and gave away starter plants and taught the guests how to put down leaves, which they got to take home as well. This is our third year as a club, and the membership wanted to host our very first judged show and sale – to occur on March 30! While I don't expect it to be a very large event, it is quite a learning experience for our relatively new club. There are so many little pieces to putting a show and sale together. We are pulling

it together with the help and assistance of everyone in the club. I hope it will be an enjoyable event and the first of many to come! We have also reached out to other nearby clubs and invited their AVSA members to enter in the show and sale too. I foresee an opportunity to hold joint shows and sales in the future, as each club is having difficulties managing an annual event of this magnitude. I'm also hopeful that the various clubs may form an official AVSA Council to cover this region of the country – a future goal...

The committees that report to the 2nd VP have been busy and are actively meeting their respective goals for the year. The Commercial, Convention Show Awards, and Shows and Judges Committees are actively preparing for the upcoming convention in Houston, TX.

The Library Committee successfully negotiated a deal with the Gesneriad Society to promote and access the GS's webinars through our AVSA website.

The Society Awards Committee has solicited nominations for the various society awards and has completed the voting process. Susan Hill has been very diligent and is doing a wonderful job. This is Susan's last year in serving as Chair and a new one is needed.

I worked with the Affiliate Committee Chair to get the updated handbook posted to the AVSA website. Meanwhile, the Affiliate Committee has worked to identify the list of current clubs. I was able to provide recent contact information, based on my database from Tally Time. Also, I suggested reviewing the IRS website for the list of violet clubs that submit 990-N forms but found that there were only 15 clubs that returned 990-N forms in 2016. This indicates that a reminder to clubs of the importance of this filing may be beneficial and in need of repeating.

I continue to serve AVSA as the Tally Time Chairman, which I thoroughly enjoy and continue to streamline the process. Work has begun to integrate Tally Time into the Show Entries program, so it may become an automatic submittal process someday.

I have exchanged many emails with the other officers of the Executive Committee to conduct AVSA business. Since the EC meeting in November, I have been proceeding on my task assignments.

Some new tasks that I have undertaken include:

As a method of promotion for AVSA, I renewed the application to the Chase's Calendar of Events to have the week of May 26 – June 2, 2019 declared as National African Violet Week, to be celebrated in Houston, TX. The event was accepted and published in the 2019 edition. The listing includes information about our AVSA convention, office location, and website. The Chase's Calendar of Events is the most comprehensive reference available on holidays, special events, international days of celebration, federal and state observances, and more. This is a source for most media and publishers. I shared this information with the Convention Committee and Marketing Committee so that it may be a source of promotion for the upcoming Houston convention.

At last year's convention in Buffalo, I held a special meeting for a new session: "Getting Involved in AVSA" to determine the interest level of convention attendees to learn more about AVSA. I presented basic information about AVSA and the various committees, the goals of each, the help needed and that everyone can join in to help, that we may get a few more people recruited into the ranks of AVSA. The presentation went well enough; however, less than ten people attended. Due to the time slot (being opposite the sales room opening) and the disappointing attendance, I recommend this topic be covered during the convention Opening/Welcome session and at the Open Forum.

Action Items from Fall EC Meeting:

1. Have Jeri approve the Affiliate Presidents Handbook updated by Carolee.

The Affiliates handbook has been updated and posted to the AVSA website.

2. Check with Penny and Tom on webinars for the website. Tom needs to reorganize the component for the website to be called Educational Material in the AVSA store. Announce is Growing Tips and AVSA News. (Winston will help.)

The Gesneriad Society webinars have been posted to the website and are available for purchase/viewing by members. Thanks to all of Tom and Penny's hard work in accomplishing this major task!

3. Disclaimer is needed regarding name and info shared with Gesneriad Society through webinars.

A disclaimer was posted with the Gesneriad webinars informing users that their contact information will be collected and shared with the Gesneriad Society.

4. What are the advantages of Mailchimp over Constant Contact? Cost savings plus what? Can Mailchimp be used by Affiliates? More info needed. EC is willing to make a change.

The Marketing Committee provided additional information regarding the advantages of using Mailchimp versus Constant Contact. The EC supported the decision to migrate the contacts to Mailchimp, as recommended by the Committee.

5. Is there a contract for Tailwind usage by the Marketing Committee for Pinterest? How do you evaluate it? Usage level and impact? A full budget is needed from the Marketing Committee. The Marketing Committee was preparing a budget and will provide it to the EC for consideration.

6. Follow up to find out about negative experiences at the affiliate level which was mentioned by the Marketing Committee.

The Marketing Committee addresses negative experiences, when issues are posted online when possible. Thereby, the Marketing Committee is keeping a good eye on our online presence and exposure.

The Affiliate Committee has not been contacted directly regarding negative experiences.

7. Work with Susan H. to obtain previous documents so Pat Hancock can be recommended for the AVSA Honorary One-Year Membership. Ask Randy for his recommendation for a new chair since Susan H. is resigning as of June 2019 or make him Convening Chair until someone is found.

On behalf of the EC, the recommendation was made that Pat Hancock be presented with a one-year honorary membership for her service to AVSA through her support of the article contest.

Need to follow up with Susan and Randy regarding a new chairman for the committee.

8. Find out what conference call or video conference calling tool could be used for Strategic Planning. (January to mid-February)

I have not followed up with this, due to time constraints in my personal life and knowing the most pressing issue for AVSA at the moment is dealing with the AVSA office building.

9. Susan will follow up with Tina Moreno regarding the Violet Preservation Committee. Check with Tom to see what Tina asked him to create.

Followed up with Tina Moreno to learn that she had started but got sidetracked on the Violet Preservation Committee. Recommended that she regroup and start fresh if she is willing to do so.

10. How can local affiliates help AVSA? There seems to be a disconnect. Affiliate Chair could address the negativity of affiliates. What does AVSA do for affiliates? Susan will check with Jeri about this. Jeri should present recommendations in Houston.

Affiliates Committee has not heard negativity from local clubs. Needs information to follow up. The committee has actually been assisting several members that are interested in starting new clubs recently.

11. Send the Tally Time word document to Meredith.

The word document for Tally Time was provided to Meredith. It is the same file that she has been using to send with her show approval packet.

This year I shared my Tally Time results with Meredith Hall and Mary Corondan for comparison with the Show Schedule approval requests and the "And The Winner's Are" results. Meredith continues to receive more requests for shows than are provided as show results to me and Mary. Mary and I tend to have issues receiving results from the same clubs, so our final numbers are closer in line.

Respectfully submitted,
Susan Anderson

Third Vice President

Annual Report ***Office of the Third Vice President***

Edna Rourke

A report was not submitted.

Secretary

Annual Report ***Office of Secretary***

Mary Corondan

The activities for secretary in 2018 are as follows:

Minutes

1. Attended the AVSA Convention in Buffalo.
2. Attended the Executive Committee meeting, Board meeting, and Annual meeting in Buffalo.
3. Prepared correspondence necessary resulting from the AVSA Convention in Orlando as requested by President Richard Nicholas.
4. Attended the Executive Committee Meeting held in conjunction with the Missouri Valley African Violet Society in Tulsa, OK.
5. Prepared meeting notes and correspondence necessary resulting from the 2018 Executive Committee Meeting in Tulsa, OK.

Official Correspondence and Other Duties

1. Submitted an annual report for distribution to the Board of Directors.
2. Compiled the 2018-19 AVSA Directory of Officers, Directors, and Committee Members which is included on the password protected Board Section of the AVSA website.
3. Updated the Full Board Directory listing for use by the President.
4. Prepared the Agenda for the Executive Committee meeting.
5. Received and answered correspondence from members. Requests were channeled to appropriate persons for possible action.
6. Signed financial documents when necessary.
7. Prepared correspondence as directed by the President.
8. Updated the AVSA Policy and Procedures Manual and submitted motions for revisions to the Policies and Procedures Committee for their review.

9. Sent reminders to the Board of Directors regarding deadlines for submission of Annual Reports to the Secretary, President, and Vice Presidents.
10. Prepared email ballots for the Board of Directors, compiled results, and sent out an email of the voting results.

Related Activities

1. Served as a panel member at the Shows and Judges' breakfast at the Buffalo Convention.
2. Attended the Shows and Judges Committee Meeting and served as Vice-Chair for the Shows and Judges Committee.
3. As Vice Chair of the Shows and Judges Committee, assisted Bill Foster in updating records of all judges' exams and judges' list posted on the AVSA website.
4. Vice President of the Lone Star African Violet Council and attended the annual Show and Convention.
5. Treasurer and Lone Star African Violet Council Representative of the North Texas African Violet Judges' Council and attended meetings.
6. Treasurer, and LSAVC Representative of the First Nighter African Violet Society of Dallas, presented a program, and attended meetings.
7. Presented programs on African violets to the First AVS of Dallas, Denton AVS, McKinney Garden Club, Prosper Garden Club, and Heritage Ranch Garden Friends. AVSA was promoted at each presentation.
8. Served as a judge's consultant at the AVSA Show in Buffalo.
9. Judged Missouri Valley AVS Show.
10. Promoted AVSA whenever possible at other events.

Respectfully submitted,

Mary Corondan

Report of the Treasurer

Annual Report

Office of the Treasurer

Terri Post

During the year 2018, I attended two executive AVSA committee meetings and had the pleasure of helping to judge 3 shows. It is such fun to be part of this organization and to enjoy other growers.

Since I am a member of the Salary Committee, we met and made several decisions during the year. With the addition of a new AVSA employee, several decisions and discussions were made through emails and phone calls.

With the addition of new committees, this position will continue to expand and, hopefully help to keep this organization financially strong.

Due to the fact, that I am also the finance chair, please refer to that report for further financial details.

