

**Reports from the Officers,
Board Members, and
Committees For the Year 2021**



Published April 29, 2022

Table of Contents

Report of the President	4
Report of the First Vice President	8
Report of the Second Vice President	10
Report of the Third Vice President	29
Report of the Secretary	31
Report of the Treasurer and Finance Chair	32
Report of the Immediate Past President	34
Reports of Elected Directors	35
Douglas Allen	35
Scott Ammann	35
Minh Bui	36
Stephen Covolo-Hudson	36
Richard Craft	37
Winston Goretsky	38
Nancy Hayes	39
Kurt Jablonski	39
Jill Jensen	39
Patricia Mattson	40
Linda Price	41
Leonard Re	41
Sandra Skalski	41
Mary Thompson	42
Danny Tidwell	42
Reports of the Standing Committees	43
Advertising	43
Affiliate	44
Commercial Activities	45
Convention	45
Convention Show Awards	46
Finance	46
Fundraising	47
Library	48
Marketing	49
Membership and Promotion	51

Nominating	52
Plants Registration and Master Plant List	52
Publications	53
Research	53
Shows and Judges	54
Society Awards	55
Website	56
Reports of Special Committees	58
Best Varieties and Honor Roll	58
Bylaws	59
Convention Manual Revision	64
Council of Past Presidents	64
Courtesy	65
Editorial Board	65
Handbook	66
Policies and Procedures	66
Resolutions	67
Salary	67
Scholarship	67
Tally Time	68
Technology	69
Violet Preservation	69
Reports of Special Appointments	70
Archivist	70
Taxonomy	70
Reports of Personnel	70
Office Manager	70
Editor	71

Report of the President

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

Throughout this past year, I have promoted AVSA and the joy of growing African violets by sharing my knowledge, exchanging plants, and participating in virtual meetings. While the Covid-19 pandemic has impacted many affiliates and caused the cancellation of most shows, there have been opportunities presented for modifying operations with the increased use of virtual platforms to connect with members.

The 2021 Cyber Diamond Convention was proof of the society's ability to transition and utilize our new website and iMIS capabilities to directly engage with our members. I was honored to work as Convention Chair with such a dedicated team in bringing the online convention experience to the membership. The cyber convention allowed AVSA to test the iMIS online registration system and collect registration fees, which went toward covering AVSA's operation expenses. The cyber show included 204 exhibits, provided by 54 exhibitors. In all, 36 AVSA affiliate clubs were represented; 23 states in the US and three nations. This year included programs, tours, the sales room, show room, new introductions, the auction, and many opportunities for online interactions with a scavenger hunt and bingo. I worked with the Marketing Committee to conduct a post-convention survey of attendees and identified those events which they found to be most valuable. Overall, the feedback was quite positive and encouraging. I was constantly amazed by the convention team and their ability to bring such events to reality. They deserve a huge round of applause! Kudos to all who assisted in the Cyber Convention success! The highlight of the cyber convention was the Zoom meetings that allowed members to directly engage with each other. Being able to participate in a virtual environment also allowed the Board to meet remotely and conduct society business, including the election of officers. I am humbled to have been elected as President during the online events.

Prior to the convention, I contacted the committee chairs and asked if they would be interested in serving again. Most agreed to remain, while a few chose to retire. New chairs were invited to fill vacancies. I appointed committee chairs upon election as President. Also, of note, Rich Follett stepped forward to fill the role of Secretary. I was pleased to appoint Rich to the role during this year and the EC is grateful for his support and passion.

Since the convention, the Executive Committee has held meetings virtually via Zoom throughout the year and much business has been accomplished. Meeting regularly has allowed us to improve communication and keep up with the progress of various tasks currently underway with many of our committees. The EC met in person immediately following the Lone Star African Violet Council. We are grateful for their hospitality. It was encouraging to see each other again and we had a lot of fun, as well as accomplished a lot of business.

Operations at the AVSA office have undergone quite a transition over the past year, as the iMIS software is fully integrated and in use. Amy Carruth, our office manager, is well versed in iMIS and is available to answer questions. Members are being encouraged to establish their personal account so that they may directly update and manage their memberships. This will take some time to transition to and it is recognized that not all members will have computer access. The Cyber Convention allowed the office to try some features related to event registration, which will be expanded upon for the Little Rock, in-person convention, streamlining the process.

Monthly meetings are now being held between the EC and office staff to maintain a pulse on ongoing operations and offer more timely support and decisions. The EC has also just returned from a visit to the AVSA office in February 2022. The office is extremely well organized and running smoothly under Amy Carruth's management and assistance from Stephanie Travis. Monthly reports on membership, funding, and inventory status are being developed and will be implemented as a standard reporting process by the office to keep the officers and the respective committee chairs informed.

The committees that report to the President have been very busy and are actively meeting their respective goals for the year. Notable efforts include the following:

The Nominating Committee had difficulty soliciting for and recruiting candidates this year, partly due to not having an in-person convention and difficulties with the online submission form. The committee went above and beyond in soliciting applications from members and they are to be commended in their efforts. Typically, the committee can directly approach members during convention to promote and discuss the opportunities that serving AVSA offers. The committee had to rely heavily on making direct phone calls to board members and affiliate leaders to collect applications and references. The EC advised coordinating with other committees to get the word out. The Marketing Committee assisted with posting announcements, additional notices were published in the AVM and website, and several emails were sent to the Board. Ultimately, the committee was able to complete the task and present a slate of candidates, but the process took much longer and was more difficult this year due to not having an in-person convention.

The Convention Director has been extremely busy addressing issues with the return to in-person conventions. Shortly after the cyber convention, the host affiliate for the 2023 Atlanta convention rescinded their offer to host the event. Because AVSA currently has a contract with the hotel and other venues, there would be a significant financial impact if AVSA were to cancel and move to a different location. Thus, the decision was made to continue efforts to host the convention in Atlanta. I informed the Board of this decision prior to the announcement in the AVM and AVSA News, so they would understand the rationale. Meanwhile, the details for the Little Rock convention in 2022 were finalized, which required some renegotiations. The ongoing pandemic has resulted in increased costs for most everything, so the pricing structure of the convention registration has been adjusted accordingly. A huge thank you to Kathy Lahti on her efforts to negotiate every item down to the penny and work the best deal possible. AVSA is fortunate to have Kathy as an ardent advocate for our society.

The Bylaws Committee has been assisting the EC in researching and assessing options for updating the P&Ps to address virtual meetings and voting on motions, while maintaining detailed records of action. This is important to maintaining the internal operations of the society and will provide for future flexibility of conducting meetings of the Board.

The Courtesy Committee and Website Committee have been collaborating on creating an online submittal process to notify the AVSA office on the loss of a members and recognized in the annual Lest We Forget memorial tribute.

The Council of Past Presidents is a newly created committee and most all previous AVSA presidents agreed to participate. Currently, the committee is working with the Fundraising Committee to develop programs to promote the Legacy Society.

During the past year, I have been involved with several other activities and requests to come before the society, including the following:

I led the Search Committee in 2021 to hire a new AVM Editor. The committee worked to create the job description and create a posting. I created accounts with indeed.com and jornalismjobs.com for the online announcements and received numerous applications. (For future reference, while it took some extra time and effort, I was able to establish a free account with indeed.com for the posting of a single job announcement. It was not easy, but it could be done.) Utilizing the online platforms was extremely simple, after they were set up. I could access each portal and download the application packets. The Search Committee reviewed all applications and writing samples received. A huge thank you to the Search Committee for their time and diligence! Interviews were held with several candidates and the top three candidates were invited back for second interviews with members of the EC. I was pleased to extend and offer to Sophia Bennett, who accepted and joined the AVSA family in May 2021. She was able to shadow Teresa Odle during the delivery process of the July-August AVM issue and took on the full editor role in July 2021, when Teresa retired. Sophia has eagerly jumped in and has already made some improvements to the magazine and the delivery process. She is doing an outstanding job. Many thanks to Sophia Bennett and Shirley Jones for producing our beautiful AVM!

AVSA has an agreement with the Biodiversity Heritage Library (BHL), Smithsonian Libraries and Archives, that allows the BHL to host digital copies of the AVM, older than three years. In August 2021, I contacted the library to inquire on the status of having additional copies of the AVM digitized and added to the library. Due to the pandemic, the BHL was not currently providing this service due to a lack of resources but will contact AVSA when they resume their operations.

This past year, AVSA has also been the recipient of significant donations from a few extremely generous benefactors. While it is heartbreaking to learn of the passing of our members, AVSA is grateful to their generosity as they remember the society in their estate planning. Donations this past year have gone to advancing the society's technology capabilities and the day-to-day operations, keeping the society running during these challenging times.

A request was received from the Fito.land project, a consortium of Russian, Ukraine, and other worldwide partners that are creating an online register of existing African violets, complete with pictures and descriptions. The project requested permission to use the data contained within the AVML, which the EC granted with a few conditions to ensure the integrity of the data remains intact, is not used for commercial use, and is properly cited to AVSA as the reference. When the project is substantially complete, Fito.land intends to provide share access to enable reciprocal service of the information source.

The EC has taken steps to advance a few strategic planning efforts, which I am very encouraged by. For now, the two areas of focus are on our people and operations. For people, this entails a deeper look into the activities that AVSA offers our members, of all types, and consider what is being done well and where there are opportunities for improvement that may assist with retention and recruitment. On the operations side, much effort has gone into improving the communication between the AVSA office, elected officers, and committee chairs. This is attempting to streamline communication and ensure consistency and timeliness of shared information to all involved. This is a work in progress that will continue to be a challenge, but it is hoped that the monthly reports will provide valuable, consistent information to committees as well as identify the next steps for furthering the use of iMIS in support of ongoing efforts.

In a few weeks, I will be attending a conference call between specialty garden and flower society representatives to discuss common issues of our organizations, such as membership during Covid, shows and conventions with aging memberships, and hard-copy and digital publications. I am curious to learn how other societies are addressing these issues and hope that there will be some best practices that AVSA may consider implementing.

I continue to wear several hats for AVSA and enjoy the role of AVSA Show Schedule Approver. The request for review and approval process has been moved online to the AVSA website. There are still some updates needed to further simplify

the process. The payment and ordering of rosettes have been integrated with iMIS. The AVSA office now handles shipping the AVSA collection rosettes, which can be accomplished much more economically. Unfortunately, many affiliates have not been able to hold in-person events, so affiliates are being allowed to roll their approved show schedules over until they are able to host their show. Revisions to the Tally Time submittal process continues to evolve, and that reporting process will soon be incorporated in the Entries program.

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, 2022, declared as National African Violet Week, to be celebrated in Little Rock, AR. The event was accepted and published in the 2022 edition. The listing includes information about our AVSA convention, office location, and website. The Chase's Calendar of Events is the most comprehensive reference available on holidays, special events, international days of celebration, federal and state observances, and more. This is a source for most media and publishers. I have just received the renewal notice for 2023 and will submit for the Atlanta convention.

This past year, my own affiliate, Copper State African Violet Club, was fortunate to host a show and sale in March 2021. With a little advertising, we had a tremendous turnout and could see that the public was eager to attend and support our event. We have continued to have monthly meetings, whether via Zoom or in-person or a hybrid combination, depending on the program topic and venue options available at the time. By remaining open and being flexible in our meeting formats has allowed our affiliate to continue to thrive. We are currently preparing for our 2022 show and sale event.

I have promoted and will continue to promote AVSA by attending local and regional events, whenever possible. It is a privilege to serve AVSA.

Respectfully submitted,
Susan Anderson

Report of the First Vice President

Annual Report ***Office of the First Vice President*** **Mary Corondan**

It is so wonderful to see shows beginning to happen after two years of the pandemic and isolation. We have all been missing our violet friends, although many meetings took place through video conferencing. My local affiliate will be having its first sale in two years at the end of April. It is with great anticipation that everyone is looking forward to the AVSA convention in Little Rock.

I continue to be active in the First Nighter African Violet Society, North Texas African Violet Judges' Council, and Lone Star African Violet Council. I serve as treasurer in the first two of these organizations. Whenever possible, I attend local shows and sales. Lone Star had their first convention in two years this past fall. This was the first show in our area since 2019.

The Executive Committee has met via Zoom approximately every two weeks. We are now dedicating one of those meetings each month to strategic planning. This was presented several years ago, so we are now moving forward with implementing and exploring possibilities to move AVSA forward.

As First Vice President, I am finding that I typically have one or two committee meetings per week via Zoom. The communication lines have been much better since most people are now proficient in video conferencing. Rather than reporting twice a year, it is possible to keep track of the progress being made by committees throughout the year.

The AVM Advertising Committee has progressed by obtaining several new commercial members. More ads are being shown in color which gives the reader much visual pleasure. Richard Craft has made progressive strides with this committee.

Terri Post, Finance Committee Chair, provides great leadership and expertise. The pandemic has caused most non-profits to struggle financially. Terri has applied for government monies that were available which have helped keep us afloat.

The Fundraising Committee is working in conjunction with the Legacy Society to produce a pin for Legacy Society members. A Giving Tuesday campaign was also launched. The next fundraising promotion is scheduled for this summer. In the meantime, the Fundraising Committee will have a special edition promotional item at the AVSA sales table at the Little Rock Convention.

Membership continues to decline. As a result, Stephen Covolo-Hudson and his committee will be conducting a membership survey soon to see how AVSA can better accommodate its members. By working with the Technology Committee, 12 back issues of the AVM will now be available to the membership and will be downloadable. Members in Mexico will receive the same rate for membership as members in Canada rather than the international membership rate.

Sandra Skalski has graciously accepted the position of Publications Committee Chair. This committee will be reinstating the best articles contest and is soliciting prizes for winners. The goal is to encourage members to generate articles for the AVM.

As chair of the Shows and Judges Committee, it has been a busy year as the newly revised Handbook is being prepared for sales and distribution at the Little Rock convention. Lovely illustrations have been generously donated by Dianne Duggan and Sandra Skalski has updated and rewritten the section on Pests and Diseases.

The Editorial Board, under the leadership of Dale Martens, is functioning very well. Proofreading of the AVM is done in a timely manner, and their work has contributed to a far more accurate magazine. Dale is collecting tips from experienced growers to fill some of the white space occurring in the AVM.

Amy Carruth is now proficient and comfortable with the iMIS membership system. She can readily generate reports for the various committee chairs so the progress and challenges of the organization can be evaluated and addressed.

Our new Editor, Sophia Bennett, is dedicated to improving the quality of the AVM. She has instituted various categories and grouped them together in the AVM. They are AVSA news, departments, features, and color.

It is both an honor and a pleasure to serve the African Violet Society of America in the capacity of First Vice President. Your confidence and support is greatly appreciated.

Respectfully submitted,
Mary Corondan

Report of the Second Vice President

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

General Activities

Note: Report reflects new 2nd VP Committee activities since last submitted report from October/November 2021, as well as any activities not reported on by individual Committees from 2021-2022.

As I approach the end of this first year as 2nd VP, I wanted to reflect on the knowledge and experience I have gained, especially from working with the talented Committee Chairs noted in this section of this report. Much work is underway, as the AVSA has over the past few years, made great strides in rebranding our organization with a fresh, new look, new technologies, new membership, and a growing community of African violet enthusiasts! Our hopes are high that we will continue these successes with the hard work of all of our AVSA committees. Committees – please accept my sincerest gratitude for your dedication to our organization and your commitment to making your committees work positively impact who we are.

Since November, your Executive Committee has begun the strategic planning process. This is noteworthy, as outcomes from this process are anticipated to provide AVSA with a more focused direction and approach for the future. Input from all Committees will be instrumental in how this future direction is put into play. This is an excellent opportunity for all Committees and volunteers to make a difference in the future of AVSA. I encourage all of you to do your part and help your Vice Presidents in this process through your continued input and feedback.

As I begin my 2nd year as 2nd VP, I continue to work on enhancing communications between all the 2nd VP committees. It is important for all AVSA committees to collaborate whenever possible, as this is a great way to enhance our limited volunteer resources to achieve all the work we do. At the beginning of my term, I notified all 2nd VP committees of availability to use my personal Zoom account which is an upgraded account, allowing for meetings longer than 45 minutes. Some committees have taken advantage of this and those that haven't should consider this offer as a way to keep your committees communicating.

