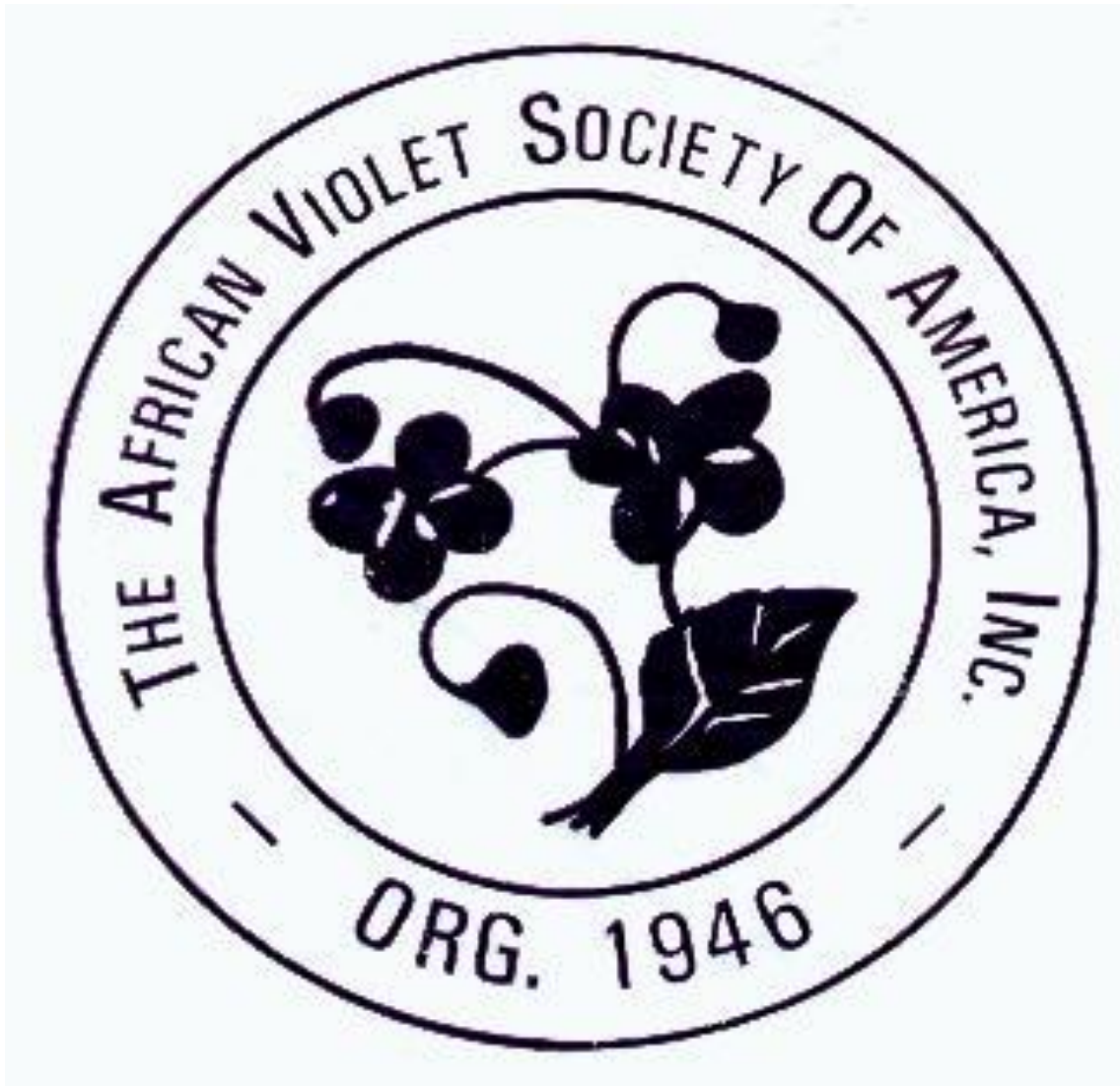


Reports from the Officers
Board Members, and Committees
For the Year 2020



Published April 17, 2021

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Report of the President

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

Since the Virtual Violet Convention and the Electronic Executive Committee Meeting following the VVC your President has been communicating with individual members and Committees to determine their needs during this time of the COVID-19 pandemic. Inquiries and requests from members have been forwarded to the appropriate individuals and committees.

Your President has attended several virtual affiliate meetings promoting AVSA at each and sharing updated information as requested.

The African Violet Society of America was the beneficiary of an annuity as a bequest from the late Shirley Berger. The appropriate paperwork was executed and submitted to the annuity company. The check was received and submitted to the Treasurer, Terri Post, for deposit in an interest-bearing account.

AVSA has received information regarding another bequest pending the outcome of the estate settlement. More information will be shared when received.

The President's Columns were written for the *AVM*. As a result of requests for suggestions from members which appeared in the Column several suggestions were received and forwarded to the appropriate committees for action.

Pat Sutton, Courtesy Chair, and Judy Carter, Courtesy Co-chair, have been contacted to send appropriate cards for illnesses and a condolence card was sent to the Families of Past President Hortense Pittman and Past President Mary Boland. A floral tribute was also sent for each memorial service.

Amy Carruth, Office Manager, is contacted on a regular basis for Office updates and to show our support of all she accomplishes for AVSA.

Kathy Lahti has been contacted on a regular basis for status updates for the 2021 Atlanta Convention. Another site visit to the Sheraton Atlanta did not occur due to the entire hotel being leased by a client until January. After surveying the Board of Directors and consultation with Convention Director, Kathy Lahti the Executive Committee made the hard decision to cancel the 2021 Atlanta Convention. The hotel was generous in rescheduling the convention for 2023. Plans are underway for the Cyber Diamond Celebration to be held May 30-June 6, 2021 to celebrate AVSA's 75th Anniversary.

The AVSA Executive Committee met via electronic platforms to accomplish society business. Motions were prepared and submitted to the Board of Directors for electronic votes. Election of Directors was also accomplished through electronic voting.

Due to the COVID-19 travel restrictions the Executive Committee met via Microsoft Teams weekly from October 25 to December 13 for the Fall Executive Committee Meeting to accomplish society business. In past years this has been accomplished in a one-day meeting.

The Digital version of the *AVM* is now being offered to members. Members have the option to have a digital only membership for a lower membership price or for the regular membership price a member receives the print version plus the digital version. A number of members have opted for these versions.

The new iMIS membership software has been implemented and is proving to be an improvement over the old system. Many hours were spent to accomplish this implementation. Along with the new iMIS membership software a new and improved Website has been launched. Your President wishes to thank all those who helped to accomplish these tasks.

Your President continues to serve as a member of the Bylaws Committee, Policies and Procedures Committee and as Secretary of the Shows and Judges Committee.

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

It has been an honor to serve as your President these last two years.

Respectfully submitted,

Sue Ramser

President

Report of the First Vice President

Annual Report ***Office of the First Vice President*** **Susan Anderson**

During the past year, I have continued to promote AVSA and the joy of growing African violets as much as possible, given the impact of the COVID-19 pandemic. COVID forced the cancellation of the annual convention, affiliate meetings, and the in-person EC meetings.

I attended the Executive Committee meetings throughout the summer, fall and winter. I have exchanged many, many emails with the other officers of the Executive Committee to conduct AVSA business. All meetings were held via conference call or MS Teams or Zoom. Meeting regularly has allowed us to improve communication and provide more timely updates on progress of various tasks.

Major AVSA upgrades occurred during 2020 – the creation of a new website and the conversion of membership management software to the new iMIS software. In a way, AVSA was fortunate to not have a major convention or affiliate shows happening so that efforts could be focused on making these large transitions occur with minimal impact to ongoing operations.

This year, my own affiliate, Copper State African Violet Club, had to cancel our scheduled show and sale, just like most other affiliates. And there was no opportunity to hold a fall sale, as all venues were restricting in-person events. We did successfully convert to holding our monthly meetings via Zoom. Several of our members had Zoom accounts and were able to teach the rest of us how to use the application. We have opened our meetings up to many AVSA members throughout the Southwestern USA and have even had guest speakers from other states. Continuing with Zoom meetings has kept our members engaged, and we have actually gained two new members.

In March 2020, AVSA made the difficult decision to cancel the in-person convention in Little Rock, Arkansas. This could have left AVSA with no convention activities for the year. I reached out to the Website Committee to ask if it would be possible to host an online show, made up of pictures submitted by members. After some quick research, the Website Committee responded that it could happen, as they were looking into a new website platform and this would allow them to test it out. It was then that we decided to go virtual, and the Virtual Violets 2020 Convention was launched. While it took many long hours by a very small, dedicated team, the end result was a huge success. The virtual show was impressive with 561 exhibits, provided by 136 exhibitors. In all, 68 AVSA affiliate clubs were represented; 35 states in the US and four nations. But the show was not the only event offered. Many of the activities offered at a national convention were made possible, including the new introductions, commercial salesroom, six programs, society awards, a selfies gallery, and other AVSA business activities. I still cannot believe the amount of work that was successfully undertaken to bring this event to the membership in a short, six-week period. It was a very rewarding experience, but not one that any of us want to do again. AVSA has a very talented group of volunteers that can move mountains when we put our minds to it. A hearty THANK YOU to everyone who assisted!

During the fall of 2020, the EC again was confronted with the decision of how to handle the annual convention. The pandemic was continuing to evolve, and no end was in sight. I worked with the Marketing Committee to survey the Board, asking if they were willing to attend an in-person event. Unfortunately, COVID cases were on the rise at the time and many people were uncertain. In November, the decision was made to cancel the Atlanta convention too. The safety of our members was of paramount importance. So, the in-person Little Rock and Atlanta conventions will be pushed out by two years to 2022 and 2023, respectively. I worked with Kathy Lahti to report the findings of our survey and make recommendations to the Helms Briscoe representative.

Cancelling the 2021 in-person event meant that AVSA also had to decide how to host another online convention. I am honored to have been asked to serve as Convention Chair and Mary Corondan as Convention Show Chair. We have gathered many of Virtual Violets convention team and several new members to assist in planning the 2021 Cyber Diamond Celebration. This is especially challenging because it will be AVSA's 75th Anniversary, so we want to make it special. We have been collaborating and will be holding bi-weekly meetings to keep all activities on schedule. A lot of additional activities are

being proposed to boost interaction with members, such as live Zoom meetings, tours with hybridizers/commercial vendors, double the programs, Bingo, a scavenger hunt, and the fundraising auction series. This time around, the team has had much more time to develop the online experience. Also, a registration fee will be charged. Hopefully, the registration fee will raise a small amount for AVSA to offset the losses we are currently incurring.

The committees that report to the 1st VP have been busy and are actively meeting their respective goals for the year. Many have been working with the Website committee to update their information for the new website pages.

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. He held a virtual meeting with many of the commercial vendors after the Virtual Violets convention to ask for feedback. The vendors appreciated the support offered and many noted that, while business had initially dropped due to the canceled events, orders had increased significantly because people were home and working to re-pot their plants and update their collections. Shipping items was becoming more of a challenge due to issues with the postal service.

The Finance Committee has continued to keep the EC well informed of the financial challenges. Without the annual convention, AVSA is expected to lose revenue and operate at a loss. I did assist Terri in researching a variety of PPP loans and grants, made available during the pandemic to support small businesses. Unfortunately, there were no banks willing to work with us at the time. Meanwhile, I did support Terri with a grant application by preparing justification for proposed projects and other supporting reporting. I will work with her to submit this next year's application renewal.