Thank you for the opportunity to serve this fantastic organization!

Respectfully submitted
Terri Post

Past President

Annual Report ***Office of the Past President*** **Winston Goretsky**

Attending the National Convention each year is always a highlight for me. This past convention was special, in that it was a combined Canadian and American convention, where our two countries came together to jointly hold a show and combine our collective love for African violets in one venue. Buffalo, NY was the location and the theme was: "African Violets CAN Link US Together". The committees from both Canada and the United States joined together and produced a wonderful show at the Adam's Mark Hotel and Events Center, May 20 – May 27, 2018.

As Second Vice President of the Gesneriad Society, I was able to represent AVSA at the Executive and Board of Directors meetings, which were held in New England, at the Sheraton Framingham Hotel, July 1-7, 2018 in Framingham, MA. A tight overlap of AVSA members are also Gesneriad Society members and it's important to consider the activities of each other, so that we are able to serve a common audience.

The Missouri Valley African Violet Council extended an invitation for the AVSA Executive Committee (EC) to hold our autumn meeting in conjunction with their 33rd Annual Fall Meeting & Show, which was held at the Wyndham Hotel in Tulsa, OK, Oct. 12-13, 2018. We participated in the judging of the show, enjoyed presentations during the convention and had meals together with our gracious hosts. We were able to meet and conduct our business over the course of the weekend and covered many topics and agenda items.

The ongoing activities of the Executive Board have been conducted by email and entered into the minutes for review and discussion at the Executive and Board Meetings in May 2019 in Houston, TX.

On February 6-10, 2019, I was able to attend the Gesneriad Society Executive Committee and Board Retreat in Baton Rouge, LA. Topics regarding the alignment of the taxonomy of Saintpaulia were discussed and clarified. Current treatment of the registered hybrids would remain with AVSA as originally agreed and the distinguishing name of Saintpaulia would be used to differentiate *Streptocarpus* hybrids from Saintpaulia hybrids to avoid confusion.

This convention will be my last term as Past President of AVSA, and I will look forward to enjoying a more relaxed role, however, my interest in the success of AVSA continues to be my focus and I look forward to future opportunities where I may continue to serve AVSA to the best of my abilities.

Respectfully Submitted,

Winston J. Goretsky

Finance Chair

Annual Report

Finance Chair

Terri Post

During the first four months of 2018, I compiled and prepared the financial statements for fiscal year 2017, and I also filed an extension for the 2017 Form 990 tax return. I then prepared a 2019 budget to be presented to the board at the Buffalo convention.

In March 2018, I filed the final report for the foundation that AVSA received a grant for during 2017. They require financial statements by March 15. During April 2018, the financial committee co-chair, Doug Allen and I wrote and filed for the new 2018 grant.

In May, at the convention in Buffalo, the finance committee members met. At this meeting we discussed several items, the most important of which was the investments held by AVSA. It was decided to continue on the track that we have been on.

The next item that the committee performed, was internal control auditing of the AVSA financial information for 2017. Each committee member reviewed bank statements, bank reconciliations and were able to ask any questions concerning them. Each member then signed off on the bank reconciliations after they felt comfortable with them. Each member then proceeded to look through the

bank statements and randomly selected several items that were traced through online QuickBooks and the financial statements. By randomly choosing and tracking, each person was able to verify that items going through the bank were being reported properly and accurately on the financial statements.

For fiscal year 2017, the finance committee then prepared a formal sign off to present to the executive committee the results of the internal audit. This sign off was then presented to the secretary.

During the executive committee meeting held at the convention, I reported that the Tinari funds had earnings of approximately 2.8% during the year 2017. During fiscal year 2017, earnings have remained the same.

In July of 2018, I prepared and filed the 2017 Form 990 tax return. This return is public information and a copy can be obtained by filing a written request to the AVSA office. The return is also available for the public to view at www.guidestar.org. This is a website endorsed by the IRS.

To recap AVSA investments:

The Life Fund is primarily invested in bonds and CDs. A couple bonds were called and/or matured during 2018 and the funds from them were reinvested into municipal bonds and CDs. The approximate rate of return for the entire fund was 2.89%, which was slightly lower than previous 2017 earnings.

The BERF fund has been invested in treasury bonds, CDs and a mutual fund. The BERF committee has asked to keep some of this fund liquid in order to pay out any possible scholarship as needed. The approximate rate of return for this fund during 2018 was 3.51%.

The Tinari Fund has also been invested mainly in CDs, with a few bonds. The approximate rate of return for this fund was 2.95%.

During the year 2018, a new investment account was opened for the Hudson monies. However, since this fund is under a year old at this time, it is hard to approximate earnings. It is hoped that this fund will be able to pay for future awards with earnings.

I feel that we have been able to reinvest earnings on our investments and not need to draw on them at the present time. This enables us to continue to grow and provide some financial stability for the future.

The 2019 budget will be prepared and presented to the board for approval at the convention in Houston.

Respectfully submitted,

Terri Post
Finance Committee Chair

Reports of Elected Directors

Sallie Barlow

The Sundowners AVS has added 6 new members to the Club this year through Plant Sale, the Annual Violet Show and Sale, as well as speaking at Garden Club meetings and to anyone who would listen. One of the new members is a student at LSU and his main interest is in hybridizing and growing violets. (If interested and he qualifies, maybe a scholarship in the future?)

Several Club members have been invited by different Garden Clubs in the area to talk about how to grow and show violets and other Gesneriads.

Last year the club joined with the LSU Home and Garden Sale at the LSU Ag. Center. The LSU Home and Garden Sale, Chile cook-off and Antique car show is an annual event that lasts two days in March. All types of plants and yard and garden items are sold at the Sale. The Sundowners AVS will be joining in the event again this year.

Several members attended the National AVSA, DIXIE, Lone Star as well as our own show.

Most of my doctors are well aware of my involvement with violets. When I went to the eye doctor this year, he had to tell me about his trip to Africa. He said that he saw something that looked like a violet, but they were growing in cracks and rock beds. I told him that was how the violet started and if he ever went back to bring me one. We had a great laugh.

And of course, while I was in the hospital last week, a friend brought me a violet. AND I just had to explain how to grow the violet to the nurses. You know me, even if I can't talk or breath, I am going to find a way to explain violets.

Respectfully submitted by,
Sallie L. Barlow

Johnnie Berry

During 2018 I presented programs to North Ga. Judges Council in Johns Creek, Ga., Creative Study Club in Marietta, Ga., The Rome African Violet Study Group in Rome. Ga., Foxglove Garden Club in Atlanta, Ga., North Point Garden Club in Atlanta, Ga., Spalding Garden Club in Dunwoody, Ga. in the last six years I have conducted workshops in the care of African violet at The Family Tree Garden Center in Snellville, Ga. passing out AVM and applications to join AVSA, Judged the Artistic Dogwood Garden Club Flower Show in East Point, Ga., Entered the 2018 Atlanta Flower Show entered 7 plants and earned 7 blue ribbons also helped with classification for the other Gesneriads.

Johnnie Berry

Randy Deutsch

I was elected and installed as a new director at the National Convention in Buffalo, New York. I was also nominated and elected to the Nominating Committee at the same convention. I attended meetings at the convention concerning the nominating process. I worked immediately after the convention with the other members of the committee and within a very reasonable amount of time the committee was able to forward a slate of nominees needed for the Houston Convention.

I also serve on the Finance Committee and have been a member of there for several years. I attended a meeting held at the Buffalo Convention where the committee conducts an annual audit of the records. During the year I participate in anything that comes before the committee for discussion.

I also serve on the Society Awards Committee. I participated in the voting for the annual awards. I also purchase the awards needed for the awards dinner and bring them along to the convention.

In March I attended the Omaha African Violet & Gesneriad Society's show and sale in Omaha, NE. I entered both shows and also entered the education and membership displays.

In April I traveled to St Louis, MO and helped to judge their show, and also traveled to Des Moines, IA and helped to judge their show too.

The beginning of May I traveled to Kansas City, MO and helped to judge their show.

In October I traveled to Tulsa, OK to attend the annual show and sale for Missouri Valley African Violet Council. I entered both the horticulture and design classes and also served as the judges chairman. I also serve as the Treasurer for the council.

In November I traveled to Oshgosh, WI and helped to judge their council show.

I am looking forward to attending my 20th annual national convention in Houston this coming May. 2019 promises to be a very busy year promoting the growing and showing of our African Violets.

Respectfully,

Randy G Deutsch

Linda Ingle

Central California AVS hosted a beautiful show at which I was able to judge last year. The growers, once again, brought forth violets that absolutely shined. The show was well run as always. They perform a marvelous contribution to the community with the lovely exhibits and sales. And they certainly know how to make a judge feel welcome.

I was also happy to serve as a judge for the Portland African violet society show this last October. Another smoothly run show with beautiful plants.

My local club here in Bend Oregon continues to have members who are very excited about Violets. Some of them are branching out to the other Gesneriads.

My husband and I are taking a master gardener certification course at the local University. I have started several experiments taking some of the things that we are learning in our coursework to see if they can improve the vitality and health of my plants. Look for future articles.

Linda Ingle

Julie Jones

This is my third year and final year as an AVSA Director. It has been a privilege to serve AVSA in this capacity. During 2018, as in the first two years, I have had many opportunities to promote AVSA.

Conventions attended: AVSA, Buffalo NY. Ohio State AVS, Mansfield OH. Columbus AVS, Columbus OH.

Shows entered: AVSA, Buffalo NY. Ohio State AVS, Mansfield OH. Columbus AVS, Columbus OH.

Memberships: AVSA, AVSC, Ohio State AVS, Ohio State Judges Council, Columbus AVS.