I am happy to report the Lone Star African Violet Council (LSAVC – Texas) held an in-person convention in late October 2021. At last report, there were seventy (70) registered, with over 300 show entries! This was a very exciting event, as it was the first in-person LSAVC event since the last convention in November 2019. The best news was there were no reported COVID illnesses after the convention. Given the current state of the pandemic, this was a huge relief for everyone as we are now trying to return to some semblance of normal life – post-pandemic. This convention was a great first step on this journey and as the outgoing LSAVC President, it was good to know we were able to make this convention a success.

Since last November, I have done numerous AV-related presentations across the country (via zoom and local sites), as well as provided my services as a Senior Judge for shows and displays. I offer my services **gratis** and ask that any donations be made to AVSA in lieu of speaker fees. I am passionate about public outreach and education about AVs and this is my way of giving back to AVSA. I will continue this as long as I am able to travel and can afford it. Presentations

over the past six (6) months were done for: Tampa AV Society, Seattle AV Society, Kingsland Garden Club, and Highland Lakes Garden Club.

In November, my husband Jim and I resigned membership from the First Austin AV Society (FAAVS) and became LSAVC Independent members. We have registered a new AVSA affiliate in Texas called “*Heart of Texas AV Society (HOTAVS)*”. Plans are for this affiliate to be very active, offering members both in-person and virtual (Zoom) experiences. We anticipate it will take a couple of years to build membership and then have scheduled events (shows AND sales). May 1, 2022 is the target date to be “open for business” as a new LSAVC affiliate. Membership will be open to anyone who is interested – no matter where you live.

In closing, it is very exciting to know that unless something out of AVSA control happens, the 2022 convention will happen! We should all work hard to encourage membership to attend so we can meet the hotel minimums (requirements). Unfortunately, this pandemic has made a huge negative impact on hotel resources (increasing meal, room costs). The dollar just doesn’t go as far as it used to, and many are feeling the impact. Be creative and encourage things like room sharing to save on lodging costs. Please go forth and be advocates for our AVSA organization. Encourage new membership and participate in more public outreach and education.

Second Vice-President Assigned Committee Reports and 2nd VP Responses

For easier reporting, the following list of questions was sent to all 2nd 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. Use the table provided to list all items.**
- **Have you been asked to do something that is not on your list of action items? List name of requestor, brief task description, any schedule 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.**
- **Have you reviewed the AVSA ByLaws & the Policy & Procedures manual documents with regards to the roles & responsibilities of your respective committee? Does any of this information need to be updated? *Note: For changes to be proposed, approved, & implemented by vote during the annual membership meeting, change requests should be submitted as part of the fall BOD reporting process.***
- **Is there anything else or additional support you need from your assigned Vice President that is not documented or scheduled?**

Even though this information was provided to all 2nd VP committees, none of the committees used the tools during this reporting cycle to assist with information gathering. The tables at the end of the 2nd VP section were created using the roles and responsibilities of each committee as defined in the AVSA Policies and Procedures manual. I am recommending committees look over these tables to better understand your roles, as well as to help with updating P & Ps, where needed. I plan to transfer information provided by 2nd VP committees as part of this report into the tables where applicable so that in the next reporting cycle, the tables will be better developed and can actually be used for tracking

committee activities. The information from the updated tables will also be used by the 2nd VP as part of the EC strategic planning process as well.

2nd VP Response to Assigned Committees are as follows:

A. Marketing Committee, Joyce Stork

2nd VP Response: The Marketing Committee is very busy with several initiatives to enhance the public's view and impression of AVSA. The recent "Dress Like Your Plant" contest was a lot of fun and it was great to see all the interest and participation. Marketing continues their work to support activities such as Growing Tips and other communications that are communicated to the public. As the EC continues the strategic planning process, much of the outcomes will be directed to the Marketing Committee as part of the work to successfully present our organization to the public, focusing on increasing membership and improving our financial status.

B. Shows & Judges, Mary Corondan

2nd VP Response: It is always a pleasure to work with Mary Corondan and her dedicated, extremely knowledgeable committee. Exciting changes are on the horizon as her committee is making great strides in "renewing, refreshing, and invigorating" growing and showing standards for the AVSA. This committee is hard at work preparing for the scheduled 2022 release of the *"Handbook for Growers, Exhibitors, and Judges."* The last release was in 2016, so our AV community is anxiously awaiting the new release. Mary is a very active chair, and the committee meets frequently to review and address all aspects of AV growing, exhibition, and judging standards, as well as judges credentialing. Kudos to this committee for a job well done!

C. AVSA Show Awards Committee, Vickie Crider

2nd VP Response: It is exciting to know this Committee is in such good hands with Vickie. She is definitely an asset as she gains more experience working with awards at the national level. I volunteered to assist the Committee if an extra set of hands is needed, especially during conventions.

D. AVSA Society Awards, Linda Hall

2nd VP Response: I assisted the Committee with their first virtual meeting by providing Zoom facilitation services using my personal Zoom account. Although invited to following meetings, I declined as I felt it was more appropriate for the Committee to work without the VP being present on the call. This Committee is in very capable hands as Linda is very responsive, always on task, and meets deadlines.

E. Commercial, Kathy Bell

2nd VP Response: There were recent discussions regarding whether to continue the Commercial Newsletter and Commercial Vacation Guide (AVM). At this time, the Committee has not come forward with a recommendation on either of these tasks.

F. Library, Kurt Jablonski

- **2nd VP Response:** Communications from the Library Committee were very minimal during this reporting cycle. Several months ago, an inventory list of library items (MS-Excel format) currently located at the National Office in Beaumont was emailed to the Library Chair. A convenience copy of this file was also sent to Jeri Anderson, Affiliate Chair and Sandi Skalski, Publications Chair for their records. As of this report, no actions or responses were communicated about this document to the 2nd VP from the Library Chair.
- **Email dated February 28, 2022:** Richard Craft, Advertising Chair reached out to the Library Chair, Kurt Jablonski regarding an issue he wanted to discuss. Richard has recommended that the YouTube Channel Head role, currently part of the Marketing Committee, be moved to the Library Committee. His justification is that YouTube is a storehouse of AVSA videos, accessed as books are accessed from a library. He also volunteered to do a short writeup to amend the library report to further document this recommendation and the transition actions needed. He's also looking into moving the videos over to Rumble, another platform with functionality similar to YouTube. He noted this is a long-term goal and further research is needed. He also wanted to discuss convention logistics, asking if Kurt would be attending. He noted he and Tom Glembocki usually do showroom photography, as well as outlined their tentative schedule and other logistics that would need to be considered. He recommended they work together on a streamlined plan for this activity. He also requested they (Richard, Tom, Kurt) meet sometime in March.

2nd VP Response: As of the date of this report, the request from Richard Craft, Advertising Chair is still pending a response from Kurt.

- **Email dated 2/2/2022:** I sent an email to the Affiliates, Library, and Publications Committees asking that they collaborate and respond to a series of requested actions related to affiliate program ideas. This request was generated as a result of activities from an EC strategic planning meeting. Committee Chairs were asked to collaborate and report back on the requested actions within sixty (60) days:
 - Biggest request from membership/affiliates is program ideas
 - Affiliate Committee may need help from Library Committee
 - Ask Jeri (Affiliate) & Kurt (Library) Chairs to work together to identify program ideas collected during past Affiliate meetings at conventions.
 - Ask Jeri to write AVM article requesting program ideas from membership
 - Ask Kurt to write AVM article identifying captured & available programs for membership
 - Library could store programs/media/materials for access by membership
 - Request document (preferably .pdf format) listing all program ideas (Affiliate Chair)
 - 60 day request period
 - Question: should Publications be involved? If yes, action item for Mary”

Email Responses to Special EC Request:

Jeri Anderson, Affiliates:

“I want to let you know that this idea of collecting program ideas was formally started at the 2019 Houston convention. It’s been a common problem for clubs to search for new and different ideas. At the Affiliate Meeting 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. This information was stated in the 2019 Annual Report.

The January/February issue of the AVM is the first time I remember asking for interesting or fun ideas to be sent to me. The hope was to have a few ideas ready to post whenever there is a place on the website. Note: No program ideas were ever written down and saved from any of the Affiliate Meetings that I chaired. There were ideas shared verbally, but not written down.

Cristy Boothe, Affiliate Committee member, started collecting ideas from AVSA members. Her first article for the AVM was published in the March/April 2020 issue. In the May/June 2020 issue I announced that Cristy was going to collect program ideas. In that same May/June issue Cristy had another article on club programs. Note that each article contained more than just one idea.

In August of 2020 Cristy lost her husband. After that she moved to South Carolina to be close to family. Soon after that the pandemic hit and not much has taken place since.

Now that clubs are posting events and updating their club information for the AVSA website it does seem like a good time to get working on collecting program ideas again. Cristy said she is willing to stay on as the point person to collect the program ideas that get sent in. I will remind people to send in their ideas to Cristy in my next Affiliate Update article. I will be submitting my article by March 1st to be published in May. If you need an article to be written earlier than that you should ask Cristy Boothe.

To get a quick listing of program ideas published in the AVM: From the AVSA home page—at the bottom of the screen click on “Magazine”—you will see an ‘Article & Photo Index ---choose ‘Article Index’--- scroll to the bottom of the first page and then scroll back to the top---this will allow the ‘Search’ box to display---enter ‘Program’ in the search box and you should get a listing of 32 entries.

As Cristy gets new program ideas she could forward them to Kurt and Sandra for their use.”

Sandi Skalski, Publications:

“I’m excited about the opportunities here. One idea I’ve mentioned is to harness what’s already going on with clubs meeting virtually. There are some great speakers who have given zoom presentations to clubs. For example, Dale does some great ones. I’m sure others would be willing to do so as well. We might record them for library content. The speakers may be willing to do live presentations as well.

Let me know if we should schedule a discussion to see how we can help bring this together.”

Kurt Jablonski, Library:

No response to this email request was received from the Library Committee Chair before the report deadline.

2nd VP Response: Both Jeri and Sandi responded to this email and have some great ideas. It is exciting to start this process, as it is long past due! There was a lot of positive work that came out of the first EC strategic planning work session, including this initial request to the three (3) committees. It is important for committees to enhance support of public outreach and education of our AVSA growing communities. The EC discussed that actual programs, as well as even just program ideas are frequently requested from AVSA. As these committees are the source of these opportunities, the EC has requested they collaborate and put together an approach for accomplishing this. Initially, the EC has asked for a consolidated list of program ideas - preferably in .pdf format - that identifies program ideas documented from past Affiliate meetings at conventions. It is expected this information will be made available wherever it is most effective. I plan to schedule a follow up zoom meeting before the 2022 convention with the 3 parties to discuss and plan further.

G. Handbook, Winston Goretsky

2nd VP Response: Communications from the Handbook Committee were very minimal during this reporting cycle. Mary Corondan, Show and Judges Committee Chair reported she has been in communication with the Handbook Chair regarding status of upcoming 2022 publication. She noted she will continue to reach out to the Handbook Chair for current updates and push to ensure preparation remains on schedule, as the new publication is scheduled for release at 2022 National Convention in Little Rock, Arkansas. I would like to recommend this committee be consolidated into the Shows and Judges Committee. There's really no need for a separate committee, as this is a project that could easily be assigned within the Show and Judges Committee. A bylaws review should be conducted collaboratively by Chairs of these two committees to determine if any changes are needed.

Second Vice-President: Assigned Committee Roles, Responsibilities, and Project Lists

The following is a list of all ongoing responsibilities and projects for all committees assigned to the 2nd VP, separated by committee, and identified as of the date of this report:

2nd 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 2nd 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 2nd 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 2nd 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 • Transition all committee records to successor in a timely manner
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>
2 nd VP Committees-Budget Work	<ul style="list-style-type: none"> • Develop individual 2nd VP committee budgets • Document budget processes 	<ul style="list-style-type: none"> • Began at the start of this reporting cycle (October 2021) • Split out/document/track financial info provided by Finance Committee into 2nd VP Committee budgets • Work individually with 2nd VP committees on all aspects of managing committee budgets, outcomes
Maintain ByLaws	<ul style="list-style-type: none"> • Maintain ByLaws to keep up with current governance structure related to respective committee 	<ul style="list-style-type: none"> • Review ByLaws • Recommend Updates as Needed to assigned VP & ByLaws Committee • Follow up to insure timely updates (Fall submission)
Maintain Policy & Procedures Manual	<ul style="list-style-type: none"> • Maintain Policy & Procedures Manual to keep up with current processes related to respective committee responsibilities 	<ul style="list-style-type: none"> • Review Policy & Procedures Manual • Recommend Updates as Needed to assigned VP • Follow up to insure timely updates (Fall submission)
National Convention – Luncheon Auction	<ul style="list-style-type: none"> • Preside over Luncheon Auction 	<ul style="list-style-type: none"> • Develop/maintain luncheon auction script
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

<p>Special Project/Assignment: Disaster Recovery (DR)Coordination</p>	<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
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Note: 2nd VP introduction documenting committee report details outlined to provide example and guidance for committees on how to complete their respective sections. Committees are encouraged to use their respective templates to track committee activities, assignments, deadlines, etc.

<p>Show & Judges – Mary Corondan</p>		
<p>Provide Executive Board/committee leadership for STANDING COMMITTEE</p>	<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 2nd 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 BOD committee meetings Vote during Board of Directors meetings Submit committee reports to the 2nd VP in a timely manner and as required Submit budget information to the EC in a timely manner and as required Transition all committee records to successor in a timely manner
<p>Maintain ByLaws</p>	<ul style="list-style-type: none"> Maintain ByLaws to keep up with current governance structure related to respective committee 	<ul style="list-style-type: none"> Review ByLaws Recommend Updates as Needed to assigned VP & ByLaws Committee Follow up to insure timely updates (Fall submission)
<p>Maintain Policy & Procedures Manual</p>	<ul style="list-style-type: none"> Maintain Policy & Procedures Manual to keep up with current processes related to respective committee responsibilities 	<ul style="list-style-type: none"> Review Policy & Procedures Manual Recommend Updates as Needed to assigned VP Follow up to insure timely updates (Fall submission)
<p>Promote Show & Judges' Activities Using AVSA Website</p>	<ul style="list-style-type: none"> Maintain show & judges' information on AVSA website 	<ul style="list-style-type: none"> Maintain up-to-date information on AVSA website concerning all aspects of the Show & Judges' Committee activities.
<p>Publish Show & Judges' Information in AVM</p>	<ul style="list-style-type: none"> Create, publish article related to Show & Judges' in AVM 	<ul style="list-style-type: none"> Submit column to AVM Editor, adhering to established magazine deadlines, for publication in September AVM issue.
<p>Maintain Show & Judges' Committee Budget</p>	<ul style="list-style-type: none"> Coordinate Show & Judges' Committee budget & expenditure activities 	<ul style="list-style-type: none"> Submit itemized expense statements to Treasurer Forward all monies collected to the Treasurer, monthly at a minimum.
<p>Coordinate Updates to Handbook for AV Growers, Exhibitors, & Judges</p>	<ul style="list-style-type: none"> Collaborate with interested parties on motions, changes to, activities involving modifications to Handbook 	<ul style="list-style-type: none"> Coordinate, collaborate on all motions which change Handbook with all interested parties.

The African Violet Society of America, Inc.