The Fundraising Committee is thriving under Randy Deutsch's leadership. They understand the financial struggle that AVSA has been experiencing and the need to raise operating funds. They have presented a plan to host two major fundraising endeavors per year. The strategy will shift from requesting funds for emergency situations to requesting on an annual basis as part of focused appeals. The committee has developed a marketing approach for the Booster fund. Due to the timing, it was released later than desired, but is providing information on how well an annual appeal can function. The financial functions have been integrated with the iMIS software so donations can be tracked and recorded. The Fundraising Committee has developed a line of promotional items for the 75th convention and booster appeal. I do hope the members like the new items. The pins and t-shirt are beautiful.

The Publications Committee is researching the status of the Biodiversity Heritage Library site. AVSA has an agreement with the BHL that allows the BHL to host digital copies of the AVM, older than three years. Carolee will be contacting the BHL to coordinate these efforts, so the 2016 AVMs can be added to the library system. The annual index was completed on time. Best Varieties submittals were promoted via social media and used of an online submittal process, which garnered much more attention and submittals. Tally Time reporting was not conducted due to the lack of shows during 2020.

The Research Committee has contacted many sources to promote AVSA and plans to continue. The Scholarship Committee reviewed several applications and made a recommendation to award Ms. Sonia Rebecca Munoz, who is studying at Texas A&M, with a scholarship for the 2020-2021 school year.

The Editorial Board assists with reviewing articles for the AVM. Paul Kroll has since stepped down as the Chair. Dale Martens has taken on the role and proven to have excellent skills. The EC has suggested that additional people be recruited to assist.

Teresa Odle has been doing an outstanding job editing the magazine. She is very diligent on meeting deadlines and coordinating with Shirley Jones, 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 documented the standard operating process for preparing the AVM, which outlines the responsibilities of the Editor and Desktop Publisher respectively. I have continued working closely with Teresa Odle, AVM Editor, to proofread each issue of the magazine in advance of it being sent to the printer. There have been a few articles that have really highlighted the joys of our hobby and it's a pleasure to see them. Unfortunately, Teresa has notified the EC that she will be retiring July 1, 2021. I have established a Search Committee and will proceed with soliciting for a new editor to come on board by June, so Teresa can assist in training the new editor on the process.

Amy Carruth has been instrumental in keeping the organization running smoothly. She has had a trying time with the iMIS implementation process. Winston and Amy have been working hand in hand to get the membership management software implemented. This has involved weekly meetings with the staff at ASI/iMIS. She has relied on Stephanie Travis to support other office activities, while she has focused on iMIS integration.

The Salary Committee met during July 2020 to complete the Annual Employee Performance Reviews. This was completed and the information along with the salaries for 2020-2021 for Amy Carruth, Teresa, and Shirley Jones were recorded and confirmed with the Finance Committee. The P&Ps were reviewed regarding the roles and responsibilities of each employee position, and benefits offered to full time staff. A leave policy was documented and shared with Amy and EC.

The role of AVSA Show Schedule Approver kept me very busy through most of 2020. Most affiliates submitted their schedules for approval early in the year, but then had to cancel their events. It was so very disheartening to know that all shows across the country would not occur. Knowing there was a lack of events was a primary reason behind the need to make the Virtual Violets event. Members want to show off their well-grown plants and the online forum is a viable option, albeit far from ideal. The show schedule process has been moved online, taking advantage of the period with no show reports. I have coordinated with the Website Committee and Shows and Judges Chair to post the appropriate information online. This should alleviate the need to mail hardcopy versions of the show schedules or SSA packets; only the rosettes will need to be shipped. The transition also allows for online payments through the new iMIS site, so the funds will be received directly at the Office, eliminating the need to mail groups of checks to the office. Hopefully more of this process can be automated with the iMIS system and on the Member's Only area of the new website.

Also, while there have been no affiliate shows, I coordinated with the Website Committee to move the Tally Time submittal process onto the new website. The reporting process has been streamlined, requiring only one form to be submitted upon completion of a judged show.

As a method of promotion for AVSA, I renewed the application to the Chase's Calendar of Events to have the week of May 30 – June 5, 2021 declared as National African Violet Week, to be celebrated in Atlanta, GA. 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. Unfortunately, I submitted this event in March 2020, not knowing that the Atlanta convention would be cancelled. I have received the renewal notice for 2022 and will submit for the Little Rock convention.

Respectfully submitted,
Susan Anderson

Report of the Second Vice President

Annual Report

Office of the Second Vice President

Mary Corondan

The covid 19 pandemic brought about major obstacles for 2020. A total of only five shows happened the entire year. National and regional conventions were canceled due to required social distancing requirements that were initiated mid-March. Only one judging school was offered the entire year and that was in February. Through Zoom meetings and social media, violet growers kept in constant contact. The AVSA Executive Committee met regularly via video conference meetings that were held from October 25 through December 13 as well as the meetings held throughout the summer. In January, the Cyber Diamond Celebration Meetings began on January 30 via Zoom and continue to date. Although a tremendous amount of time has been required, much has been accomplished.

The Virtual Violets convention was a huge success as AVSA's first endeavor with an online convention. There was excellent participation from the membership. Educational programs were superb, and the sales room promoted our commercial vendors in style. An incredible team of talented individuals were demonstrated such dedication to launch this event in a short time frame.

It was with great regret that it was necessary to cancel the live convention in Atlanta to celebrate AVSA's 75th Convention. Since most of the country was still on lockdown, it was inevitable. The decision was made to launch another online convention, the 2021 Cyber Diamond Celebration Convention. This year, there will be more emphasis on "live" social events and meetings. This will satisfy some of the need to

see faces again. The goal is to keep everything as much like an “in person” convention as possible. High quality photographs will be needed to fulfill the need for beautiful violet specimens in the AVM.

It is a pleasure to serve on the Editor Search Committee. As of this writing, there are three final candidates to consider who are all highly qualified. The hope is to decide on a new editor and have the future editor shadow Teresa in the production of the July/August AVM before taking over responsibilities on July 1 with the September/October issue.

My work as a columnist in the AVM continues with the “*And the winners are...*” column. Since there were only five shows in 2020, there have been few columns to include in the magazine.

I have remained active in my local club which has transitioned to Zoom meetings. Our membership has increased as people are spending more time online and are looking to pursue hobbies to fill their time at home. I serve as Treasurer for both the First Nighter African Violet Society of Dallas and the North Texas African Violet Judges Council. One of the most missed portions of being a violet grower has been the non-existence of live shows and socializing with violet club members across our state and nation.

During the two years, I have continued to absorb most of the responsibilities of AVSA Secretary in addition to my other roles as Second Vice-President and Shows and Judges Chair. It is my hope that someone will come forward to assume this position soon.

Membership rates have had several adjustments under the leadership of Stephen Covolo-Hudson. A global digital membership has been launched as well as a digital only membership. Commercial rates have been reduced to help our vendors monetarily during a difficult time.

Joyce Stork has worked ceaselessly preparing the new AVSA website via WordPress. The website now has great eye appeal and wonderful functionality. It is both gorgeous and exciting to visit. Certainly, those who stumble across it while surfing the web will take notice as it is very inviting.

Linda Hall, Society Award Chair, updated that portion of the website. In addition, Joyce Stork assisted in reworking the Past President’s certificate to include the new AVSA branding. It is much more attractive and has a contemporary look. Affiliates may want to consider using this document as an award or frame it as a gift for their outgoing presidents.

At the 2019 fall Executive Committee meeting, David Kesler, Chair of the Technology Committee, did a presentation to the Executive Committee on various software packages that were available and financially feasible for AVSA. It was with his direction that the Executive Committee made the decision to update the iMIS software that has been used by the AVSA Office for approximately the past decade. Winston Goretsky worked continuously with Amy and the iMIS team the entire year to incorporate the membership and other information into the iMIS database. This data is now in the cloud to protect AVSA files in the future.

The office phone system has been very costly. By working with Amy in transitioning the phone system to Ooma, a VoIP provider, the cost of the office phone lines is now approximately one third of what it was previously.

A Council of Past Presidents is being recommended by the Executive Committee to assist the current president with information to keep AVSA consistent in the decision-making process. The experience of these individuals can provide much insight into matters that occur.

It is a privilege to serve AVSA. My goal is to make a positive difference within the organization.

Respectfully submitted,

Mary Corondan

Report of the Third Vice President

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

General Activities

Note: Report reflects new 3VP Committee activities since last submitted report from October/November 2020, as well as any activities not reported on by individual Committees from 2020-2021.

As stated in the last 3rd VP report from October/November 2020, the year 2020 was definitely one for the record books. Following the AVSA EC vote to reschedule the 2020 Arkansas national convention to 2022, the LSAVC Executive Board also voted to reschedule their state convention to 2021. On top of these 2 major rescheduled events, almost every Texas affiliate cancelled their 2020 events. The Affiliates Committee reported out of 64 events posted in 2020, 39 were reported as cancelled. For 2021, only 8 events are posted and already 2 have cancelled. There is still much uncertainty for any 2021 events due to the COVID-19 pandemic lockdowns.

After a rocky start in early 2020 with some personal health issues, I am happy to report my almost full recovery. Thanks to the EC for your support and assistance during that difficult time.

As Winston Goretsky assumed the role of EC iMIS Project Manager of the iMIS Implementation Project, the 3rd VP role was changed for the duration of this project to that of an EC project team member. Winston and Amy Carruth, AVSA Office Manager (AVSA iMIS Business Project Manager) worked collaboratively on the iMIS project for this past year. For the purpose of this reporting cycle, iMIS project activities will be reflected in the Past President/Office Manager sections provided by Winston and Amy instead of the 3rd VP Technology Committee section where it would normally be reflected.

For historical reporting, it was during my October 2019 Beaumont trip, that “Mother” was born. “Mother” was the Phoenix rising from the ashes as she was the rebirth of the AVSA membership data

collection lost during the disaster. Mother was a critical instrument in AVSA's recovery process, used by Amy over the past 17 months to rebuild lost membership data. Mother was the rebuilt data collection uploaded into the new iMIS system. Amy's invaluable efforts in updating Mother for the upload should be commended. The quality of the information now in iMIS, as well as improved AVSA business processes and workflows are a testament to her efforts. Thank you, Amy for making Mother a successful "Mother of all data collections". Job well done.

AVSA's long 17-month road to recovery from the Tropical Storm Imelda natural disaster has been an incredibly difficult journey not just for the organization, but for everyone who contributed along the way. For anyone who was involved and may not be mentioned in this report, this 3rd VP extends my humble gratitude to you for the generous gift of your skills and your time. Congratulations on a job well done for a successful iMIS implementation as of January 2021. Your valuable contributions have helped AVSA recover from the abyss of disaster. A major milestone has been achieved. AVSA should now focus forward on continued streamlining of our business processes/workflows to maximize all potentials of the new technology architectures/platforms being implemented.

As the iMIS implementation project was in progress this past year, as well as continued COVID-19 pandemic lockdowns, there was no need for the 3rd VP to travel to the national office in Beaumont. Interactions with the national office were performed virtually either by emails, telephone calls, or virtual/online meetings (using Microsoft Teams or Zoom). The EC met virtually almost every Sunday during the Fall of 2020 into early 2021 as part of the iMIS Implementation Project and to address other pending issues before the EC.