Committees: AVSA Nominating Committee. AVSA Affiliate Committee Vice-Chair. AVSA Library Committee. Ohio State Judges Council.

Judging: Second year senior judge. Participated in clerking and judging shows in Buffalo NY and Mansfield OH.

Regional meeting attended: Columbus OH, Mansfield OH, Cincinnati OH, Indianapolis IN.

Respectfully submitted,

Julie Jones

David Kesler

I have had the opportunity to speak with not a few people in the course of rolling out First Class for All. As we talked about the new software I asked about any ideas or concerns that might be conveyed to the Board. The only issue that was of any consequence were questions concerning the special appeal for money to help in the office relocation effort.

I didn't get any real push back or concern, just inquiries about what was going to happen. I relayed the situation, as best as I understand it, and those I spoke with seemed happy to get a little "inside scoop", not that I have much of that. I have been to the office and being able to give an eye witness account seems to carry a lot of weight.

I have visited 4 local affiliates and made presentations. I also did a presentation at the Dallas Tri-Club Fall Sale on the changing technology of lighting as it concerns growing African Violets. The presentations seemed well received.

Linda Kilby

A report was not received.

Neil Lipson

As director, I have been working on numerous projects for the advancement of the Society which include the following:

1. I'm working closely with Teresa Odle on my column and have made constructive changes to it such as changing the content to adhere to requests from the AVSA officers, targeting particular aspects of growing violets and addressing special requests to make the column more relevant to the present grower's problems. My column will be in every other issue to allow another contributing columnist to have an opportunity to participate in this area of education.

2. I will continue to do photography at all the AVSA sanctioned shows and have increased the resolution of the photos to comply with the editor's specifications of the new requirements for 2018-2019. I attend about 4 or 5 shows along the East Coast as well as the National Shows. In addition, I will also provide photographs of the members, award ceremonies to AVM as well as to Nancy Hayes for her annual slideshow presentation at the National convention.

3. I will be manning the information table for short periods of time at Nationals for the Membership and Promotion Committee for a one-on-one meeting with existing members as well as potential new members.

4. I am making myself available to all the clubs on the East Coast and their members with any violet-related questions and also to all members in the US for free technical support on my articles which appear in AVM. I also periodically give presentations for the local clubs which include the Philadelphia Club, the Springfield club, the GSAVC (Garden State club), the DIXIE AVS, and help with the MAAVS AVSA promotional displays, as well as with some of the National AVSA promotional displays.

5. In order to preserve the rare violets that are disappearing from the violet scene, I dedicate time and space to grow these for other members to keep them in circulation. I periodically take many of these rare plants to shows to distribute to other members at no cost and have repopulated many of the rare varieties like Ann, Fool's Gold and other rare chimeras, which are my specialty. I have also written numerous articles on the importance of keeping these varieties from vanishing.

6. I do extensive R&D on anything technical for violets which include research on pH, soils, lighting (both fluorescent and the new LEDS), fertilizers and environment aspects which I include in my article in AVM.

In total, my AVSA responsibilities are being a director of the AVSA, Chair of the Membership and Promotion Committee, as member of the Publications and numerous other committees, and volunteering for both photography, research and assistance at any and all shows related to violets.

I include my direct line for calls in all my articles for any questions the members may have. I always have an open line for AVSA.

Neil Lipson

Lynn Lombard

I continue to serve as Commercial Activities Chair and truly appreciate the hard work of everyone on the committee.

As my term of office as an AVSA Director draws to a close, I'd like to share some conclusions I've drawn over my 40+ years of AVSA membership and participation. My observations apply from the local to the national and international levels.

My observations, which I believe many share, follow.

- In order to maintain and expand its membership, AVSA needs to maximize its visibility on the Internet, on whatever platforms are accessed by those interested in African violets.
- The burden for the success of this objective lies on the shoulders of the most experienced and creative people the Society can find for whatever committees will be addressing this challenge.
- Hybridizers and commercial members will continue to need to be encouraged, supported, and promoted.
- Finally, accurate and relevant information about all aspects of growing and showing *African violets* must be provided in all of AVSA's media.

I appreciated the opportunity to serve a second term as a Director. I sincerely hope that continuing and subsequent Directors maintain open lines of communication between themselves and the members they represent...and will work diligently to convey those interests and concerns to the Executive Committee.

Thank you.

Lynn Lombard

Sandy McIntosh

I was elected as a director in 2017. For the past two conventions, Orlando and Buffalo, I have worked with the awards committee chairman to ensure that all possible awards were completed and awarded. I also volunteered where needed by helping with the workshops and other activities.

As a Senior Judge and Affiliate President, I also attended both of those meetings at the convention and tried to ask questions and interject my thoughts on current issues. I would love to see a robust discussion at the affiliate President's Meeting on ways to gain new members that allows ideas from officers and members. As a senior judge, I would appreciate some discussion about how we can achieve more consistent, by the book, judging of our National Show.

I am currently the President of the Ohio State AVS. In my leadership role I have negotiated contracts, coordinated the duties of other officers, have begun to document procedures and methodologies that can be passed from old officers to new officers to insure a smooth transition. I continue to help manage previously developed web sites for both Cincinnati and Ohio State AVS.

In addition to my duties as President of OSAVS, I served as assistant show chair for the Ohio State AVS Show and assisted with set up for the Cincinnati-Dayton AVS Show.

I consistently try to use my forum in the OSAVS President's Message to provoke thought among the members and to seek reaction and opinions from them, while sharing my thoughts and ideas. I will end my term as President with the annual meeting in September 2019.

Maureen Pratt

This year, much of my activity as a Director for AVSA centered on the search for a new Editor for AVM. I participated in the drafting of a job description, posting the notice for applicants, and reviewing resumes and other submitted material to help select candidates to interview. I was one of the interviewers for each of the candidates we considered. I have been working on the Editorial Committee, providing input as needed. I also brought several plant entries to the AVSA National Convention and was a judge for the show. Locally, the president of one of my clubs passed away, and in the aftermath, I was and have been helping to rebuild that club. This is my last year as Director for AVSA, and it has been a pleasure to serve!

Dr. Bill Price

There is nothing to report.

Bill Price

Linda Price

Recently, I have worked and completed on my assigned section of the AVSA Convention Manual. I look forward to helping with the editing when the other members of our team finish their sections.

Linda Price

Sharon Shannon

This is my first year as an AVSA Director.

I served on the nominating committee which was led by Candace Baldwin with thoroughness and thoughtfulness.

I chaired the Convention Manual committee. We have gotten off to a slow, but great start, and we plan to have a draft by the Houston convention.

At the Houston convention I will be serving as Classification Chair. I will also again be assisting Winston as he does photography for the magazine.

I represented AVSA to our Club as well as to visitors and customers at our show.

Renee Wilson

This was a busy year as a director and again it was a pleasure to serve AVSA in this capacity. Again, I have traveled the West Coast from Portland Oregon to Bakersfield California promoting AVSA and several points in between. I still belong to 4 African violet societies and try to make as many of the meetings as I can.

I serve my local club as the Vice President. I have given several programs on repotting techniques, hybridizing and propagating African violets from seed and leaf and plant and flower arrangements. I was the Show Chairman again this year of our successful affiliate show and sale.

In our local club, we have started a short-term program on how to use the Judge's and Growers Handbook.

In April of last year, I put together a judging school held here in Central California with Diane Miller teaching. We had a wonderful turn-out of 13 people learning to become judges, several renewing their certificates and a couple of senior judges just here to audit the class.

I have taken the third Senior Judge's Test and received my gold card which has been a goal of mine for several years.

I will attend the African Violet Convention this year in Houston and look forward to seeing old friends and making new ones.

I am still really enjoying the time I serve as an AVSA director and plan to continue to vigorously support, promote and serve both AVSA and our local affiliate societies.

Respectfully submitted,

Renee Wilson

Standing Committees

Affiliate

The Affiliate breakfast meeting at the Buffalo convention was attended by approximately 33 members. Richard Nicholas gave another wonderful talk. Amy Carruth gave a talk on the importance of keeping their club information up-to-date. After the speakers there was a very short general conversation on interesting meeting ideas. The idea of having a place on the AVSA website for meeting ideas came up. I will bring this up at the Internet Committee meeting.

For the year 2018 there were 72 clubs that submitted their club updates via the AVSA website and 10 clubs mailed the paper form; 70 clubs submitted events. FYI: For January/February 2019 there have been 23 club updates via the website and 7 mailed forms; 61 events have been submitted.

On the AVSA website there are 165 American & Canadian clubs and/or councils listed. There are 14 clubs/councils that have never been updated. The effort now is to contact these clubs and see if they are still active. FYI: When I sent out emails to 'no-update' clubs I found that several clubs were active, but their information was still the same so they had never done an update. Those clubs now have updates. I still praise Mel for coming up with the wonderful idea of placing update dates as clubs send in their updated information. There are 12 clubs from other countries and none of these have ever been updated

The Affiliate Committee still only has four members: Jeri Anderson, Chair; Julie Jones, Vice Chair; Brenda Petry; and Lorna Russell. It would be nice to add another person.

I have developed another training document with a lot of screen captures. This document is "Add Judging School Instructions." Tom Glembocki developed a place for Judging Schools right above the regular Show & Sale events. At this time, I haven't been able to connect with Julie Jones to have a training session, but I'm sure that will happen soon. FYI: At this year's Internet Committee meeting I will be asking for a location on our website to place training documents.

The "Guide for Starting a New Club" document has been placed on the AVSA website. The document is a composite of several different articles to help people through the process of starting a new AVSA Affiliate Club. The topics are 'Start a New Club' by Joyce Stork; 'Start Up Checklist' by Terri Post; 'Become an AVSA Affiliate' by Amy Carruth; and 'Growing a Club by Candace Baldwin. At the present time we have quite a list of people working on forming a new club. Let's hope 2019 will gain some new clubs.