		<ul style="list-style-type: none"> • Present proposed changes to interested parties as needed, in particular, during BOD or EC meetings.
Coordinate Judges' & Teachers' Breakfast	<ul style="list-style-type: none"> • Collaborate with Convention Director on Judges & Teacher's Breakfast logistics 	<ul style="list-style-type: none"> • Collaborate with the Convention Director to arrange logistics.
Designate, Maintain Show & Judges' Committee Responsibilities	<ul style="list-style-type: none"> • Identify committee responsibilities & assign designees/representatives for each function 	<ul style="list-style-type: none"> • Identify Classification, Entries, & Placement representative • Identify Commercial representative • Identify Master Judge Examiner • Identify Judging School Registrar • Identify Schedule Approver • Identify Secretary • Identify Senior Judges' Exams representative • Identify Teachers' Exams representative
Coordinate Judges, Teachers, Affiliate Judging Schools	<ul style="list-style-type: none"> • Improve standards of judging, shows, teachers, & schools. • Coordinate requests to become teachers. • Maintain records of AVSA Judges & Teachers. • Coordinate judging school activities, information, & outcomes. 	<ul style="list-style-type: none"> • Make recommendations to improve standards of judging, shows, teachers, and schools. • Coordinate requests for approval from judges to become teachers. • Maintain complete record of all active & inactive AVSA judges & teachers. • Assign committee member to be responsible for all activities related to registration of judging schools. • Assign committee member to be responsible for teacher exams. • Maintain roster & detailed information about each judging school held. • Send a copy of roster sheets to AVSA Office. • Issue qualified judge's cards, dated with date of judging school, signed by President, & mailed to each teacher. • Request teacher mail cards to student. • Request teacher maintain graded student examination records. • Report annually to BOD on the number of schools held during the year, number of judges & teachers certificates/cards issued.
Coordinate Convention Judging School	<ul style="list-style-type: none"> • Coordinate judging school held at annual convention • Create, publish article related to upcoming convention judging school in AVM 	<ul style="list-style-type: none"> • Coordinate all activities related to planning convention judging school & examination. • Teach convention judging school or select teacher. • Provide AVM Editor with information related to convention judging school, adhering to established magazine deadlines.
Coordinate Convention Show & Judges Activities	<ul style="list-style-type: none"> • Coordinate all aspects of the horticulture show schedule. • Coordinate all Judge & Clerk activities. • Coordinate show awards activities. 	<ul style="list-style-type: none"> • Collaborate with hosting group to prepare horticulture show schedule. • Approve, make corrections to the horticulture show schedule. • Submit horticulture show schedule to Convention Chair for posting on AVSA website in January. • Collaborate with Commercial Chair to prepare commercial schedule. • Submit commercial schedule & horticulture show schedule to Convention Chair for posting on AVSA website in January. • Select judges & clerks for both amateur & commercial divisions. Notify judges & clerks individually by card or email they are invited to judge or clerk at convention show. • Instruct judges & judges' clerks who serve for the amateur division of convention shows.

Reports from the Officers, Board Members, and Committees For the Year 2021

		<ul style="list-style-type: none"> • Designate committee to direct classification, entries, & placement activities. Ensure designated member works with local committee chairs to assure there are enough computers, printers, & people to operate them. Ensure designated member coordinates availability & operation of Entries Program/First Class Programs, as well as availability of experienced personnel to place plants. • Assist Awards Chair in compiling list of award winners after judging is complete. • Maintain records of recipients of convention amateur show awards for a period of one (1) year, after which time they may be discarded.
Coordinate Committee Secretary Activities	<ul style="list-style-type: none"> • Coordinate committee secretary activities. 	<ul style="list-style-type: none"> • Ensure meeting notes are kept, maintained by the Secretary. • Ensure the secretary records all rules for judges, teachers, & local chairs of judging schools. • Ensure secretary revises, makes changes as instructed by the BOD or EC.
Coordinate Schedule Approver Activities	<ul style="list-style-type: none"> • Coordinate committee schedule approver activities. 	<ul style="list-style-type: none"> • Ensure show schedules received from affiliates are checked by approver & conform to AVSA rules. • Ensure approver sends AVSA awards packet to affiliate show chair after approved. • Ensure fees received by scheduler for rosettes are sent to Office Manager in a timely manner. • Ensure scheduler orders, dispenses awards for affiliated chapters as provided by BOD or EC. • Ensure scheduler maintains sufficient quantity of rosettes, score sheets for awards for AVSA collection classes at convention show.
Coordinate Teachers' Exams Files	<ul style="list-style-type: none"> • Coordinate teachers' exams files. 	<ul style="list-style-type: none"> • Identify committee member to be accountable for teachers' exam files. • Ensure file of good exams & records of where each exam is used is maintained. • Establish proper rotation of exams to ensure "fresh" exams are used (avoid reuse of previous exam). • Ensure appropriate approvals are done of new exams by authorized committee member.
Coordinate Senior Judges' Exams	<ul style="list-style-type: none"> • Coordinate Senior Judges' exams. 	<ul style="list-style-type: none"> • Identify committee member to be accountable for senior judges' exams. • Ensure new exam is written, approved by Show & Judges' Committee each year. • Ensure appropriate records are maintained about Senior Judges' exams. • Ensure roster sheet sent to Shows & Judges Chair & committee member keeping records for Master Judges. • After appropriate approvals, exams & new judge's cards will be returned to each judge. • Ensure all monies received for exam expense are sent to Office Manager. • Ensure complete records are maintained of all judges as to when exams were taken & grades received. (Records to be used to verify when judges are eligible for Master Judge status). • Encourage all committee members to attend convention Judges Breakfast & help Chair answer questions presented by

The African Violet Society of America, Inc.

		<p>attendees. Encourage members to bring questions, motions from local affiliate clubs & judges councils.</p> <ul style="list-style-type: none"> Encourage all teachers on committee to attend Teachers Breakfast & participate in discussions to improve teaching methods.
Transition Handbook Committee to Show & Judges Committee	<ul style="list-style-type: none"> Assess recommendation to transition Handbook Committee to Show & Judges Committee 	<ul style="list-style-type: none"> Assess recommendation to transition committee Collaborate with Handbook Committee chair to determine feasibility, process to follow if recommended Submit report recommendation to 2nd VP no later than July 1, 2022
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 2nd VP and AVSA Treasurer in a timely manner and as required

Marketing – Joyce Stork		
Provide Executive Board/committee leadership for STANDING COMMITTEE	<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 2nd 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 BOD committee meetings Vote during Board of Directors meetings Submit committee reports to the 2nd VP in a timely manner and as required Submit budget information to the EC in a timely manner and as required Transition all committee records to successor in a timely manner
Maintain ByLaws	<ul style="list-style-type: none"> Maintain ByLaws to keep up with current governance structure related to respective committee 	<ul style="list-style-type: none"> Review ByLaws Recommend Updates as Needed to assigned VP & ByLaws Committee Follow up to insure timely updates (Fall submission)
Maintain Policy & Procedures Manual	<ul style="list-style-type: none"> Maintain Policy & Procedures Manual to keep up with current processes related to respective committee responsibilities 	<ul style="list-style-type: none"> Review Policy & Procedures Manual Recommend Updates as Needed to assigned VP Follow up to insure timely updates (Fall submission)
Develop, Promote Marketing Plan	<ul style="list-style-type: none"> Develop, organize Marketing Plan to enhance AVSA visibility, reputation. Promote AVSA Marketing Plan Guide AVSA committees, affiliate chapters using vision, mission, goals, 	<ul style="list-style-type: none"> Develop & document Marketing Plan Develop, implement strategies to promote AVSA Marketing Plan Collaborate with Executive Committee to incorporate vision, mission, goals, & strategies as part of Marketing Plan

	& strategies established by AVSA Executive Committee	
Promote Marketing Using AVSA Website	<ul style="list-style-type: none"> Maintain marketing-related information on AVSA website 	<ul style="list-style-type: none"> Maintain up-to-date information on AVSA website concerning all aspects of Marketing. Update AVSA website to incorporate vision, mission, goals, strategies, & other executive-level documentation established by AVSA Executive Committee & how it supports Marketing Plan.
Coordinate Strategy Team Activities	<ul style="list-style-type: none"> Coordinate Strategy Team activities 	<ul style="list-style-type: none"> Appoint committee members to plan marketing strategies. Provide tools to assist with delivery of messages. Assess, analyze current & prospective member interests, needs. Develop, implement strategic marketing strategies to support AVSA marketing activities. Develop strategy for approaching prospects in marketing campaign. Recommend changes within AVSA to enhance society's ability to attract new prospects & retain current members. Manage marketing campaigns. Provide tools needed to support Channel Head activities (key statements, graphic design, analysis of their product, measurement of success, etc.).
Coordinate Channel Head Activities	<ul style="list-style-type: none"> Deliver messages to members, prospects, media using various channels Coordinate activities for Social Media platforms Coordinate activities for communication within AVSA Coordinate activities for those designing, promoting products for sale 	<ul style="list-style-type: none"> Coordinate with Channel Heads to carry out strategic marketing plan. Maintain contact with Channel Heads as they are given assignments, initiate new projects or initiatives, or address issues, problems. Coordinate activities for Social Media platforms such as Facebook, Pinterest, YouTube, Instagram Coordinate activities for communications within AVSA such as Office Manager, email campaigns, & AVM Coordinate activities for those designing, or promoting products for sale from AVSA such as Library, Calendar, Convention Publicity, Website Develop, implement operational marketing strategies to support AVSA channel head activities. Collaborate with Channel Heads to master their area of communication, understand way their respective Channels work, to follow current trends, & develop excellent skills. Collaborate with Channel Heads to set goals, develop systems to become very effective in their respective channels. Stay informed of Channel Head by participating in conference calls or through status or meeting reports. Coordinate with Channel Heads when guidance is needed, funding requested.
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 2nd VP and AVSA Treasurer in a timely manner and as required

Convention Show Awards – Vickie Crider		
Provide Executive Board/committee leadership for STANDING COMMITTEE	<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 2nd 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 BOD committee meetings Vote during Board of Directors meetings Submit committee reports to the 2nd VP in a timely manner and as required Submit budget information to the EC in a timely manner and as required Transition all committee records to successor in a timely manner
Maintain ByLaws	<ul style="list-style-type: none"> Maintain ByLaws to keep up with current governance structure related to respective committee 	<ul style="list-style-type: none"> Review ByLaws Recommend Updates as Needed to assigned VP & ByLaws Committee Follow up to insure timely updates (Fall submission)
Maintain Policy & Procedures Manual	<ul style="list-style-type: none"> Maintain Policy & Procedures Manual to keep up with current processes related to respective committee responsibilities 	<ul style="list-style-type: none"> Review Policy & Procedures Manual Recommend Updates as Needed to assigned VP Follow up to insure timely updates (Fall submission)
Coordinate AVSA Show Awards	<ul style="list-style-type: none"> Coordinate AVSA sponsored show awards Coordinate special show awards at annual national convention 	<ul style="list-style-type: none"> Secure, log, distribute AVSA-sponsored show awards given annually at national convention show Secure, log, distribute special show awards given annually at national convention show Submit awards list - per publication deadlines - to AVM Editor for publication in AVM. Submit show awards list – including complete details - to Shows & Judges & local Convention Chair one (1) month before the convention. Assist Show & Judges Chair to compile complete list of special award winners in amateur division of convention show. Compile complete list of Commercial Division show winners for use by Commercial Committee Chair for presentation at awards banquet. AVSA Treasurer shall serve as ex-officio & voting member of Convention Show Awards Committee. Convention Show Awards Chair or designee shall present amateur awards at appropriate convention banquet. Provide W-9 forms from AVSA convention show exhibitors from USA who were awarded \$600 or more to Office Manager. Send written record of all award winners at each convention to AVSA office to be kept in Society archives. Send winners list to Publications Chair & AVM Editor for publication in AVM.

Reports from the Officers, Board Members, and Committees For the Year 2021

		<ul style="list-style-type: none"> Maintain up-to-date information on AVSA website concerning donations & show award winners. Maintain inventory of special ribbons, rosettes & order as needed Coordinate billing for committee procurements
Promote Show Awards Using AVSA Website	<ul style="list-style-type: none"> Maintain show awards information on AVSA website 	<ul style="list-style-type: none"> Maintain up-to-date information on AVSA website concerning all aspects of show awards.
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 2nd VP and AVSA Treasurer in a timely manner and as required

Society Awards – Linda Hall		
Provide Executive Board/committee leadership for STANDING COMMITTEE	<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 2nd 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 BOD committee meetings Vote during Board of Directors meetings Submit committee reports to the 2nd VP in a timely manner and as required Submit budget information to the EC in a timely manner and as required Transition all committee records to successor in a timely manner
Maintain ByLaws	<ul style="list-style-type: none"> Maintain ByLaws to keep up with current governance structure related to respective committee 	<ul style="list-style-type: none"> Review ByLaws Recommend Updates as Needed to assigned VP & ByLaws Committee Follow up to insure timely updates (Fall submission)
Maintain Policy & Procedures Manual	<ul style="list-style-type: none"> Maintain Policy & Procedures Manual to keep up with current processes related to respective committee responsibilities 	<ul style="list-style-type: none"> Review Policy & Procedures Manual Recommend Updates as Needed to assigned VP Follow up to insure timely updates (Fall submission)
Promote Society Awards Using AVSA Website	<ul style="list-style-type: none"> Maintain society awards-related information on AVSA website 	<ul style="list-style-type: none"> Maintain up-to-date information on AVSA website concerning all aspects of society awards.
Coordinate Selection Process of Society Awards	<ul style="list-style-type: none"> Coordinate selection process for society awards 	<ul style="list-style-type: none"> Prepare list for consideration by EC of possible honorary award recipients of honorary awards.

The African Violet Society of America, Inc.

		<ul style="list-style-type: none"> Collaborate with Society Awards Committee & EC to determine awards recipients. Submit names of all Special Honorary Society Award winners, including all pertinent to AVM Editor by the appropriate deadline date for publication in the issue specified by said Editor, while adhering to established magazine deadlines. Notify recipients of society awards by phone or email if recipient is not present during awards presentation.
Coordinate Society Awards at AVSA National Convention	<ul style="list-style-type: none"> Coordinate society awards at national convention. 	<ul style="list-style-type: none"> Secure special AVSA Society awards to be given at AVSA Convention Show. Purchase all society awards as needed. Present (Chair or designee) awards at appropriate convention banquet. Submit written record of all award winners at each convention to AVSA office to be kept in Society archives.
Coordinate Hudson Award for Affiliate Leadership	<ul style="list-style-type: none"> Coordinate Hudson Award activities. 	<ul style="list-style-type: none"> Collaborate with committee members to select winners from submitted award nominees. Purchase Hudson Award. Present Hudson Award at awards banquet.
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 2nd VP and AVSA Treasurer in a timely manner and as required

Commercial – Kathy Bell		
Provide Executive Board/committee leadership for STANDING COMMITTEE	<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 2nd 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 BOD committee meetings Vote during Board of Directors meetings Submit committee reports to the 2nd VP in a timely manner and as required Submit budget information to the EC in a timely manner and as required Transition all committee records to successor in a timely manner
Maintain ByLaws	<ul style="list-style-type: none"> Maintain ByLaws to keep up with current governance structure related to respective committee 	<ul style="list-style-type: none"> Review ByLaws Recommend Updates as Needed to assigned VP & ByLaws Committee Follow up to insure timely updates (Fall submission)

Reports from the Officers, Board Members, and Committees For the Year 2021

Maintain Policy & Procedures Manual	<ul style="list-style-type: none"> Maintain Policy & Procedures Manual to keep up with current processes related to respective committee responsibilities 	<ul style="list-style-type: none"> Review Policy & Procedures Manual Recommend Updates as Needed to assigned VP Follow up to insure timely updates (Fall submission)
Promote Interest & Unity with AVSA Commercials	<ul style="list-style-type: none"> Promote greater interest in AV industry for betterment of AVSA Create closer unity of AVSA Commercials 	<ul style="list-style-type: none"> Schedule commercial meetings to provide opportunities for commercials to collaborate as a group, share interests
Promote Commercials Using AVSA Website	<ul style="list-style-type: none"> Collaborate with other AVSA Committees to ensure AVSA website contains current information about AVSA Commercials 	<ul style="list-style-type: none"> Collaborate, coordinate with AVSA Tech/Web & Advertising Committees to ensure website information is current Contact AVSA Commercials to obtain current information for website
Coordinate Commercial Convention Activities	<ul style="list-style-type: none"> Coordinate commercial convention logistics Coordinate sales tax forms, collections, & reporting Collect & report commercial convention fees Coordinate judges & judges' clerks for commercial division & specimen plant sections Coordinate Commercial awards Represent commercial interests on Handbook Committee 	<ul style="list-style-type: none"> Send notification about annual convention salesroom logistics by letter/email to all commercial members Distribute sales tax forms to all commercials prior to convention salesroom opening Collect sales taxes & pay proper authorities Collect all commercial fees & submit to Treasurer on monthly basis Prepare commercial show schedule & submit to Shows & Judges Chair by August 15, every year. Collaborate with Convention Show & Staging Chair to plan commercial exhibit logistics Designate committee member to instruct judges & judges' clerks on judging commercial division & specimen plant sections Present Commercial Awards during appropriate banquet. Recommend commercial member (approved by AVSA President) to serve as member of Handbook Committee & represent commercial interests regarding judges rules
Coordinate Commercial-Related Complaints & Resolutions	<ul style="list-style-type: none"> Collaborate with all involved parties to resolve commercial-related complaints 	<ul style="list-style-type: none"> Point of contact for all commercial-related complaints, issues Represent AVSA during complaint resolution Represent AVSA commercials during complaint resolution Collaborate with AVSA leadership, membership, commercials, & advertisers to resolve issues Report, as needed, to 2nd VP for more difficult issues, unresolved issues, or issues that could escalate into bigger issues
Promote Commercials Using AVSA Website	<ul style="list-style-type: none"> Maintain commercial-related information on AVSA website 	<ul style="list-style-type: none"> Maintain up-to-date information on AVSA website concerning all aspects of commercial vendors.
Collaborate with Plant Registration & Master Plant List Committee	<ul style="list-style-type: none"> Collaborate to help determine more satisfactory ways of registering plants 	<ul style="list-style-type: none"> Contact Plant Registration & Master Plant List Committee Chair to coordinate regular/periodic/scheduled meetings Work with other committees to streamline, make registration process more efficient Report status as needed to VP
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 2nd VP and AVSA Treasurer in a timely manner and as required

The African Violet Society of America, Inc.