Since the last EC report, Amy reported continued multiple power outages at the national office location. The new PC equipment and the Universal Power Supply (UPS) box continue providing invaluable power surge protections for our technology systems (excluding iMIS which is in the cloud). The UPS system has approximately 40-45 minutes of emergency power before it slowly shuts down all equipment powered through the unit. This unit has more than paid for itself in safeguarding the office electronics connected to it.

At my last count, Amy activated the Policy and Procedures Disaster Recovery protocols during several weather and COVID-19 pandemic lockdown events this year. A working draft of new DR protocols for the Policy and Procedures Manual was provided to Amy for her review and comments and I am awaiting her response. I will continue working collaboratively with Amy to finalize a working draft for EC review. This task is on the 3rd VP schedule to have ready for EC review/approval before June 2021 when hurricane season begins. At the very least, the EC should have completed review and approval for an update to the Policy and Procedures by the end of calendar year 2021.

My collaboration continues with all EC officers as part of my responsibilities and to conduct AVSA business as 3rd VP. Since the last formal EC report submitted in October/November 2020, I continue work on all my officer responsibilities and with all assigned committees.

I will continue my focus on extensive public outreach and education about our wonderful AVSA organization and our beloved African violets. I believe our love for African violets brings all of us together as one big family.

Unfortunately, and due to coronavirus concerns, the November 2020 Lone Star African Violet Council (LSAVC) Convention in Fort Worth, TX where I currently hold office as LSAVC President was rescheduled. At this time, plans are still in place to hold the rescheduled LSAVC convention in November 2021 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 have plans to digitize old scrapbooks from FAAVS earlier years to preserve these precious records. 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. Unfortunately, and like most other AVSA affiliates, our 2020 show and sales were cancelled. FAAVS is currently researching outside venues where a sale can be safely held.

As a certified Texas Master Gardener (sponsored by Texas AgriLife/Texas A&M University) certification, I continue to enhance my horticulture skills by completing MG specialist certifications in specific areas of interest. In addition to my certification as a Plant Health and Diagnostics Educator (PHDE), I am now working on certifications in both Greenhouse Management and Entomology. As a Texas Master Gardener and member of the Bastrop County Master Gardeners Association (BCMGA), my role is to function as “boots on the ground” for my county Agriculture Agent. Our local organization provides volunteer gardening resources wherever we are called in our respective counties. We support special projects such as maintaining the Bastrop County Community Gardens, the Bastrop County Animal Shelter grounds, and the highlight of our county, our Butterfly Gardens at Cedar Creek Park. As a BCMGA volunteer, I spend many hours providing horticulture outreach services wherever we are called in our county.

Third Vice-President Assigned Committees

I will continue collaboration with chairs of all the 3VP assigned committees. A quick observation of all 3rd VP committees show 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 AVSA’s strategic plan. A collective list of projects within the 3rd VP committees is included at the end of this report.

For easier reporting, I sent the following list of questions to the 3rd VP-assigned committees to facilitate information gathering:

- **What activities have you done at the local & state level where you reside? (e.g., affiliates you are a member of, what have you done recently, any shows, activities, etc. that you want to share)**
- **Brief list of all projects or tasks you are working on OR have on your scheduled list to do.**
- **Have you been asked to do something that is not on your list of action items? List name of requestor, brief task description, any scheduled they are requesting, etc.?**
- **Any special requests you need from the EC such as something that you think needs to be done that might require EC approval, assignment of budget funding, etc.**

Third Vice-President Assigned Committee: Project List

The following is a list of all ongoing responsibilities and projects identified as of the date of this report and current status by all committees assigned to the 3rd VP:

3 rd VP Projects/ Assignments		
Provide Executive Committee/Executive Board/other committee leadership	Ongoing	<ul style="list-style-type: none"> • Professionally represent membership and be the public face for the AVSA • Attend Executive Committee, Executive Board, and other committee meetings as required • Meet regularly or as needed with 3rd VP committee chairs • Make recommendations for changes to or streamlining policy, procedure, and business process activities for the organization and committees • Report all requests for 3rd VP committee services on a regular basis or as they are submitted to the EC for review, approval, and prioritization • Communicate with project team, EC, Executive Board, and national office staff as needed • Ensure 3rd VP committee reports are submitted in a timely manner and as required • Submit budget information to the EC in a timely manner and as required
Develop IR Strategic Plan	Strategic Information Resources (IR) Plan includes: Mission, Goals, Strategies, Action Items	<p>Initially, documentation continues on information for the plan</p> <ul style="list-style-type: none"> • Identify all IR projects, deadlines, budgets • Document mission, goals • Develop strategies from mission/goals • Develop action items (reporting cycle work activities) from strategies <p>Implementation of regular IR/IT reporting cycle process in progress</p>
3 rd VP Committees- Budget Work	<ul style="list-style-type: none"> • Develop individual 3rd VP committee budgets • Document budget processes 	<ul style="list-style-type: none"> • Began at the start of this reporting cycle (October 2020) • Split out/document/track financial info provided by Finance Committee into 3rd VP Committee budgets • Work individually with 3rd VP committees on all aspects of managing committee budgets, outcomes
Disaster Recovery (DR)Coordination	<ul style="list-style-type: none"> • Enhance/maintain DR protocols for national office and associated assets 	<ul style="list-style-type: none"> • Review and document DR protocols • Enhance DR protocols as needed • Activate DR protocols during any unplanned, unscheduled disaster events • Coordinate all DR activities at national office while focusing on protection of AVSA assets
All Projects	<ul style="list-style-type: none"> • As needed 	<ul style="list-style-type: none"> • Function as business area project manager for all projects as assigned • Ensure all project deliverables, outcomes, and timelines are met • Submit budget information to the EC in a timely manner and as required

Technology		
Provide Executive Board/committee leadership	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Be the public face for your committee Meet regularly or as needed with your committee members Make recommendations for changes to or streamlining policy, procedure, and business process activities Report all requests for committee services on a regular basis or as they are submitted to your committee to the 3rd VP for EC review, approval, and prioritization Function as business area project manager for all projects involving this committee Ensure all project deliverables, outcomes, and timelines are met Communicate with project team, EC, Executive Board, and national office staff as needed Attend EC and EB committee meetings Submit committee reports to the 3rd VP in a timely manner and as required Submit budget information to the EC in a timely manner and as required
2020 Virtual Convention	<ul style="list-style-type: none"> Develop/implement technology infrastructure to support online convention activities 	<ul style="list-style-type: none"> Completed SUCCESSFUL!!!
Website Maintenance	Maintain current AVSA website using current technologies	<ul style="list-style-type: none"> Ongoing No enhancements planned or in progress-on hold pending results of Website Upgrade project
Website Upgrade	(See details under Website Committee)	* This item needs to be built out
Technology Request Process	Document all processes related to requests for technology solutions	<ul style="list-style-type: none"> To begin after this reporting cycle
All Projects	As needed	<ul style="list-style-type: none"> Function as business area project manager for all projects as assigned Ensure all project deliverables, outcomes, and timelines are met Submit budget information to the 3rd VP and AVSA Treasurer in a timely manner and as required

Technology/First Class Software		
Provide Executive Board/committee leadership	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Act in the capacity of the Committee Chair role as defined in the AVSA Policy and Procedures Be the public face for your committee Meet regularly or as needed with your committee members Make recommendations for changes to or streamlining policy, procedure, and business process activities Report all requests for committee services on a regular basis or as they are submitted to your committee to the 3rd VP for EC review, approval, and prioritization

		<ul style="list-style-type: none"> Function as business area project manager for all projects involving this committee Ensure all project deliverables, outcomes, and timelines are met Communicate with project team, EC, Executive Board, and national office staff as needed Attend EC and EB committee meetings Submit committee reports to the 3rd VP in a timely manner and as required Submit budget information to the EC in a timely manner and as required
Develop First Class software strategic direction, priorities	<ul style="list-style-type: none"> Define FC software strategic direction, priorities, budgets 	<ul style="list-style-type: none"> To begin after this reporting cycle Document FC software assets, technologies, processes Develop technical architecture diagram Develop strategic direction statement Prepare FC software financials/budget Define FC project phases (if needed)
All Projects	<ul style="list-style-type: none"> As needed 	<ul style="list-style-type: none"> Function as business area project manager for all projects as assigned Ensure all project deliverables, outcomes, and timelines are met Submit budget information to the 3rd VP and AVSA Treasurer in a timely manner and as required

Website		
Provide Executive Board/committee leadership	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Act in the capacity of the Committee Chair role as defined in the AVSA Policy and Procedures Be the public face for your committee Meet regularly or as needed with your committee members Make recommendations for changes to or streamlining policy, procedure, and business process activities Report all requests for committee services on a regular basis or as they are submitted to your committee to the 3rd VP for EC review, approval, and prioritization Function as business area project manager for all projects involving this committee Ensure all project deliverables, outcomes, and timelines are met Communicate with project team, EC, Executive Board, and national office staff as needed Attend EC and EB committee meetings Submit committee reports to the 3rd VP in a timely manner and as required Submit budget information to the EC in a timely manner and as required
Website Maintenance	<ul style="list-style-type: none"> Maintain current AVSA website using current technologies 	<ul style="list-style-type: none"> Ongoing No enhancements planned or in progress-on hold pending results of Website Upgrade project
Website Upgrade	<ul style="list-style-type: none"> Update AVSA website to new industry-standard platform 	<ul style="list-style-type: none"> In Progress

		<ul style="list-style-type: none"> Update AVSA website to new industry-standard platform (e.g. WordPress, etc) Expand website content Update content, style for more contemporary look that aligns with AVM to provide consistency across AVSA communication channels
Website Request Process	<ul style="list-style-type: none"> Document all processes related to requests for website solutions, activities 	<ul style="list-style-type: none"> To begin after this reporting cycle
All Projects	<ul style="list-style-type: none"> As needed 	<ul style="list-style-type: none"> Function as business area project manager for all projects as assigned Ensure all project deliverables, outcomes, and timelines are met Submit budget information to the 3rd VP and AVSA Treasurer in a timely manner and as required

Plant Registration/ Master Plant List		
Provide committee leadership	Ongoing	<ul style="list-style-type: none"> Act in the capacity of the Committee Chair role as defined in the AVSA Policy and Procedures Be the public face for the committee Meet regularly or as needed with committee members Make recommendations for changes to or streamlining policy, procedure, and business process activities Attend regular Executive Board committee meetings
Plant Registration Automation	Automate plant registration process using .PDF technology	<ul style="list-style-type: none"> Completed Hybridizers can now submit plant hybrid registrations via an automated process using .PDF technology
Master Plant List	Maintain master plant list used to prepare Master Variety List publication	<ul style="list-style-type: none"> Ongoing Periodic publication Publication scheduled needs to be documented for historical/future use
Plant Parentage Requests for Info	<ul style="list-style-type: none"> Respond to requests for plant parentage Review plant registration/master plant list info to obtain parentage info Prepare and send response to requestor 	<ul style="list-style-type: none"> Ongoing Periodic publication Publication scheduled needs to be documented for historical/future use
Archival of Plant Parentage Records	<ul style="list-style-type: none"> Create and maintain electronic archive of all plant registration records 	<ul style="list-style-type: none"> Ongoing Coordinate with Joe to ensure process to create electronic plant registration records is in place, documented, and available for review
All Projects	<ul style="list-style-type: none"> As needed 	<ul style="list-style-type: none"> Function as business area project manager for all projects as assigned Ensure all project deliverables, outcomes, and timelines are met Submit budget information to the 3rd VP and AVSA Treasurer in a timely manner and as required

