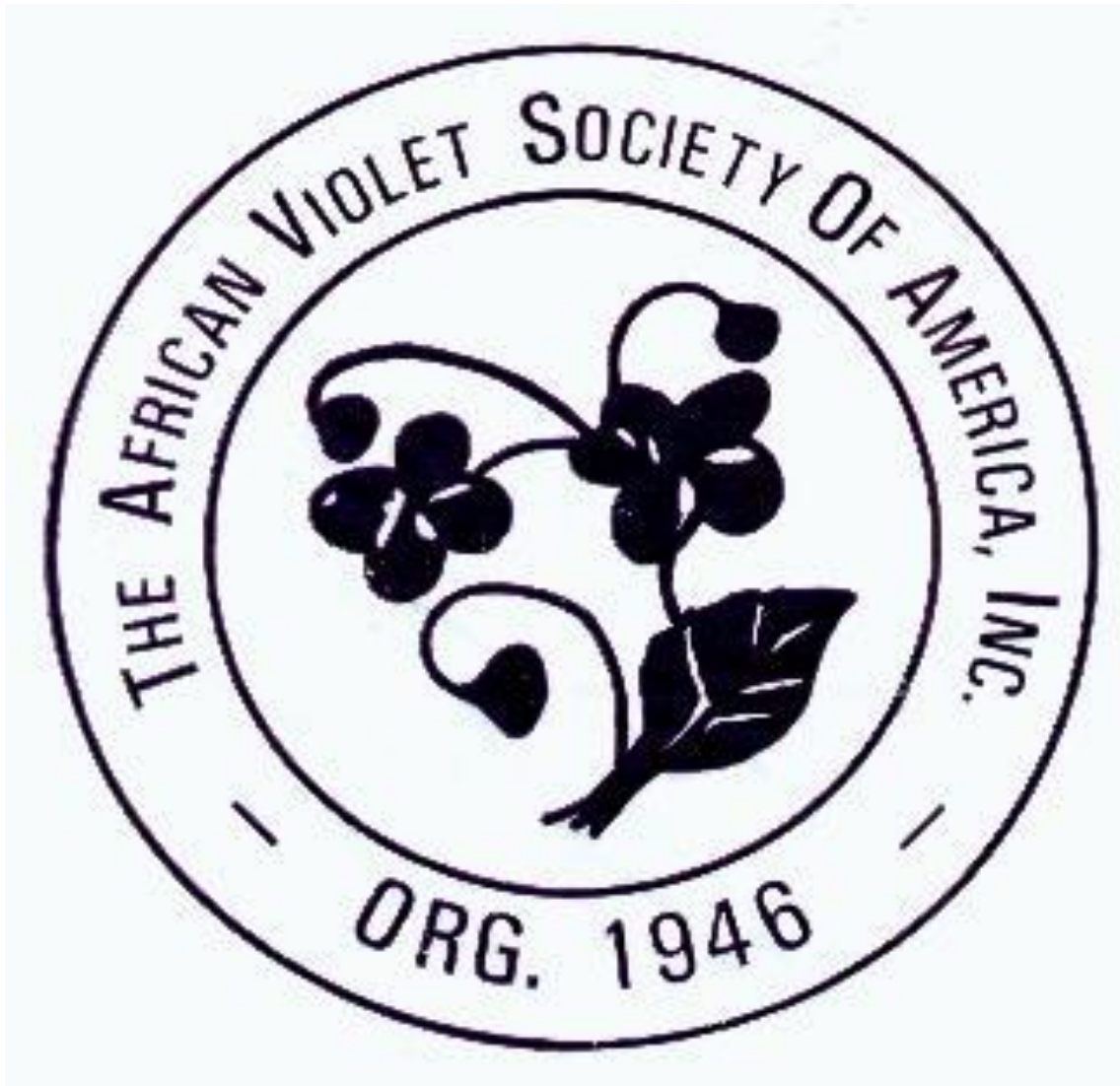


Reports from the Officers  
Board Members, and Committees  
For the Year 2019



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## Report of the President

### **Annual Report** ***Office of the President*** **Sue Ramser**

Since being elected at the Houston Convention your President corresponded with members and referred questions to the appropriate committee or individuals for response, promoted AVSA as opportunities arose and completed all correspondence requested.

All Committee Chairs were contacted prior to the Houston Convention asking if they would like to continue as chair of their respective committee. With the exception of a few all committee chairs agreed to remain. New appointments were made to replace the retiring chairs.

Due to the untimely and almost unannounced visit of Tropical Storm Imelda to Beaumont which resulted in the AVSA Office receiving extensive water damage some activities and projects have been placed on hold for a time. Your President appreciates the willingness of Third Vice President Glenda Williams to travel to Beaumont to assist Amy Carruth, Office Manager, with the daunting task of recovery and relocation of the AVSA Assets and the Office move to a safe location. Amy Carruth and Glenda Williams went above and beyond the call of duty to secure the Office and AVSA Assets. Amy Carruth traveled to the IH 10 Office as soon as it was safe to travel there to assess the damage.

Your President helped the Fundraising Committee facilitate the Memorandum of Understanding between AVSA and Bloomlala as a future revenue stream.

Your President attended the Missouri Valley Convention and Show in Omaha, Nebraska in October. During the Convention a meeting was held with Terri Post and Randy Deutsch to discuss a fundraising effort for Office technology and other replacement expenses resulting from the Tropical Storm Imelda damage. This fundraising effort was successful in meeting the goal. Thank you to affiliates and individual members who generously donated to help meet this goal.

The President's Columns were written for the *AVM*. As a result of requests for suggestions from members which appeared in the Column several good suggestions were received and forwarded to the appropriate committees for action. Also received was a request for assistance with a problem that arose in an affiliate. This request was forwarded to Terri Post, Treasurer and Jerri Anderson, Affiliate Chair. Terri responded to this request with information that should prove helpful in the resolution of the issue.

The following Action Items from the Houston EC Meeting have been completed or in progress:

1. Convention Profits – P&P, Section 3, Financial Information, J. Convention Finances, 4. All monies received from the convention in excess of expenses will be forwarded to AVSA. Some hosts all

the final profits have gone to AVSA and others have operated on a sharing basis. Sue – Appoint a committee. A group will be put together, with Terri included, to address sharing. The past 3-4 hosts would be a part of this. Committee will make a recommendation by the fall meeting. Terri will chair. Buffalo, Orlando, Albuquerque, and Austin will work with Terri. Kathy Lahti will be included. A committee was appointed with Terri Post, Chair; Kathy Lahti, Vice Chair; Penny Smith-Kerker; Sharon Shannon; Linda Price and Judith Neimira to study this item and report by the Fall EC Meeting. Terri may have a report. Terri Post did not have a report at the Fall EC Meeting. The Committee will continue to discuss this topic and report as soon as a decision is reached.

2. Dr. Jeff Smith will be presenting at the convention. Sue will ask him more about the China project. Jeff Smith was contacted and a report was received regarding the completion of the project. This is the response received from Dr. Smith: “Hi Sue, Is this the “China Project” that you are referring to? If so, the below appears to be the last e-mail I had on this project. I just checked and the link is still active. If this is not the “China Project” you were referring to, I may need some additional information to know what I am looking for. Jeff Smith  
**From:** Winston J. Goretsky <[winston@goretsky.ca](mailto:winston@goretsky.ca)> **Sent:** Tuesday, June 19, 2018 2:55 PM  
**To:** [mcorondan@yahoo.com](mailto:mcorondan@yahoo.com); [sanderson122@cox.net](mailto:sanderson122@cox.net); [postter210@yahoo.com](mailto:postter210@yahoo.com); [txranviolets@gmail.com](mailto:txranviolets@gmail.com); [apapillon@aol.com](mailto:apapillon@aol.com); [Winston@Goretsky.ca](mailto:Winston@Goretsky.ca); [ramserwf@wf.net](mailto:ramserwf@wf.net)  
**Cc:** Smith, Jeffrey <[jsmith4@bsu.edu](mailto:jsmith4@bsu.edu)>; [billprice@shaw.ca](mailto:billprice@shaw.ca); [charles.ramser@mwsu.edu](mailto:charles.ramser@mwsu.edu)  
**Subject:** Action Item - Follow up One of my action items was to follow up on the research work that was done through a grant provided to Hong, Xin from China.  
I received word today that the research has been published and I have provided a link to the paper for your edification.  
<https://spaces.hightail.com/space/LthLu9Gi5M>  
Hong Xin has asked me to once again thank you all (AVSA) for the funding, which has helped him to complete this work. Please feel free to pass this link along to anyone you feel would benefit in knowing about this information. Thanks Winston”
3. Notify Kathy Lahti of conflict of Judging School with Board Meeting and Judging of the Show. Kathy Lahti was contacted about the conflict and was not in favor of changing the day for the Convention Judging School in Little Rock. Sue will contact Kathy to have this change at the Atlanta Convention. (No decision has been made at this time.)
4. Consider having an Advisory Committee made up of Past Presidents. This item is ongoing and the Committee will be functioning by the Little Rock Convention. The Past Presidents that have been contacted think it is a good idea. Sue will complete this item by Little Rock. (This item is ongoing.)
5. Fall EC Meeting sites – Beaumont; Dixie AVS, (Jacksonville, FL); Rocky Mountain Council (Denver), September 21 (Centennial, CO)\_Trudy Brekel is contact person. Sue will check with Trudy Brekel regarding the Rocky Mountain Council site for the Fall EC Meeting. Several meeting sites/dates were explored and the Lone Star African Violet Council Convention and Show dates of October 31-November 2 had fewer scheduling conflicts. The EC Meeting was scheduled for November 3. Preliminary discussion was held regarding the location/date of the fall 2020 EC meeting. The New York State Convention and Show is being considered. A decision will be made in the future when safe travel resumes due to the COVID-19 pandemic.