Library – Kurt Jablonski		
Provide Executive Board/committee leadership for STANDING COMMITTEE	<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 2nd 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 BOD committee meetings Vote during Board of Directors meetings Submit committee reports to the 2nd VP in a timely manner and as required Submit budget information to the EC in a timely manner and as required Transition all committee records to successor in a timely manner
Maintain ByLaws	<ul style="list-style-type: none"> Maintain ByLaws to keep up with current governance structure related to respective committee 	<ul style="list-style-type: none"> Review ByLaws Recommend Updates as Needed to assigned VP & ByLaws Committee Follow up to insure timely updates (Fall submission)
Maintain Policy & Procedures Manual	<ul style="list-style-type: none"> Maintain Policy & Procedures Manual to keep up with current processes related to respective committee responsibilities 	<ul style="list-style-type: none"> Review Policy & Procedures Manual Recommend Updates as Needed to assigned VP Follow up to insure timely updates (Fall submission)
Maintain AVSA Library	<ul style="list-style-type: none"> Promote, supervise, encourage use of AVSA Library by AVSA affiliates & membership. Maintain AVSA library documentation Maintain AVSA library inventory 	<ul style="list-style-type: none"> Create inventory list of all AVSA library materials, including availability, media type, # copies, etc Develop process(es) for maintaining AVSA library inventory Develop process(es) for making AVSA library inventory available to the public
Maintain Library Education Programs	<ul style="list-style-type: none"> Collaborate with other AVSA Committees on all aspects of Library programs Create, develop new programs Revise, improve existing programs Retire outdated programs 	<ul style="list-style-type: none"> Create, develop new & interesting educational programs for library. Collaborate with AVSA committees & membership to revise, improve, update, retire library materials as needed
Maintain Convention Photography & Digital Recordings	<ul style="list-style-type: none"> Coordinate convention photography Coordinate convention digital recordings 	<ul style="list-style-type: none"> Plan, direct photography, digital records of each convention show, including presentations, for developing new programs.
Publish Library Information in AVM	<ul style="list-style-type: none"> Coordinate annual publication of Library materials list Create, publish article related to Library materials in AVM 	<ul style="list-style-type: none"> Prepare annual list of Library materials available Submit column, including list of available Library materials, to Publications Chair and AVM Editor, adhering to established magazine deadlines, for publication in September AVM issue.
Promote Library Using AVSA Website	<ul style="list-style-type: none"> Maintain library-related information on AVSA website 	<ul style="list-style-type: none"> Maintain up-to-date information on AVSA website concerning all aspects of the AVSA Library.
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

Reports from the Officers, Board Members, and Committees For the Year 2021

		<ul style="list-style-type: none"> • Ensure all project deliverables, outcomes, and timelines are met • Submit budget information to the 2nd VP and AVSA Treasurer in a timely manner and as required
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Handbook – Winston Goretsky

Provide Executive Board/committee leadership for SPECIAL COMMITTEE	<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 2nd 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 BOD committee meetings • Attends, but does not vote during Board of Directors meetings • Submit committee reports to the 2nd VP in a timely manner and as required • Submit budget information to the EC in a timely manner and as required • Transition all committee records to successor in a timely manner
Maintain ByLaws	<ul style="list-style-type: none"> • Maintain ByLaws to keep up with current governance structure related to respective committee 	<ul style="list-style-type: none"> • Review ByLaws • Recommend Updates as Needed to assigned VP & ByLaws Committee • Follow up to insure timely updates (Fall submission)
Maintain Policy & Procedures Manual	<ul style="list-style-type: none"> • Maintain Policy & Procedures Manual to keep up with current processes related to respective committee responsibilities 	<ul style="list-style-type: none"> • Review Policy & Procedures Manual • Recommend Updates as Needed to assigned VP • Follow up to insure timely updates (Fall submission)
Transition Handbook Committee to Show & Judges Committee	<ul style="list-style-type: none"> • Assess recommendation to transition Handbook Committee to Show & Judges Committee 	<ul style="list-style-type: none"> • Assess recommendation to transition committee • Collaborate with Show & Judges Committee chair to determine feasibility, process to follow if recommended • Submit report recommendation to 2nd VP no later than July 1, 2022
Maintain Handbook for Growers, Exhibitors, & Judges	<ul style="list-style-type: none"> • Maintain Handbook 	<ul style="list-style-type: none"> • Collaborate with interested parties to maintain Handbook for Growers, Exhibitors, and Judges, the official manual for all AVSA Affiliate & Convention shows through reviews, edits, & publication. • Maintenance of handbook is responsibility of Handbook Editor & committee. Editor, committee members are appointed by President in consultation with AVSA Shows & Judges Chair & approved by AVSA Executive Board. • Proofread & approve (entire Handbook Committee) & review (Publications Committee, AVSA Executive Committee) before update or publication.

The African Violet Society of America, Inc.

		<ul style="list-style-type: none"> • Obtain AVSA Executive Committee approval for all Handbook expenditures. • Coordinate printing per pre-approved specifications. • Coordinate digital publication per pre-approved specifications (for download via AVSA website). • Coordinate with Commercial Chair to appoint commercial member to serve on this committee to assure rules for commercial judging are correctly stated. • Inform Shows & Judges Chair informed of committee activities & submit written reports as requested.
Promote Handbook Using AVSA Website	<ul style="list-style-type: none"> • Maintain handbook-related information on AVSA website 	<ul style="list-style-type: none"> • Maintain up-to-date information on AVSA website concerning all aspects of the Handbook.
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 2nd VP and AVSA Treasurer in a timely manner and as required

Respectfully submitted,
Glenda Williams

Report of the Third Vice President

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

This first year of serving on the Executive Committee has been a year of learning, as well as excitement in becoming involved in this wonderful organization. I spent a great part of the year becoming familiar with the processes of being an EC member and learning about the committees I'm responsible for.

I attended the Executive Committee Zoom meetings throughout the year. Meeting regularly has been crucial in keeping in touch with the people and AVSA business, and has enabled much to be accomplished by the frequent contact. I also had the wonderful opportunity of meeting with the EC at the AVSA Beaumont office. This meeting gave the EC the opportunity to interact in person and to interact with the office personnel.

I supported the Cyber Convention by proofreading the entire convention website over a period of a few weeks. I also hosted all the Zoom social hours and the Zoom bingo game. Preparation for these Zoom activities took several weeks.

I supported my assigned committee chairs by researching and answering questions, assisting with Zoom meetings, representing them to the EC, and anything else they have needed.

I sent out an email to all the Directors asking that they contact their assigned affiliates with the purpose of increasing communication between AVSA and our affiliate clubs. So far I have had no response back.

Jeri Anderson and the Affiliates Committee continue doing a wonderful job of managing affiliate contact and event information, assisting those wanting to start a new club, and documenting their procedures.

Joe Bruns and the Plant Registration and Master Plant List Committee continue maintaining the Master Plant List and related new registrations and publications. Joe has also been working with the Show and Judges Committee to incorporate submissions to "Tally Time" and "The Winners Are" directly from the entries program.

The Technology and Website Committees have been working as one committee, and they are proposing that they be combined into one "TechWeb" committee. These two committees are closely related and have been highly successful in working together to meet AVSA's data and software needs.

The Technology and Website Committees have had many huge accomplishments this year including the further implementation of the new AVSA website and the 2021 Cyber Convention. Both of these tasks took a great deal of effort, time, and collaboration, not only between the two committees, but also with many other AVSA committee chairs and members.

Mary Thompsen and her Violet Preservation Committee have also had a successful year in rejuvenating the "Most Wanted Violets" project. She worked with the Website Committee to add this functionality to our new website and has had several happy customers.

My club continued to meet in Zoom all last year, and this year we have been doing hybrid meetings (both in person and Zoom). Since our annual spring show and sale was canceled last year, we decided to do a private, club members only AVSA show. Not everyone participated, but those who did had a great time and benefited in showing off their plants and earning AVSA ribbons.

It's been an honor and a pleasure to serve as Third Vice President and I look forward to continuing in the upcoming year.

Respectfully submitted,
Sharon Shannon

Report of the Secretary

Annual Report ***Office of the Secretary*** **Rich Follett**

I was appointed to the open position of AVSA Secretary by AVSA President Susan Anderson on July 18, 2021. The learning curve has been very steep, but I have had wonderful support from my fellow AVSA Board members. I wish to extend special thanks to AVSA First Vice President Mary Corondan, who had been fulfilling many of the duties of the AVSA Secretary in the interim and who has answered innumerable questions with grace and patience.

My activity thus far has been as follows:

- 1) Attending and taking notes for bi-monthly and monthly AVSA EC meetings, as well as the newly-instituted monthly meeting with AVSA Office Manager Amy Carruth.
- 2) Attending and taking notes for the in-person AVSA EC meeting at the Lone Star African Violet Council show in Texas in October of 2021.
- 3) AVSA EC electronic and mail correspondence as required
- 4) Sending out reminders for AVSA BOD members, Committee Chairs, and elected directors to submit their annual reports.
- 5) Compiling the various annual reports into the overall AVSA 2021-22 annual report document.
- 6) Coordinating information to generate the script for the AVSA annual board meeting in Arkansas.

I am grateful for the opportunity to serve the AVSA in this capacity and for the patience and support of my fellow EC members as I learn the intricacies of this multifaceted position.

Respectfully submitted,

Rich Follett

Report of the Treasurer and Finance Chair

Annual Report ***Office of the Treasurer and Finance Chair*** **Terri Post**

During the first four months of 2021, I compiled and prepared the financial statements for fiscal year 2020, and I also filed an extension for the 2020 Form 990 tax return. I then prepared a 2022 budget to be presented to the board.

During the year 2021, an Employee Retention Credit was offered by IRS to organizations that have a decreased revenue flow due to COVID. \$13,786.80 and \$31,145.88 were received during the year from filing for these credits. This helped us to meeting operating expenses.

In March, 2021, I filed the final report for the foundation that AVSA received a grant for during 2020. They require financial statements by March 15. During April, 2021, I wrote and filed for the new 2021 grant. Then, in December 2021, this same foundation required filing the final report for the 2021 grant. I sent them the financial statements from June 30, 2021 and they have not responded yet to this filing.

The next item that the committee performed was internal control auditing of the AVSA financial information for 2020. Each committee member reviewed bank statements, bank reconciliations and were able to ask any questions concerning them. Each member then signed off on the bank reconciliations after they felt comfortable with them. Each member then proceeded to look through the bank statements and randomly selected several items that were traced through online QuickBooks and the financial statements. By randomly choosing and tracking, each person was able to verify that items going through the bank were being reported properly and accurately on the financial statements. At this time, finance committee members were given access to AVSA QuickBooks and can continue to monitor the transactions of AVSA whenever they want on an ongoing basis.

In July of 2021, I prepared and filed the 2020 Form 990 tax return. This return is public information and a copy can be obtained by filing a written request to the AVSA office. The return is also available for the public to view at www.guidestar.org. This is a website endorsed by the IRS.

To recap AVSA investments:

The Life Fund is primarily invested in bonds and CDs. A couple bonds were called and/or matured during 2021 and the funds from them were reinvested into municipal bonds and CDs. The approximate rate of return for the entire fund was 2.98%. AVSA also had to withdraw \$13,000 from this fund during 2021 in order to meet operating expenses.

The BERF fund has been invested in treasury bonds, CDs and a mutual fund. The BERF committee has asked to keep some of this fund liquid in order to pay out any possible scholarship as needed. The approximate rate of return for this fund during 2021 was 1.9%. Scholarships of \$1,500 were also awarded from this fund during 2021 along with a \$4,500 research grant was awarded.

The Tinari Fund has also been invested mainly in CDs, with a few bonds. The approximate rate of return for this fund was 3.03%. AVSA used \$5,000 of 2021 interest earnings to help meet operating expenses during 2021.

The Burde Fund has been invested in bonds and some CDs. The approximate return for this fund during 2021 was 2.76%. There was an \$810 withdrawal from earnings from this fund for new computer equipment for the AVSA office.

During the year 2021, the Hudson monies earned approximately 1.77%. It is hoped that this fund will be able to pay for future awards with earnings.

I feel that we have been able to reinvest earnings on our investments and, at year end we were able to draw on them to help us with immediate cash needs. This enables us to continue to grow and provides some financial stability for the future, as was the desire of the original endowment donations.

The 2023 budget will be prepared and presented to the board for approval at the Little Rock convention.

Respectfully submitted,
Terri Post

Report of the Immediate Past President

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

Since the Cyber Diamond Celebration Convention, I have attended the Zoom Executive Committee meetings, a meeting of the Council of Past Presidents, Legacy Society Committee meetings and shared the highlights and questions with the EC which were outlined in EC meeting minutes. The Council of Past Presidents wondered why the Silver Pin and the Article Contest were discontinued. The EC shared these questions with the Publications Committee and the Publications along with the Marketing Committee will develop a new contest/award for the future to help generate more articles for the *AVM*.

I have attended meetings of the newly formed Legacy Society Committee. The Committee has been working on plans to publicize and increase the number of members of the Legacy Society. A new Legacy Society pin is being developed and possibly will be available at the Little Rock Convention.

I attended the First African Violet Society of Denton's Summer Workshop and presented one of the workshop sessions on the History of AVSA.

The Lone Star African Violet Council invited the Executive Committee to have the Fall meeting on Sunday October 31. A meeting room was scheduled at the Radisson Fossil Creek Hotel in Fort Worth and lunch was also planned.

As Lone Star Convention Show Chair planning for the show was completed. As Judges & Clerks Chair for the Lone Star Show I received volunteer requests to judge and clerk and created the panels which were assigned at Judges' and Clerks' Instruction prior to the judging of the show.

I attended the Executive Committee meeting held at the AVSA Office in Beaumont in February. Amy Carruth gave us a demonstration of the various functions of IMIS and gave us an Office update. The Executive Committee also worked in the Archives Room filing items.

I continue to promote AVSA whenever the opportunity arises.