Jeri Anderson

Affiliate Chair

AVM Advertising

On January 31, 2019, Richard Nicholas appointed me the Advertising Committee Chair for the African Violet Magazine (AVM.) With the help of Lynn Lombard, Amy Carruth, Tom Glembocki, Teresa Odle, and Joyce Stork, I was able to piece together what was needed to effectively begin the task of managing the commercial vendors in the AVM.

My first task was to rebuild the commercial vendor list so I could keep accurate records of their commercial memberships and their ads. Working with Lynn Lombard (Commercial Chair) and Amy Carruth (AVSA Office Manager) there now exists an up-to-date comprehensive database which is stored in the Cloud and can be accessed by those requiring the information.

The second task involved cleaning up the AVSA Commercial vendor's web page. There were a number of outdated listings. With Tom Glembocki's (Technology and Website Committee) direction, these listings have been corrected and the information is now current. My goal is to revamp this webpage to make it more accessible and appealing to the public.

My third task was to interface with Teresa Odle (AVM Editor) to come up with a procedure to handle the AVM ads from initial concept to finished product. She has been instrumental in simplifying the ad

size/ad rates sheet which hasn't been changed since 2011. We are also encouraging the commercial vendors to submit their ads in full color as to be more conspicuous.

My fourth task is ongoing. It involves adding value to each commercial vendor and advertiser. Joyce Stork (Marketing Committee) and I have done a trial run of embedding commercial vendor's ads in her Growing Tips email. The current subscriber base is nearly twice as many subscribers as the AVM has and is emailed weekly. We are declaring it a success and are offering it to all commercial vendors who advertise in the AVM at no additional charge to them.

S.M.A.R.T. Goals

1. Add value to existing Commercial Vendors by offering free to low cost services to increase their visibility to potential customers.
 - Encourage advertisers to revise their AVM ad by adding color and/or redesigning it to be more appealing to the eye. (In progress.)
 - Offer commercial vendor/advertisers a clickable link in the Growing Tips weekly email. Number of times it will appear depends on the size of their AVM ad. (Already in progress.)
 - Interview and feature vendors in either AVM or Growing Tip. (Possibly roll out in the August/September issue.)
2. Reverse the downward turn in advertising revenue and increase at least 10% by year's end by utilizing the goals from above ("Add Value To Existing Commercial Vendors")
 - Actively solicit new businesses to advertise in AVM. This includes big greenhouse operations down to small individual sellers, including eBay sellers. (In February, alone, we gained two new advertisers.)
 - Empower the existing members of the AVM Advertising Committee to buy into this new vision and have them participate in meeting goals set above.

Respectfully submitted,

Richard Craft – AVM Advertising Committee Chair

Commercial

Mr. President and Board Members:

With the assistance of Convention Director Kathy Lahti, the committee managed table reservations and the salesroom at the 2018 convention in Buffalo. Thank you, Kathy Lahti and Kathy Bell!!

No issues needing further attention were brought up at the Commercial Activities Committee meeting at the convention. As was previously recommended, the salesroom in Buffalo closed at 3:00 PM on Saturday.

Linda Hall compiled the annual 2018 Vacation Guide for the AVM. Thank you, Linda!

Thanks go to Cindi Nofziger, AVM Advertising Manager, for maintaining the commercial members information spreadsheet from which this committee works.

Thanks also go to AVM Editor Teresa Odle for her “Holiday Gift-Giving” marketing idea featured in the Nov/Dec issue. All commercial members were invited to participate. Those who took advantage of the opportunity were Mrs. Strep Streps, Glenda’s House of Violets, and VioletSupply.com.

The annual Commercial Activities Committee newsletter was posted on the AVSA web site and was mailed to those commercial members who do not have Internet access.

A “no funds needed” budget submission was made.

Sincerely,

Lynn Lombard

Convention

The 2018 AVSA/AVSC Convention was a joint convention held at the Adam’s Mark Buffalo Hotel and Event Center, Buffalo, NY, May 20 – May 27, 2018. Many hours were spent in 2017/2018 getting the 2018 Convention material ready to be posted on the AVSA website after January of 2018. I continued in 2018 to work closely with the Adam’s Mark Buffalo Hotel and Event Center and the AVSA and AVSC Show Chairs on the final planning. Hotels like one person to contact them regarding questions and planning to avoid reputation and confusion. The 2018 AVSA/AVSC Convention was a great success due to all AVSA/AVSC members who worked and volunteered their time.

Winston Goretsky is my website person. I send all convention ready material to him. Winston does his magic and gets it all posted on the AVSA website for me. Thanks, Winston.

Our 2019 convention will be held at the Houston Marriott Westchase. The theme for this convention is “Violet Fun in the Texas Sun”. All the Houston Convention material is now posted on the AVSA website. I have been working with the chairs of the Houston Convention and the Marriott Hotel on the final planning. We will be ready for everyone May 26-June 1, 2019.

Our 2020 convention will be held in Little Rock, Arkansas at the Little Rock Marriott Hotel. A contract has been signed with this hotel. Planning of this convention is already underway. It is being hosted by the Central Arkansas African Violet Society. The theme of this convention is “Violets Go Hog Wild in Arkansas”.

I am now working on a location for our 2021 Convention.

Thanks to all AVSA members who volunteer their time to make all our conventions successful. We couldn’t do this without all your help.

Kathy Lakti

Convention Show Awards

We made it through the Buffalo AVSC/AVSA Convention! What a way to begin one's first year as awards chair - with a combined convention! There were 75 exhibiting members, 507 horticultural exhibits and 71 design exhibits. I want to thank all committee members involved during that hectic day. I especially want to thank Bob Clark, who stood by my side, with his knowledge and experience, until the very end.

During the year I was concerned that we would not have sufficient funds. Pat Hancock championed my concern, by reaching out to remind members to send in their donations. Amy assured me that the members would step up at registration and they did. My gratitude goes out to our Canadian friends who donated **early** and were very generous with their donations.

During the convention I tried to encourage **early** donations to the awards fund. We circulated decorated clip boards around the dinner tables, suggesting that members pledge their donation for next year's Texas convention. Eight hundred plus dollars was pledged. Thus far, I have received \$120.00. I am now sending email reminders.

This year the Awards committee plans to set up next to Amy's station with a **show schedule** for the next convention. Donors can sign-up for a Best in Class of their choice, or other awards such as best vintage, best under water design etc. We will have an "**Awards Donation**" lock box located nearby.

The Houston Chairs have gone out of their way to accommodate and assure that this year's awards process goes smoothly. Joe Bruns has developed a time saving program for the awards committee. Last year's Awards Committee, Joe and the Entries Chair have all agreed that it is imperative there should be **two computers and two printers** for the entries and awards processes to run smoothly on "judgement day".

At the Buffalo convention the Canadians requested that we split classes during judging. The next day Bob Clark, Vice-Chair Sandy McIntosh, and I scrambled to accommodate and write the extra checks and find the award winners.

So, that we would not have to haul the ribbon box from Indiana to Houston; I turned the box over to Jan Davidson. The existing ribbon inventory should be sufficient other than the special show color ribbons, which will be ordered. Also, this year Amy has been sending the award invoices that I record in Excel, by U.S. Post – (snail mail). This has improved the recording process.

Once I was informed that the schedule was up on the web, I noticed that there were several Texas Hybridized collections and classes. I contacted Mary Corondan, who told me the schedule is very much like that of the Texas 2013 convention show. The Texas donations have been coming in from their councils, clubs and generous members.

Last year I was unaware that there were additional AVSA funds available for awards - in case we do not have sufficient donations. I must say this is very comforting to know.

As of February 25, 2019, the following funds have been received for the 2019 Houston Convention. These donations include carryover awards and donations that have been collected for this year's Texas convention show. In addition, we are expecting an additional \$900.00 in Specific Awards for two collection classes.

Carryover awards:	\$605.00
2019 Specific awards:	\$2,300.00
2019 Undesignated awards:	\$2,991.00
Total Collected	\$5,896.00

Donations from registrations are now beginning to come in.

Debbie McInnis

Awards Chair

Finance

See Finance Chair Report.

Library

This year, the library committee used a different approach to document the AVSA 2018 annual show. Immediately after the announcement of the winners on Thursday night at convention, one of our committee members, Richard Craft, published photos of the winners table entries on the AVSA Facebook page. These photos were then picked up and also published on AVSA Pinterest and AVSA Instagram by members of the marketing committee. Additionally, rather than producing a narrated DVD program with photos of the 2018 show entries, we produced an online slideshow, which was published on the AVSA website. The online slideshow of the horticulture entries, gesneriads and designs was made available in early July 2018. Many thanks to photographers Richard Craft, Tom Glembocki, and Marjorie Bullard and the library committee members who helped with the show room photography.

During the summer months of 2018, Andrea Worrell and Joe Bruns finished the beautifully crafted 'Perfectly Pittman' video. The video was duplicated on DVD and thumbdrive and was made available on the AVSA web-site for sale in late August 2018. In addition to the sales on the web-site, several AVSA members assisted the library committee with direct sales at regional shows during the fall. A total of 79 'Perfectly Pittman' videos have been sold (60 DVDs and 19 thumb drives),

Over the last year, members of the AVSA library committee worked with the Gesneriad society in order to make Gesneriad society produced webinars available on the AVSA website with a portion of each sale going to AVSA. Four webinars were made available on the AVSA website in early December. Sales of these webinars has been fairly low: Growing and Showing African Violets (2), African Violets - Growing the Small Ones (5) and Growing Saintpaulia Species (2). The free webinar, Meet the Gesneriad Family, was ordered 53 times.