Affiliate

Provide Executive Board/committee leadership	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Act in the capacity of the Committee Chair role as defined in the AVSA Policy and Procedures Be the public face for your committee Meet regularly or as needed with your committee members Make recommendations for changes to or streamlining policy, procedure, and business process activities Report all requests for committee services on a regular basis or as they are submitted to your committee to the 3rd VP for EC review, approval, and prioritization Function as business area project manager for all projects involving this committee Ensure all project deliverables, outcomes, and timelines are met Communicate with project team, EC, Executive Board, and national office staff as needed Attend EC and EB committee meetings Submit committee reports to the 3rd VP in a timely manner and as required Submit budget information to the EC in a timely manner and as required
Maintain Affiliate Training Documents	<ul style="list-style-type: none"> Develop as required, new Affiliate training materials Publish Affiliate training materials 	<ul style="list-style-type: none"> Ongoing Develop new materials as needed Publish to membership using all available tools (e.g. website, social media, etc) Coordinate with Website Committee to place all Affiliate training materials onto new AVSA website
Maintain Affiliate Demographic Info	<ul style="list-style-type: none"> Document/record all affiliate demographic info into AVSA membership database Periodically contact affiliates to confirm accuracy of affiliate records 	<ul style="list-style-type: none"> Ongoing Coordinate with Amy to ensure affiliate info is accurately recorded in AVSA records Work with Amy to ensure all Affiliate info is accurately uploaded as part of new iMIS system implementation Note: needs to be coordinated with Jeri and Amy for iMIS implementation
Maintain Affiliate Event Info	<ul style="list-style-type: none"> Document/record all affiliate events into AVSA records, systems Submit info for publication in AV Magazine 	<ul style="list-style-type: none"> Ongoing Coordinate with Amy to ensure affiliate event info is accurately recorded in AVSA records Work with Amy to ensure all Affiliate event info is accurately uploaded as part of new iMIS system implementation and AV Magazine publication
New Committee Member Training	Train new committee members	<ul style="list-style-type: none"> Ongoing
All Projects	As needed	<ul style="list-style-type: none"> Function as business area project manager for all projects as assigned Ensure all project deliverables, outcomes, and timelines are met Submit budget information to the 3rd VP and AVSA Treasurer in a timely manner and as required

Violet Preservation		
Provide Executive Board/committee leadership	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • Act in the capacity of the Committee Chair role as defined in the AVSA Policy and Procedures • Be the public face for your committee • Meet regularly or as needed with your committee members • Make recommendations for changes to or streamlining policy, procedure, and business process activities • Report all requests for committee services on a regular basis or as they are submitted to your committee to the 3rd VP for EC review, approval, and prioritization • Function as business area project manager for all projects involving this committee • Ensure all project deliverables, outcomes, and timelines are met • Communicate with project team, EC, Executive Board, and national office staff as needed • Attend EC and EB committee meetings • Submit committee reports to the 3rd VP in a timely manner and as required • Submit budget information to the EC in a timely manner and as required
Maintain current AVSA information related to preservation of vintage and other important African Violets on record	<ul style="list-style-type: none"> • Ongoing <p>Recommend and facilitate business activities related to maintaining current information</p>	<ul style="list-style-type: none"> • Create and implement preservation activities that support the business activities under the preservation venue • Coordinate with the national office and the Plant Registration/Master Plant List Committees as needed for all needs related to AV records • Be the public face for the committee • Meet regularly or as needed with committee members • Make recommendations for changes to or streamlining policy, procedure, and business process activities • Attend regular Executive Board committee meetings
AV Magazine Articles	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • Write articles for the AV Magazine • Solicit articles for the AV Magazine
All Projects	<ul style="list-style-type: none"> • As needed 	<ul style="list-style-type: none"> • Function as business area project manager for all projects as assigned • Ensure all project deliverables, outcomes, and timelines are met • Submit budget information to the 3rd VP and AVSA Treasurer in a timely manner and as required

Respectfully submitted,
 Glenda Williams

Office of the Secretary

Annual Report
Office of the Secretary
Open

The responsibilities of the Secretary have been distributed among several members of the Board. Mary Corondan, Sue Ramser, and Linda Hall assisted in assuring the duties of the Secretary were completed.

Report of the Treasurer and Finance Chair

Annual Report
Office of the Treasurer and Finance Chair
Terri Post

During the year 2020, I attended many zoom and team executive committee meetings in order to keep AVSA operating efficiently. COVID provided many challenges; but I feel that we were able to keep on top of them.

Since I am a member of the Salary Committee, we met by zoom and made several decisions during the year. Several decisions and discussions were made through emails and phone calls also.

Through all of the upheaval in 2020, 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**

The year 2020, has seen a lot of activity, which seems greater than in other years., The world has had to adjust to transacting business and other activities remotely and with technology, which for many, has previously been a new experience. Covid-19 has taught us that we CAN endure, and that we will NOT be stopped.

On February 5-10, 2020, I attended 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, 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 way.

Throughout the year, I have participated in many on-line video conference meetings with the AVSA Executive Committee (E.C.) and helped carry out the business of AVSA.

As directed by the E.C., I finalized and executed a 5 Year (3/1/20 – 2/28/25), Prepaid Usage Contract with Advanced Solutions International, (ASI) for the iMIS™ Software Solution, used for Membership, Merchandise, Fundraising, Event Management, and many other capabilities required to manage the activities of AVSA. Being a cloud-based solution, this service provides us with a managed hardware and software environment, complete backup and security included, and maintains the latest software upgrades as they become available.

As the appointed project manager for the implementation, I worked closely with the ASI team to design a Development, Deployment, Testing, and Implementation schedule, which allowed Amy Carruth and me to prepare the system for the “go-live” public launch on Jan 05, 2021.

Amy Carruth and I worked together with the WordPress website development team, to integrate and coordinate our efforts, to make sure the best solution would be realized by the membership and public, who are drawn to our organization through the website.

As with many implementations like this one, we experienced challenges and overcame hurdles, and have now stabilized functionality to a more routine basis.

Members now have the ability to enroll in automatic membership renewal and have the choice to pay online by Check (ACH) or as before by Credit Card or PayPal. Many repetitive and tedious activities have now become more streamlined and should help to make things run smoothly.

New features of the software will be rolled out over time, as the need or demand becomes apparent.

I have been elected to the AVSA Board of Directors and look forward to serving AVSA to the best of my abilities. I hope that I am able to help continue the success of this great organization and will serve in the Capacity of Director until the completion of the Annual Meeting in 2023.

Respectfully submitted,

Winston J. Goretsky

Reports of Elected Directors

Douglas Allen

AVSA is doing a relatively good job of finding ways to move forward in spite of the covid-19 pandemic. I have not been part of an AVSA Board Meeting via ZOOM or some other system, but I do have a couple of items to report on.

MINI-AUDIT AS PART OF FINANCE COMMITTEE

Randy Deutsche and I worked with Teri Post to randomly check a number of transactions that took place during the year. All details checked out perfectly.

LEGACY SOCIETY INITIATIVE

A number of years ago Rex Pershing, Richard Nicholas and I worked to initiate a Legacy Society for AVSA. I had suggested this in the past and worked with Rex and Richard to put together a proposal. While the initiative has been a success, I believe it has potential to be expanded successfully. I understand Linda Hall has agreed to chair the Legacy Committee as part of the Fundraising Committee and I would be happy to help her in this effort.

My wife and I are looking forward to being part of the 2021 distanced convention.

Douglas Allen

Minh Bui

2020 was a disappointing yet unexpected year. I purchased several dozen AVs from our vendor list and was set to distribute them after a presentation for a local gardening club in March 2020, which was canceled, leaving me with too many AVs to care for. May they rest in peacefully in the compost pile.

All meetings for the Baltimore AV Club were canceled for most of 2020 and indefinitely, until further notice. I judged 3 shows in 2019, and was asked to judge 2 shows in 2020, both which were canceled.

I was nominated to be President of the National Capital Area Chapter of the Gesneriad Society for 2021-2023, which I accept.

I remain the Affiliate Chair for the Mid-Atlantic AV Society and was recently asked to be the Awards Chair, which I have accepted.

I continue to write articles for the AV Magazine every now and then, including UV: Feared and Forgotten, and a joint collaborative assessment of far-red light and write-up with 3 other AVs growers to be submitted to the AV Magazine in Spring 2021.

Dr. Minh Bui

Stephen Covolo-Hudson

There haven't been any shows to report on, and clubs aren't allowed to meet either. Some clubs moved to Zoom platform meetings. That's been the extent of keeping their clubs on track.

I was capable of giving several Zoom programs to some of the clubs. One club did a plant swap/truck meeting. It took place in a parking lot. The event was open to club members. This happened before the onset of the harsh winter weather.

Stephen Covolo-Hudson

Richard Craft

I was installed as a director in 2019 at the Houston convention.

AVSA Committees

Advertising Committee Chair

Marketing Committee Co-Chair and YouTube Channel Head

Library Committee Vice Chair (photographer and videographer)

Affiliates Point of Contact

My Zone 5 affiliates include 2 U.S., 4 Canadian, and 1 each from Mexico, Western Australia and Japan. The Japan affiliate never had any contact information and is currently inactive. Emails to my 9 affiliates garnered 2 responses. I replied to both, but never heard back from them.

Virtual Violets Convention 2020

In lieu of a physical convention for 2020, it was decided to design a new website and simulate actual convention events. My responsibilities included:

- Commercial salesroom with 16 participants. Of those, 6 joined AVSA as new Commercial members.

- Educational presentations featuring 5 prerecorded topics. Each presenter provided a PowerPoint presentation complete with voiceover narration.
- Provide technical assistance for overall web development.

Cyber Diamond Celebration Convention 2021

This year’s 75th anniversary convention in Atlanta was canceled and another website is being developed similar to last year’s Virtual Violets Convention. Expanded plans include more interactive sections utilizing Zoom sessions throughout convention week. My responsibilities are similar to last year— Commercial salesroom and educational presentations—with a much larger emphasis on providing technical support for the entire website.

Copper State African Violet Club Show (Mesa, Arizona)

I and another club member will be traveling to Arizona in March to help Candace Baldwin and Susan Anderson with their 2021 show including setup, sales and judging. I plan to enter African violets and gesneriads.

Glitter Gulch African Violet Growers (Las Vegas, Nevada)

I have been serving as club president since we were chartered in 2017. We are fortunate to have a meeting place that has allowed us to hold our club meetings in person during the continuing pandemic. Mask wearing and social distancing continue to be a standard. We are a teaching club and I make frequent presentations.

All of our club members are AVSA members.

Plans are being made for our first show and sale in May. We have 2 people from Arizona and 1 from California tentatively scheduled to judge our show.