Respectfully submitted,
Sue Ramser

Reports of Elected Directors

Douglas Allen

We have all struggled dealing with the many inconveniences caused by the covid 19 pandemic. The AVSA organization has dealt with presenting the membership with an outstanding, but virtual, opportunity to celebrate our plants and our friendships throughout the year as well as with the virtual convention for 2021. This continues as the plans for the 2022 convention are developed and implemented. My wife and I are both energized by the opportunity to attend the 2022 convention in Little Rock and meet face to face with our friends.

Finance Committee

Auditing bookkeeping transactions was difficult for this year as we struggled to conduct a virtual audit. My primary contribution was working with Randy Deutsche and the result indicated that the details reviewed were consistent and accurate.

Legacy Society

The Legacy Society concept for AVSA was originally created and implemented by a small committee consisting of Richard Nicholas, Rex Pershing and Doug Allen. Since its creation it has offered many AVSA members an opportunity to contribute to the long-term effect that comes from the appreciation of the value African Violets make to society. In the last few years this contribution has not been celebrated by our membership as extensively as it could be. Accordingly, we want to make AVSA members more aware of the value the Legacy Society has created and make individual's membership in the Legacy Society as simple and easy as possible.

I participated in a subcommittee Linda Hall led to review the Legacy Society's status and find ways to enhance the value of the Legacy Society to AVSA. Some of the suggestions will be implemented at the Little Rock convention and other potential improvements that may require changes to AVSA policy continue to be discussed.

Lynn and I are looking forward to seeing everyone in Little Rock.

Respectfully submitted,
Douglas Allen

Scott Ammann

I had a small part in helping proofread the Russian African Violet and Gesneriad World Today Almanac that finally saw its completion. What a beautiful and timely testament to the international friendships in our community around the love we share for violets.

I continue to edit the Newsletter for the Missouri Valley African Violet Council that has seen its show and sale postponed for hopefully the last time due to covid.

My local affiliate the St Louis Metropolitan African Violet Council will have its first meeting in a very long time which is wonderful. We have found a restaurant with a large private room to accommodate us.

I've continued as Vice President of our local gesneriad chapter, Gateway West Gesneriad Society. We have continued

meetings in parks in good weather and otherwise via Zoom, taking advantage of webinars and online presenters.

I was able to attend a gesneriad judging school taught by Linda Hall in Kansas City in the summer. It's so important we continue to organize these to make sure we have a healthy supply of judges. Thanks Linda!

I judged my first show since the pandemic with the Heart of America Gesneriad Society in Kansas City in October. It was great to feel things returning to normal.

I look over the African Violet Magazine with many others to help in proofreading as well.

I have reached out to the affiliates I'm responsible for and one of the biggest concerns as always is membership, especially with the pandemic putting strain on our meetings. I still find our best resource has been setting up a table on a Saturday at a local garden center or botanical garden with some friendly faces and some beautiful blooming plants to invite people to join in our hobby.

Respectfully submitted,
Scott Ammann

Minh Bui

2021 was a more promising year for AVs and Gesneriads. Meetings for the Baltimore AV club remained canceled for most of the year due to the pandemic. I am still serving as President of the National Capital Area Chapter of the Gesneriad Society, which was one of the first clubs to successfully host a judged show in September 2021. I continue to serve as the Affiliate and Awards Chair for the Mid-Atlantic AV Society, write articles for the AV Magazine, Gesneriad chapter articles, and give virtual talks to other AV and Gesneriad clubs.

Respectfully submitted,

Dr. Minh Bui

Stephen Covolo-Hudson

There were no shows or sales due to covid lockdowns in the east coast. Some clubs continued on with Zoom meetings others didn't even meet.

One club was creative and had a trunk sale from the back of their cars. Since, they couldn't meet in person, and no meeting halls would allow gatherings.

Respectfully submitted,
Stephen Covolo-Hudson

Richard Craft

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

AVSA Committees

Advertising Committee Chair

Library Committee Vice-Chair (photographer and videographer) and YouTube Channel Head

Website (soon to be TechWeb) Committee member (website designer)

Affiliates Point of Contact

My first two years as a director I served 7 international affiliates and 2 Zone 5 affiliates in the U.S. Apart from 2 emails, I received no responses from any other affiliate.

This past year I was assigned Zone 4 affiliates, which are closer to home. I received replies from all but 2 affiliates. Not coincidentally, the responses I received were from affiliates which have AVSA leaders in their ranks.

As pandemic restrictions eased up, more clubs began to meet in-person again. Zoom meetings were a mixed bag. Two clubs never utilized any online Zoom meetings and cautiously met in person. One club used it exclusively and then began to meet again in-person with an occasional Zoom meeting featuring an out-of-state speaker. And finally, one club mixed the two formats and continues to hold hybrid meetings (in-person and Zoom.) I have attended several Zoom meetings of the Copper State AVC and plan to attend at least one Zoom meeting of the Albuquerque AVC.

Last year (2021) Copper State AVC held a Show & Sale. I entered a number of plants and helped with setup, plant sales and judging their show. I am planning on doing the same for their 2022 show.

Near the end of 2021, the Lone Star African Violet Council held their convention in Fort Worth. I exhibited plants, served as a judge and was commissioned to photograph the show plants and designs for inclusion in the African Violet Magazine.

Cyber Diamond Celebration Convention 2021

For the second year in a row (in lieu of an in-person convention,) the Website Committee and other talented individuals, put together a website for the public to virtually experience an online convention. Plans were expanded to include interactive Zoom sessions serving as social times for gathering together to listen to commercial growers and hybridizers. The online live auction and business meetings went very well.

Among the many facets of website work, my responsibilities included creating the image galleries for the horticultural and design exhibits as well as the new introductions (African violets and gesneriads) pages.

I collected five prerecorded PowerPoint presentations which were then converted to videos and uploaded them to the YouTube Channel. These were released on a daily schedule for viewing during the week-long convention.

AVSA Affiliates

This past year, I spoke to over a dozen leaders about their experiences with their local affiliates. Most of their clubs are doing well or are getting by. About a fourth of them had experienced tensions within their club. These were sometimes attributed to club members seeking conflicting goals.

Even though clubs are registered as AVSA affiliates, AVSA has no role in the way clubs operate. Clubs are independent and considered to be self-regulated. Any problems are to be handled at the local level. Unfortunately, when clubs split, the disenfranchised people may choose to let their AVSA memberships expire.

Perhaps a proposal can be made to apply a uniform set of bylaws or standards for AVSA affiliates.

Respectfully submitted,
Richard Craft

Winston Goretsky

Annual Report 2021
Winston J. Goretsky

As a member of the Board of Directors, I serve on the following committees:

- Council of Past Presidents, Chair
- Convention
- Editorial Board
- Handbook, Chair
- Publications
- Shows and Judges
- Technology (TechWeb)

Throughout the past year I attended numerous video conference meetings relating to the various committees I serve.

In July 2021, I participated in the Gesneriad Society's Online Virtual Show. Throughout the year, I was also able to represent AVSA on various topics that were discussed. I expressed the views and experience of AVSA, as best related to common situations, to align common goals and directions of both groups. I trust that I will be able to represent the Gesneriad Society to AVSA in a similar way.

I assisted in the 2021 Virtual Convention by creating the necessary interface and registration capabilities for the event and provided the technology solution for the Online Silent Auction through iMIS.

I participated in local and national online events and promoted AVSA through my interactions.

I worked with the Publications and Editorial Committees to supply photographs for the African Violet Magazine and have also contributed content as requested.

I continue to attend the bi-weekly meetings held by the Technology/Website Committee and support the iMIS product in conjunction with the needs of the society and the Office Manager. Amy Carruth and I worked together with the WordPress website development team, to integrate and coordinate our efforts, to make sure the best solution is realized by the membership and public.

The Shows and Judges Committee continues to transact business and is planning activities for the 2022 convention in Little Rock, AK. The update to the AVSA Handbook for Growers, Exhibitors, and Judges is underway and will be available at the 2022 Convention as a pre-order item to be picked up in person at convention.

As a member of the Convention Committee, I worked together with Kathy Lahti to receive the 2022 Convention Materials and performed a liaison role with the Technology / Website Committee to prepare the materials for public and member consumption. I also supported Amy Carruth to setup the iMIS Online Registration component for the 2022 convention.

I hope that I can 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

Nancy Hayes

Due to circumstances beyond her control, Nancy Hayes was unable to submit a Director's Report for 2021.

Kurt Jablonski

Over the past two years I have not attended any shows sadly due to Covid. I have worked with a local library here to promote AVSA and start a local club in Miami. I have worked with Glenda Williams to turn the old Scans into digital photos for AVSA. I have also given three zoom programs over the last year to local clubs free of charge and always promote AVSA and the benefits of joining a club.

Respectfully submitted,
Kurt Jablonski

Jill Jensen

2021-2022 Report

This year, my home club, the Lincoln AVS, like many other affiliates, is rebuilding.

COVID hit our club hard. We did not lose members to COVID, but we did lose our meeting place. We have not met regularly during the pandemic, but have met sporadically via Zoom and will probably be an online club at least for the foreseeable future until we can identify a new meeting place. Meeting online may provide us an opportunity to grow and gain members virtually. Zoom meetings are not the same as meeting in person, but it's become one way for us to keep in touch with each other. Given the isolation of the last two years, seeing a friendly face and sharing our plants is most welcome.

The Missouri Valley African Violet Council, my other affiliate club, canceled its convention in the Fall of 2021 due to COVID. MVAVC hosted a spring meeting last June in Blue Springs, Mo. We plan to meet again this spring at a location TBD. I am now the 2d Vice President of MVAVC and on the hunt for speakers for our spring meeting. Any suggestions for speakers via Zoom or in-person for this May or June? Any great programs or topics to share? Please send them my way!

MVAVC intends to hold its annual convention in Omaha in the fall of 2022, and this year, we may just get it done! Fingers crossed!

In communicating with area affiliates, its evident that many local clubs in my area (Nebraska, Iowa, Kansas) are either rebuilding or struggling to keep going. What are others doing to help keep their affiliates growing and thriving?

As to AVSA activities, last year I was part of the search committee for the AVM editor position and making a recommendation to the Executive Committee. After that assignment was completed, I joined the Editorial Board of the AVM in 2021 and help in the proofreading process prior to publication. I am learning a great deal from the other editorial Board members and Sophia about the process of producing a great AVM. In addition, I serve on the Bylaws Committee and the Resolutions Committee, as well as Fundraising, and the TechWeb Committee. I am probably the least tech savvy person on the TechWeb Committee, but I am learning a great deal from the other committee members. I helped test the great convention web pages we used for registration this year and will be assisting in testing for the entries program.

It's been a privilege and joy to meet and work with other AVSA members on the Board of Directors, our officers, and committee members. AVSA has many very dedicated and talented people who contribute generously of their time and talents to benefit AVSA and all of us. I hope to continue to be a part of AVSA and continue to be involved in its various committees going forward. My thanks to all of you for what you do behind the scenes for AVSA, our affiliates, and our hobby.

I look forward to seeing you all in Little Rock!

Respectfully submitted,
Jill Jensen

Patricia Mattson

There have been no personal meetings but the MN club I belong to has had Zoom meetings lately. We had our first show in the fall of last year 2021 since a suspended time for shows. I am active in my club as treasurer. I promote African violets by giving PowerPoint demonstrations for garden clubs and other organizations. I have an at home business with my entry way full of violets. When I am able I get my clients interested in them too. I have judged shows in MN & WI several times and at two conventions and look forward to attending many more conventions and shows.

Respectfully submitted,
Pat Mattson

Linda Price

This year marks my fourth year as Director since the Board requested that I fulfill the remaining term of Sharon Gartner; a task which I gladly accepted to honor my dear friend, Sharon.

Most of the clubs in my area conducted Zoom meetings instead of face-to-face meetings because of the Covid pandemic. Many of the meetings were simple get-togethers, but the most enterprising held their business meeting and a thoughtful program with distant members of AVSA. Otherwise, there was little activity. A few clubs held sales and displays instead of their normal AVSA show. The public responded enthusiastically to these events.

In December of 2021, Kathy Lahti convened the members of the Nominating Committee to begin the nominating process for the new directors to AVSA. I worked on the committee until we completed our research and secured the nominees for the coming term.

Respectfully submitted,
Linda Price

Leonard Re

I am out of the country and won't be back for a while. I have nothing to report and may not be at the convention.

Respectfully submitted,
Leonard Re

Sandra Skalski

The pandemic continues to impact the clubs in the New Jersey area. Most clubs are reporting issues getting and retaining membership and many are still struggling with meeting and show locations.

The *Garden State African Violet Club* has been meeting in a church basement instead of their regular library location. Their show was canceled in 2020 and 2021. They have secured the usual Mercer County College location for their spring 2022 show. They generously invited the African Violet Club of Burlington County to participate in their annual show.

The *African Violet Club of Burlington County* has not been given the okay to return to meetings and shows at Medford Leas retirement community. Their annual show was canceled for 2020, 2021 and 2022. They met via Zoom for 2020 and much of 2021. In the fall of 2021, they met in private homes. The club has found a temporary meeting place in Mt. Holly, but hopes to return to their regular meeting place later this year.

Tristate African Violet Club has had some meetings via zoom, but has access to an alternate location for occasional meetings. Their show was canceled for 2020 and 2021. No definitive word on 2022.

The Morris County club hasn't been able to meet at the Frelinghuysen arboretum since March 2020. They had zoom meetings until June 2021 when the meeting room at the Morris County library became available. They are now having in person and zoom meetings depending on weather forecasts and covid surges.

We are not able to have a show at the library as they have restrictions about selling anything on library grounds. We are hoping the classrooms open at the arb at some point so we can plan one.

The Union County Club is currently meeting every other month via Zoom.

The Southern NJ club started meeting in person again this fall. They don't plant to hold a show, as their members don't like growing for show. Membership retention and growth is an issue, as mostly due to the pandemic.

Two areas emerged for input or action from AVSA. At the September Tristate zoom meeting, I brought up the idea of having a list of people willing to present material to clubs via Zoom. Even for clubs able to meet in person, this could provide an opportunity to hear from growers from other areas of the country. The Morris County Club commented that they were invited as zoom guests at other club's meetings and had wonderful guest speakers that they never would have been able to afford to do in person. I think this rings true for many clubs.

Some of these talks were formal presentations while others were question and answer sessions, which don't require a lot of preparation from the guest. Dale Martens, Ken Muzalewski and I have all done some of these, and I suspect that others have as well. I would suggest that we stick to people willing to do these things for free. What if we put a short paragraph or two in the magazine asking for people who might be willing to do this?

The other area involved AVSA judges. There was concern expressed that in general, many AVSA judges are getting older and many aren't accepting invitations to judge. This is especially true for Master judges. With that in mind, it was suggested that there may be room for modification on the rules for advancing through the different levels of judging, especially the rise from Senior Judge to Master Judge. The thought was unless one reached the level of Senior judge relatively early in their judging experience, they may never reach the level of Master judge and if they did, they may no longer be able to travel and judge shows.

Respectfully submitted,
Sandra Skalski

Mary Thompson

I had been the director for Southern California and Nevada until the redistribution of states for the last year and during Covid contacted them via email. After the redistribution I was given Oregon, Washington and Australia. I drafted an email to the clubs and got some nice responses from a couple of them. As of today, I have not had anyone contact me needing any additional information. Sadly, I was not able to personally go to any of the club meetings, however I had judged and gone to several of the Portland' s shows in past years.

It has been a pleasure to be a director and to get to know some of AVSA and I hope to meet more at convention.

Respectfully submitted,
Mary Thompson

Danny Tidwell

I have contacted members from the Memphis AVS and my own CAAVS members with very little to no response. I also

talked to potential future directors with one positive result. I have been extremely busy preparing for the AVSA Convention here in LR.