The AVSA Executive Committee met November 3, 2019 at the conclusion of the Lone Star African Violet Council Convention and Show in Allen, Texas. At that meeting David Kesler, Technology Chair, presented a recommendation for new Office membership management software (iMIS) with ASI. The

recommendation was approved. Following the presentation David submitted a letter of resignation as Chair of the Technology Committee. The Executive Committee accepted the resignation. A new Chair has been appointed. AVSA has submitted a signed contract with ASI and we are waiting for them to return the signed contract to implement the new cloud based iMIS software in the Office.

The following action items from the Fall EC meeting have been completed or in progress:

1. Sue – work for judging school in Atlanta on Tuesday—Kathy Lahti will be contacted when she begins preparations for the 2021 Atlanta Convention.
2. Ask an interim Secretary to serve at the Little Rock Convention—An individual was asked and declined due to conflict in scheduling. A suggestion was made that an Office Staff member might attend the Convention and act as interim Secretary for the Board Meeting and Annual Meeting. Due to the cancellation of the Little Rock Convention as a result of the COVID-19 pandemic this suggestion was cancelled also. The 2020 Nominating Committee will be charged with soliciting applications for a Secretary.
3. Contact a member of the 2019-2020 Nominating Committee regarding serving on the 2020-2021 Nominating Committee as Chair. The Executive Committee made a recommendation, and this is in progress due to the cancellation of the 2020 Convention.

Due to the unexpected passing of Past President Dr. Richard Nicholas, Winston Goretsky was asked to fill the position of Past President on the Executive Committee and he accepted. Your President represented AVSA and delivered one of the eulogies at Dr. Nicholas' Celebration of Life Service.

#### **AVSA North Street Office Building Sale**

The AVSA North Street Office Building was placed on the market. An offer was received and accepted but before the closing date this offer “fell through” due to issues on the buyer's part. Another offer was received and accepted by both parties and the proceeds from this sale were deposited in an interest-bearing account for the future. Due to the unavailability of suitable real estate in Beaumont due to Tropical Storm Imelda damage another rental property was secured.

Your President and Second Vice President Mary Corondan visited the new location of the Office to assist Amy Carruth, Office Manager with organization of the Office and other duties she assigned. Amy has replaced a number of items lost in the water damage from the tropical storm. Several items of technology have been purchased. The iMIS membership software has been ordered but has not been implemented at this writing.

Your President continues to serve as a member of the Bylaws Committee, Policies and Procedures Committee and also 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*

President

## Report of the First Vice President

### **Annual Report**

#### ***Office of the First Vice President***

#### **Susan Anderson**

Since convention in Houston, I have continued to promote AVSA and the joy of growing African violets. I attended the fall Executive Committee meeting in Allen, TX, as part of the Lone Star African violet convention.

This year, my own Copper State African Violet Club has grown slightly in membership to nearly 25 members. We participated in the annual Master Gardener's Sale and used the event to sell plants and promote our local club. We also conducted a series of five guest speaking sessions to several community centers around the valley. I presented the basics on growing African violets and leaf propagation for a group in Fountain Hills. This is our fourth year as a club, and the membership has agreed to host a second judged show and sale – to occur on March 21, 2020. Last year we had a small show with 52 entries; however, most were entered by AVSA members from surrounding clubs that took part in our show. While last year's and this year's events will not be big, hosting a show is a huge learning experience for our relatively new club. We are encouraging our members to get involved and assist in some way possible. Everyone is eager to step up and help. We also have support from other nearby clubs. This year we expect participation from four other affiliates.

I have accepted an offer to judge at Nevada's Glitter Gulch African Violet Growers' show in May 2020. This will be their first ever show and I'm looking forward to the trip!

The committees that report to the 1<sup>st</sup> VP have been busy and are actively meeting their respective goals for the year. Each committee is actively preparing for the upcoming convention in Little Rock, AR.

The Fundraiser Committee has established agreements with two merchandise vendors – a drinkware company and a clothing company. I assisted in getting the MOUs prepared and a template designed for any future partnerships.

I requested that all avsa.org email addresses be included on the AVSA News and AVSA Commercials newsletter distribution lists to ensure that all officers and board members get the notices and will be informed of what is being shared/discussed.

Membership and Promotion Committee is supposed to be working on a digital membership. Yet, Neil Lipson has stepped down as Chair, so a new one is needed.

This year the Scholarship Committee was notified that a prior awardee did not receive the scholarship. The EC discussed methods of handling the issue. The Chair has been notified.

The Publications Committee requested modifications to the P&Ps for the committee's tasks. The EC discussed the issues and recommended that the proposed modifications be compared with the most recent copy of the P&Ps to identify the actual changes, so they can be presented to the Board at the convention meeting.

The Editorial Board assists with reviewing articles for the AVM. Paul Kroll assists Teresa Odle with each issue. The EC has suggested that additional people be recruited to assist Paul.

The Advertising Committee has been busy reaching out to the commercial members that advertise in the AVM. Richard Craft has also sought out new vendors to increase advertising revenue.

Teresa Odle has been doing an outstanding job editing the magazine. She is very diligent on meeting deadlines and coordinating with Shirley, Desktop Publisher, so the magazine gets delivered to the printer in time to be printed and mailed prior to the first of the month. She is working on documenting the standard process for preparing the AVM. She completed a set of AVM Writer's Guidelines for potential authors to reference and she has also developed a set of internal design guidelines for AVSA documents, including the magazine.

Amy Carruth has been doing an amazing job at the AVSA office, especially due to the storms that damaged the office. She has been instrumental in keeping the organization running smoothly, despite the difficulties. I am trying to remain in contact with her often to understand any issues she is having. Amy is very independent and capable. She recently hired Stephanie Travis to assist her at the office with daily duties and reports that it has been a great help. Amy worked directly with Tom to get the online registration system for the upcoming convention. She is also working with Winston on the implementation of the upgraded iMIS system. Until then, Amy continues to work off a spreadsheet database for all her membership activities.

The Salary Committee met during the Houston Convention to complete the Annual Employee Performance Reviews. This was completed and the information along with the salaries for 2019-2020 for Amy Carruth and Teresa Odle were discussed and set. Also discussed was Shirley Jones' role as a contract or salary employee. This needed to be investigated. Upon follow up with Teresa Odle, it was determined that Shirley plays an instrumental role in delivery of each AVM issue. As a result, the P&Ps need to be updated to clarify roles and responsibilities of the position.

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 also just started as the AVSA Show Schedule Approver this year, which is keeping me very busy. I already see ways that the process can be improved and simplified. I will be working to get many of the activities integrated onto the AVSA website, so the mailing of hardcopy paperwork can be minimized.

I have also been working closely with Teresa Odle, AVM Editor, to proofread each issue of the magazine in advance of it being sent to the printer. Together we have updated the inside front cover to restructure the order of information and eliminate duplications. There have been a few articles that have really highlighted the joys of our hobby and it's a pleasure to see them.



I have exchanged many emails with the other officers of the Executive Committee to conduct AVSA business. We have reviewed various contracts for upcoming conventions, fundraising merchandisers, leasing agreements for the AVSA office, and the iMIS software upgrade.

I assisted with preparing the template for the development of Memorandums of Understanding with two commercial merchandising vendors as part of the fundraising opportunities. These agreements will enable AVSA to gain revenue off sales of certain products – drinkware and a clothing line. The Fundraising Committee is working closely with the Marketing Committee to keep these items promoted on the AVSA News weekly emails and on the website.

After Beaumont was hit by Tropical Storm Imelda, the EC was very busy coordinating how to address the water damage. I drafted several letters to the landlord, in accordance with the lease agreement, to immediately notify the landlord of the damage and request immediate repairs be made. Without a response, AVSA followed up with another letter requesting remediation be conducted in accordance with Texas contracting specifications. Again, the landlord did not respond. A third letter was prepared to notify the landlord that AVSA was cancelling the lease agreement and would not be returning to the space. In the meantime, AVSA had secured a new rental location that had not been damaged during the storm and the new landlord was much more pleasant to deal with.

I spent a great deal of time reformatting the P&Ps into a new document. I coordinated with Mary Corondan and Sue Ramser. The revision involved only formatting to get the text font, headers, footer, page numbering all consistent. There were no text documentation changes, so this was just a housekeeping activity. The newest document was prepared in pdf format so it could be posted on the website for all members to gain access to as well as the Board members.

As a method of promotion for AVSA, I renewed the application to the Chase's Calendar of Events to have the week of May 24 – May 31, 2020 declared as National African Violet Week, to be celebrated in Little Rock, AR. The event was accepted and published in the 2020 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 Little Rock convention.

At last year's convention in Houston, I participated in the First Convention Attendees meeting. It was a very large gathering where we needed to bring in additional seating to accommodate all the people. The meeting is always very well received and helps to orient the newbies on their first convention, as well as let them introduce themselves and get to know each other. It's possible that this meeting needs a larger room and attendance by other officers or committee chairmen so the attendees get to know more about the various activities and opportunities to get involved with AVSA.

Since the Houston convention, I worked on dividing the list of affiliate clubs into groups for Director Area Assignments. I worked with Glenda on getting the assignments made. I've coordinated with Affiliate Chair and Website Chair to learn that the listing of the clubs on the website page will be updated with the website gets updated. When that happens, it will be helpful to list the assigned director with each club or area, so affiliate will know who to reach out to.

Since the EC meeting in November, I have been proceeding on my task assignments as best as possible.