All these library committee projects have been well supported and promoted by the AVSA marketing committee; this has been very helpful to us this year. A big thank you goes to Joyce Stork and her committee members.

Penny Smith-Kerker

Membership and Promotion

I was asked to chair the Membership Committee a few months ago. I have been a member of this committee for the past two years.

With reference to submitting a budget to the Finance Chair, I don't recall that this committee had a budget in the past, and I will need to make any assessment of what the budget will be for 2019 after I meet with the members. At this time, I cannot think of any expenses we would have but will open the floor to any comments at our meeting.

I plan to discuss and implement the following goals:

SMART Goals Theory which are Specific, Measurable (verifiable), Achievable (not too high), Realistic (not too low) and within a Timeframe (a period of time—has a specific timeframe)

In addition, I will also ask the committee to go BEYOND this framework and come up with new and exciting ideas to push the boundaries. I will push creativity and inventiveness to maximize the membership and use some special methods to get the most out of the work that we do.

Of course, I will review this with not only the committee but with other AVSA management to ensure that everything conforms with the basic foundations of prudent expansion.

With respect to membership, the life expectancy has increased from 78 in 1984 when I joined the AVSA to 81 today. This could affect membership in a positive way. I am working on other ideas to increase membership and will discuss them with the committee and forward these ideas to the appropriate persons.

I will be working closely with the 12 members and will keep the society abreast of the suggestions and results of our efforts.

Neil Lipson

Nominating

I thoroughly enjoyed working with the 2018 nominating committee members which included Randy Deutsch, Julie Jones, Sharon Shannon and Joyce Stork. They are a dedicated group of people who sincerely wanted to find the best possible candidates to serve AVSA.

The Committee met multiple times during the convention to develop and discuss a list of possible candidates for the various roles to be filled. The team came together and built trust quickly which helped facilitate our task at hand. We went to work throughout the week approaching as many members in attendance, which we had on our list, asking them to consider positions. We were able to identify other potential candidates during that week as well.

Once convention was over, the committee kept in contact throughout the summer as we continued to discuss and approach possible candidates. A special thank you goes to Joyce Stork for the generous sharing of her knowledge, guidance and support throughout the process. In all, several dozen individuals were contacted for various roles. Garnering the references of the applying candidates went

more smoothly than I had anticipated with only a few follow up reminders required. Last year's committee had updated many of the letters of correspondence to be more contemporary which made this year's task of communication to the various parties much quicker.

This year, the committee determined to update the reference form to allow for more insightful information in their reference of a candidate. The revised form is as follows:

AVSA Reference Form for Officer / Director (Please circle one)

Reference for: (please print) _____

By _____ Date _____

1) How long have you known the candidate? _____

2) In what capacity do you know the candidate? _____

3) Do you believe this candidate:

Is willing and able to attend AVSA conventions annually so that he/she can participate in the meetings, contribute to discussions and vote on issues? Y N Don't know

Is honest, fair-minded and responsible? Y N Don't know

Will be action oriented and complete tasks promptly? Y N Don't know

Will vote thoughtfully on AVSA issues, goals and objectives? Y N Don't know

Cares about AVSA's future and has AVSA's best interests at heart? Y N Don't know

Is knowledgeable and/or has the skills to help lead AVSA into the future? Y N Don't know

4) Please describe on a separate sheet, the candidate's abilities or characteristics for serving and contributing to AVSA's future.

5) Candidate Recommendation:

I recommend the candidate without reservation.

I recommend further assessment of qualifications.

I decline recommendation at this time.

Please send completed form within two weeks of receiving request.

Thank you for your time and assistance with this important information.

Candace Baldwin

Nominating Committee Chair

Email: aviolets@hotmail.com

Phone: 480.213.4247

Mailing address: Candace Baldwin

2450 N 67th ST

Mesa, AZ 85215

Privacy Notice: Information submitted is deemed confidential and will not be shared outside of the Nominating Committee.

Revised June 2018

All nominees were sent congratulatory letters and in September were asked to send in a picture and a 300-word short bio to be in the January issue of the AVM. Nominees will be voted on during the next convention located in Houston, TX.

Lastly, as the Nominating Committee does not have a standing chair, I noticed several areas in the P&P that are outdated. I have submitted multiple changes for Board consideration.

Respectfully submitted,
Candace Baldwin
Nominating Committee Chair (2018-19)

Plant Registration and Master Plant List

During the calendar year 2018, there were 214 cultivars registered (71 in 2017). The office sold 20 copies of the *African Violet Master List of Species and Cultivars*, which is currently in the Fifteenth Edition – August 2015 (20 in 2017).

The species names were changed to conform to the new classification system under the genus *Streptocarpus*.

In 2016 there were 195 copies of First Class (109 in 2017), and 467 on-line update subscriptions (463 in 2014) sold. In addition to all the new and revised cultivar names and descriptions in the AVML, there were 347 new photos added to the First Class database in 2018.

David Kesler ported First Class 2 to a new version, First Class 4 All, which runs on both PCs and Macs. This version will replace First Class 2, but support for First Class 2 will continue. Sales figures above are for both versions, including CDs and downloads.

Joe Bruns

Publications

This report will be short. Richard Nicholas asked me to be the Publications Chair in the fall of 2018, and I accepted. There wasn't much for me to do at that point because I did not have any background material yet to bring me up to date.

When I received Sue Hoffman's file folder full of information from previous Publications Committee meetings, I read through the entire packet and discovered a few things that needed to be done.

I realize that Committee Chairs and others are required to submit a budget to the AVSA Finance Chair by December 1st, but after reading through the material that was sent to me, I did not find any reference to previous budgets. This likely means that there would be no expenditures to be made for this committee for 2019. However, this may change after the committee meets in Houston.

We are on the eve of celebrating the 75th Anniversary of AVSA in 2020, and discussion will ensue at the meeting in Houston as to whether we undertake publication of a commemorative booklet similar to what was produced for the 50th Anniversary. Obviously, that will require a substantial amount of work as well as determining whether it would be cost effective. A budget covering this would be submitted at the end of this year should the committee and the Board decide to proceed.

I'm grateful for the tireless work that committee member Terry Klemesrud continues to provide as our Annual Index Representative. She never fails to submit timely index updates of both the articles as well as photos to Tom Glembocki so he can, in turn, update the AVSA website.

I've reviewed the Policies and Procedures outlined for the Publications Committee and find much of it outdated. Apparently, last year the committee decided to eliminate the President's Citation Award for Best Articles given each year (which would also cancel the Silver Pen Awards) in lieu of Best Contest Article entries with special prizes given to the recipients. It is unclear at this writing which Special Committee this new contest will fall under, but that should be resolved after meetings in Houston. Because the P&P was never updated, I felt obliged to follow its guidelines this year for selecting the Best Articles for 2018 which will be awarded at the Awards Dinner in Houston.

I look forward to working with the four members of this committee and hope that there will be more volunteers to help us move forward with our agenda.

Carolee Carter

Research

The committee membership was unchanged for 2018 and included:

Dr. Jeff Smith – Chairman

Dr. Elmer Godney

Dr. Richard Nicholas

Ms. Patricia Sutton

Old Business

I serve on the Research Committee for The Gesneriad Society, Inc. This allows me to spot potential research projects for the AVSA from the research proposal submissions to The Gesneriad Society. However, the 2018 grant applications to The Gesneriad Society were all on other genera with no applications relevant to the AVSA.

Dr. Rachel Martin Associate Professor and the Departments of Chemistry and Molecular Biology & Biochemistry at the University of California, Irvine presented a poster session of their work to date on the closing days of the AVSA National Convention in 2016. In addition, she acquired additional flower material for further testing from the breakdown of plants at the close of the show. I have contacted Dr. Martin regarding a follow-up publication on her work for the African Violet Magazine. Her group has published one article on their pigment analysis which does satisfy the conditions of her grant, but I am

asking if additional articles are possible. Dr. Martin replied that a follow-up article was being planned, but no article has been received to date.

New Business

No new grant requests were received in 2018.

Taxonomy Note

I have been working with Ron Myhr to rewrite the African violet article on the Gesneriad Reference Web. While the work is probably never ending, there is a much updated article on African violets that can be found at: <http://www.gesneriads.info/articles/saintpaulia/saintpaulia/>

One of the most recent changes in the article is the decision to use the genus name *Streptocarpus* in nearly all pages of the article and especially with pictures of the species. The exceptions are where the discussion is historical and the genus name of *Saintpaulia* was valid at that time.

Respectfully submitted,

Dr. Jeff Smith, Chair

Shows and Judges

There were seven judging schools in 2018. From these schools AVSA gained 21 new student judges, 36 renewals, and 14 audited the schools. The senior judges' exam had 4 taking their first senior exam, 1 taking their second exam, 12 taking their third exam and 19 renewing their certificates.

Seven senior judges will be receiving their master judges certificates in October, 2019. They are; Linda Abplanalp, North Carolina; Margaret Califano, New York; Karyn Cichocki and Bob Kurzynski, New Jersey; Elmer Godeny, Texas; Glenn Shelton, Florida; and Barbara Stewart, Virginia.

There were 67 shows recorded. Two shows were not AVSA approved and two results were not returned after 2 e-mail requests were sent. Forty-two shows earned the Standard Show Achievement Award, Eleven earned the Standard Award and 19 shows were not awarded.

Income from rosettes and SSA packets brought in \$795.00 and expenses for postage and mailing was \$257.00.

I choose to all expenses for Judges Certificates and postage and mailing supplies for returning school materials to the teachers.