Respectfully submitted,
Danny Tidwell

Reports of the Standing Committees

Advertising

AVM Advertising Chair activities since March 1, 2021

Billing for African Violet Magazine (AVM) ads has been fully implemented on the iMIS website. When I notify the AVSA office that an ad payment is due, an electronic invoice is generated and placed in the commercial member's online account. An email is then sent to the vendor with the amount to be paid. I also send them a separate email invoice, which includes instructions on how to access their accounts and pay the electronic invoice with a credit card, PayPal or an e-check. A few members take advantage of this online transaction, but surprisingly, most of the members mail in a check or phone in the payment.

2021 Ad Revenue: \$5986.00

Commercial Member Losses: In 2021, we lost four commercial members. Three decided not to renew their AVSA memberships and one went out of business. Two of those members were AVM advertisers.

New Commercial Members: In 2021, we gained four new commercial members. None of them have chosen to advertise in the AVM.

- Happy Violets 4 You (Ohio)
- I Zakarin and Sons (New York)
- Indoor Growers World (Tennessee)
- Jay's Gesneriad Gems (Florida)

Cyber Diamond Celebration Convention: Only nine commercial members chose to participate in the Cyber Diamond Celebration Convention which took place May-July 2021. They were each given a full webpage to advertise their business and they were asked to provide a limited convention-only discount to their customers as an incentive to draw more customers. The low number of participants was odd, given the fact that these web services were provided at no cost to them.

AVSA Website Improvements: I redesigned the Commercial Vendor's portion of the website to load faster with optimized images. Vendor feedback included comments that their website's traffic improved shortly after the redesign.

PROPOSAL

Promotion for Commercial vendors: We would ask the vendors to place the “Join” image or similar link on their business website or social media page. A hyperlink would be provided to take the customer to a form on our website. The form requests basic information—name, email address or phone number and the name of the business which referred them. I can keep track of these forms and coordinate with the AVSA office to confirm that they paid for an AVSA membership.



For every person the commercial member refers which results in a first-time AVSA membership, the vendor will receive an X-amount cash credit to be used to pay their yearly membership fee or pay towards their AVM ad.

Respectfully submitted,

Richard Craft – Advertising Committee Chair

Affiliate

There were 52 affiliate updates in 2021. So far there have been 11 updates in 2022.

There were 26 events posted for 2021, and only 4 events were canceled. So far, there have been 27 events posted for 2022, and none canceled.

On the AVSA website there are 136 American clubs and 4 regional councils listed. Canada has 11 clubs. Mexico & Central America has 3 clubs. Australia has 5 clubs. Asia has 1 club and there is one club in Iran. Europe has 2 clubs in Romania and there are 20 Russian clubs. For the Russian clubs, there are only club names, but none of the contact information.

There are seven people who are trying to start a new club. Now that all the instructions for starting a new club are on the AVSA website, we may not know the total number of people who are working on a new club.

The Affiliate Committee now has: Jeri Anderson, Chair; Cristy Boothe, Vice Chair; Carolee Carter, and Mary Thompson. We all took a portion of the United States and worked on finding clubs who haven't updated their information in several years. We found several clubs that were no longer active. I believe that all of the clubs now listed on our website are active.

The training document for Updating Affiliate information for our new website has been completed. The training document for posting Events now has to be done.

Motion to change the P&P as follows:

Delete Section 7, Item C. 1. c., page 43 as requested by Jeri Anderson, 7/14/2021

Section 7 Standing and Special Committees

C. Affiliate Committee - Standing Committee

1. Duties of the Chair

c. Observing deadline dates, prepare "Affiliate Update" (welcoming new affiliates and announcing new clubs beginning to organize) for publication in the March, July and November AVM.

Per Jeri: "Item "c." needs to be deleted. I believe this was something that was being done many years ago when AVSA was growing. We are no longer getting new affiliates every month."

Thank You,
Sharon Shannon

Respectfully submitted,
Jeri Anderson - Affiliate Chair

Commercial Activities

I don't need a budget.

I was the commercial chair many years ago and had to step down and that is when Lynn Lombard and I started working together and have done that for many years. Not to mention working for years with Kathy Lahti. The commercials that have been around for a while are used to working with me and I think we have had a good working relationship for many years.

My committee has been doing this for many years and we don't have a project other than helping the commercials as much as possible.

This year we did not do a newsletter. I have talked to Richard Craft about it, and want to try communicating with the commercials on a regular basis and when something comes up by sending them emails instead of get information once a year in a newsletter. Getting emails on a regular basis might make them feel more in touch/part of AVSA.

I would also like to help the commercials by having the local convention committee do enough publicity to get more of the public to come to the convention sales. I would be happy to help them do this. It would be a win-win, for everyone, the public would learn about the local club, might get new members which would help AVSA grow and help sales for the commercials.

Respectfully submitted,
Kathy Bell

Convention

Our 2020 & 2021 Conventions were canceled due to COVID. They were rescheduled. The 2020 Little Rock Convention is scheduled for May 29, 2022 – June 5, 2022. The Atlanta Convention has been rescheduled for May 28, 2023 – June 4, 2023.

I continue to work with the Marriott Hotel in Little Rock and the 2022 Convention and Show Chairs preparing for this convention. I was able to update most of the information that was originally prepared before this convention was canceled. AVSA has some excellent web and technology people working to put this information on the AVSA website. Thank You!

I have been working with the 2023 Atlanta Convention and Show Chairs on some of the preliminary material needed for this convention.

It takes everyone's help and expertise to make these conventions a success.

Respectfully submitted,

Kathy Lahti

Kathy Lahti

Convention Show Awards

Convention Show Awards 2022 Little Rock, Arkansas - Vickie Crider

The files from the previous Award Chair have been balanced at \$7,300.

Paid Designated donations: \$3,235

Promised Designated donations: \$1,350

With a total of \$4,585 awards that are designated

The undesignated donations: \$2,715

Paid Designated Donations: \$3,235

Promised Designated Donations: \$1,350

Total of Designated Donations: \$4,185

Undesignated Donations: \$2,715 _____

Total Awards Donations: \$7,300

The balance in the bank account as of 2/25/2022 is \$8,755.29

There may be more donations sent in once the convention information is published on the web site.

The Awards Committee is very knowledgeable and truly led me through the process of getting ready for this year's convention since this is my first time doing this job. They are awesome!

I am awaiting the colors from the Little Rock convention people to order the rosettes. As of this date, all is on track!

Respectfully submitted,

Vickie Crider

Finance

See Treasurer's Report submitted by Terri Post

Fundraising

The committee was heavily involved with the virtual convention due to covid again. Many hours were spent getting the live and the silent auction ready to go. I am happy to report both were a huge success and we were very successful in raising funds for the Booster Donations. Many thanks to Joyce Stork, Winston Goretski, and Candace Baldwin for their heavy input and much testing with the website to make thing work properly.

The committee was also very involved with the convention pin as well as the design, sales and delivery of the convention t-shirts.

We were also very busy at the end of the year with our new 'Giving Tuesday' fund raiser, we offered the opportunity to donate at the end of the year for an entire week.

The committee is also responsible for gathering the information and making sure that all donations are reported to the editor for publication in the AVM, as well as sending out thank you letters for any donation over \$50, and also any donation notification to any family that a donor asks us to recognize their memorial for.

We are also going to be involved in an early fall Annual Appeal process to again raise funds for our continued operating expenses. This will probably start around October 1st. We will also again market membership for the Giving Tuesday tradition our country has established.

Key chairs within the committee continue to function within their 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. At this time we also have Jill Jensen serving as vice-chair of the committee.

For the National Convention the committee also assists with the buying of the pins and convention t-shirts.

It's been another 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

Linda Hall, Legacy Society

This was a slow year as COVID still grips us. However, I was able to direct and participate in the African Violet show for the Missouri State Fair in August and participate in the Heart of America Gesneriad Society show in October. It was so good to see people out and about.

I also taught a Gesneriad judging school in Kansas City in June. It had been postponed three times spanning 15 months. There were 6 students in attendance and we gained a new student judge and she is 87 years old. Now that's an accomplishment!

I chair the Legacy Society and the Society Awards Committees that were able to meet via Zoom which is an excellent tool that came out of a need due to COVID. Zoom has allowed our local clubs to meet over the internet and have national speakers even when the weather is bad.

I did attend the Cyber Diamond Convention via Zoom. I had the pleasure of being the auctioneer this year. So much fun

to see the bidding frenzy!

Hopefully, the 2022 Little Rock Convention will take place and we can all meet in person. See you there!

Respectfully submitted
Linda Hall

Tinari Endowment Fund

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 2021, there were 58 donations totaling \$ \$1,873.00. Due to the successful challenge, the grand total is at least \$100,000, plus interest.

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

Respectfully

submitted,
Janet Riemer, Chair

Library

The library committee has met a few times during the past year to coordinate what our plans will be as far as goals we'd like to accomplish. One of the things we discussed was to have more presence on our YouTube channel. We were hoping to get a few more interviews during national conventions of the winners as well as guided walk-throughs of the horticulture division and even perhaps the design division with judges and or teachers. We've been trying to think of ideas that would be of use to individual members and as well as to clubs. We also discussed adding the national convention photos to the African violet Society of America website. Richard Craft has been so helpful in starting that process by having the last couple years on there already. It is a work in progress but we hope to catalog all the past conventions there in the members section of the website. That way it will add value to membership. And not just be a free resource that anyone can take without membership.

Respectfully submitted,
Kurt Jablonksi, Chair

Library Committee—YouTube Channel Report 2021

The YouTube Channel is now a resource of the Library Committee and will be responsible for maintaining existing assets and adding new and interesting videos. These videos are monetized and provide a steady revenue stream each year.

Analytics (2021)

- Earnings: \$639.63
- Device types to view videos: Mobile Phone 42.0% | Computer 29.6% | Tablet 16.7% | TV 11.5%
- Geography: United States 57.9% | Canada 7.0% | Australia 0.9%
- Viewer Age: 65+ years 70.8% | 55-64 years 22.3% | 45-54 years 5.9% | 35-44 years 1.0%
- Viewer Gender: Female 76.8% | Male 23.2%

Not surprisingly, the video presentations from the 2020 Virtual Violets Convention are still popular and rank near the top:

- African Violets 101 - Wait! It's Not Just For Beginners by Annie Rieck
- Success with Gesneriads by Dale Martens
- Spectral Enlightenment: One Light Does Not Fit All by Dr. Minh Bui
- African Violet Plant Health & Diagnostics: The Good, The Bad, The Ugly by Glenda Williams

The video presentations created for the 2021 Cyber Diamond Celebration Convention have been released to the public and will play a part in promoting the 2022 Little Rock Convention.

Selected Video

One of the most enduring videos, first uploaded in March 2015, is "The New Garden with John Dromgoole: African Violets." (John Dromgoole, host of The New Garden, interviews Ken Frobese of Hill Country African Violets & Nursery and talks about growing African violets in south central Texas.)

- Views: 16,145
- Impressions: 196,134 (Impressions are how many times your video thumbnails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps.)
- Impressions click-through rate: 4.4% (This measures how often viewers watched a video after seeing an impression.)

Respectfully submitted,
Richard Craft, Library Committee YouTube Channel Head

Marketing

The Marketing Committee has operated on six various communication platforms since 2019, each under the guidance of an AVSA volunteer who works nearly every day in their area. They are a diligent team. The six platforms are:

- **AVSA Email:** I manage AVSA Email personally. This involves composing 4-5 *Growing Tips* emails for 5966 subscribers each week and one *AVSA News* for 570 subscribers every month using MailChimp. The subscriber list is growing but slowly. The individual email campaigns are usually shared across Facebook and Instagram too. Carolee Carter and Donna Guilliano are my proofreaders.
- **Facebook:** Kathalina McGinnis has the primary role of maintaining the AVSA Facebook page. After a break because of health issues, she has resumed posting Violet of the Day photos and our reach for some posts have topped 30K in the last month. AVSA to date has 17.2K likes. This tops all our "competitors" except Optimara African Violets which has a whopping 86.4K likes but rarely posts these days. Our primary audience (52.3%) here is 55 or older. The audience is 80% women and 60% US locations.

- **Instagram:** Beth Baker, (Marketing Vice Chair) manages the Instagram account. Since June of 2021, the Instagram followers have increased by about 1000 from 4.5K to 5.5K. Our primary audience (50.2%) here is 35-55 years old. The audience is 84% women and represents a broader geographical reach with only 25% being US contacts.
- **Pinterest:** Beth Baker also manages the Pinterest account, using a subscription software called Tailwind to schedule the posts. We've faltered a bit here, but still gained 400 new followers this last year.
- **AVSA Website:** Candace Baldwin, as Website Chair, manages the website which is AVSA's main face of our marketing strategy. I assist her as needed in adding AVSA branding to layout design. Three members, James Kelly, Sandra Skalski, and myself, serve as "Ask an Expert" contacts for the website. The website has consistently received 500-750 views per day in the last year, with spikes occurring especially on Mondays and during the Cyber Convention.
- **YouTube:** Richard Craft manages this platform.

AVSA needs to expand its social media reach because growers are found on many different platforms. It requires volunteers who are willing to put in the time to promote AVSA and do the work. I welcome any input of social media platforms that should be considered for future marketing.

Marketing ran the Dress Like Your Plant contest as a fun event to engage growers in a different way. Entry photos were received from seven growers, and votes for the best photo came from 377 voters. The winner received 89 votes. The prize giclee art print was made for the contest and donated by Dianne Duggan. It is valued at \$200. The announcement of the winner will be made in the May/June *AVM*.

Roxanne Clapp continues to be generous working as a professional graphic design volunteer to store the AVSA branded images, to create graphics on request, and to provide layouts and formats using those graphics, especially for conventions and souvenirs items.

Marketing also assisted the following staff and chairs during the year:

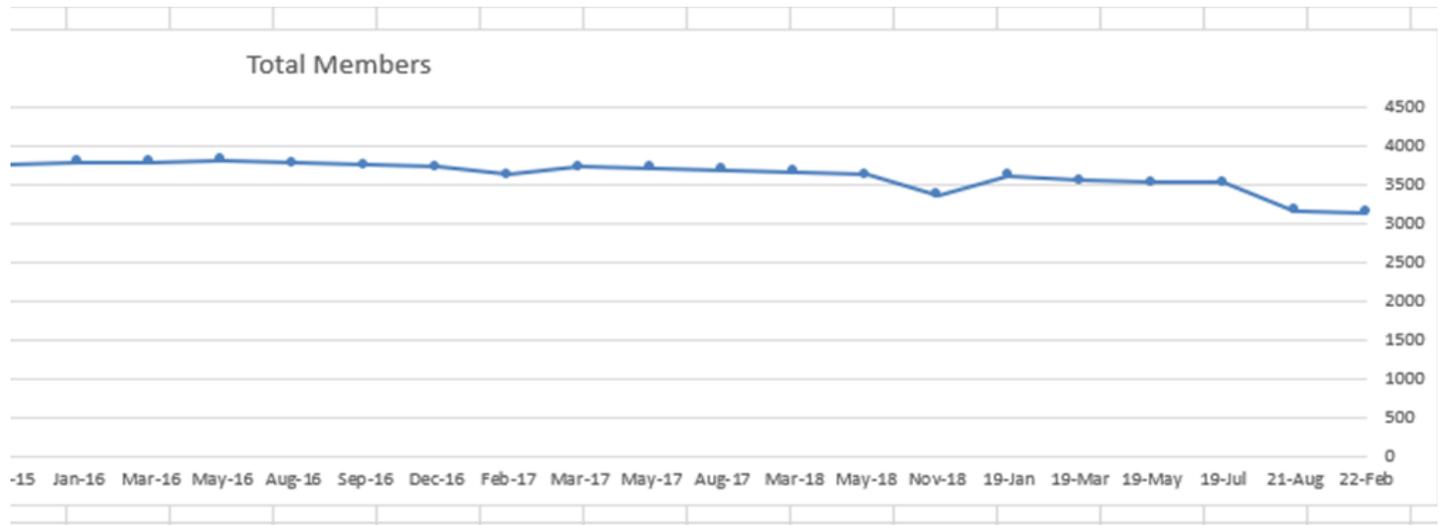
- **AVSA Office:** Helped market AVSA products (especially the 2022 Calendar), announced office special hours, and consulted Amy for additions to the *AVSA News* emails. I also respond to any questions from growers who wrote to the office for help.
- **AVSA Editor:** Wrote article for *AVM* to introduce Sophia as the new editor (with her assistance), coordinated the Dress Like Your Plant contest for publication in the *AVM*, and responded to her requests.
- **Scholarship Committee:** Worked with Charles Ramser to publish the AVSA scholarship in social media and in email to find applicants.
- **Best Varieties:** Worked with Trudy Brekel to coordinate the public voting for Best Varieties and to publish the results in social media in November to market AVSA.
- **Fundraising:** Worked with Randy Deutsch to create campaigns to advertise the Giving Tuesday fundraiser in November.
- **AVSA Convention:** Worked with convention chairs to advise and to create ad campaigns for both the 2022 and the 2023 conventions. Marketing also maintains the AVSA Convention Facebook page and maintains the layout on the AVSA website "Next Convention" page.