Respectfully submitted,  
Susan Anderson

## Report of the Second Vice President

### Annual Report

#### *Office of the Second Vice President*

#### Mary Corondan

After attending the AVSA Convention in Houston, the minutes of the meetings were prepared and submitted for approval by the committee and publication in the AVM. Documentation was given to the incoming Secretary, Douglas Allen. In August, Douglas Allen resigned the position of Secretary. Since that time, Janet Castiglione, Susan Anderson, and Sue Ramser have all helped keep records up to date. A new Secretary has not yet been found, so the position is still pending.

I have promoted AVSA whenever and wherever possible. Frisco Garden Club requested a program on African violets, and I gladly presented it to their group. AVSA membership forms and **African Violet Magazines** were provided.

As Chair of the Shows and Judges Committee, I have led the project of producing a 75<sup>th</sup> Anniversary Edition of the Handbook. Regular correspondence and participation of committee members has this task progressing nicely.

My work with the *“And the winners are...”* column continues. Collaborating with Teresa Odle is delightful. She has made the **AVM** a quality periodical.

As Second Vice President, correspondence has happened regularly with all committee chairs. It has been rewarding to work with such positive, productive people. Lynn Lombard has worked with the Marketing Committee to revise commercial ads and produce an updated commercial newsletter. The Marketing Committee, led by Joyce Stork, actively pursued social media outlets as well as email venues and have utilized the new brandmark in an attractive manner. Penny Smith-Kerker produces DVDs of each year's convention with the Library Committee. The Violet Preservation Committee, with Candace Baldwin as Chair, has launched a new program. Linda Hall has recipients for Society Awards set up for presentation at the convention. Serving her first year as Convention Show Awards Chair, Sharon Gartner has some innovative ideas, and Stephen Covolo has recently replaced Neil Lipson as Chair of Membership and Promotion. The Membership and Promotion Committee has been charged with launching an electronic

AVM to international members (excluding Canada). This will launch in the May/June issue with an electronic AVM sent to 20 Russian affiliates.

Sue Ramser and I traveled to the AVSA Office in March 2020 and spent a couple of days there. Our purpose was to visit the new leased office space and help Amy with various tasks and organizational efforts. While there, it was a pleasure to meet the new part-time office assistant, Stephanie Travis.

It is a pleasure and privilege to serve AVSA as Second Vice President, and I look forward to another productive year in 2020.

Respectfully submitted,

Mary Corondan

## Report of the Third Vice President

### **Annual Report**

#### ***Office of the Third Vice President***

#### **Glenda Williams**

One of the most urgent and mission-critical activities I have continued to work on since being installed as a Third Vice President has been working closely “on the ground” with the AVSA Office Manager, Amy Carruth to manage the late September Tropical Storm Imelda disaster event at the national office location in Beaumont, TX. Details from event date through the November 2019 EC meeting in Allen, TX were presented at that time. Please note at that time, we were happy to report the AVSA office and all organization assets to be successfully relocated to a safe, temporary location on College Street in Beaumont. As of Monday, October 7, 2019, basic daily office operations were back online, albeit in a part-time basis. I made a total of 3 separate trips between September 19<sup>th</sup> and Thanksgiving (13 days on location) to assist with continued disaster recovery operations. On the 3<sup>rd</sup> visit right before Thanksgiving, my husband Jim and I successfully transitioned Amy from her old PC XP desktop computer to a brand new, state-of-the-art HP desktop computer and 32” monitor. The new PC is now connected to a Universal Power Supply (UPS) unit to protect it (about 45 minutes of backup power) from electrical damage caused by events such as power surges, lightning strikes, or other electrical disturbances. This unit actually paid for itself when during the December 2019 Christmas holidays when Amy was not in the office, lightning struck nearby, taking out the AVSA telephone system wiring. The UPS unit performed exactly as intended to protect her new computer from the lightning strike.

Unfortunately, the AVSA membership management system iMIS was not so lucky and we were unable to recover once it was damaged. Countless attempts by multiple parties to recover were not successful, so an EC decision was made to proceed with procurement of a new iMIS system and all AVSA records would be rebuilt from scratch. Back in October when the office was reopened, several Excel spreadsheets were created as a temporary repository for membership and other AVSA business data. These files are currently being used until the new iMIS system could be implemented. These files would also be used to import information into the new iMIS system.

In mid-January, coordination of the procurement of the new iMIS system was transitioned to Winston Goretzsky, past President. He has specialized skills in negotiations of information technology procurements that were deemed as necessary to obtain the best financial deal from the iMIS vendor. At this time, he has provided a draft contract that the EC is reviewing. Once all the contract details can be worked out, it anticipated the EC would sign a new contract with the iMIS vendor and implementation can begin.

To address Amy's immediate registration needs for the upcoming AVSA national convention in Arkansas, there was much discussion about use of an alternative software solution in the interim for this convention. Two solutions were presented: 1) use a current packaged online (cloud) solution specifically designed for event management (registration); OR 2) allow Tom Glembocki to further develop and enhance his custom AVSA online registration software system.

At this time, Tom was asked to continue with his custom registration system development and any decision to use the online event management (registration) solution was tabled. At this time, Tom's AVSA online registration solution is up, running, & processing registrations for the upcoming AVSA convention in Arkansas. Tom is also developing numerous customized reports based on specifications.

I regularly exchange emails with other EC officers as part of my responsibilities as third vice-president. Since being installed at the 2019 AVSA National Convention in Houston, I work closely with other officers of the EC to conduct AVSA business. Since the EC meeting in November, I continue work on all my officer responsibilities and with all assigned committees.

Since convention in Houston, TX where I was installed as a new AVSA officer, my focus continues to be extensive public outreach and education about our wonderful AVSA organization our beloved African violets. I believe our love for African violets brings all of us together as one big family.

In November 2019, I attended the Lone Star African Violet Council (LSAVC) Convention in Allen, TX where I currently hold office as LSAVC President. I will attend the upcoming LSAVC convention in November 2020 in Fort Worth, TX.

I am the Historian for my local affiliate – First Austin African Violet Society (FAAVS) so my responsibility includes collecting and documenting FAAVS-related history. I am the FAAVS local show chair and responsible for all annual show logistics, including working with other members to prepare and obtain approval for our annual show schedule.

### **Third Vice-President Assigned Committees**

My goal is to continue collaboration with chairs of all the 3VP assigned committees. A quick observation of all committees shows they are working diligently to handle all their current assignments and/or work

activities. As needed, I will continue working with each committee individually to identify all proposed, current, and/or ongoing project activities and to produce individual project and budget/financial plans for their respective committees. Once in draft form, these individual plans will be collectively rolled up to a single strategic level plan covering a five-year timeline and will be included in the IT section of AVSAs strategic plan.

**Technology – Tom Glembocki**

Please refer to Tom’s detailed report for more information on his activities. I would also like to express my gratitude for Tom stepping into the Technology Chair position.

**Plant Registration and Master Plant List – Joe Bruns**

Please refer to separate committee report provided by Joe Bruns

**Affiliate – Jeri Anderson**

Please refer to separate committee report provided by Jeri Anderson

## Report of the Secretary

**Annual Report**  
***Office of Secretary***  
**Open**

## Report of the Treasurer

**Annual Report**  
***Office of the Treasurer***  
**Terri Post**

During the year 2019, 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. Several decisions and discussions were made through emails and phone calls.

With the sale of the property on North Street, several decisions had to be made concerning repairs, etc. The actual proceeds from the sale is currently being held in CDs until a decision is made concerning its use for a physical building, or whatever the future holds.

In the fall of 2019, extreme, unusual flooding hit Beaumont and the temporary office flooded. This caused a lot of damage and required another move to another location. Through all of this, we, as an organization came together and were able to raise the funds to replace what was lost. What an awesome organization!!

Through all of the upheaval in 2019, I am happy to report that we are still able to provide financial stability to our members.

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

## Report of the Past President

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

On December 01, 2019, President Sue Ramser asked if I would consider filling the position of Past President, after the tragic and sudden loss of our Immediate Past President, Richard Nicholas. May he always be remembered. I consented to the appointment and agreed to serve on the Executive Committee.

Over the following weeks and months, I was brought up to date with the activities of the E.C. and current crisis involving the AVSA temporary office damage, as a result of the severe weather damage.

I have participated in supporting the fundraising efforts of the Society and voted on routine business decisions, which maintain the activities of the organization between annual meetings.

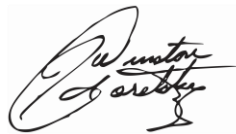
I have been working on the negotiation of an agreement to secure a software product to be used to manage and operate the membership activities of AVSA. A contract has been approved in principal by the members of the E.C. and the Office Manager and is pending ratification by the vendor. This contract should provide AVSA with the security and flexibility required over the next five years. The built-in scalability to add additional users, at a fixed price over the term of the contract, has been a very difficult milestone to achieve, however, I believe that the option to grow into our use of the product has been successfully negotiated.

On February 5-10, 2020, I was able to attend the Gesneriad Society Executive Committee and Board Retreat in San Antonio, TX. Various topics were discussed, and I expressed the views and experience of AVSA as best related to the situations, so as to align common goals and directions of both groups. I trust that I will also be able represent the Gesneriad Society to AVSA in a similar manner where appropriate.

I have been nominated to serve as an incoming member on the AVSA Board of Directors. Pending the election at the Annual General Meeting in Little Rock, Arkansas, I will be installed along with other Directors to serve until the completion of the Annual Meeting in 2023.

I look forward to serving AVSA to the best of my abilities and hope that I am able to help continue the success of this great organization.