Respectfully submitted,

Richard Craft – AVSA Director

Randy Deutsch

Director Name: Randy G Deutsch Date: March 1, 2021

Home City and State: Sioux Falls, SD

Serving until: Virtual 75th May 2021

AVSA Policies and Procedures lists specific duties for Directors (page 43).

1) Which AVSA meetings did you attend this year?

Board of Directors, Virtual Yes X No

Annual Meeting, Virtual Yes NO

Board of Directors, Virtual Yes No

If any were not attended, what was your reason for absence?

- 2) Have you reviewed the AVSA Bylaws and the *AVSA Policies and Procedures* in the last year?

Yes No (Parts of them)

- 3) Are you a member of an AVSA Standing Committee? Please list.

Finance Committee, and the Society Awards, Convention Show Awards Committee

Are you satisfied participating here or would you prefer to make a change to another area?
Please provide details.

Very happy with my positions

- 4) In what AVSA Affiliates are you actively participating this year? Please list any elected or committee positions.

Member of the Omaha African Violet and Gesneriad Society, Vice President

African Violet Society of Minnesota

Missouri Valley African Society Council, Treasurer, Convention Chair

Did you handle any concerns or questions from the AVSA members or affiliates in your area?
Yes

If so, please list and explain.

How to handle the covid situation with the Council Show in Omaha

Are all problems resolved or do you believe that AVSA needs to respond in some additional way?

All problems have been resolved.

- 5) *Policies and Procedures* requires that you contact the AVSA President for clearance

before asking the office staff or Editor for assistance or information in

matters relating to your position as a AVSA Director. Do you agree to honor this

requirement? Yes No

- 6) Do you have any additional thoughts or concerns to share at this time?

I really believe that AVSA needs to focus on reducing spending. I believe there are two main areas of spending besides the annual convention. Those two areas need to be looked at hard and I know that a decision within those two areas will come hard, but without making some kind of hard decision the society and its future may in be jeopardy.

Randy Deutsch

Sharon Gartner

A Director's Report was not submitted.

Winston Goretsky

A Director's Report was not submitted.

Nancy Hayes

A Director's 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.

Jill Jensen

David Kesler

In 2020 I haven't had the opportunity to provide any service to our membership outside the normal things I do with First Dallas and my efforts in the First Class for All and FCViewer programs. A pretty complete list of my activities on the tech front have been sent to Glenda.

David Kesler

Neil Lipson

For the calendar year of 2020, there were significant changes in what the AVSA members have dealt with, but it did not affect the dedication and desire to grow these beautiful plants.

There were actually some benefits to the COVID shutdown with a reduction of insects and viruses spread to our collections, and in many cases, the care of growing these plants has improved for many people. I am hearing that there are fewer cases of INSV, thrips and many other pests with the exception of mealy bugs, which are very persistent once introduced to a grower's collection.

At this moment, the COVID virus is still active and mutating. The age group that this virus affects most are seniors, which constitutes the majority of our growers in AVSA.

Shows will return eventually. However, there are some locations that do not have easy access for our members to reach because of limited airfare routes to these cities. Seniors have especially difficult times with layovers, and this will affect attendance for those locations.

On a totally different subject, there are some commercial growers (not many) that have not treated the society well at all. Fortunately, they are few and far between, but the growers have noticed their behavior and have taken steps to not purchase from them.

The growers I have stayed in touch with are biding their time until the shutdown is over and thankfully these trying times have not reduced their love for the hobby and their desire to spread the word once the shutdown is over.

Neil Lipson

Linda Price

Madam President and Board Members,

In 2020, due to the corona virus pandemic, African violet shows and meetings slowly ground to a halt in the State of Florida.

Central Florida AVS, my home club, was one of the last in the state to hold a regular show. We were unable to even hold our regularly scheduled monthly meeting two weeks later because our meeting site, a senior citizens center, closed its doors without prior notice because of the pandemic!

At present, many clubs are holding Zoom meetings, texting each other or sending out newsletters to members to keep them informed about their club's plans and AVSA plans. Members are

scrambling to receive their COVID-19 vaccinations. Most members are lamenting this sad state of affairs and eager to begin holding regular meetings once more.

People are looking for new hobbies and want to participate in African violet club meetings. In the last few months, we have been contacted by three different people who want to join our Society. Is it possible there will be a renewed interest in growing African violets from prospective members in the coming years? Let's hope so.

Respectfully submitted,

Linda R. Price

Mary Thompson

As you can imagine, not much happened with clubs this year. I was going to retire, but I decided to keep working. My plan in 2020 was to visit all the affiliates I have been assigned to. Our state (California) is starting to open and hopefully affiliates will get back to meeting. I will retire and plan to visit them. I know some affiliates, like ours have started Zoom meetings. In the meantime, I have contacted all the affiliates to check and see how they are doing.

Cordially,

Mary Thompson

Sharon Shannon

Work has been continuing and progress has been made on the Convention Manual. One of the largest sections, the section describing the Convention Director's responsibilities, has been completed with the direction and guidance of Kathy Lahti, and will soon be available for review. As this manual was written so long ago and things have changed so much, this whole section needed extensive rewriting and updating. In doing this section, several modifications had to be made to Sections I and II for consistency (Sections I and II had been completed last year). Work will be continuing on sections III, IV, and V, as well as the Appendix.

Thanks,
Sharon Shannon
Director

Sandra Skalski

A report was not submitted.

Reports of the Standing Committees

Advertising

AVM Advertising Chair activities since March 1, 2020

Thank you to the Executive Committee for:

- Approving a request to reduce the Commercial member's annual dues from \$60 to \$50
- Approving the digital option of the African Violet Magazine (AVM)

With the digital option implemented, the ads inside the magazine are clickable and link to the advertiser's business. This has had a positive impact for the advertisers, and some have reported increased traffic to their websites.

Clickable ads continue to run in the Growing Tips email newsletter and advertisers report even more web traffic, most likely due to the fact that the Growing Tips has 2-3 times more subscribers than the AVM.

Billing for AVM ads has been delayed due to the changeover of the old AVSA website to the new WordPress website and its integration with the iMIS membership database. The new method involves our office manager creating an electronic invoice and uploading it to the Commercial member's account on iMIS. When I send the email invoice, I include instructions how to access their accounts and pay the electronic invoice with a credit card, PayPal or an e-check.

Ad Changes

One advertiser down-sized their full-size ad to a ¼-page ad.

Two advertisers up-sized their ads from 1/16-page to 1/8-page.

One advertiser up-sized their ad from 1/16-page to ¼-page.

New AVSA Commercial Members

As previously reported in the Fall 2020 report, we gained six new Commercial members during the Virtual Violets Convention with one new Commercial member joining in November 2020:

- Legacy Violets (Michigan) The owner placed a self-created 1/16-page ad to begin in the May/June 2021 AVM.

2020 AVM Ad Revenue

\$7784.00

Increased Commercial Member Engagement

Joyce Stork and I are in the process of contacting all of our Commercial members with plans to participate in the Cyber Diamond Celebration Convention. They will be asked if they want their businesses to be featured on the Salesroom webpage. Several improvements from last year's Virtual Violets Convention are planned to increase the exposure of their businesses. These include video tours of their facilities and making appearances in Zoom social sessions.

Respectfully submitted,

Richard Craft – Advertising Committee Chair

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

Affiliate Chair

Commercial Activities

Madam President and Board Members:

Thanks to the creativity and computer expertise of the AVSA Executive Committee and others, the commercial members were given the unique opportunity to participate in AVSA's first virtual convention. Feedback indicates this was a resounding success and a wonderful business expansion platform for our AVSA commercials. A heartfelt "thank you" goes out to all those who made the virtual convention possible!

One issue involving a virtual convention commercial member participant needed attention and was dealt with professionally and conclusively by Richard Craft, AVSA Advertising Chair. Thank you, Richard, for dealing so well on AVSA's behalf with a volatile situation.

Linda Hall compiled the annual 2020 Vacation Guide for the AVM. Thank you, Linda!

Thanks go again 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 have resulted in increased commercial memberships.

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.

A "no funds needed" budget submission was made.

Sincerely,

Lynn Lombard

Convention

Our 2020 Convention scheduled for Little Rock, May 22-2020 – May 31-2020 was canceled due to the COVID-19 pandemic. Most of the work for this convention had been already done. It has been rescheduled for May 29, 2022 – June 5, 2022. A Virtual Convention was held in May of 2020. Let's all keep our fingers crossed that we will be able to attend our rescheduled 2022 convention in Little Rock next year.

I also needed to cancel our Atlanta 75th Anniversary Convention which was scheduled for May 29, 2021 – June 6, 2021 due to COVID. The Atlanta Convention has been rescheduled for May 28, 2023 – June 4, 2023. Some of the work had already been done. A Cyber Convention will be held in May/June of 2021.

I have been working with Sharon Shannon on revising the Convention Manual. We are making progress. This takes time. A good share of the material in the current Convention Manual needs to be redone or updated.

As far as the ability to hold a convention, here is hoping for a better 2022 year and thereafter.



Kathy Lahti
AVSA Convention Director

Convention Show Awards

This is a very brief report. Again, the awards from the national convention will be carried forward and used for the 2022 National Convention in Arkansas. I have written an article for the AVSA magazine letting the membership know what I am doing.

There have been no awards sent to me since early fall last year. So even though we are carrying forward the awards I feel that we all need to remind people to donate. Below is what has been collected so far.

\$4,300	Specific Awards, Amateur Horticulture
\$2,265	Undesignated Awards, Amateur Horticulture
\$155	Specific Awards, Amateur Design
	Specific Awards, Commercial Horticulture
	Undesignated Awards, Commercial
	Undesignated Awards, Design
	Undesignated Awards
\$6,720	Total Reconciliation

\$6,720	Total Amount
\$1,350	Amounts not yet received
\$625	Carry Forward Awards

Sharon Gartner

Finance

See Treasurer's Report submitted by Terri Post

Library

Kurt Jablonski was recently appointed Library Committee Chair.

Membership and Promotion

This past year the membership committee reevaluate the "sandwich board options" for joining AVSA. It was submitted to the EC. The EC then added their input, and the changes can now be found on the new AVSA website and on the white protective cover that arrives bi-monthly with your AVM magazine. On the new AVSA.org site, the membership information can be found by clicking on the participate tab. The reasoning behind this was to eliminate unneeded and redundant membership options. It was also needed since the inception of the Digital Membership, which occurred this year, too.

The new membership program iMIS is being implemented, which will streamline our whole data caching and processing. Something so needed; further information is Winston Goretsky's article on page 5 of the Jan-Feb 2021; AVM. Praise to all those involved in undertaking this massive project.

Respectively submitted,
Stephen Covolo-Hudson, Chair

Nominating

The Nominating Committee was selected, and the members were Kathy Lahti (Minnesota), Sandra Skalski (New Jersey), Trudy Brekel (Colorado), Mary Thompson (California) and me from Missouri. As you can see, we represented diverse parts of the country.

We met many times via Zoom. Finally, with all members offering suggestions for directors, secretary and third vice-president we began the process of contacting them. In the end, we had 3 candidates for third vice-president, 6 for directors and none for secretary. I personally contacted 16 persons for the secretary position and was turned down by all of them. At that point, I called Sue Ramser and offered some suggestions made by the Nominating Committee on how this might be handled. I then put it in writing and emailed it to Sue to present to the Executive Committee at the fall meeting. I do not know the final results of our suggestions.