Bill Foster, Chairman

Shoes & Judges Committee

Society Awards

In January, I sent information on each of the nominees and a ballot to each member of the Executive Committee and each member of the Special Awards Committee. I counted the ballots and prepared

necessary certificates. I notified Randy Deutsch, Vice Chair, as to the nominees selected for the Hudson Memorial Award and he purchased the plaque and had it engraved.

The 2018 breakdown of award expenditures is:

Three (3) Honorary One-Year Memberships	\$105.00
One (1) Hudson Memorial Plaque	\$75.00
Total:	\$180.00

I have submitted two articles for the African Violet Magazine.

The Executive Committee and the Board of Directors approved a change to the Policy and Procedures as to the deadline date for submitting nominees to the Special Awards Committee. The date was changed from November 1st to December 1st.

I submitted my resignation as Chair of the Special Awards Committee effective Sunday, June 2, 2019 following the Convention.

Respectfully,

Susan Hill
Chair
Special Awards Committee

Special Committees

Best Varieties and Honor Roll

I was asked by Joyce Stork to take over the responsibility of the Best Varieties and Honor Roll in 2018.

The purpose of the committee is to collect nominations of the best plant varieties from members, non-members and affiliates. Then have the tally published in the November African Violet Magazine.

This year we started gathering votes from non-members as well as members. The number of votes that could be submitted by each individual were cut down to 5 instead of the 25 votes that were collected in the past. Joyce was able to setup an online voting link on several of the Facebook pages and the AVSA website. These votes came to me when a member or non-member voted online. This was a very efficient way of gathering votes. I did receive votes in the mail, which is still available for those that are not online or prefer to use the mail.

There was good participation this year. Letting people vote online and limiting the votes to 5 increased the number of votes that were received. There were 591 different varieties voted on with a total of 1128 votes received.

After tabulating all the votes, I was able to add 4 varieties to the honor roll this last year.

I look forward to seeing how many more votes we will get this year, now that members and non-members are aware that they can vote online.

Respectfully submitted

Trudy Brekel

Booster Fund

I receive invoices from Amy, Office Manager, every month on approximately the 24-25th, showing dates and amounts contributed to the Booster Fund. I prepare for those two months involved, i.e. January 1 – February 18, by donation category depending on the amount of each one. That report is sent to Amy the next day after receiving the second month's invoices, and all thank you notes for any donations over \$25 are created and mailed. I usually hand make them so they are extra special.

I purchase required postage and send the receipt to Amy with the report. She then sends a check to me to reimburse me.

If there are any mailings, art work or other creative endeavors that I might assist with, please call or write. I will do my best to help.

Dianna Walston

Boyce Edens Research Fund

AFRICAN VIOLET SOCIETY OF AMERICA
BOYCE EDENS RESEARCH FUND
DONATIONS

FOURTH QUARTER / ANNUAL REPORT

January 1, 2018 --- December 31, 2018

<u>DATE</u>	<u>DONATIONS</u>
January	\$285.00
February	\$215.00
March	\$176.00
April	\$160.00
May	\$000.00

June	\$144.00
July	\$000.00
August	\$372.00
September	\$ 35.00
October	\$ 55.00
November	\$ 15.00
December	\$ 4.12
Year to Date Donations:	\$1461.12

Year to Date Expenses: \$ 0.00

Karen Broadway

Boyce Edens Research Fund Chairman

Building Maintenance Fund

The Building Maintenance fund report for 2018, due to certain circumstances, does not reflect the total amounts actually collected. All monies for this fund have been reported and deposited to the appropriate account that Terri Post, Treasurer, oversees. The funding solutions fund that has been established during this year, is separate from the Building Maintenance fund. All the monies received is put into the correct designated account also overseen by Terri Post. 2019 is off to an organized start, with a new, experienced magazine editor. I am enjoying working with her. I will miss being at convention this year.

Susan Hapner

Building Maintenance Fund

Bylaws

During 2018, the Bylaws Committee was asked to prepare an amendment to ARTICLE V, Nominations and Elections, Section 5 of the bylaws. The proposed change is intended to assure that there is regional representation among members of the Nominating Committee, as well as Director Nominees.

Accordingly, the Bylaws Committee undertook the assignment and the proposed bylaw changes were presented for consideration and adoption at the 2018 Annual Convention in Buffalo, New York. The

Notice of Proposed Amendments to AVSA Bylaws, along with the Rationale, was published on pages 48-49 of the March-April 2018 *African Violet Magazine*.

The minutes of the Annual Meeting of AVSA on May 26, 2018, in Buffalo, NY, state that the proposed Bylaw Amendment to Article V Nominations and Elections, Section 5 Nominating Committee, paragraphs 1 and 4, was considered as published in the March/April 2018 issue of the *African Violet Magazine* and the amendment was adopted as printed.

Mary Lou Harden, Chair, AVSA Bylaws Committee

Sue Ramser

Ruth Goeke

Lynne Wilson

Bob Green

Christel Collier

Convention Manual

Updates on the manual have begun. The committee has not made as much progress as hoped, but still expect to have a draft by the 2019 Convention in Houston.

Sharon Shannon

Courtesy

I sent two sympathy cards this last year. A sympathy card was sent to Hortense Pittman on the loss of Ray Pittman. I lost the name of the other one I sent. I sent one to Edna Rourke.

Pat Sutton

Editorial Board

The Editorial Board (EB) was formed just prior to the 2017 convention, with the appointments by President Richard Nicholas.

Paul Kroll, Convening Chair

Bob Clark

Mel Grice

Maureen Pratt

Winston Goretsky

At the convention, it was brought to our attention that Carolee Carter expressed an interest in being on the EB. Since that time, according to the President's report, Carolee Carter has been appointed Chair of Publications, and "is an ex-officio on

the EB". I am unclear as to her exact role at this time.

The duties of the EB were described as:

- assist, evaluate and advise the AVM Editor, Executive Committee and 1st Vice President as supervisor of the editor - regarding the quality of the AVM
- provide AV and gesneriad expertise
- assist the Editor, as needed, in solicitation of content and articles for the AVM

Over the past year, we have provided these services, with which we were charged.

We have enjoyed working with Editor Teresa Odle and look forward to continuing our work with her.

I, as Convening Chair of the EB, am unclear as to the duties and responsibilities of the EB as opposed to the Publications Committee. I would like some guidelines for both of these committees so that we do not cross boundaries, or duplicate efforts.

Respectfully submitted,
Paul Kroll

Handbook

A report was not received.

Winston Goretsky

Marketing

The AVSA Marketing Committee was formed in 2018 and hit the ground running with a talented group of people divided into three groups. The Marketing Strategy Team has met often online and is made up of the following:

- Chairman - Joyce Stork
- Co-chair and Marketing Professional - Janet Hawkins
- Editor - Teresa Odle
- Statistician - Vickie Crider
- AVSA 2nd Vice President – Susan Anderson

The second part of the committee includes the Channel Heads who are all responsible for a specific social media area which reaches our members and/or the general public. They have met together several times, but mainly work in their own areas. They are:

- AVSA Email – Joyce Stork
- AVSA Facebook – Kathalina McGinnis-Greene
- AVSA Instagram – Sally Wright
- AVSA Pinterest – Karin Peters

- AVSA YouTube – Richard Craft
- Advisory: Graphic Artist and Professor of Design - Douglas Brull

The third part of the committee are the AVSA Employees and Chairs with whom Marketing worked very closely in the past year:

- Editor – Teresa Odle
- Office Manager – Amy Carruth
- Advertising Chair – Richard Craft
- Fundraising Chair – Randy Deutsch
- Publications Chair – Carolee Carter
- Website Chair – Candace Baldwin
- Library Chairs – Penny Smith-Kerker and Paula Bal

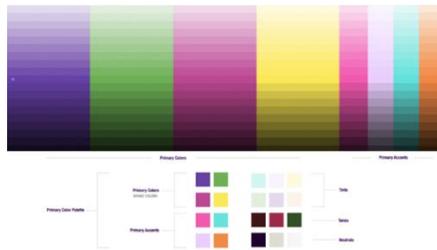
Analysis of the market and company – Key Points

1. The best prospects for new AVSA membership are 35 and under – millennials who are seeking quality of life and seem to have a special passion for beauty and plants - and those who are 65 and older with time now to enjoy the hobby of African violets again. The prospects expect AVSA to provide reliable information, beautiful photos, modern technology, and quality experiences. Growing for show is less important to them than having beautiful healthy violets at home. While they claim not to have enough money, they spend freely.
2. AVSA volunteers are overworked and tired, especially those who participate at local, regional, and national level. As AVSA goes forward, some areas must be simplified or eliminated. This will require consolidation and rethinking of priorities.
3. Social media is the best way to advertise to millennials and it is currently relatively inexpensive if we are willing to work hard. Those over 65 may also be reached in print media but that is less easy to do cheaply. Maintaining a top-quality website with an excellent shopping cart, delivering top-notch publications and email campaigns, plus posting regularly across social media are all critical to success.

Developing recognizable branding

The AVSA branding has not been well-coordinated in the past. Each committee and employee handled design issues without guidance, using whatever images, fonts and colors seemed right at the time.

1. With the talents of Douglas Brull, the following color palette and fonts have been selected. These are now in use in the African Violet Magazine and in email campaigns.