Respectfully Submitted,



Winston J. Goretsky

## Report of the Finance Chair

### **Annual Report**

#### ***Finance Chair***

#### **Terri Post**

During the first four months of 2019, I compiled and prepared the financial statements for fiscal year 2018, and I also filed an extension for the 2018 Form 990 tax return. I then prepared a 2020 budget to be presented to the board at the Houston convention.

In March 2019, I filed the final report for the foundation that AVSA received a grant for during 2018. They require financial statements by March 15. During April 2019, I wrote and filed for the new 2019 grant.

In May, at the convention in Houston, 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 2018. 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 2018, 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 2.95% during the year 2018. During fiscal year 2018, earnings have remained the same.

In July of 2019, I prepared and filed the 2018 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](http://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 2019 and the funds from them were reinvested into municipal bonds and CDs. The approximate rate of return for the entire fund was 2.81%.

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 2019 was 3%.

The Tinari Fund has also been invested mainly in CDs, with a few bonds. The approximate rate of return for this fund was 2.59%.

During the year 2019, the Hudson monies earned approximately 2.07%. 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, at year end we were able to draw on them to help us with immediately cash needs. This enables us to continue to grow and provides some financial stability for the future.



The 2020 budget will be prepared and presented to the board for approval.

Respectfully submitted,

Terri Post  
Finance Committee Chair

## Reports of Elected Directors

### Sallie Barlow

A report was not submitted.

### Stephen Covolo

As for my report, there isn't much to write except clubs still suffer in growing membership and retention. I truly believe this is across the board for all our local affiliated clubs. The local clubs who still have shows will get new members to join, yet then older ones either die or don't renew. I'm also under the impression from phone conversations that most of the membership is aging or elderly and the work of putting on a yearly show or sales is becoming burdensome since younger members are at an all-time low.

Not the best news to report really and this information is basically given to me more by phone conversations since I cover the east coast it's a tad hard.

### Richard Craft

#### **Affiliates Point of Contact**

My group was assigned Zone 5 which includes only 8 U.S. affiliates. The other affiliates are based in Canada, Mexico, Japan, Australia, New Zealand, Bahamas and Peru. I sent emails to my 10 affiliates introducing myself, making inquiries about their club activities and offering any help as needed.

#### **AVSA Committees**

Advertising Committee Chair  
Marketing Committee Co-Chair and YouTube Channel Head  
Library Committee (photographer and videographer)

### **AVSA National Convention** (Houston, Texas)

Helped Amy Carruth with Registration handing out the convention material and welcoming everybody, especially the first-timers. Also served with Teresa Odle in the AVSA Information & Sales.

Library Committee (photographer): Photographed all the Showroom winner's plants and later assisted Tom Glembocki in setting up webpages on the AVSA website featuring our showroom plant photos.

Library Committee (videographer): Videotaped the opening day "Salesroom Rush" along with all the Commercial vendors and their booths. The video was uploaded to our AVSA YouTube channel. Also videotaped all five presentations and plan to have the videos edited and uploaded to YouTube.

Convention Committee: Provided audio/visual technical services for the presenters.

### **Glitter Gulch African Violet Growers** (Las Vegas, Nevada)

Serving as club president. Each meeting has an agenda item, "AVSA Update." We are fortunate to have Joyce Stork as a club officer. She reports all current AVSA news and activities. We also strive to have all club members become AVSA members.

### **Copper State African Violet Club Show** (Tempe, Arizona)

Helped Candace Baldwin and Susan Anderson with their inaugural show last year including setup and sales. Entered African violets and gesneriads.

### **The Gesneriad Society Convention** (Cincinnati, Ohio)

Attended the Novice Judging School and am now a Student Judge.

### **Lone Star African Violet Council Show** (Allen, Texas)

Served as a Student Judge. Entered African violets and gesneriads.

Respectfully submitted,

Richard Craft – AVSA Director

## Randy Deutsch

I have served as a director since the 2018 convention held in Buffalo, New York. This past year I have served as the Nominating Committee Chair, the Fundraising Committee Chair, the Vice-Chair of the Society Awards Committee, and as a member of the Finance Committee.

As a member of the Society Awards Committee I participate in the voting for the annual awards. I also purchase the awards needed for the awards dinner and bring them along to the convention.

As a member of the Finance Committee I attended a meeting held at the Houston Convention where the committee conducts an annual audit of the accounts. During the year I participate in anything that comes before the committee for discussion.

This past year I traveled to St Louis, MO, Appleton, WI, and Des Moines, IA to help judge shows.

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.

Last September I was asked to put a program on for the Des Moines affiliate group. I talked and gave demonstrations on my method of growing semi minis and minis. I presented the soilless mix I use, the water I use, the fertilizers I use, as well as potting and repotting up to a show. The presentation was broadcast out on Face Book as well.

Last October I along with Terri Post put on a program for the Sioux City, IA, Garden Club. There were about 45 members in attendance. We talked about the steps one should take to get an African violet ready to show. The show schedule is a good stepping-stone for anyone that wants to grow a good looking violet, and also it points to some good steps to get a violet to bloom. We also took a lot of questions from those attending. It was a great promotion of growing African violets.

I attended my personal 20<sup>th</sup> annual national convention in Houston.

Respectfully,

Randy G Deutsch

## Sharon Gartner

I'm writing to provide my first Directors Report Update since being asked to chair the awards. I would like to take this opportunity to thank several AVSA members who have helped guide me through the learning experience: Debbie McInnis was very patient in providing instruction and sent me all the reports and excel sheets that she had developed for keeping track of awards. Her organizational skills are exceptional and all I have to do is plug in the numbers. Judy Carter emailed me and is the keeper of all the leftover ribbons from Houston. Thank you so much for gathering them and keeping them. Amy Carruth has been my support, answers question forwards donation invoices, and Tom Glembocki has guided me how to maneuver through and update the AVSA Convention Show Awards website. Thank you!

Donation information has been sent to the AVM, and I've placed a PDF on AVSA.org, which is updated periodically, however, with a late starting date, and some medical issues that I have been experiencing the updates could have been timelier.

I have kept up with all award donations through February. I don't have the donations that come in with member reg. I should have everything updated on the website by the middle of April.

The Final Award Rosette and Ribbon order has been set but because of the cancellation of the show I have not sent them in to Jan Davidson. The colors will be Hunter Green and Lavender. I did not submit a budget. Judy Carter sent the inventory the box of blue, red, and white ribbons and it was determined that no more is needed.

January the show schedule was completed and received from Mary Corondan; who also has been very helpful with information and support. I sat up special awards in an allocation file and designated the class numbers that the special awards can come from.

I know it was a hard decision to cancel the Arkansas show and I will miss seeing everyone this year. However, I feel we are in great shape for 2021. Everyone be safe. Let me take this opportunity, now, for all reading this, and thank all of you who have donated to the Awards Fund. It has been very much appreciated.

Sharon Gartner  
Awards Chair

### Linda Ingle

A report was not submitted.

### Jill Jensen

I was elected and installed as an AVSA Board member at the end of the 2019 Convention in Houston. In addition to attending the Annual Board meeting and Annual Meeting, I became a member of the Fundraising, Nominating, and Website Committees and attended the meetings of those committees at the Houston Convention as well. I enjoyed meeting and getting to know many AVSA members by assisting at the AVSA Registration Table at Houston.

I am a member of the Lincoln African Violet Society and have been a member of that club since 1993. I have served in various leadership positions of the club including Treasurer, President, and newsletter editor. I have annually compiled the club's yearbook for many years.

I am also a member of the Missouri Valley African Violet Council, serving as its historian and webmaster. In 2018, MVAVC began the project of refurbishing MVAVC's website using a new domain, MVAVC.org and a more updated format. I gave a presentation about the refurbished website at the Omaha MVAVC Convention in October 2019. In addition to the MVAVC website, I assist Terri Post in managing MVAVC's Facebook page.

I attended the Omaha AVGS Spring Show in 2019 as well as the MVAVC Convention in Omaha in October 2019 and assisted with identifying hosts and hostesses for the show room and created a running slide show for the MVAVC History Table in the show room.

Like many people my age, I help my elderly parents in Lincoln. The last several months have been personally difficult for me due to their declining health. In late November of 2019, both of my parents opted for hospice, and at the end of January 2020, my mother passed away. My Dad and I are adjusting to the new normal as a result.

This spring, I am contacting other AVSA affiliates in my region to offer help in publicizing their spring shows on the MVAVC website and on its Facebook page. I hope to attend upcoming area shows for AVSA affiliates in states surrounding Nebraska this spring as well.

### 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

I am happy that the AVSA is keeping membership fairly constant given the attrition of members from passing away or leaving the society. I have visited many but not all of the clubs in my directorship and did an informal poll as to how many club members were AVSA members. The number hovered around 50% which was lower than what I wanted to see. I will be bringing this up at the M&P meeting at Nationals.

I did notice that since Teresa Odle has taken over, AVM is now published on time better than ever. Also the quality of articles has moved up a few notches. This is just plain wonderful.

I think that too few of the members are not volunteering and only a handful of us, the board, the directors and other volunteers are way overloaded. I don't have any ideas on how to solve this which frustrates me to no end. The ones that do volunteer are putting in substantial time, so I hope this continues in the future.

## Mary Thompson

I contacted all of my clubs shortly after I became a director with an introduction letter. I heard from a couple of the clubs. I still work so getting to each club will take me some time, but I will retire this year and do plan on making it to every club.

In September I had my hip replaced and was home for 12 weeks. I was able to go to Las Vegas in November to the Glitter Gulch Club. I think every person in their group was there that day and I knew a few people. It was a great visit.

Joyce Stork and I communicated while I was recuperating and she realized she had no one to back her up with the weekly letter. She and I spent about 1 ½ hours on the phone while she walked me through Mail Chimp and told me how to work it. I'm no pro at this point, but practice, practice, practice.