Other committees who need assistance in obtaining brand marks or promoting projects are welcome to contact the Marketing Committee for help.

Social media statistics are maintained for the committee by Vickie Crider. Her records show the following growth:

- Instagram has grown from 645 followers in April of 2020 to 5470 now.
- AVSA Facebook page has grown from 8329 likes in October 2018 to 17.2K now.
- AVSA Convention Facebook page has grown from 467 likes in October 2018 to 988 now.

Membership statistics are the responsibility of the Membership Committee, but Vickie Crider has maintained the long-term records of membership. Essentially membership decreased by 389 during the pandemic (and during the transition to new membership software). As of 03-24-2022 it stands at 3147. Largest losses were in Individual US members which decreased by 11% and total Life memberships which decreased by 17%.



Current projects coming up include promoting the 2022 convention, launching the 2023 convention, promoting a fundraising drive this summer, and seeking out at least one new volunteer to manage a new social media platform yet to be determined.

Respectfully submitted,
Joyce Stork, AVSA Marketing Committee Chair

Membership and Promotion

1. No P&P changes are needed.
2. The committee collaborates with the EC on a membership satisfaction and retention plan. The idea is to understand what our members want and need, then implement any required changes across the board. The result would help membership retention and attract new members by hopefully meeting their needs on a granular level.

3. At this point, I don't foresee any financial expense to work on this project.

Respectfully submitted,
Stephen Covolo-Hudson - Membership Chair

Nominating

The Nominating Committee was selected. The members were Kathy Lahti, Annandale, MN, Chair; Stephen Covolo, Springville, CA; Kurt Jablonski, Miami Beach, FL; Linda Price, Apopka, FL; Danny Tidwell, McRae, AR.

The search for Directors was not easy. We contacted a lot of people and received a lot of "no" answers. I finally went through the Directory and kept contacting people. We ended up with seven candidates. All seven candidates had never been a director before, which is what I was trying to accomplish. It was a challenge trying to get references for the candidates returned to me.

The slate of five candidates for Directors and one candidate for Secretary selected by the Nominating Committee to be elected and installed at the 2022 Convention in Little Rock, AR are: Rich Follett, Strasburg, Virginia, Secretary; Sam Cunningham from Houston, Texas, Director; Marge Farrand, Ann Arbor, Michigan, Director; Jackie Leitzel, New Columbia, Pennsylvania, Director; Bill Patterson, Phoenix, Arizona, Director; April Van Ness, Hamilton Square, New Jersey, Director.

There are two Director candidates in my file that will be transferred to the next Nominating Committee Chair for 2023.

Respectfully submitted,



Kathy Lahti, Chair

Plants Registration and Master Plant List

After several months of receiving no registration applications (due to COVID pandemic?), we are once again starting to receive applications from several hybridizers. We processed 39 applications in 2021.

Hybridizers are now using the on-line registration application process. Some have commented that the process is easier and more convenient than using paper applications.

A few members have requested parentage or other information about cultivars. Between scanned applications, on-line (PDF) applications, and older applications on microfilm, we were able to answer most questions, with the exception of some of the older card applications (on microfilm) that are faded and difficult to read.

Plans for 2022 are to participate in collecting and processing photos of new introductions, to be presented at the 2022 convention in Little Rock.

Respectfully submitted,
Joe Bruns

Publications

The Publications Committee has met twice via Zoom in 2021. The goals for 2022 and beyond are:

1. Assist AVM editor in increasing articles for the magazine, including a proposal for an article contest
2. Continue to monitor the scanning/PDF inclusion of the African Violet Magazine by the Biodiversity Heritage Library. (Sandra Skalski, lead)
3. Monitor Annual index of articles and photos.
 - a. Will be done by Carolee Carter)
 - b. AVSA Secretary will change the terminology from annual index to article index on page 78 of the Policies and Procedures Manual.
4. Develop 'Brand Management' guidelines for AVSA publications.
5. Assist in review/proofing of the new (2022) AVSA Handbook, along with the Executive Committee, and the Shows and Judges Committee.
6. Explore development of a 'speakers list' of willing presenters who can be available for affiliate clubs unable to meet in person.

2021 Accomplishments

- Establish Committee under new Chair and clarify membership, add new member. – Complete.
- The Publications Committee initiated a new article contest for 2022. This year, there will three prizes in each of two categories; Beginner/Intermediate and Advanced
 - Sophia Bennet wrote the article describing the contest and soliciting the articles, which will appear in the next magazine.
 - The committee is working on choosing judges, and coordinating prizes.

Respectfully submitted,
Sandra Skalski

Research

The current committee membership is:

Dr. Jeff Smith – Chairman (jsmith4@bsu.edu)

Dr. Minh Bui (minhbui82@hotmail.com)

Dr. Elmer Godney (ekprof@att.net)

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 2021 grant applications to The Gesneriad Society were all on other genera with no applications relevant to the AVSA.

New Business

One new grant request was received in 2021. This proposal was from Dr. Cornelius Mulili Kyalo from the National Museums of Kenya. The title of the proposal was "The conservation of African violets (*Streptocarpus*) in the wild: population expansion and community awareness, coastal Kenya". This proposal was recommended to the AVSA Board of Directors for funding at the May 2021 board meeting. A grant of \$4500.00 was approved and the funds sent electronically to Dr. Kaylo. The work of the project is currently in progress and will proceed through 2022.

Dr. Xingbo Wu of the University of Florida has been in communication regarding possible grant opportunities. He recently relocated to this university and hopes to submit grant applications in the near future.

Dr. Smith has been in contact with a former student, David Flores, about an LED light consulting project. Mr. Flores is a Seed Germination Specialist at Scottsmiraclegro.com. The company is expanding their marketing of LED lights for houseplants and is investigating the use of their product for African violets and other gesneriads.

Respectfully submitted,
Dr. Jeff Smith, Chair - March 1, 2022

Shows and Judges

There was only one judging school offered in 2021. It was taught in Houston with six in attendance. Two students earned their student judges certificate and three more will be added when their proof of three blue ribbons is submitted. The current number of AVSA judges is 289.

The senior judges exam was taken by 18 students. Proof of blue ribbons and shows judged were waived for all those taking senior judge exams due to the pandemic and the scarcity of shows. There were seven students who took their first senior judges exam, four took their second exam, and five took their third exam. Two judges will earn their Master Judge's certificate October 1 of 2022. They are Anne Brown (NS) and Carol Semrau (MN).

It has been approved to lower the number of years of service as a senior judge to become a master judge from 15 years to 12 years. This is a revision found in the 2022 edition of the Handbook. As a result, 16 judges will become Master Judges. They are Kenneth Barbi (MD); Susan Barbi (MD); Brenda Brasfield (MS); Marjorie Bullard (TX); Vicki Carr (VA); Janet Castiglione (TX); LuAnn Christenson (IA); Vickie Crider (TX) as of October 1, 2022; Susan Gimblet (MA) as of 10/1/2022; Irene Harney (TX); Catherine Heider (WI); Patricia Knight (VA); Sylvia Leeds (TX) as of October 1, 2022; Diane Miller (CA) as of October 1, 2022; Lorna Russell (ON); and Annie Simard (QC).

A total of 11 shows were reported. This is a little over double the number that took place in 2020. The average number of annual shows is usually approximately 70. The SSAA awards was earned by four shows, the SSA award was given to one show, and two shows received neither award.

Income received from rosettes and SSA packets totaled \$115.00. Expenses for postage and supplies for 2021 were \$34.02. Expenses were not reimbursed but covered as a donation by the Show Approver. This past year the ordering/payment system for the SSA packets and rosettes has been moved online, so future income and expenses will be tracked through the iMIS system. Also, rosettes will be mailed by the AVSA Office; and the SSA packets will be downloaded from the website.

A decision should soon be made as to how much longer to extend judging certificates due to the lack of shows. When most 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*.

Members of the Shows and Judges Committee have worked diligently with the Handbook Committee towards the new revised 2022 edition of the *African Violet Society Handbook for Growers, Exhibitors, and Judges*. Many thanks to Dianne Duggan for the contribution of color illustrations for the Handbook as well as to Sandra Skalski for totally revising the Pests and Diseases section. A debt of gratitude to Winston Goretsky, Handbook Committee Chair, for revising the document and getting it published. The Handbook will be available for pre-order in March and may also be purchased at the Little Rock Convention. In addition, a program will be presented in Little Rock to give an overview of the revised Handbook.

The Technology Committee has worked with Joe Bruns and members of the Shows and Judges Committee to produce automatic reporting of results from the Entries program to Tally Time as well as *"And the Winners Are..."* without additional forms having to be submitted via mail or email. The goal is to have a new edition of the Entries Program available by July 1 to accomplish this. The new version is to be announced in the May/June *AVM*.

A continuing education program will be instituted in 2023 for master judges. Every three years, master judges will need to take a refresher course that emphasizes a review, as well as changes, that have been made to judging practices. Those who do not take the continuing education course once every three years will be listed as a master judge emeritus until the course is taken. Once the course is taken, they will be reinstated as a master judge.

In 2023, the Teaching Tools Manual will be updated to reflect changes implemented in the 2022 edition of the Handbook. The Teaching Tools Manual was last revised in 2016.

It is an honor to serve AVSA in this capacity. The support of the Handbook Committee, Executive Committee, Board, and the general membership is greatly appreciated.

Respectfully submitted,
Mary Corondan, Chair

Society Awards

This year the Society Awards Committee was able to meet via Zoom, which was extremely helpful. We were able to make suggestions for nominees and tell why they should be acknowledged for their accomplishments. In past years, the chair found all the nominees, then the committee voted. This year everyone had input.

Except for the Hudson Award for Affiliate Leadership, there were no nominees outside of the committee. I did request suggestions from the EC, but did not receive any.

Ballots were sent to the EC and the committee the first week of February. As of this date, I have started research on the recipients and I am in the process of writing the citations.

Respectfully submitted,
Linda Hall, Chair

Website

Note: As the two committees are in flux, an 'Annual Report' from the proposed combined TechWeb Committee follows this report.

2021 began with the successful rollout of the new AVSA website in January. The new website was the upgraded iMIS product suite (that supports AVSA back-office work and a self-service membership module) and modifications to the WordPress front end (that supports our members and the public with general AVSA info). The rollout demonstrated a successful partnership between the two committees that leveraged the talent and expertise of both. The new combined platform greatly enhanced the experience that AVSA was able to offer its members for the 2021 virtual convention.

In early May, the EC pursued Tom Glembocki's suggestion to combine the two committees. The question was posed to the committee chairs and was agreed. The process to combine the two includes a change to the bylaws and an update to the Policies and Procedures (P&P) Manual. Both of these items have begun. The bylaws request will be published in the Mar/Apr AVM. The P&P manual has been reviewed and the suggested P&P revision *is attached to this annual report*.

Starting in August 2021, the two committees began having joint meetings on a regular basis. Ongoing topics include:

- WordPress and iMIS health and performance
- Discussion of ways to improve the user experience
- Future enhancements
-

Activities underway:

- 2022 Convention - New flipbook feature for convention package allows for easy access to various parts within the package. Provides link access directly to parts of the convention website and various online forms. With the click, the member is able to get around convention information quickly and easily.
- AVSA Show Entries Program - Automating the process of local Show Chairs sending their show information electronically to "...And the Winners Are" and "Tally Time" from within the program with a few clicks, thereby eliminating the need to manually complete and submit forms.
- Digital membership - Working with Membership Chair for solution to how long digital AVMs remain available for that membership category.
- Annual Magazine Index / Annual Photo Index:
 - Magazine Index: The basic information of date, title, article, author name, page number and year has continued to be collected. There used to be "category" information that allowed for searching of broad topics (membership, show, etc.) vs. key word only searches. It was decided there was value to re-introduce the "category" information. The gap is from 2010 to present. Working to update the meta data to provide "category" once again.
 - Photo Index: Index began in 1998. There is a gap for photos being indexed from 2020 to present. Working to close the gap.
- First Class for Android - Slow progress. Dependent upon one volunteer with the necessary skillset to modify the program.

Supported activities:

- 2021 Cyber Diamond Celebration Convention
- Dress like your plant contest - Provided the online voting form for the contest.
-

Future planned activities:

- Document storage - Ability for Board of Directors to share and store documents in a secure online AVSA solution vs. a public solution or sharing via email.
- Communication about how to use more complex parts of the website (e.g., Digital AVM, affiliate show process, etc.)
- How to block a search engine from posting pages meant for member only access.
- Violet Preservation - Finding a way to automate the request with someone who is searching.
- Online affiliate programs - Create a space on the website where affiliates can share their club programs

I am honored and privileged to work with the members on these committees. They are an awesome group of volunteers who willingly learn new skills and put in countless hours to keep the technology for AVSA fresh and inviting for our staff, our membership, and the public.

Respectfully submitted,

Candace Baldwin, Chair

TechWeb Committee (in process)

1. Purpose

Responsible for recommending, coordinating, implementing, and maintaining all hardware, software, suppliers, and support functions in support of AVSA's technology and websites as needed to run the Society.

2. Duties of the Committee

- Shall support the staff in performing their duties from a technology perspective.
- Shall support the membership as needed with AVSA endorsed or distributed hardware, software or digital products within the scope of the committee's purpose.
- Shall evaluate suggestions brought by any member of the Board of Directors or Committee chairs as to the feasibility and efficacy of the suggestions from a technology perspective.
- Shall train officers, committee chairs or committee members on the procedures necessary for them to maintain the section of website for which they are responsible.
- Shall monitor the health and performance of the technology systems.
- Shall design and maintain technology and websites as possible to accomplish the functional goals of AVSA.
- Shall communicate and coordinate with service provider(s) on matters of functionality, design, service, performance, and implementation of technology.

- h. Shall review and administer the access to AMVL for new software developers. The committee shall ensure that all specified Non-Disclosure agreements are in place before access can be granted.
- i. Shall monitor Internet copyright/legal issues.

3. Duties of the Chair

- a. Shall be appointed by the current President for a two (2) year term to coincide with said President's term.
- b. Shall maintain up-to-date files. These files shall be the property of AVSA and shall be forwarded to the successor.
- c. Shall keep the Third Vice President informed of the activities of the committee and shall submit written reports as requested.
- d. Shall prepare and submit a budget for consideration to the Finance Chair by December 1. Shall receive a budget allowance as authorized by the Board. Bills and/or substantiating receipts of all expenses incurred in the performance of duties shall be required and shall be sent to the AVSA office and Treasurer.
- e. Shall submit to the Secretary by March 1, a written report of all work since the last Annual Meeting.

Respectfully Submitted,
Candace Baldwin

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 decreased this year because of a problem with the new website and people not being able to find the location to submit their votes. I am hopeful that this next year will be much better.

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 now that people are becoming aware that they can vote on their favorite violet.

Respectfully submitted,
Trudy Brekel

Bylaws

During 2021, the Bylaws Committee reviewed AVSA bylaws and drafted proposed amendments to the bylaws. The Notice of Proposed Amendments to AVSA Bylaws was published in the May-June 2021 African Violet Magazine and a copy is attached to this report.

The proposed amendments were brought to the floor of AVSA's 2021 virtual convention where they were considered and adopted.