The Committee selected Sharon Shannon (New Mexico) as their candidate for third vice-president.

The Committee selected the following as the candidates for directors:

Scott Ammann (Illinois)

Kurt Jablonski (Florida)

Patricia Matson (Wisconsin)

Leonard Re (California)

Danny Tidwell (Arkansas)

There are two third vice-president applications and one application for director that will be transferred to the next Nominating Committee Chair.

Linda Hall, Chair

Plants Registration and Master Plant List

Since the 2019 Annual report the committee has not had much activity, probably partially due to the COVID-19 pandemic.

- What activities have you done at the local & state level where you reside? (e.g. affiliates you are a member of, what have you done recently, any shows, activities, etc that you want to share) *All local shows and meetings have been canceled. I participated in the AVSA Virtual Show by managing the New Introductions section.*
- Brief list of all projects or tasks you are working on OR have on your scheduled list to do. *We have begun processing registration applications through a fillable PDF form and online payment of registration fees, making the process all electronic.*
- Have you been asked to do something that isn't on your list of action items? List name of requestor, brief task description, any scheduled they are requesting, etc? *We occasionally get requests for parentage of registered cultivars. For those applications that have been scanned, or for PDF applications, lookup is easy. The older applications are on five reels of microfilm, but some of them are too faded to make out the parentage.*
- Any special requests you need from the EC such as something that you think needs to be done that might require EC approval, assignment of budget funding, etc. *Nothing at this time.*

Joe Bruns, Chair

Publications

The year 2020 was a bit uneventful for the Publications Committee. Because we elected to not produce and sell a 75th anniversary book, I worked with Teresa Odle to focus on sharing memories with photos of people and winning hybrid varieties from the past 25 years since the 50th anniversary in each issue leading up to the virtual convention.

In the July-August issue of AVM I announced what was being planned for future issues, and since then I have submitted AVM articles focusing on:

- Views from our AVSA Past Presidents regarding how AVSA has evolved during the past 25 years.
- Views from our commercial members describing how their business has changed during the same period.
- Major changes Dr Jeff Smith has witnessed in African violet “firsts” in the past 75 years regarding mutations and sports through hybridizing.
- In another article I focused on the Biodiversity Heritage Library and how members are able to access past AVM articles.
- Last will be an article in the March-April AVM about the evolution of Best Varieties and the Honor Roll of violets with a focus on the emergence of the Russian and Korean hybridizers.

As part of the research for the Biodiversity article, I was challenged by Tom Glembocki to bring the Index of Magazine Articles up to date with consistency of the information provided, especially with those early

issues. I went through every issue of AVM from 1947 to 2020 to verify the accuracy of the contents to update the index spreadsheet.

A large thank you goes to Terry Klemesrud for all the work she has done over the years to update the Index of Magazine Articles. She has elected to retire from this assignment, and since I had already updated the very large spreadsheet, I volunteered to continue sending the bi-monthly updates to Tom. I will be working with the Biodiversity Heritage Library to bring the library up to date, as it currently ends with the 2015 issues.

I am grateful for the support of my committee members, although there has not been a lot to discuss this year! I am lamenting the loss of our editor Teresa Odle as she has been a wonderful person to work with. Her talents have brought the AVM to a new level of excellence, and I hope that AVSA is successful in hiring a replacement to match her caliber.

Carolee Carter, Chair

Research

The committee membership current is the following:

Dr. Jeff Smith – Chairman

Dr. Minh Bui

Dr. Elmer Godney

Ms. Pat Sutton has been on the committee for many years but attempts to contact her over the last few weeks to confirm her willingness to continue to serve on the committee have been unsuccessful.

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 2020 grant applications to The Gesneriad Society were all on other genera with no applications relevant to the AVSA.

New Business

With the untimely death of Dr. Richard Nicholas, Dr. Minh Bui has been appointed to the Research Committee. We are delighted to add his expertise to the committee. No new grant requests were received in 2020.

One new grant proposal was received in mid-February 2021. This proposal is from Dr. Cornelius Mulili Kyalo from the National Museums of Kenya. The title of the proposal is “The conservation of African violets (*Streptocarpus*) in the wild: population expansion and community awareness, costal Kenya”. This proposal is currently under review. The committee is favorable to the proposal. We are currently in communication with the AVSA Board of Directors concerning funding availability. We are also

communicating with Dr. Kyalo concerning some of the details in the proposal. Dr. Kaylo has already agreed to publish the results of his work in the African Violet Magazine.

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

Salary

The duties for the Salary committee were completed in June 2020. Staff provided their individual self-appraisals and the documents were shared with the committee. Employee evaluations were completed by the committee members. A summary of the evaluations was presented to the Office Manager and AVM Editor, respectively.

Due to the situation surrounding the COVID-19 pandemic and the serious, negative financial impact of canceling convention in 2020, the Salary Committee recommended maintaining current salaries for all staff. These amounts were included for the 2020-2021 budget. It was deemed that our priority would be to maintain employment of staff and continue operations and production of the magazine to serve the membership without interruption.

The financial status of the organization was reviewed six months later and found to have not improved; thus, mid-year salaries adjustments were not implemented.

On January 15, 2021, Teresa Odle submitted her letter of resignation, effective July 1, 2021. A Search Committee has been formed: Susan Anderson, Chair/First VP; Mary Corondan, Second VP; Dale Martens, Editorial Board Chair; and Jill Jensen, Director.

The AVM Editor position description was reviewed, revised and approved by the committee and EC. A job posting was prepared and posted on the AVSA website, JournalismJobs job board, and Indeed job board. (Susan Anderson established employer accounts with these two online job boards.

JournalismJobs charged \$50 for a one-month run, which required a special request for non-profit rate. Similarly, Indeed staff allowed a no-charge option after personal request due to non-profit status.)

The committee will review the application materials and conduct interviews via Zoom with qualified candidates. Teresa has graciously agreed to assist with reviewing resumes to identify candidates with the appropriate skills and abilities required for the position.

The Search Committee will conduct interviews via Zoom with qualified applicants to assess skills and experience. Top candidates will be recommended for a second round of interviews with the AVSA President, Advertisement Chair, and others, as appropriate. An employment offer will be presented to the preferred candidate. Due to AVSA's financial status, the committee will be very conscience of the proposed salary and will work in close collaboration with the Finance Chair/Treasurer prior to making any offer of employment.

The Search Committee is proceeding with the intent of bringing a new Editor onboard by May 1, 2021, so he/she may be mentored by Teresa for one issue and experience the current, two-month publication process.

Susan Anderson, Chair

Shows and Judges

In 2020, there was only one judging school offered. This reduction was due to restrictions of the pandemic regarding in person gatherings. From this school, there were five students whose certificate is pending their proof of blue ribbons. Four were first exams, and one is a renewal.

The senior judge's exam was taken by 16 students. The first senior judge's exam was taken by three students, five took their second exam, and four took their third exam. Four judges will earn their Master Judge's certificate in October of 2021. They are Carolee Carter (FL), Betsy Fox (WI), Gail Podany (MN), and Barbara Werness (MN).

A total of five shows were reported. This number is down because of social distancing required by the pandemic. The average number of shows is about 70. Two affiliates did not return the results from their show after reminders were sent. The SSAA award was earned by two shows, the SSA awards was given to one show, and two shows received neither award.

Income received from rosettes and SSA packets totaled \$544. Expenses for postage and supplies for 2020 were \$93.14. I absorbed all the expenses for judges' certificates and postage.

Due to the covid 19 pandemic, all judging certificates have been extended indefinitely. This has severely impacted the number of shows. The only exception to this is senior judge's exams which should be taken on schedule. When clubs begin to host shows again, the extended expiration dates of current judging certificates will be announced in the Shows and Judges column of the ***African Violet Magazine***.

In 2020, I served as the Virtual Violet Convention Co-Chair. I will be serving as Show Chair for the 2021 Cyber Diamond Celebration Convention to be held as an online event.

Mary Corondan, Chair

Society Awards

To date, we have only received one new nominee for the Hudson Award, but we do have a couple of carryovers from last year.

There are several nominees for Honorary One Year Awards and a couple of other nominees for other awards. It has been a slow year for nominees, which I am certain the cancellation of last year's convention slowed the process. If we are not out there in front reminding people, they forget.

We did honor 10 persons at the 2020 virtual convention and hope that this year's recipients will be pleased that they are remembered.

Linda Hall, Chair

Reports of Special Committees

Best Varieties and Honor Roll

The purpose of the committee is to collect nominations for the best varieties from members, non-members and affiliates. They are then tabulated, and the top 25 violets are published in the November/December African Violet Magazine.

The number of votes that could be submitted by each person was 5. I used the setup for online voting links on several of the Facebook pages and the AVSA website. These votes come to me when a person submits their vote.

The voting increased this year with a total of 1137 votes and 638 varieties.

I was able to add 2 varieties to the Honor Roll from the votes that I received.

I look forward to the votes we will receive next year and hopefully they will increase even more now that people are becoming aware that they can vote on their favorite violet.

Respectfully submitted,

Trudy Brekel

Bylaws

During 2020, the Bylaws Committee was asked to prepare amendments to ARTICLE IV, Officers and their Duties, Section 1, Elected Officers, and Section 2, Regional Directors, ARTICLE V, Nomination and Elections, Section 1, Eligibility, and ARTICLE X, Committees, Section 1, Standing Committees, and Section 2, Special Committees, of the bylaws. The proposed changes are made to clarify and maintain consistency in our bylaws. Adding the new committees to the Bylaws is simply to formalize what we're already doing.

Corresponding changes were prepared for the Policies and Procedures Manual.

Accordingly, the Bylaws Committee undertook the assignment, and the proposed changes were submitted to the President for publication in the March-April 2021 *African Violet Magazine* to be considered for adoption at the 2021 virtual Annual Convention.

Copies of the proposed amendments are attached to and made a part of this report.

NOTICE OF PROPOSED AMENDMENTS TO AVSA BYLAWS

NOTICE IS HEREBY GIVEN that the following proposed amendments to AVSA Bylaws, Articles IV, V and X will be voted on at the AVSA 2021 Virtual Annual Convention.

Article IV

Officers and Their Duties

Section 1

Elected Officers:

It is proposed to insert in the first line of the opening paragraph, after the word “shall,” the following words: “**be members of AVSA in good standing and . . .**”

First paragraph currently reads:

“The elected officers of this Society shall fulfill the duties prescribed by these bylaws and by the parliamentary authority of the Society. The elected officers of this Society shall be:”

If adopted, Article IV, Officers and Their Duties, Section 1, first paragraph under the heading “Elected Officers” would read:

The elected officers of this Society shall **be members of AVSA in good standing and** shall fulfill the duties prescribed by these bylaws and by the parliamentary authority of the Society. The elected officers of this Society shall be:

* * * * *

Section 2

Regional Directors:

It is proposed to add the following new paragraph 1:

“All Directors shall be members in good standing of AVSA.”

Article V

Nomination and Elections

Section 1

Eligibility:

It is proposed to amend by striking out paragraphs 1 and 2 and replacing with the language below.

Paragraphs 1 and 2 currently read:

1. To be eligible to be an elected officer in the Society, a nominee shall be a member in good standing and have served at least two (2) years as a member of the Board of Directors.
2. To be eligible to be a Director, a nominee shall have shown outstanding leadership in African violet related activities.