Joyce has asked me to redo the show section of Violets 101 on the AVSA website. I am working on that but have a show looming next weekend so I'm a bit behind, but once I get through the show/entries I will have time to get that put together.

I would like to join another committee and will look at ones that spark my interest.

## Sandy McIntosh

A report was not submitted.

## 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.

## Sharon Shannon

This report is found under Convention Manual Committee.

## Renee Wilson

A report was not submitted.

## Reports of the Standing Committees

### Affiliate

The Affiliate breakfast meeting at the Houston convention was attended by approximately 42 members. There were 23 breakfast tickets collected. Richard Nicholas gave an update on the status of the AVSA

office building. Sue Ramser spoke on keeping active in our local clubs as well as AVSA. Try to encourage clubs to increase their AVSA members. Amy Carruth gave a talk on the importance of keeping their club information up to date. Amy also made the announcement that the paper update forms are no longer in use. Randy Deutsch then spoke about the new fundraising products that will soon be available for purchase. After the speakers, I informed the members that a formal request for a place on the AVSA website to post meeting ideas had been sent to the Internet Committee.

In 2019 77 clubs submitted their updates and there were 93 events posted. As of February 25, 2020, there have been 9 club updates and 50 events posted.

On the AVSA website there are 160 American & Canadian clubs and/or councils listed. There are 7 clubs/councils that have never been updated (four of these clubs have been confirmed to be active). There are 12 clubs from other countries and none of these have ever been updated

Cristy Boothe has joined the Affiliate Committee: Jeri Anderson, Chair; Julie Jones, Vice Chair; Brenda Petry; Lorna Russell and Cristy Boothe.

Cristy has agreed to learn how to update club information, post events and judging school information on the AVSA website. Then we will have both Julie and Cristy trained.

The Affiliate training documents have been sent to the Website Committee. As improvements are made to the AVSA website hopefully these will have a place that Affiliate Committee members can access. The training documents are: Add an Event, Update Club Information and Enter a Judging School.

Jeri Anderson

## **AVM Advertising**

It has been a challenging first year for the Advertising Committee. A new database had to be re-created from incomplete records. The flooding of the Beaumont office presented further difficulties. But I am now reasonably sure the payment records are accurate with all advertisers pledging to bring their accounts up to date.

All current AVM advertisers and potential advertisers have been contacted ...

- In person at the 2019 AVSA Convention in Houston, Texas and the 2019 Lone Star AVC Convention in Allen, Texas.
- By email with attached invoices for 2020 AVM ads
- By phone for the advertisers not responding to emails

## **New AVSA Commercial Members**

- Music City Farms – Still relocating her business, no ad yet
- Violet Peddlers Plus – New ad will appear in the May/June AVM. Intends to be a vendor in Little Rock.
- Swift Moist-Rite Planters – New ad will appear in the May/June AVM. Intends to be a vendor in Little Rock.

### Potential AVSA Commercial Members

I am still working on the following AVSA fund-raising companies to become Commercial members and to advertise in the AVM:

- MD Engraving (AVSA-themed drinkware): I created a half page ad which has been featured in the January/February and March/April 2020 AVM issues. They have been contacted to place their own ad in the AVM.
- Bloomlala (African violet themed clothing): They have been contacted to place an ad in the AVM.

### AVM Reciprocal Ads

All reciprocal ads are being reviewed.

- AVSA ads in other publications will be updated and redesigned with help from Roxanne.
- Reciprocal advertisers will be asked if they want to update their ads and to resubmit their ads to the new AVM ad sizes.

### New Graphic Designer

Roxanne Clapp came to AVSA through an ad which Joyce Stork placed on Facebook. Roxanne has agreed to provide some gratis work for AVSA and has been instrumental in creating some excellent eye-catching



documents to upgrade our organization's image:

- Media Kit for advertising in the African Violet Magazine (AVM)
- AVM Ad Invoice for billing AVM advertisers
- Full page ad for Swift Moist-Rite Planters

### AVM Ad Revenue

The method used to calculate the yearly ad revenue needs to be discussed. I will submit an addendum once this is resolved.

### Proposals

I am including the following proposals originally presented in the "Advertising Committee Chair Report - November 2019."

#### PROPOSAL 1

Lower commercial memberships to \$50 or less OR add an incentive like ...

- One Free Ad (1/8 page or smaller) with paid Commercial membership.
- Pay for one year (six issues) of ads (1/8 page minimum) and get their ad designed by a professional graphics artist. AVSA would pay a nominal fee to Roxanne for her services (\$35-\$75 depending on ad size.)



## REASONING

1. Aside from a reduced cost in AVM ad pricing and the ability to sell at an AVSA Convention, multiple vendors have pointed out that there is no added benefit to a Commercial membership. For some the cost was simply too high.
2. Also note that a number of Commercial members do not have ads in the AVM. Incentives like this proposal could increase Commercial membership and encourage more ad placements.

## PROPOSAL 2

Create an electronic version of the African Violet Magazine. [Using a protected PDF scheme will discourage freely distributing the magazine to non-members.]

## REASONING

1. An informal online survey showed that there is interest in an emailed copy of AVM.
2. Mailing out hard copies of the magazine costs a lot of postage. Emailed copies will help reduce postage costs.
3. We could acquire more international members and save on further postage costs with the added benefit that they will get their copies the same time as others.
4. Perhaps the best benefit would be clickable ads taking potential customers directly to an advertiser's website giving more value to the magazine ads.

Respectfully submitted,

Richard Craft – Advertising Committee Ch

## Commercial

Madam President and Board Members:

With the assistance of Convention Director Kathy Lahti, the committee managed salesroom table reservations, supported commercial exhibit judging in the showroom, supervised designer supply sales, and monitored the salesroom at the 2019 convention in Houston. Thanks to Kathy Lahti, Ron Davidson, Kathy Bell, and Linda Hall and all the Commercial Committee members, commercial member involvement in the Houston convention was a huge success!!

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

Linda Hall compiled the annual 2019 Vacation Guide for the AVM. Thank you, Linda!

Thanks go to Joyce Stork, AVSA Marketing Committee Chair, and Richard Craft, AVSA Advertising Chair, for their work with our commercial members, helping them create or update their ads which appear on multiple AVSA media platforms. Joyce's and Richard's fresh, effective promotion campaigns have been well received by our commercials and has resulted in increased commercial memberships. The Commercial Brand Mark campaign has been finalized and endorsed by the Executive Committee and will be rolled out during 2020. Richard is also maintaining the commercial members contact information and

membership renewal spreadsheet from which this committee works. Thank you, Joyce and Richard, for your unique expertise and for all your time and effort on behalf of our AVSA commercial members.

The annual Commercial Activities Committee newsletter was modernized by Joyce Stork, distributed by her via MailChimp, and was also posted on the AVSA website and mailed to those commercial members who do not have Internet access.

A “no funds needed” budget submission was made.

Sincerely,

Lynn Lombard

## Convention

The 2019 AVSA Convention was held at the Houston Marriott Westchase, Houston, Texas, May 26 – June 2, 2019. Many hours were spent in 2018/2019 getting the 2019 Convention material ready to be posted on the AVSA website after January of 2019. I continued in 2019 to work closely with the Houston Marriott Westchase and the local show committee on the final planning. Hotels like one person to contact them regarding questions and planning to avoid reputation and confusion. The 2019 Houston Convention was a great success due to all AVSA members who worked and volunteered their time.

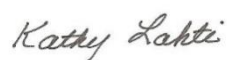
Winston Goretsky is my website person. I send all convention ready material to him. Winston does his magic and gets it all posted on the AVSA website for me. Thanks, Winston.

Our 2020 convention will be held at the Little Rock Marriott, Little Rock, AR. The theme for this convention is “Violets Go Hog Wild in Arkansas”. All the Little Rock Convention material is now posted on the AVSA website. I have been working with the chairs of the Little Rock Convention and the Little Rock Marriott Hotel on the planning. Tom Glembocki has created online Registration. This is the first year for this. I am sure it will be a great success. Thanks, Tom, for all the work you did to make this a reality. We will be ready for everyone May 24-May 31, 2020.

Our 2021 convention will be held in Atlanta, Georgia at the Sheraton Atlanta Hotel. A contract has been signed with this hotel. Planning of this convention is already underway. It is being hosted by The African Violet Club of Greater Atlanta.

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 Lahti  
AVSA Convention Director

## Convention Show Awards

See Director's Report for Sharon Gartner.

## Finance

This report is on page 15.

## Library

The library committee was very active at the 2019 AVSA convention. Photos of winning exhibits were released on Facebook and other social media outlets shortly after the announcement of the show award winners at the Thursday night awards banquet. Many other convention photos were published in August 2019 on the AVSA website - these photos included horticulture, design, and gesneriad entries. he website also includes the complete list of winning entries and the 2019 show schedule.

Penny Smith-Kerker

## Membership and Promotion

As our new incoming Membership Chairman, I'd like to make a doable plan to retain our current membership and attract new members. I see this happening in a multifaceted approach.

First, tapping into the current members of the membership committee, asking for their input and suggestions, and finding out what we are doing right and what's broken. We'll also need feedback and collegial ideas and information from the "other chairman" so that we can start working as a cohesive unit, with one goal in mind, A.V.S.A. membership retention, and attraction. We'll also need the support of the executive board so that we are all heading in the right direction.

Lastly, and the most critical aspects are listening to our members, understanding their wants and needs, then formulating an action plan around them, so that we are all aiming for the same goal as outlined above. Also, tapping into the raw talent of our members and seeing how we can improve their interaction and involvement with the organization.