The committee has also submitted additional proposed amendments for consideration at the 2022 Little Rock, AR, convention. The Notice of Proposed Amendments was published in the March-April 2022 African Violet Magazine. A copy of the proposed amendments is attached to this report.

Respectfully submitted,
Mary Lou Harden, Chair, AVSA Bylaws Committee
Sue Ramser
Jill Jensen
Joyce Stork

**NOTICE OF PROPOSED AMENDMENTS TO AVSA BYLAWS
AS PUBLISHED IN THE MAY-JUNE 2021 AFRICAN VIOLET MAGAZINE**

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.

**NOTICE OF PROPOSED AMENDMENTS TO AVSA BYLAWS
AS PUBLISHED IN THE MARCH-APRIL 2022 AFRICAN VIOLET MAGAZINE**

NOTICE IS HEREBY GIVEN that the following proposed amendments to AVSA Bylaws will be voted on at the AVSA 2022 Annual Convention at Little Rock, Arkansas.

**Article VI
Meetings and Communications
Section 1**

New Section 1. (Renumber Sections)

Meetings:

1. Meetings of AVSA membership, its Board of Directors, Executive Committee and all subordinate groups subject to these bylaws, and any committees which may hereafter be formed, may be held electronically, in whole or in part, as long as all participants can hear each other simultaneously and can participate during the meeting.
2. When authorized by the Board of Directors, and subject to the guidelines and procedures as the Board of Directors may adopt, members not physically present at a meeting of the corporation may, by means of remote communication:
 - a. Participate in a properly noticed meeting of members, and
 - b. Be deemed present in person and vote at a meeting of members, whether the meeting is held at a designated place or held wholly or in part by means of remote communication, provided that:
 - (i) The corporation implements reasonable and adequate procedures to verify that each person deemed present at the meeting by means of remote communication is a member, and
 - (ii) When any member votes at the meeting by means of remote communication, a record of such vote or such other action shall be maintained by the corporation.

Section 2. (Previously 1)

Annual Meeting:

Insert paragraph 2.

1. No change
2. Forty-five days' notice shall be required for membership meetings.
3. No change.

Section 3. (Previously 2)

Special Meetings:

No change

Section 4. (Previously 3)

Quorums:

Change to:

Quorums at any AVSA membership meetings shall be fifty (50) individual members, each of whom must (a) show his/her current membership card for entrance into the meeting room, or (b) must be verified by the Secretary in an electronic meeting.

Delete current Section 4. (Incorporated in New Section 1 above)

**Article VII
Board of Directors
Section 3**

Votes:

1. A vote by mail or by use of an electronic service designated by the Board of Directors for the meeting is authorized.
2. Unless otherwise provided in these Bylaws, a two-thirds (2/3) vote is required for action by the Board of Directors at a meeting at which a quorum is present in person, electronically or in combination.
3. A verified report of any action taken by mail or by use of any electronic service by the Board of Directors at an authorized meeting shall be made a part of the minutes of the meeting.

**Article X
Committees
Section 1**

Standing Committees:

Article X, Section 1, paragraph 17 currently reads:

17.WEBSITE: shall be responsible for coordinating and implementing the functions associated with maintenance of the AVSA website.

If adopted, Article X, Section 1, paragraph 17 would read:

17. TECHWEB: shall be responsible for coordinating and implementing all functions associated with hardware, software, technology support, and support and maintenance of the AVSA website.

**Article XII
Amendments to the Bylaws**

These Bylaws may be amended at any annual business meeting or special meeting of the membership by a two-thirds (2/3) vote at which a quorum is present in person, electronically or in combination, provided that the changes have been:

- a. Approved by a two-thirds (2/3) vote of the Board of Directors for consideration by the membership; and
- b. Distributed to the membership at least forty-five (45) days prior to the meeting at which they are to be considered, or without notice, by a nine-tenths (9/10) vote.

Respectfully submitted,

Mary Lou Harden, Chair, AVSA Bylaws Committee
Sue Ramser
Jill Jensen
Joyce Stork

Convention Manual Revision

No activities to report. Work on the Convention Manual will resume in the upcoming year.

Respectfully submitted,
Sharon Shannon

Council of Past Presidents

On July 28, 2021, a video conference meeting was organized and held by the Past Presidents of the African Violet Society of America, for the purpose of establishing a Special Committee, the Council of Past Presidents.

Attended by:

Sue Ramser
Linda Hall
Ron Davidson
Winston J. Goretsky
Joyce Stork
Janet Riemer

Unable to attend:

Linda Owens
Jack Wilson
Esther Edwards Wells
Charles Bollar

The group voted to elect me as the Chair of this Special Committee and established the following information to be included into the AVSA Policy & Procedures Manual, Section 7, Article M:

Section 7

M. Council of Past Presidents – Special Committee

1. Shall assist in an advisory capacity to a newly elected president.
2. Shall elect its own chair.
3. Submit written information as a resource of information about past AVSA history.
4. Provide documentation of recommendations and suggestions to the current president.
5. The current president will invite past presidents to serve on this committee.
6. Shall prepare and submit a budget for consideration to the Finance Chair by December 1. Shall receive a budget allowance as authorized by the Board. Bills and/or substantiating receipts of all expenses incurred in the performance of duties shall be required and shall be mailed to the Treasurer.
7. Shall submit to the Secretary by March 1 a written report of all work since the last Annual Meeting. The original copy shall be filed in the AVSA office. Prior to the Board Meeting, Board Members must review the packet of submitted reports of all officers, directors and committee chairs found on the Board section of the AVSA website.

President, Susan Anderson was advised that the committee had been formed and that a chair had been elected and was available to her for any support that might be necessary.

There were no anticipated budgetary requirements and no funding requests were made of the Finance Committee.

Respectfully Submitted,



Winston J. Goretsky

Courtesy

Since June of 2021 I have mailed a condolence card to the family of Jim Owens and was unsuccessful in contacting the family of Fay Wagman. Expenses for stamps was one dollar and the card was a donation.

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

Respectfully submitted,

Judith Carter, Courtesy Chair

Editorial Board

Chair: Dale Martens, Vice Chair, Jill Jensen; team: Mary Corondan (AVSA VP), Sue Hoffmann, Paul Kroll, Scott Amman, Beth Baker, Karen Rooney, Winston Goretsky.

This past year was the first for Sophia Bennett as Editor and she is very conscientious. She also writes articles when there are not enough article submissions. The team members have a wide variety of previous and present responsibilities with AVSA. In addition, each has vast experience with growing, so with the job of proofreading, the many eyes complement each other on what corrections or changes need to be made to the articles submitted. A discussion this past year was on the “white space” in the layout that is a modern trend in journalism. It refers to a space that a designer chooses to leave empty as part of a conscious design decision. Our readers emailed to say we needed to fill those spaces. It was suggested we obtain brief “growing tips” and “design tips” and at times fill the white spaces, so those tips were obtained and submitted to Sophia to use.

Respectfully submitted,

Dale Martens, Chair

Handbook

Over the past year, a number of corrections and updates to the AVSA Handbook for Growers, Exhibitors, and Judges were reviewed. These updates have now been fully integrated into the text, along with various grammatical and layout corrections.

Dianne Duggan has generously offered her talents as an artist, to supply the cover art and inside leaf and blossom illustrations for the new release. I would personally like to thank Dianne for her time, talent, and generosity in helping us with this project.

A limited color-printing of the new edition will be offered as a pre-order on the 2022 Convention Registration form. These copies will be available for pick-up at the convention in Little Rock, AK. Online pre-orders will also be available to members and the general public until April 21, 2022. These copies will be mailed out from the AVSA office, after convention, during the week of June 13, 2022.

The price for the print edition will be:

Members	\$30.00
Non-members	\$60.00

A PDF of the new revision will also be available for purchase online.

The submission of a few minor expenses will be made for delivery and production costs, but is not anticipated to be more than \$200.00.

Respectfully Submitted,



Winston J. Goretsky

Policies and Procedures

The AVSA Policies and Procedures Manual was updated in 2021 to reflect the changes approved by the email ballots cast. 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.

Rich Follett, Chair

Resolutions

I became the chair of the Resolutions/Lest We Forget Committee in July 2020 following Sue Hoffman's retirement from that position. It was my privilege to prepare the Courtesy Resolution and to compile the list of AVSA members we lost in the prior 12 months for the Cyber Convention in 2021. I will be preparing the courtesy resolution and will be compiling the Lest We Forget list prior to our Convention in Little Rock this year.

Respectfully submitted,
Jill Jensen, Chair

Salary

Evaluations were completed by committee members in June of 2021. The compilation of these evaluations was presented to the Office Manager and Secretary.

Sophia Bennett began serving as Editor of the African Violet Magazine with the July/August 2021 issue. She officially began shadowing Teresa Odle, the previous editor, on May 1, 2021. Sophia Bennett's performance was evaluated in November of 2021 by members of the committee, and the compilation of their evaluations was presented to her.

COVID-19 has negatively affected the financial status of AVSA. Due to this, no increase in salaries or bonuses have been implemented to date. The priority has been to maintain the current staff and keep them employed. As inflation is on the rise, a bonus will be considered to keep the current staff in place.

Respectfully submitted,
Mary Corondan, Chair

Scholarship

For over 20 years, the African Violet Society of America (AVSA) has offered a college scholarship program for students—undergraduate and graduate—who are studying such areas as ornamental horticulture, floriculture, plant genetics, botany or an equivalent program in an accredited college or university. This Award is funded through The AVSA Boyce Eden Research Fund.

The Scholarship continued uninterrupted during the academic year of 2021-2022, and the publicity outreach began late fall of 2021 for the 2022-2023 academic year. Another item was to solidify the continuing membership roster of the scholarship committee. Members through the 2019 year were Janet Riemer, Dr. Bill Price, Dr. Elmer Godney and myself. In 2019 Dr. Godney stepped away from further duties and in late 2021, Penney Smith-Kerker replaced him. Publicity for the next school year then ran for two months—January and February—up to the March 1 deadline for the scholarship offering. Applicants will be accepted through the first week of March. The selection will occur subsequently and presented to the Executive Committee in late spring, for a final decision on the 2022-2023 selection.

The Scholarship Recipients who received the 2021-2022 award are Ms. Julia Renee Major, attending North Idaho College with plans for the University of Idaho, and Ms. Korina M. Bodisch, attending Buena Vista University in Storm Lake, Iowa. Julia states: "After graduating from college with a Bachelor degree in chemistry and a Master's in Toxicology, I hope to find a job in a lab researching poisonous plants. My passion is Phyto-Chemistry...and my dream would be to do research in that field for a living ..." Korina expresses: "After I graduate with a degree in Scientific Illustration, I plan on going to graduate school at the University of Georgia. While there I plan on getting a Master's in Scientific Illustration with a concentration in Botany..."

The Committee and the entire AVSA are proud of students like these two and happy we can support the further exploration of knowledge in this world. For now, the Committee plans for the future, as everything returns to "normal." We hope to expand awareness and involvement in our scholarship program and continue to help people like Julia and Korina.

Respectfully submitted,
Charles Ramser, Chair.

Members of the Committee:
Janet Riemer
Bill Price
Penney Smith-Kerker

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 canceled.

Only six reports were received, which did not constitute a statistically significant number of shows and compilation of the most award-winning plants could not be completed.

Since there were very few reports to work with this year, I decided to produce a five-year summary of the past Tally Time results for publication in the AVM, covering the time period of 2015 through 2019. During this period, over 3,900 plants were recorded as winners at 285 shows. The report was published in the March-April 2022 issue of the AVM.

The Tally Time form and the And The Winners Are... reports have been combined into one reporting form on the AVSA website, so users will only need to enter the show winning information once to complete both steps. The respective data is forwarded to each chair. Some clubs are using this new feature but others are still mailing the Tally Time form. I suspect it will take some time for affiliates to transition to the online feature.

Effort is underway to have Tally Time report 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.

Respectfully submitted,
Susan Anderson, Chair

Technology

During the past year most of the technology tasks have been integrated into the proposed TechWeb committee. In last year's report it was highlighted how faulty decision making resulted in AVSA purchasing disparate software without website consideration. Today the website committee is struggling with trying to fit this square peg (Imis) into a round hole (the website). Some workarounds and hacks have been developed for imis-website integration which appear functional on the surface but are underlying security risks.

Thank you to the Executive Committee for recognizing the importance of better office software and website integration and giving the go ahead to create the Techweb committee. It won't fix the very expensive mess we are faced with today but at least future decision making will be better informed.

On a more positive note, the Technology committee in conjunction with the Website committee were able to provide guidelines, specifications and recommendations for the AVSA office to purchase new laptops for administrative use. This is one of the traditional roles the Technology Committee was created to perform.

If all goes well this should be the last standalone Technology report as Technology and Web committees come together into the Techweb Committee.

Respectfully submitted,
Tom Glembocki

Violet Preservation

The Violet Preservation Committee is alive and well. This past year the Most Wanted article, formerly written by Barbara Elkin, was revived for the AVSA magazine and will continue to be published in the AVSA magazine. With thanks to Candace Baldwin and Joyce Stork, the list and ability to request and offer violets was put on the AVSA website. After some glitches it is working very well. We have made several matches with more to come in the spring.

No finances were requested.

Respectfully submitted,

The committee consists of :

Mary Thompson- chair
Angela Newell-Co-Chair
Candace Baldwin
Trudy Brekel
Rich Follett
Nancy Sullivan

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 2021 were again 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.

Respectfully submitted,
Janet Riemer

Taxonomy

I find a file for a "special committee" dated from 2004 that was to defend against the placement of *Saintpaulia* into *Streptocarpus*. This transfer happened anyways in 2015 and has been in place since that time. I suspect that the "Special Committee" should have been dissolved.

Respectfully submitted,
Dr. Jeff Smith

Reports of Personnel

Office Manager

In January, we officially had iMIS for a year. Stephanie and I continue to get the membership data up to date and have learned a lot throughout the year. iMIS has a ton of capabilities that we have already explored and are excited to see what else it is capable of. Our main issue has been educating our members how to use the new system. Although there has been a learning curve for all of us, iMIS has proved to be an efficient system for our membership needs.

Throughout the year, 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.

Here at the office, we were able to clear out a lot of unnecessary files and inventory with the help of the EC.

I am looking forward to another great year here at AVSA!

Respectfully submitted,
Amy Carruth

Editor

Work with the magazine continues to go well. I'm grateful to Sandra Skalski for taking on leadership of the Publication Committee and doing such good work to get the article contest going again. It's been a struggle to find enough content to fill the magazine, but I believe this will help a lot.

Overall, I'm pleased with the changes we recently implemented for the magazine. I like the new way of organizing things into section, and the Color Commentary section has given me a good spot to put articles that aren't AVSA News but also don't seem quite like Features. I've gotten some feedback from members that I expect will result in some additional small changes to the magazine (for example, putting the fund reports on one page instead of two and moving it to the back of the magazine).

The one major change to the magazine I'd like to suggest is moving the AVSA News to the back and putting the feature articles first. When I judged association magazines this winter, I realized I was wrong in my statement about association news going at the front of these publications. They typically begin with popular columns and run their association news in the back. So that was totally my bad. The one argument for leaving the AVSA News section in the front of the magazine is that it might attract more attention and compel more people to participate in the society. But several members have pushed me to put articles in the front of the magazine to immediately draw people into the publication, which is a good point. Under my proposal, the president's letter, office update and editor's letter would stay in the front. All other AVSA News would go after Convention Updates and before Color Commentary.

Some of the internal changes we've made to the magazine production process are working as well. The flat plan or "map" of what issue will look like seems to be helping Shirley and I stay organized. We're occasionally using a program called Dropbox (which is available as a free service as long as you don't store too many photos at a time) to share photos.

I'm still interested in placing ads throughout the magazine rather than grouping them together at the back. That's something I'll continue to explore.

My biggest concern for the magazine is the increases in cost for paper, printing and other needs. If we need to discuss changes at some point, please know that I'm open to that.

Respectfully submitted,
Sophia Bennett