Headline Font = **HEADLINE**
 Main Body Font = *Apparently*

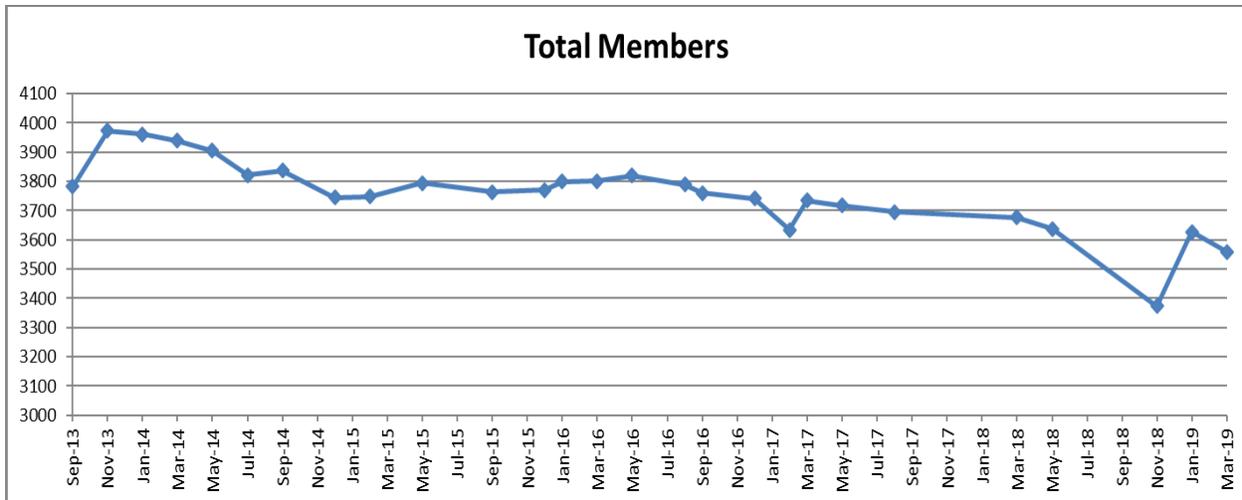
2. A new logotype has been designed to serve as our landmark. It is not intended to replace the round seal which currently serves as the most identifiable logo of the society. This brand mark will be used especially in social media. It has been designed and tested to be reduced to a very small size (such as in a profile photo) without losing impact. A sample page of the logotype (and how it might be used) is available for preview here for Board members only:
<http://www.avsa.org/earthLaughsInFlowers>
3. It is our recommendation that all new AVSA products should use the color palette, fonts, and the brand mark where possible. The Marketing Committee is available to assist chairs and affiliates who request help.

Fundraising

The Marketing Committee did nearly all the work behind the scenes for the Funding Solutions campaign, working closely with the President to develop the strategy, running the email campaign, record-keeping, and writing the thank you notes and acknowledgements. While the goal was set at \$80,000 (to encourage generous gifts), the total raised, \$21,621.87 as of March 1, was enough to give the Executive Committee some confidence that they could move forward to place the office property on North Street up for sale. One hundred twenty members and affiliates made contributions. All relevant records and abilities of Marketing will be coordinated and forwarded to the new AVSA Fundraising Chairman as the position becomes more independent of Marketing in the coming year.

Statistics

Vickie Crider maintains the statistics on the many areas of Marketing to gauge success. While we are not the Membership Committee, we monitor the AVSA membership numbers which have remained somewhat stable but continue to trend slightly down.



Major gains have been made in social media where we are able to identify potential members:

- **AVSA Facebook** page has grown from 6633 likes (Jan 2018) to currently 7757 – a 17% increase in one year and trending upward.
- **AVSA Annual Convention Facebook** page, started in 2014, transfers to new administrator at the end of each convention. Activity is seasonal. Followers -- 592. Top post reach 2.3K. Trending level.
- **The Growing Tip** email campaign has grown from 4108 (Jan 2018) contacts to currently 5388 – a 31% increase and trending upward.
- **AVSA Pinterest** reports for February 2019
 - Average daily impressions - 1730
 - Average daily views - 1055
 - Average monthly views - 51,459
 - Average clicks a day to AVSA.org is 16 (a 62.5% increase over previous month)
- **AVSA Instagram** was started April 28, 2018. We've grown to 282 followers and average 50 likes per post. Instagram TV was just begun in December 2018 with 3 of the posted videos earning 35 views.
- **AVSA YouTube** channel began in 2014. 2046 subscribers. Report from Chair Richard Craft is attached to this report.

The Future

With many of the tools in place, we are now positioned to market AVSA more effectively, but work remains to polish the society's image.

- First and foremost, the website needs to be updated. This is in progress, and we appreciate the efforts being made. A new shopping cart that is more user-friendly, especially for memberships is critical. Every committee which has a responsibility to manage a section of the website is encouraged to make changes often to keep the pages fresh – at least twice a year if not monthly or weekly.

- Positive communication and response times have improved at some levels. This is a constant challenge to maintain. Affiliates need to buy into the fact that they affect the society positively when they treat new members and inquiries well. When officers disappear and contact information is outdated, AVSA suffers. When any representative of AVSA badmouths anyone for any reason, it reflects badly on AVSA, especially in social media.
- With a limited pool of volunteers, AVSA will never be able to do all that the society has done in the past while adding new activities and responsibility. Something must give. We dare not give up modern technology outreach. That means that some committees, some procedures, and some traditions need to be dropped or rethought.

Goals for 2019-20

1. Agree upon a brand position statement:
 - **Proposed AVSA Brand Position Statement:**

AVSA is a vibrant network of African violet growers who are dedicated to engaging anyone who is interested in African violets through effective education, research and support. As the worldwide keeper of the official registry of African violet cultivars and the standards for judging, our expertise is second to none. Our mission is to share this expertise generously, expanding the interactive network of people who enjoy and successfully grow these special houseplants.

2. Write for AARP magazine and similar publications which reach our target audience.
3. Extend AVSA reach in all areas of social media. Pinterest, Facebook, and Email are healthy and growing. YouTube and Instagram are not as effective as might be possible.
4. Support AVSA Committees as new branding is adopted.
5. Strengthen and increase the AVSA Affiliates and Commercial members (especially advertisers) with better communication and by providing access to social media where ever possible.

Submitted by Joyce Stork

You Tube Channel – Marketing Committee

Goal: With some reorganizing, some additions of quality videos, and a far reaching promotional campaign, AVSA can actually begin earning a revenue stream simply from people viewing our video library.

Reorganizing

If we can abide by a mission statement (i.e., what is the purpose of the AVSA YouTube Channel?), then we can easily decide what remains in the library and what we desire to see in future video submissions. See spreadsheet at end of this report for my recommendations for the current library of videos in the AVSA YouTube Channel.

We can definitely discard (or archive to another location) some of the material. Other material is of historical value. If there is an inexpensive method of remastering old footage to today's standards, then

by all means, let's put that on the list of tasks to research. This should be a lower priority to the next goal-acquire new video material.

Additions to Library

We will need guidelines for video submissions. These may include: minimum resolution (e.g., 1040p); lighting (e.g., can we clearly see everything being presented?); audio quality (e.g., is audio consistent throughout with no background distractions and is spoken dialogue audible throughout?); overall length of video; release waiver signed by the original video author(s) giving permission for AVSA to use their submissions at our discretion.

I suggest a panel of three individuals to judge video submissions. Since videos will already be in electronic form, we can have a centralized cloud location (Dropbox, Google Drive, OneDrive, iCloud, etc.) to store and evaluate potential videos.

Incentive to kick start outside video submissions: We could run a six month to a year-long (?) contest for the three best video segments submitted. (Akin to the AVM article contest.) The winning videos (or excerpts from the videos) can be shown at the Convention.

Prizes could include using our commercial vendors by asking for gift certificates good for a fixed monetary amount. (For instance, Violet Barn has a "get 5 plants for \$25 – seller's choice" package.)

Along the same lines as Pat Hancock does, we could feature one vendor every AVM issue. It could be one of their new introductions for the year or something similar along those lines.

Winning video submissions and others which are approved will get an embedded AVSA "logo," or Stinger as you call it.

Promotional Campaign

Not exactly sure what this will entail. It could include the initial video submission contest and word put out on the various Facebook groups, Instagram, Pinterest, AVSA website, Growing Tip, AVM, etc.

There is a way to earn revenue from YouTube, but it involves thousands of views per video. I still need to do some research as to how this works.

Analytics

YouTube has an exhaustive supply of analytics which help to give insight into how the channel is doing. Without going into too much detail, here are some basic statistics:

- Number of subscribers: 2,063
- Number of uploaded videos: 19
- Most viewed videos:
 - How to Repot a Long Neck and Also Cure Root Rot – 130,063 views
 - The New Garden with John Dromgoole: African Violets – 66,498 views
 - After Show Grooming – 10,184 views

Conclusion

The AVSA YouTube Channel has tremendous potential to attract viewers and therefore put AVSA in the spotlight. A revenue stream can be initiated if two major components are enacted:

1. Remove old outdated, poorly constructed videos

2. Add new updated videos with high quality production values

Respectfully submitted,

Richard Craft – Marketing Committee YouTube Channel Head

Policies and Procedures

The Policies and Procedures Manual was update on July 18, 2018 to reflect the changes approved at the Buffalo Board Meeting. More updates will be proposed to the Board for their approval in Houston. This will include the guidelines for the newly established Special Committees: Fundraising, Editorial Board, and Marketing. These have been reviewed by the Policies and Procedures Committee prior to presentation to the Board.

Respectfully submitted,

Mary Corondan

Resolutions

These will be presented at the Annual Meeting in Houston. Laurene Jones regrets that she will be unable to attend.

Salary

Refer to the Report of the First Vice President.

Sue Ramser

Scholarship

For over 16 years, The African Violet Society of America (AVSA) has offered a college scholarship for students—undergraduate or graduate—who are studying ornamental horticulture, floriculture, plant genetics, botany or a related major in an accredited college or university. The award is funded through our Boyce Edens Research Fund.

To maintain the AVSA scholarship award annually, with possible growth in the number of recipients per year, is a priority goal. To maximize the publicity value of offering this award from AVSA is also on our mind. To maximize the promotion of the scholarship, itself, is a challenging task in our long-run plans, as is finding new, creative ways to generally foster AVSA's interest in education.