There will be lots of growing pains, and we'll have to fall on our swords, to understand what we did wrong in the past, but I'm optimistic that we as one working unit can make it happen. So, let's honor the past, use what it taught us, and move forward to make A.V.S.A. even better.

Stephen Covolo, Chair

## Nominating

Please find here the Director Nominees for this year's convention:

Winston Goretsky - Canada - this fulfills the requirement to have an international director.

Dr Minh Bui - Maryland

Doug Allen - Michigan

Nancy Hayes - Connecticut  
Sandi Skalski - New Jersey

They have all accepted their nomination and their bio and pic will appear in the March/April AVM.

Randy Deutsch, Chair

## Plant Registration and Master Plant List

During the calendar year 2019, there were 97 cultivars registered (214 in 2018). The office sold 10 copies of the African Violet Master List of Species and Cultivars, which is currently in the Fifteenth Edition – August 2015 (20 in 2018). In order to simplify the Application for Registration, it has been updated to a fillable PDF file. To encourage registration of Russian/Ukrainian and other international registrations, the fee for international non-members (not including Canada) was reduced from \$25.00 to \$10.00. In 2019 there were 179 copies of First Class<sup>2</sup> and First Class 4 All (195 in 2018), and 217 online update subscriptions (467 in 2018) sold.

Joe Bruns

## Publications

- I documented a number of areas in the Policies and Procedures manual that affected the Publications Committee and needed to be updated or moved to another area of oversight. I have not seen the final copy of that manual to determine whether any or all of those suggested changes have been made, and I suspect that final copy will be available at our convention.
- The manual requires that a budget be submitted for the coming year, but I am unaware of any items that would necessitate an expenditure by AVSA for this committee.
- I continue to applaud member Terry Klemesrud for her diligence in sending timely updates to Website Chair Tom Glembocki for the Annual Index and the Photo Index. It's a big winner for the website that is used by many of us.
- And, Trudy Brekel does such a great job of tabulating the votes to provide us with insight of AVSA's Best Varieties for the year as well as updating the Honor Roll of African Violets. We reference this list when we're about to purchase new winning show plants to add to our collections!
- The Publications Committee successfully transitioned out of the Best Articles Award procedures to give full exposure and participation to the Contest Entry Challenge that Pat Hancock began last year.
- Teresa Odle continues to do a great job as editor, and her "writing prompts" issues seem to be a hit with our readers. The number of Contest Entry participants has grown, so it's a win-win for AVM.
- The committee had a lot of conversation concerning the potential publication of a booklet commemorating AVSA's 75th anniversary that will occur in 2021. The booklet would cover only

events that have occurred in the past 25 years since we produced a 50 Year Anniversary booklet in 1996.

- In the end, the committee elected not to pursue this venture because of not only the cost of producing such a booklet but also whether the booklet would be a saleable item. The alternative suggestion would be for the AVM to feature a “Historical Vignette” in each issue of AVM during the anniversary year and advertising the historical event in advance that this would be the approach. Thanks to Winston Goretsky’s insight, such an effort could include:
  - advancements we have made in the past 75 years, identifying recipients of awards from the past 25 years with a summary of their activities from then until now.
  - inviting everyone who joined 25 years ago or more (and are still a member) to submit a short congratulatory message,
  - working with the Shows & Judges Committee to feature special awards in the vintage or other classes and perhaps highlighting plants that were introduced exactly 25 years ago,
  - asking the Presidents of the past 25 years who are still with us to send photographs to create a collage to highlight their leadership, and creating t-shirts, tote bags and a special pin to influence the theme.

I couldn’t agree more with these suggestions, and other AVSA committees such as Advertising, Affiliate, Commercial, Research, Marketing, Society Awards, Violet Preservation can be helpful in this anniversary recognition in a lot of ways.

The Committee continues to invite suggestions or comments as to how we can make the Publications Committee more relevant to our members.

Carolee Carter, Chair

## Research

The committee membership was unchanged for 2019 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 2019 grant applications to The Gesneriad Society were all on other genera with no applications relevant to the AVSA.

### New Business

No new grant requests were received in 2019.

With the untimely death of Dr. Richard Nicholas, a replacement member for the committee will need to be found. However, the committee should be able to continue functioning in its present configuration without difficulty.

#### 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.

The Gesneriad Society has accepted the change in the genus name for African violets to *Streptocarpus* and has been actively moving their classification system for shows and seed collection accordingly.

Respectfully submitted,

Dr. Jeff Smith, Chair

#### Shows and Judges

In 2019, there were ten judging schools offered. From these schools, there were a total of 22 new student judges, six new advanced judges, 21 advanced judge renewals, and 11 audited the schools. There were 15 students whose certificate is pending their proof of blue ribbons. The first senior judge's exam was taken by five students, four took their second exam, and six took their third exam. A total of 33 renewed their senior judges' certificate.

Two judges will earn their Master Judge's certificate in October of 2020. They are William Schmidt (VA) and Barbara Pershing (IA).

A total of 58 shows were reported. This number is down from the usual number because the seven Texas affiliates had no shows due to the AVSA Convention being held in Houston. The average number of shows is usually about 70. Two affiliates did not return the results from their show after two to three reminders were sent. The SSAA award was earned by 41 shows, the SSA award was given to eight shows, and seven shows received neither award.

Income received from rosettes and SSA packets totaled \$710. Expenses for postage and supplies for 2019 were \$161.10.

Bill Foster and I absorbed all the expenses for judges' certificates and postage.

Mary Corondan

#### Society Awards

Nominations were received from several sources for this year's nominees. A ballot was sent out to the members of the Executive Committee and the members of Society Awards Committee on January 25,

2020. The ballots were all received by January 29, 2020 and then tabulated. As of this report, I am researching information about the recipients to make an informative presentation at the convention in Little Rock, AR.

Linda Hall, Chair

## Reports of Special Committees

### Best Varieties and Honor Roll

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, like last year I gathered votes from non-members as well as members. The number of votes that could be submitted by everyone was 5 instead of the 25 votes that were collected in the past. I used the setup for online voting links 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. I also received some direct to me emails which I printed and added to the tally.

The participation for voting this year wasn't as good as it was in 2018. I will try to keep in mind that people need to be reminded to vote and put more notices out on the Facebook violet groups. I still think that having people vote online and limiting the votes to 5 increased the number of votes that we have had in the past. There were 327 different varieties voted on with a total of 737 votes received.

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

I did have a problem with some of the votes from 2018 coming into the votes for 2019. I contacted Tom Glembocki about the problem. He couldn't fix it at that point, so I had to watch the dates as I was tabulating the votes. After the voting was completed, I contacted Tom again so that he could clear out all the votes from the soft wear for the last couple of years. That should take care of the problem for this coming year 2020.

I look forward to seeing how many votes we will get this year, and hopefully increasing the number of votes we receive.

Respectfully submitted,

Trudy Brekel

### Booster Fund

A report was not submitted.

## Boyce Edens Research Fund

A report was not submitted.

## Bylaws

A report was not submitted.

## Convention Manual

Here's what I have so far as of last spring: Sections I and II (the convention chair and show chair sections) have been reformatted to current word processing standards, rewritten, and an introductory section (Section 0) has been added. Several Convention Manual Team members have contributed to these sections. This is what I reported on this last May.

I have given a copy of this to Danny to use for our next convention and am hoping to get some feedback from him as an actual reader/user of the manual. It's been mentioned to me that these sections are the most important as the readers of these sections are usually people who have never hosted a convention before.

The rest of the manual needs input from various subject matter experts (SMEs), for example, those doing classification or audio/visual. I reached out to several SMEs last spring and heard back from only a couple and have incorporated their changes into my drafts.

What I would do next would be to reach out again to the various SMEs. Unfortunately, one of the biggest contributors is Kathy Lahti and she's really tied up with the upcoming convention at this time of year and I really can't expect much help from her now. Unfortunately, I missed my window of opportunity last year (when my mother was so ill); however, I would expect that she and I could probably connect this summer. The sections that need her input are the sections that describe her work, so getting those done aren't quite as urgent as Sections I and II.

At this point, I think it would be beneficial to get a complete copy of the manual out there even though some sections aren't updated yet. As I mentioned earlier, people have told me that Sections I and II are most important, and I'm happy to say they are done (barring comments from Danny and his team). I could reformat the remaining sections, including the updated subsections that I have, to make a complete manual. As updated information comes in, I can add it. One important piece of information that I would like to add is the "Updated Date" on each subsection (or each task) so that all would know what info is current and what is not. If this sounds like a beneficial plan to you, I will attack this starting next week (still doing taxes this week... ugh!!!!). It really would be a good idea to do the reformatting of the remaining sections of the document all at once anyway, instead of piecemeal as info comes in as I have been doing, for the sake of consistency and it really wouldn't take that long to do. ("That long" meaning just a few days or a week.)

So, to summarize, next week I could start:

- reaching out again to SME's
- while waiting for SME responses, reformat the remaining sections



Sharon Shannon, Chair

## Courtesy

Flowers were sent to the funerals of Bill Foster and Dr. Richard Nicholas.

## Editorial Board

Editorial Board

Paul Kroll, convening chair

Bob Clark

Mel Grice

Winston Goretsky

Maureen Pratt

(Carolee Carter)

The Editorial Board is not functioning. Occasionally, Mel Grice and/or I are consulted by Editor Teresa Odle for clarifications, etc. I believe that could/would happen even without an actual Editorial Board.

Bob Clark is extremely busy with the Gesneriad Society as Membership Chair and his full-time job as well as other activities.

Mel Grice is extremely busy as President of the Gesneriad Society and Editor of Gleanings, The Violet Connection, Appraisal, etc.