If adopted, Article V, Nomination and Elections, Section 1, Eligibility, paragraphs 1 and 2 would read:

1. To be eligible to be an elected officer in the Society, a nominee shall be a member of AVSA in good standing and must have completed two (2) years of service on the Board of Directors.
2. To be eligible to be a Director, a nominee shall be a member of AVSA in good standing and have shown outstanding leadership in African violet related activities.

ARTICLE X

Committees

Section 1

Standing Committees:

It is proposed to create the following new committees with the stated responsibilities:

8. **FUNDRAISING:** shall assist with research and recommend funding solutions for various funds, fund drives as needed, other income opportunity programs, and solicitation of contributions, grants and other donation opportunities.
10. **MARKETING:** shall develop and organize a Marketing Plan for AVSA to enhance the visibility and reputation of AVSA and shall guide AVSA, notably the website team, committees, and affiliate chapters, in creating a unified vision, mission, look and feel of AVSA.
17. **WEBSITE:** shall be responsible for coordinating and implementing the functions associated with maintenance of the AVSA website.

It is proposed to amend paragraph 12 by striking from the responsibilities “the AVM and other.” Paragraph 12 currently reads:

12. **PUBLICATIONS:** shall be responsible for the publication of the **AVM** and other **AVSA** literature that the **AVSA** Board shall authorize.

If adopted, paragraph 12 (which will be renumbered to paragraph 14) will read:

14. PUBLICATIONS: shall be responsible for the publication of **AVSA** literature that the **AVSA** Board shall authorize.

ARTICLE X

Committees

Section 2

Special Committees:

It is proposed to add the following as the first paragraph:

“All members of Standing and Special Committees shall be members of AVSA in good Standing.”

Rationale: The purpose of the proposed amendments is for clarification and consistency. Adding the new committees to the Bylaws is simply to formalize what we’re already doing.

Mary Lou Harden, Chair, AVSA Bylaws Committee

Sue Ramser

Ruth Goeke

Bob Green

PROPOSED CHANGES TO P&P MANUAL - 2021

e. Shall select one (1) nominee for each office to be filled i.e. President, First Vice President, Second Vice President, Third Vice President, Secretary, and Treasurer. All candidates shall be members of AVSA in good standing and must have completed two (2) years of service on the Board of Directors.

f. Shall select five (5) nominees for Director from the list maintained by the Nominating Committee Chair and shall attempt to maintain a geographic representation among all directors. All candidates shall be members of AVSA in good standing.

Section 7 Standing and Special Committees

A. General

- 1. All members of Special and Standing Committees shall be members of AVSA in good standing.**
- 2. All chairs of Standing Committees shall be the only committee chairs to have both voice and vote at all AVSA Board of Directors’ meetings.**

3. All Special Committee Chairs that have reports shall be invited to the AVSA Board of Directors with voice and no vote.
4. Standing Committee Chairs shall be present for all AVSA Board of Directors meetings and for the Annual Meeting at convention. If attendance is not possible, chairs shall inform the President in advance of the meeting.
5. It is recommended that when a committee is appointed to revise a manual dealing with another committee's area of responsibility, the chair of the revision committee appoint as a vice chair, the chair of the affected committee.
6. All society officers, committee chairs, members and employees handling society funds shall be bonded in a blanket bond, the cost of same to be paid by the Society.
7. Termination of all committee chairs shall coincide with the two (2) year term of the President.
8. All stationery paid for out of AVSA funds (excluding postcards) shall be on standard size (8 1/2" x 11") paper with corresponding envelopes. Any other size ordered shall be at the expense of the individual placing the order.
9. Stationery available through AVSA shall not be personalized.
10. It is recommended that all newly formed or existing committees (except Convention Director), dealing with any financial contract, shall have the Treasurer and Finance Chair as members of the committee and should consult with them before obligating AVSA. The Treasurer and Finance Chair shall be given copies of all financial contracts. Original contracts shall be placed in the AVSA safe deposit box.
11. Committee Chairs shall be informed before any recommendations affecting their committees are presented for the consideration of the Board.
12. All requests for information and assistance directed to the Office Manager shall be cleared by the following: a. Vice President responsible for the requesting committee chair. b. President for all directors.
13. Committee Chair, receiving member letters forwarded from a director will:
 - a. Respond to the member with a positive attitude in a timely manner.
 - b. Send a copy of the initial reply to the member's inquiry to the director to verify the chair's response.
14. The hard copy (paper output) as well as the digital electronic form of data (data files) of work done for AVSA on a computer shall be the property of AVSA.
15. All monies collected by all committees with the exception of Advertising, Library, and Master List Committee shall be sent to the Office Manager on a monthly basis.
16. Committee expenses submitted to the Office Manager after 90 days will not be reimbursed.

Mary Lou Harden, Chair, AVSA Bylaws Committee

Sue Ramser

Ruth Goeke

Bob Green

Convention Manual Revision

Work has been continuing and progress has been made on the Convention Manual. One of the largest sections, the section describing the Convention Director's responsibilities, has been completed with the direction and guidance of Kathy Lahti, and will soon be available for review. As this manual was written so long ago and things have changed so much, this whole section needed extensive rewriting and updating. In doing this section, several modifications had to be made to Sections I and II for consistency (Sections I and II had been completed last year). Work will be continuing sections III, IV, and V, as well as the Appendix.

Sharon Shannon, Chair

Courtesy

I was asked by President Sue Ramser to assume the duties of this committee in the fall of 2019. Since that time, I have mailed twelve condolence and thinking-of-you cards to members and/or their families and emailed to two families when addresses were not known. Expenses for stamps were six dollars and cards were twenty dollars. Several cards were free from different charities seeking donations.

It was my pleasure to serve with this committee and remember our members.

Judith Carter
Courtesy Chair

Editorial Board

Paul Kroll resigned as the Chair of the Editorial Board in July 2020. I was approached by Sue Ramser to be the Chair and I accepted. Other members of the Board are:

Paul Kroll pfkroll@me.com 716-864-3190

Winston Goretsky Winston@Goretsky.ca 403-830-5198

Bob Clark bobclark98122@gmail.com 206-819-6239

Mel Grice melgrice@earthlink.net 937-836-9237

No budget allowance needed.

Paul and I did proofreading of the AV Magazine and now Sue Hoffmann has agreed to take Paul's place.

I have submitted to Teresa Odle "filler" photos and brief captions and these have been put in the magazine.

I've had a great working relationship with Teresa and am sorry to hear of her resignation. She graciously gave several months' notice. I'll be on the team who reads resumes of those applying for the editor's position.

I moved from Illinois to Iowa and this is my new address:

Dale Martens, Chair

Fundraising

This committee was the idea of past president Richard Nicholas and in his memory, we continue to flourish.

The first order of business as a new committee was to organize the committee to accomplish the intended goals. Instead of having several different committees and efforts to raise funds for the Society the intention is to bring those efforts under one umbrella with the leadership of one committee chair. The same efforts that were accomplished in the past will continue and the hope is they will be enhanced and increased. We are also available to other committees if they should need ideas or sources too.

This coming convention I will be asking the board to continue that movement and there will be voting on additional changes. These changes will especially re-ignite the AVSA Legacy Society which has grown dormant.

Key chairs within the committee have been established for various areas of fundraising. Candace Baldwin is the chair of the Annual Auction. Janet Riemer is the chair of the Tinari Endowment Fund. Linda Hall is the chair of the AVSA Legacy Society. The vice-Chair position is still open. If anyone is interested in joining and filling that position, please let me know.

The committee has been busy organizing and launching our first big new project. From time-to-time AVSA has needed to raise funds for emergency situations. This can create negative conversation especially on social media and can raise a lot of questions from members about our operations. So the thought is, why don't we as they say "be prepared". We need to operate like any good business or family and put something aside for a 'rainy day'. The plan is to take care of day-to-day operating expenses as well as have a rainy-day savings plan.

On March 1, 2021 we launched our first ever Annual Appeal focused on the Booster Donations. The event was kicked off with announcements on social media, an email to the Board and committee Chairs, as well as a two-page article in the centerfold of the March/April AV magazine. The appeal will run from March 1st to April 15th. The campaign also has a great new feature. For donations that reach certain levels there are premium gifts available that are very desirable and are definitely one of a kind. The goal is to raise a minimum of \$20,000 for the Society.

Another area that should be of interest to everyone is the newly designed webpage for AVSA. I say this particularly for the tab for 'donations.' Much time and effort were put into the verbiage that is in this area. Much effort was put into what the page has to say and how it is said. Many members were found to not understand what donations are available for immediate use and what donations are 'restricted'

and why they are restricted. I encourage everyone to go read this page, it is very informative, and you might learn something you didn't know before.

The committee has also been very busy participating with the virtual convention for this year. We helped with the purchase of the convention pin as well as the 75th Anniversary pin. We were also involved in the purchase of the 75th convention t-shirt. We are also working on how to have a successful live as well as silent auction during the convention time.

Since the Booster Donations Annual Appeal will be focusing on fund raising for the day-to-day operations of the Society, we are also discussing other ways to fund raise for the long-term stability of the Society through the endowment funds. Building a larger principle for both the Tinari and the Burde endowments will build more interest income that can be used if necessary, to help keep us strong, give us the stability needed, and allow us to focus on staying modern, informative, and a great education source which will do nothing but add interest to others who may be interested in our mission.

It's been a busy year so far and I am sure the rest of the year will fly by too. Many of our projects cross over to other committees as well. It's great to all work together for the common good. If ever anyone has a comment or idea, please do not hesitate to contact me.

Respectfully submitted,

Randy G Deutsch, Chair

[Handbook](#)

The original intention this past year was to update and revise the AVSA Handbook for Growers, Exhibitors, and Judges as a new release, to coincide with the 75th Anniversary Celebration of AVSA.

The disruption caused by the Covid-19 pandemic, and subsequent cancellation of the convention dates for both 2020 and 2021, created urgencies and other areas of focus which have delayed the completion of this project.

Graphic work continues and the project will regain momentum once other urgent priorities pass and the ability to regain focus is established.

Respectfully submitted,

Winston J. Goretsky

[Marketing](#)

The primary task of the year for me was the launch of the new AVSA website, because it is the most important tool AVSA has for marketing the society, as well as carrying out our functions. The design was built to ensure that it was consistent with our branding, appealing to growers of all ages, and highly functional on all devices. All of the images in the Photo Gallery on the site now include the First Class for All description. The Affiliate page was redesigned to be more functional and fun. Virtually every page offers an invitation to join AVSA.

At the time of this writing, I am also actively involved in building the 2021 Cyber Convention website, and in marketing the Annual Appeal for Booster Donations. I also produce the *Growing Tips* each week and the *AVSA News* emails once a month. Our email subscribership is now over 6000.

During the year, the Marketing Committee members worked hard in their own social media channels.