The Scholarship committee has remained mindful of our goals though funding is limited and responses to our annual search have been limited to one recipient per academic year. As 2018 came to a close, the scholarship was scheduled to be advertised in the African Violet Magazine, on the official AVSA website, on the AVSA Facebook account, through the AVSA office, and by word of mouth to generate potential recipients for the 2019-2020 academic year.

The past two academic years have seen Miss Caitlin Edsell of Red Oak, Texas, as a great recipient of the award. She reported in with a GPA of 4.0 on her first year at Texas A & M, in Plant and Soil Science. She then re-applied for, and won, the award for the 2018-2019 academic year. For both years Caitlin has “done us proud.” At the end of the first year, she stated: “I believe floriculture is an essential part of the agriculture industry and receiving a scholarship from a society such as yours was a great honor.” At the beginning of her second year, she said: “I value everything AVSA stands for, and I admire those who are still so passionate about floriculture. I am forever grateful for the scholarship I received ...and I am working my hardest this year to show you that it is put to good use. I admire this organization and your support of my education.”

Respectfully submitted,

The AVSA Scholarship Committee

Charles Ramser, Chair
Janet Riemer
William Price
Elmer Godney

Tally Time

See Report of the Second Vice President.

Susan Anderson

Technology

Over the last few months, we have dealt with a few issues. With the introduction of First Class for All, we have seen an uptake of a total of 149 users. Some were new, some were converting from First Class v2 and some from First Class for Mac. It has been a pretty smooth roll-out I believe. Also, I have an iPhone app that works in conjunction with FCA or as a stand-alone application that is currently for sale in the Apple App Store. Both applications are being enhanced and improved on a continual basis, as I have the opportunity.

Joe Bruns and I are planning to collaborate on a new version of the Entries program, but no commencement date has been established. The Entries program is much more complex than First Class and it may take a while to get it to the members.

Alva and I went to the national office and helped separate the useful from the obsolete electronic bits and pieces that have accumulated over the years. Alva worked to organize the magazine back issue situation.

Tom Glembocki had tuna test for on-line registration for the 2018 Lone Star convention with the goal of having it ready for the 2019 AVSA convention. Unfortunately, the degree of complexity that the national convention requires could not be supported in the tool that he used for Lone Star.

David Kesler
Technology Chairman

Tinari Endowment Fund and Advancement

For those who are new to the Board, the Anne & Frank Tinari Endowment Fund was established in May 2006 and begun by a donation from Anne of her memorabilia to the AVSA auction. The fund received a substantial boost by the 60th anniversary event the following November. It has also benefited greatly by the anonymous challenge announced in Nashville and met by the 2015 convention.

Subsequently, individuals and affiliates have made donations. Many are in memory of deceased friends or family members, and acknowledgements of these have been sent to the donors, and family of the deceased (when an address is provided by the donor). In 2018, there were 112 donations totaling \$ 4,170. Due to the successful challenge, the grand total is at least \$100,000, plus interest.

The AVSA Legacy Society is an outgrowth of the Tinari Endowment Fund. It was created by the Board of Directors to recognize bequests to the Society of \$1,000 or more. Bequests may be made directly, in one's will, or by designating the Society as a beneficiary in an insurance policy. Legacy Society members wear a special ribbon at convention and are named in the *African Violet Magazine*. Current members are:

Douglas and Lynn Allen	Sue Hoffmann
Carolee Carter	Terry Klemesrud
Judy Carter	Richard and Anne Nicholas
Margaret Farrand	Leonard Re
Dolores Gibbs	Janet Riemer
Linda Hall	Joyce Stork
Nancy Hayes	Terri Post
	Lynne Wilson

Other violet related activities of this chair include serving as AVSA Archivist, as a member of the Scholarship Committee, the Policies & Procedures Committee, and the Tinari Endowment Fund Advancement Committee, as a judging consultant at the convention show, as president of Tristate African Violet Council, as secretary of the NJ Council of African Violet Judges, as treasurer of the Union County Chapter, AVS, and as a master judge for local shows.

Janet Riemer, Chair

Violet Preservation

There is nothing new with this committee. Nothing has occurred.

Tina Moreno

Ways and Means

A chair is needed for this committee.

Website

This past year the committee's name was changed from Internet Committee to Website Committee. This was to help clarify the difference between the Technology Committee (which focuses on the software and hardware necessary to run AVSA) and the Website Committee (which focuses more on the look and feel of the website for the membership).

Tom Glembocki successfully simplified the sign in process for members. The new process requires the member to enter their membership number and their last name. This greatly reduced the frustration for members who previously had to locate the password each month in the AVM.

Tom also created an online registration process and tested it for Lone Star's Fall convention in Texas. Although it worked well for Lone Star, it did not have sufficient capacity to handle the much larger and more complex AVSA convention data. The Technology Committee will be securing new software to make the change so next year will be possible.

Respectfully submitted,
Candace Baldwin
AVSA Website Committee Chairman

Special Appointments

Archivist

For those who are new to the Board of Directors, the AVSA archives are located in the office in Beaumont. Included in the archives are administrative materials such as minutes, auditor's reports, and office records; publications such as the *AVM*, handbooks for judges and exhibitors, and master variety lists; convention materials such as souvenir books and registration data; plant registration cards; catalogs of commercial members; judges' newsletters, judging school rosters; photographs; and memorabilia. A finding aid/inventory is located in the office with another copy held by the archivist.

Activities for the calendar year 2018 included collecting and accessioning items from the convention in Buffalo, New York and others donated by members of AVSA. Again, I couldn't get to the office this year to work on the archives but hope to manage a trip in conjunction with the convention in Houston. Assistance with this work is still being sought.

Requests for the use of any archival files should be directed to the Archivist who shall consult with the Executive Committee if permission is questionable. As a general rule, archival materials may not be removed from the office. Contributions of all archival records are gratefully acknowledged. Our history as a society is preserved in our records and help in gathering them together is always appreciated.

Janet Riemer

Taxonomy

See Research Committee

Dr. Jeff Smith

Personnel

Office Manager

Throughout the year, I have continued to manage the office efficiently and keep association and office costs down, as much as possible. I have focused on making sure the needs of our society are met in the best way possible, and I have worked with the President to meet those needs.

I have entered all memberships into the system - new members and renewals - in a timely manner, and I mailed out all membership renewal notices on time. All orders were processed and mailed out in time, and I kept track of all office inventory.

I processed all convention registrations and ran needed reports. I also worked with our convention director, Kathy Lahti, to make sure everything ran as smoothly as possible. When we arrived back from convention, I completed all convention sales and paperwork. The final report was sent to the EC. The Treasurer and I have worked together to keep AVSA's finances current. We have worked with Quick Books together to make sure the finances are entered correctly and reconciled.

I continued to manage all the donation funds, as well as convention awards.
Thank you for the opportunity to be a part of another great year here at AVSA.

Amy Carruth
AVSA Office Manager

Editor

In my first year as editor, I have had excellent support and cooperation from the Board, AVM columnists and especially the Editorial Board in publishing *African Violet Magazine*. Since the first issue on which I worked (Sept/Oct 2018), we have met or exceeded all deadlines for the printer and mail house to get AVM out on time to members. I have heard many positive comments about timeliness from members around the country.

In addition, I have accomplished the following:

- With the help of the marketing committee, improved the magazine design for little cost (free professional design work and \$105 to purchase the cover font).
- Reorganized the table of contents for easier location of photos and articles.
- Developed timelines and processes for editing, proofreading and production to streamline and document our work.
- Continued to solicit original articles to improve the content quality and value of the magazine.
- Added some themes to issues to encourage article contributions.
- Updated the Magazine page of the website, working with Tom Glembocki.
- Worked with the Editorial Board chairman and members to solicit content, inquire about or verify technical/plant names and issues, and receive excellent photos for the cover and inside pages.
- Worked closely with local and national AVSA convention representatives to include content promoting/informing members about the convention, including writing articles.
- Streamlined the process for affiliates to submit coming events so they do not have to duplicate submission (I now receive a copy of the online form).
- Worked with the commercial committee to offer our first holiday gift guide.
- Began work with the new advertising chairman (Richard Craft) to improve value for AVM advertisers. We already have updated and corrected information on the ad rate sheet and published it online on the magazine and commercial pages.
- Participated actively on the Marketing Strategy Committee and have begun to work with Joyce Stork and channel heads to better integrate activities related to AVM with the website, email newsletters and social media.
- Added a column for beginners (three times per year to alternate with Technically Speaking) to be written by Sandra Skalski. Her first department will appear in the July/August issue.

- Updated the African Violet terminology sheet for use in the magazine and online (after technical review by some EB members).

Current/future efforts include:

- Continuing to work with the EB to seek advice and input on improving the magazine and verifying technical accuracy of information.
- Revising the article contest, per Pat Hancock's suggestion, to present a per-issue prize (for specific themes/prompts) and three top prizes at year-end (for any article other than regular departments/reports that is submitted). We still are working on approval and how to handle.
- Continuing to improve advertising value for commercial members through coordination with the advertising and marketing committees, content and ad size/color.
- Developing a consistent method for digital backup of magazine files.
- Developing a style guide/list of guidelines for content (eventually to include photo size, resolution) to help maintain quality and consistency and guide potential contributors.
- Possibly conducting a survey in cooperation with the marketing strategy team.
- Continuing to refine regular departments with guidance from members of the Executive Committee.

I want to thank Shirley Jones for serving as interim editor, helping me transition into the role of editor, and for her extra time while implementing the redesign. Douglas Brull volunteered countless hours of professional graphic design to improve the look and readability of the magazine, working with me and the marketing strategy committee.

Teresa Odle