Winston is extremely busy with his very demanding full-time job, and his family health problems.

Maureen Pratt has submitted her resignation from the Editorial Board effective immediately. She is traveling as an author and has multiple health problems.

I have never actually been certain of Carolee Carter's position on the Editorial Board. She asked Richard Nicholas to be on it, after he'd appointed the others. She was invited to the very first meeting (in Buffalo) and is now Publications Chair. Perhaps that will take her time and she will be unable to function on the Editorial Board.

I wish to resign as convening chair, since I feel that the Editorial Board is not actually functioning, and AVSA does not need it per se. I will continue to serve as proofreader for the AVM, but with that to remain confidential. I do not need it publicized, preferring to work in the background.

Respectfully submitted,

Paul Kroll

## Fundraising

The Fundraising Committee is a new special committee started just before the Houston National Convention held in 2019. Several committees were moved under the Fundraising Committee at that time. This includes the Ways & Means Committee, the Building Maintenance Fund Committee, the Annual Convention Auction, The Booster Fund Committee, the Tinari Endowment Fund Committee, and the Barbara Burde Endowment Fund. The intention of combining these funds under one umbrella is to ensure continuity, accountability, and consistency.

The committee currently has 8 members as well as one advisor. At this time, the position of vice-chair remains open.

The first project to get off the ground was to make available a full line of double walled insulated very high-quality drinkware in many styles that was made available with the AVSA logos as well as the AVSA seal. Orders can also be placed submitting your own artwork and applying them to your order will be done at no charge too. The program also includes an opportunity for free freight. All products are ordered online using their website. AVSA receives a portion of all sales back in the form of a monthly cash premium. This product line has been marketed heavily on Facebook and in the AVM.

The second project that started was a partnership with a company named Bloomlala. They have clothing products with African violets on them. They have jackets, pants, sweatshirts, and even a handbag. All products are ordered online using their website. Customers must use the code word "JOY" on their orders and a portion of those sales are returned to AVSA in the form of a quarterly cash premium. This product line has been marketed heavily on Facebook and in the AVM.

This past year the committee was also called upon to fundraise for the water damage our home office suffered. There was much damage to the files and records of the society as well as major losses to computer equipment, software, and hardware. We were fortunate to receive wonderful support from our membership and over \$20,000 was raised. I am happy to report we had a very successful campaign. One important method we used this time was to ask members to use the website to donate rather than call the office. Donations placed on the website had a much lower cost to us to use credit cards rather than members using credit cards with donations called into the home office.

Our current efforts are focused on a search for products to present to the Executive Committee that can be purchased by members to remember their time at the Seventy Fifth Annual Convention being held in Atlanta. We are attempting to modernize the kind of products being offered so that they would be things members really want and as one member put it "Personally, I'd prefer to have a keepsake or some item that I will use and re-use, and remember the 75th Anniversary event." Our thoughts are to offer more than one product so that attendees can choose something that fits their likes. It is also intended that we do not have products purchased and must stock them in the home office. I also intend to have a program for members who do not attend the convention but would still like to purchase the keepsake.

So as you can see we have had a very busy first year. Many of our projects cross over to other committees as well. I especially want to thank the Marketing Committee for their assistance with our various projects, they supply a great deal of time and expertise. Also big thanks to Terri Post for her assistance this past year with her advice and guidance during the water damage campaign. And lastly, special thanks to Amy for her assistance and time this past year!

Respectfully Submitted,  
Randy G Deutsch, Chair

## Handbook

See report under Shows and Judges.

Winston Goretsky

## Marketing

### AVSA Marketing Committee 2020 Report to the Board of Directors

Thanks to the Board approval given to the AVSA Brand mark at the 2019 Convention in Houston, this has been an important year in laying the groundwork for future marketing of the society.

- The AVSA Commercial Member Brandmark was designed, along with terms of use, and offered to the vendors in January to use in ads and on their websites and in social media.
- The AVSA Affiliate Member Brandmark was designed at the same time and will be offered to affiliates at the 2020 convention to use in show schedules, advertising, and on websites and social media sites.
- The AVSA Growing Tip, AVSA News, AVSA Commercial Newsletter banners using the brand mark are now in use. Social media is using the mark as well.
- The AVSA Drinkware line includes several options for adding the brand marks.



The Marketing Committee has also assisted AVSA Chairs with projects this year:

- The AVSA Library photos from convention were featured in Growing Tips.
- The Office Disaster Appeal was advertised in email to all members as well as in social media.
- The AVSA Convention in Little Rock has been promoted in both email and social media.
- The AVSA Media Kit for AVM advertisers was created and is getting attention.
- Growing Tips email has coordinated with Teresa Odle so that 25% of the messages focus on the magazine cover and the feature articles. AVSA News coordinates with the office and President.
- The AVSA Website articles are currently being reviewed and reformatted to add AVSA branding.

The Channel Heads have also been diligent in building a presence for AVSA in various platforms.

- The AVSA Pinterest board is now headed by Beth Baker who posts several times every day using a scheduler tool paid for by AVSA. Followers are up 20% since September 2019.
- The AVSA Convention page is managed both by the current convention chair and by me. This year the page is followed by 850 people -- 25% more than February 2019.
- The AVSA Facebook page is managed by several people, but most especially Kathalina McGinnis who does Violet of the Day. The page is followed by about 9600 people and is up 24% from February 2019.

- The AVSA Instagram page is in transition but currently has 515 followers – up 39% from February 2019. We hope to add cross-posting from Facebook and Pinterest to increase the traffic before convention.
- The AVSA Email is managed by me. Growing Tips are designed weekly and AVSA News runs once a month with occasional special breaking news. The Commercial Newsletter has been sent three times in the past year. All email has the slick HTML formatting with AVSA branding. The audience address list now numbers 6000, with a 10% gain over the last year. The average rate of opens is 33.7% and the average rate of clicks on the messages is 8.5%. These are both above our peers' average performance.

What's next for AVSA Marketing?

- We are actively working to recruit more Commercial vendors in the coming year.
- We hope to add a new category of membership to strengthen the ties with social media groups.
- We will be working actively with the AVSA website upgrade.
- Channels will continue with the hope that we might be able to add another social media platform.
- Continue working with AVSA Chairs who need to communicate or who need assistance to add branding to their products. **Marketing wants to make tasks easier and more effective. Please contact me!**

Submitted by Joyce Stork, AVSA Marketing Chair

[joycestork@avsa.org](mailto:joycestork@avsa.org)

402-719-6896

## Policies and Procedures

The Policies and Procedures Manual was updated in January 2020 to reflect the changes approved at the Houston Board Meeting. Susan Anderson reformatted the document. This help was greatly appreciated.

Respectfully submitted,

Mary Corondan

## Resolutions

This report will be presented via the 2020 AVSA virtual convention.

## Salary

See the Report of the First Vice President, Susan Anderson.

## Scholarship

For over 19 years, The African Violet Society of America (AVSA) has offered a college scholarship program for students—undergraduate and graduate—who are studying such areas as ornamental horticulture, floriculture, plant genetics, botany or an equivalent program in an accredited college or university. This award is funded through The AVSA Boyce Eden Research Fund. The Scholarship

continues uninterrupted and during the academic year 2019-2020, the publicity outreach began late fall of 2019 for the 2020-2021 year. The first consideration was to review recent AVSA Scholarship recipients and their responses and accomplishments. There have been some very bright people and their accomplishments notable. Another item was to solidify the continuing membership roster of the scholarship committee. Members through 2020 are Janet Riemer, Dr. Bill Price, Dr. Elmer Godney, and myself. I personally thank each of them for their diligent efforts to evaluate the applicants and advise on program issues.

Next comes unfolding of the plan for using five “publicity paths” for the current scholarship offering. First comes notification of the Editor of the African Violet Magazine, Teresa Odle, of current details. Then in sequence, there is the information provision to Tom Glembocki, for the AVSA website; Joyce Stork, for Facebook and related publicity; to Office Manager Amy Carruth, for office communication and “word of mouth;” Also notified of the details were Terri Post, Finance Chair and Treasurer; and President Sue Ramser. Publicity ran for almost two months, January and February of 2020, up to the March 1 deadline. Just prior to that date, the committee received a detailed information packet and application for the 2020-2021 scholarship award. Currently, the committee is studying the application with possibilities of an award to be recommended to the Executive Committee in late spring, for a final decision.

The current 2019-2020 recipient, Ms. Caitlin Edsall, has received the award for the last three years in a row and made AVSA proud of her academic accomplishment and future plans. Her early career plans include serving as an AgriLife County Extension Agent, while staying busy doing significant volunteer work and working on horticulture-related projects. In her most recent application Caitlin stated that “...AVSA’s support of my education has been deeply appreciated and close to my heart....I admire organizations that have such a deep passion...”

RESPECTFULLY SUBMITTED,  
CHARLES RAMSER, CHAIR

## Tally Time

The duties for the Tally Time committee have been completed. There were a total of 46 reports from affiliates. A total of 328 different African violet varieties (32 species and 296 hybrids) were recorded in Tally Time this year. The final report was sent to Joe Bruns, Plant Registration Chairman, for proofing before I sent the final report to the AVM Editor. The final report was submitted on December 5, 2019, for inclusion in the March issue of the AVM. Teresa Odle, AVM Editor, has assisted in updating the report format in the AVM.

There were no expenses for this committee. I do not foresee any future budget needs for this committee.

I have coordinated with Candace Baldwin to have the 2019 Tally Time results posted on the AVSA website. Posting of the 2019 results is being coordinated with the publication of the Tally Time results in the March issue of the AVM.