- Richard Craft provided tremendous support in building the website, proofreading the weekly *Growing Tips* emails and in developing additional videos for the AVSA YouTube Channel.
- Beth Baker maintained the Pinterest and Instagram platforms making over 700 posts during the pandemic (she's a nurse). As a result, we are seeing a significant growth in interest from many international growers and those who are 50 and younger.
- Kathalina McGinnis continued to post the daily Violet of the Day posts on Facebook, which has greatly increased this year, particularly in drawing a younger. Some images have trended on Facebook garnering a reach beyond 200,000 views. More typical Violet of the Day photos often reach over 20,000 views each.
- Vicki Crider maintained the statistics for the various social media platforms. She hopes to be able to include more AVSA membership data now that the new office software is in place. There was no access to automatic membership reports from July 2018 to January 2021.
- Roxanne Clapp, our graphic designer, has been very gracious in creating graphics for convention, for the Annual Appeal for Booster Donations, and for the new website. This is all done for free. She has been responsive, made changes, and completed projects before deadlines, and she deserves a huge round of thanks for this generous volunteer gift.

It has been a blessing for me to be so busy working for AVSA during the lockdown time. It has been very gratifying to see the interest in AVSA increasing on social media, especially from younger growers. There is still much that can be done to market AVSA to a bigger audience. With the team of hard-working committee members, and the tools that are in place, I'm optimistic that AVSA has a bright future.

Joyce Stork, Chair

Policies and Procedures

The AVSA Policies and Procedures Manual was updated in July 2020 to reflect the changes approved by the email ballots cast following the Virtual Violets Convention. Motions were reviewed from the Bylaws Committee, as well as those submitted by other committee chairs, to determine their impact on the AVSA Policies and Procedures Manual. Subsequent motions were developed for the Policies and Procedures Manual for consistency between the two documents.

Mary Corondan, Chair

Resolutions

I became the chair of the Resolutions Committee in July 2020 following Sue Hoffmann's retirement from that position. I will be preparing the courtesy resolution and will be compiling the Lest We Forget list

prior to our Cyber Convention this year.

Jill Jensen

Salary

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The Search Committee is proceeding with the intent of bringing a new Editor onboard by May 1, 2021, so he/she may be mentored by Teresa for one issue and experience the current, two-month publication process.

Susan Anderson, Chair

Scholarship

From January 2021 through March, 2021, the AVSA college scholarship was advertised in the African Violet Magazine, on the newly rebuilt AVSA website, on the AVSA Facebook account, and by word of mouth to hopefully attract applicants from colleges and universities.

The members of the Scholarship Committee, Janet Riemer, Dr. Bill Price, Dr. Elmer Godney and myself, were grateful for receiving an application from a very passionate, knowledgeable, and skillful applicant. Her name is Sonia Rebecca Muñoz. She has taught agricultural science for ten years at three different ISD's and is now pursuing a Master of Science degree at Texas A&M University in Kingsville, Texas in Plant and Soil Science. In May, she was approved by our board of directors.

Sonia is from Edinburg, Texas, and describing herself as a 'jack of all trades' has a special kinship to African violets and horticulture in general. Now as a master's student, she is convinced that "the future and sustainability of Agriculture begins with our students." Ultimately Sonia would like to pursue a Ph.D. and become a college professor. She is hopeful that her research will afford her an opportunity to produce an article for the African Violet Magazine!

For now, the Committee plans for the future, as everything hopefully returns to "normal," to expand awareness and involvement in our scholarship program and continue to assist people like Sonia with their college expenses.

Thus far this 2021 spring we have 5 to 10 preliminary and possible interests in the scholarship and have received one viable application for the 2021--2022 school year. The deadline for applications has been extended from March 1 to April 1, 2021. We hope to have at least one winning applicant this year for the award.

Respectfully submitted by Charles Ramser, Chair of the Boyce Edens AVSA College Scholarship.

Members of Committee:

Janet Riemer

William Price

Elmer Godney

Tally Time

The duties for the Tally Time committee were placed on hold this year due to the COVID pandemic, which caused almost all AVSA judged shows to be cancelled.

Only four reports were submitted, which did not constitute a statistically significant number of shows. Sadly, the compilation of the most award-winning plants could not be completed. I do hope conditions improve and shows will resume in 2021.

With the release of the new website, the Tally Time form and the And the Winners Are... reports have been combined into one reporting form, so users will only need to enter the show winning information once to complete both steps. The respective data will be forwarded to each chair. In a way, this period without shows occurring has afforded us with the opportunity to implement these improvements, creating a more digital friendly experience.

Effort is still underway to have the Tally Time form integrated with the Entries program to streamline the submittal process. I am hopeful that the future will be automated.

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

Susan Anderson

Technology

There's not much to report on with Technology. The official mission is to support the office technology. When I assumed this position in January the unfortunate decision had already been made to spend money not commensurate with membership size on software (iMIS) not capable of meeting AVSA requirements. Office staff loves it because it prints pretty reports.

For the web, the free and Open-Source WordPress was selected as the Technology platform to launch a virtual convention in April 2020. This was successful enough in ease of administrative tasks that the same platform was chosen in August to host a new AVSA website which was launched in the Fall of 2020. This will also be the technology platform that will host the 2021 Virtual Convention. A new domain and SSL security certificate helped to circumvent the Verizon problem allowing our members to securely access our websites, the main site, and the virtual sites, without being blocked.

Kudos to Joyce and her marketing team for the beautiful choice of colors, fonts, and simplified menus to enhance our members' experience and to assist with attracting new members.

The Future

This committee probably should be merged into the Web committee since Office membership integration is integral to the website. This will help prevent another faulty decision from occurring in the future. We do not have good membership integration today. Disparate software (iMIS) was purchased for the Office without website consideration. It will not integrate with any available website platform (the previous Drupal or the current WordPress) without hiring a software integrator to fix it.

Tom Glembocki, Chair

Tinari Endowment Fund and Advancement

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

Subsequently, individuals and affiliates have made donations. Many are in memory of deceased friends or family members, and acknowledgements of these have been sent to the donors, and family of the deceased (when an address is provided by the donor). In 2020, there were 98 donations totaling \$ 4,846.00. 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 secretary of the NJ Council of African Violet Judges, as treasurer of the Union County Chapter, AVS, and as a master judge for local shows.

Janet Riemer, Chair

Violet Preservation

I am excited to be the new chair for the Violet Preservation Committee. I inquired about the committee and the next thing I know, I'm the new chair. Candace Baldwin, Neil Lipson, Rich Follett, Trudy Brekel and Angela Newell chose to stay on the committee.

We still have an email spread sheet. There were several older requests and after contacting those people, most are still looking for violets. Thanks to the article in the January/February 2021 article, several people have added violets being sought and ones they have available.

The former Barbara Elkin's Most Wanted article will be in the AVM in May and until we are online. Meanwhile, Rich Follett is writing an update on the committee to also be in the May AVM.

I thought it would be fun to have a Round Robin and will start that in the Spring. If you are not familiar with a Round Robin, a person packages a box with several leaf sets and mails it to the first person on the list. That person takes what they want and replaces the same amount, if not more and mail to the next person on the list. My goal is to get more vintage violets out to the world. I would love to find and share old/rare varieties.

No funds are requested at this time.

Cordially,

Mary Thompson

Website

One of the goals we set out for 2020 was to put a new website in place. Well, we did, but not necessarily in the manner I had hoped or expected. In just over a month before the 2020 convention was supposed to happen, we were approached to put on a virtual convention.

Once that task was before us, Tom Glembocki suggested the use a contemporary website building application called WordPress that allowed non-technical people to create and design webpages without having to code. This proved to be very successful and we were able to spread the workload of this effort across a relatively small group of people. I think most agree the Virtual Violet Convention of 2020 went on to be a success. As many as a dozen or so people contributed to make it a reality, but it could not have been possible without the efforts of a core group of people: Tom Glembocki, Joyce Stork, Richard Craft, Susan Anderson, and Mary Corondan. This was a labor of love for this group of people as everyone had to learn something new, as well as tackle and solve new problems.

As the success of the virtual convention started to become reality, Tom was already thinking of how to leverage the newly acquired WordPress skills to transform the official AVSA website into a new more graphic, user friendly experience. With that, Joyce Stork took on the challenge of applying her new WordPress skills and marketing expertise and began to build out almost all of the new site. Richard and Tom continued to support with technical and other behind the scenes expertise.

The new AVSA website now has a more contemporary style, updated content and has moved to a new platform which resolves the issue of members on Verizon not being able to access it. Teamwork continues to integrate with iMIS and once that connection is resolved, the result will be an engaging front end for the public and visitors and a workhorse for our members and administrative backend that will serve AVSA well into the future.

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 2020 were severely limited by the pandemic. Assistance with this work is still being sought as traveling is becoming increasingly 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

Taxonomy

See the Research Committee Report.

Dr. Jeff Smith

Reports of Personnel

Office Manager

In January, I was able to hire additional help to assist with daily operations. Through the beginning of the year, the office continued to rebuild AVSA's membership database. In March, we started the implementation process to iMIS. Once COVID hit, we were able to work from home to continue that process. With COVID, the office had trouble receiving mail through the post office and we lost income from renewals.

I worked with the Treasurer to ensure AVSA's finances were up to date. I made sure any reports requested by the EC and Board Members were sent in a timely manner.

We were able to do a soft launch in December with iMIS. We continue to work out kinks, but it has become an asset for the office.

Thank you,

Amy Carruth
AVSA Office Manager

Editor

We saw an uptick in contest entries and other member-submitted articles in 2020 to 2021. The quality of articles also is improving, all good signs for *AVM*.

Shirley and I have met all deadlines this year for preparing and posting each issue online. Some of the print issues have been late to arrive in the mail or were not received by some members. This is likely a combination of getting content in past deadlines, mail problems, and membership database issues. The digital version of *AVM* continues to remain popular and has enabled offering new digital memberships. I have not received data on growth in membership or digital membership but am aware of some international members choosing this option.

AVM served as a major vehicle for promoting the 75th Anniversary of AVSA, beginning in summer 2020 and through the May/June 2021 issue. I have worked with Carolee Carter for content and some members have contributed photos of people and conventions. However, I never received or could access any stored photos, digital or otherwise, from historical AVSA files or the computer files of my predecessor.

Likewise, securing photographs to feature in *AVM* has become more challenging since the cancellation of the 2020 convention. I used some virtual convention photos that were high enough in resolution to print. Winston and I were able to incorporate past professional photos to use for the anniversary. I am not sure what will happen starting July/August 2021. We are hoping to use more cyber convention entries, and Winston has a huge database of past photos. We need a plan for how to make the most of those until AVSA can hold a convention again.

With the migration to the new website, it was discovered that all member content, including the magazine, is public and that iMIS is currently unable to work with the website to secure the magazine for members only. This happened after AVSA introduced a digital-only membership. I emphasized from the start that access to digital *AVM* issues needed to be protected by password. I feel strongly that this is a major problem for AVSA. There is no value to paying for membership if anyone can access those benefits online for free. But the issues must post online (or distribute by email) for those with digital memberships, and really for all members, since it has been promised. I hope AVSA can resolve this problem as soon as possible.

In January, I decided to retire and be a grandmother, so I gave AVSA 6 months' notice. I am working with Susan Anderson and the search committee to assist as I can in their search for a new editor. This was a very difficult decision for me, since I love the people in AVSA and the work, and have enjoyed improving the look, content, and timeliness of the magazine. I want to thank everyone, especially Sue Ramser, Susan Anderson, Mary Corondan, Paul Kroll, and Pat Hancock for their support over the years. I have made many friends, even with the limited in-person time we have had this past year. I wish AVSA all the best!

Teresa Odle