Updating the Tally Time form, in 2015, has helped increase online reporting. I am also pleased to report that online submittals via the AVSA website has increased. A total of 27 of 46 clubs (59%) submitted

results utilizing the online tool. This is a significant increase over last year's 33%. Meanwhile, 8 of 46 (17%) were submitted via email and 11 of 46 (24%) were submitted via hardcopy mail. Online submittals have increases and hopefully will continue.

There is work underway to have the form integrated with the Entries program, which will streamline the submittal process. I am hopeful that the future will be automated.

Susan Anderson

## Technology

### **June through October 2019**

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, Chair from June through October 2019

### **Since January 2020**

In early 2019 an attempt was made to put AVSA Convention Online. Unfortunately, the complexity of the AVSA Convention Registration Form caused that system to not work. Specifically, that system was not capable of creating reports with all the inputs the AVSA registration requires. This same problem exists if we were to use a very simple registration system such as the Commercial package "123 Signup" which is used by the Gesneriad Society for their Convention.

Some background: The AVSA Convention Registration form is relatively complex. We collect information such as judging status, number of conventions attended, emergency contacts as well as the following status: affiliate president, board member, bronze medalist, judging teacher, columnist, hybridizer, legacy society participant, etc. In addition, there is the standard registration items such as meals, dietary requirements, tours and session attendance. We then also have a package deal, a non-members rate, single day attendance, hotel discount and late fee.

In the summer of 2019, I experimented with a different Open Source (free) package and tested it on the Lonestar African Violet Council convention which was held in October 2019. This system seemed to work well enough that it was employed for the 2020 AVSA Little Rock Convention. In the interim the Houston flood of September 2020 destroyed the iMIS System used for convention reporting. Now we had a working online convention registration system but no reporting mechanism for Amy to produce her convention reporting or accounting. The majority of the effort for the Little Rock Online Registration has been developing all the reporting mechanisms that Amy requires. This effectively replicates the former iMIS Convention reporting. In addition to the reporting, we depended on iMIS for ticket printing. Dave Kesler was able to create some custom printing software that interfaced with my convention reporting software in order to print tickets.

Prior to the loss of iMIS the AVSA website seamlessly interfaced with iMIS to allow access of the members only section of the website by current Members. Membership information was stored by iMIS and the website extracted this info daily in order to allow members to access the members only portion of the website. Since iMIS has been lost we needed an alternate way to validate memberships. I have provided a means for Amy to manually input members info to the website so that new members could access members only content.

Tom Glembocki, Chair since January 2020

### 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 60<sup>th</sup> 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 2019, there were 88 donations totaling \$ 3,766.00. 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	Terry Klemesrud
Carolee Carter	Anne Nicholas
Judy Carter	Leonard Re
Margaret Farrand	Janet Riemer
Dolores Gibbs	Joyce Stork

Linda Hall

Terri Post

Nancy Hayes

Lynne Wilson

Sue Hoffmann

Randy Deutsch

Other violet related activities of this chair include serving as AVSA Archivist, as a member of the Scholarship Committee, the Policies & Procedures Committee, and 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

March 2020

### Violet Preservation

I am excited to report that in 2019, the Violet Preservation Committee went live in trying to connect vintage violet growers with those who seek them. We established a community email, a spreadsheet to record requests and those willing to share, and Rich did a fabulous article for the AVM and AVSA Newsletter. The response has been much less than expected (10 responses), but the word may not have spread that far yet. The list breaks down to one who is willing to share and nine who are seeking a variety.

The goals for 2020 are the following:

- 1) Establish a page on the AVSA website
- 2) See if the requests could be managed by a website page instead of via email. We would get more traction if the AVSA website offered the ability for a member to enter the information rather than send an email.
- 3) Establish regular articles for the AVM to share what varieties are sought - similar to what Barbara used to do – to generate both those who are searching and those who are willing to share.

The committee is excited to be able to provide this service again and we hope 2020 builds up a healthy list of wants and shares.

Respectfully submitted,

Candace Baldwin



## Website

2019 was a slower year than hoped for the Website Committee. An article was published looking for techie volunteers in the AVM and in an edition of the weekly the AVSA Newsletter that only produced two inquiries. One offer had with no technical platform skills, but had web content development skills. The other was pure techie, but not a member of AVSA and not from the USA. The first inquiry was re-directed to Joyce for Marketing and I believe that has been a good addition for Joyce.

I have learned more of the technical aspects to try to help ease the load for Tom Glembocki who continues to make huge contributions for AVSA. He may cover it under the Technology committee, but if not, he moved the convention registration online for the first time for AVSA finally bringing us closer to the electronic expectations of our members. Jeri Anderson has been diligently updating the affiliates website, which is busy with both club info and show/sale events, and other committee members provide support through ideas, suggestions and/or content updating.

The goal for the Website Committee for 2020 is to move the AVSA website to a new platform (which will also address the issue of members on Verizon not being able to access it), expand content (i.e., new pages where show schedules can be shared between clubs), and update both content and “style” to be more contemporary and in line with the AVM to provide consistency across our communication channels. Wish us luck!

Respectfully submitted,

Candace Baldwin

## Reports of 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 2019 included collecting and accessioning items from the convention in Houston, Texas and others donated by members of AVSA. Following the convention, I visited the office and discovered several boxes of archival material had been damaged by water leaking through a wall from an adjoining room. Two days of remediation minimized the damage. Assistance with this work is still being sought as traveling is becoming difficult for me.

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  
March 2020

## Taxonomy

See Research Committee.

Dr. Jeff Smith

## Reports of Personnel

### Office Manager

In the beginning of the year, we sold our building and moved to a new location. With the help from many, we were able to make that move possible.

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 entered all memberships into our software 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.

In September our office flooded due to Tropical Storm Imelda and ruined some of our inventory as well as our server that housed our membership software. After many long days and nights, we were able to clean up, pack and move to a new location. Since then I have been rebuilding our database using Excel spreadsheets. Although I am rebuilding, we lost a lot of membership data. I continued to process all day to day operations as needed.

Thank you to our officers, directors and membership for their continued patience and support.

Amy Carruth  
AVSA Office Manager

## Editor

### Deadlines

In the past year, we have met or exceeded all editing and production deadlines for *AVM*. The July issue is held for a week or two each year to accommodate convention content that comes in after the close of the meeting. I want to thank everyone who got that information in as soon as possible after traveling!

The final proof of the January/February 2020 issue was approved at the printer on December 11, 2019. However, due to holiday schedules, the printer, and especially the mail house, took longer than normal to complete their tasks and the issue mailed after the holiday. I have addressed this in phone calls and email messages with the representatives. Part of the delay is caused by the way we traditionally handled payment with them. I am working to streamline the process for payment, and we have saved several days' time on the March/April issue (and should make it easier for Amy). Amy and I will work together to further streamline the process by setting up online deposits into our USPS bulk mail account in advance based on estimated mailing costs.

### Digital Issues

In my report one year ago, I prepared a review of the pros, cons and costs of providing a digital version of the magazine to at least international members. I have not heard the status or a decision, and assume it still rests with the membership committee. I am happy to forward the information again, although the software costs I mentioned might be higher.

### Style Guide

I finally was able to pull together an AVSA House Style Guide. It is a fluid document and is out for review with Susan Anderson. Although the guide's purpose is for the use of the editor and proofreaders, it also can help AVSA be more consistent across publications and assist those individuals writing or rewriting AVSA website content.

### Editorial Board

I am aware of Paul Kroll's editorial board decision. He will continue to proofread for *AVM*, and I am grateful for that. He and Winston Goretsky have been invaluable partners in producing the magazine. I appreciate the support of the active members of the EC in the past two years. With Paul and Winston continuing their involvement, the only help I need is occasional technical review of articles and continued support soliciting new articles.

### Article Contest

I feel there has been a gradual increase in the number of contest entries and other articles being submitted for the magazine. In addition, I believe we are seeing higher quality articles as well. I would love to continue the contest in its current state with the help of Pat Hancock and Sue Hoffmann. I would like to thank both for their help. I also would appreciate input from the Board on whether to continue the contest and the prizes set. We will have an annual winner ready to announce at the 2020 convention.

### Advertising

Advertising remained mostly unchanged for the past several issues. One of the reasons was uncertainty about payment following the office flood. I have worked with Richard Craft as needed as he solicits new ads and he has begun updating AVSA reciprocal ads in other publications. I also assisted Richard with improving the advertising rate sheet. He further improved it by developing a media kit with the help of a professional designer. He has recently added some new advertisers whose ads will appear in the May/June issue.

### **Email**

I continue to coordinate regularly with Joyce Stork to provide *AVM*-related content or article links for email newsletters. In turn, she is promoting *AVM* and AVSA in her Growing Tips and contributing articles to *AVM*. I thank Joyce for her help.

### **Desktop Publisher**

I asked Shirley if she had anything to add to my report, but she is fine. She has continued to work with me on improving the layout and production processes for the magazine. Shirley also is deadline oriented and responsive.

### **General Improvements**

Susan Anderson led our effort to revise the inside front cover of *AVM* to flow more logically, minimize repetition of information and make it easier to find what readers need. We reorganized the ad pages and will continue to work with Richard C and advertisers to update some of the ads and help them better fit a standard size.

### **Website**

I maintain the magazine page on the website, updating the new cover, store link to a single issue, contest winners and article links as each issue arrives in mailboxes. I want to thank the publications committee for updating the article and photo indices after each issue. I also have offered to assist Candace Baldwin and the website committee in the website update.

Thank you to the EC, Amy, Susan Anderson, Winston Goretsky and Paul Kroll for your ongoing help and support. I look forward to seeing you all in Little Rock and to the coming year.

Teresa Odle



