

**Reports from the Officers,
Board Members, and
Committees for the Year 2022**



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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 continued to impact affiliates and their shows, many clubs have successfully transitioned to virtual meeting platforms, while others have resumed in-person meetings.

I was so pleased that AVSA invited our membership back to in-person events with the 2022 Little Rock Convention. While attendance was down from typical numbers, the convention successfully brought members and violets together again. It was a beautiful show, and the various programs and tours were quite a hit with registrants. The best part was seeing and catching up with friends, many of whom we had not seen in several years.

Since the convention, the Executive Committee has continued to hold meetings virtually via Zoom to accomplish the business of the society. 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 in October during the Missouri Valley African Violet Council show in Omaha, Nebraska. We are grateful for their hospitality. The members of the EC had a lot of fun, enjoyed judging the show and shopping for plants, as well as accomplished a lot of business.

Operations at the AVSA office continue to go very well. Monthly meetings are held between the EC and office staff to maintain open communication and keep everyone aware of issues. Amy Carruth, our office manager, is expanding use of the iMIS software to incorporate new features. The office staff enabled many of the iMIS features for the Little Rock convention registration process. Stephanie Travis is assisting with this transition as well. Both are well organized and are quick to respond to member calls and emails. Members are encouraged to establish their personal membership accounts so that they may directly update and manage their memberships in the iMIS platform. This transition will take time, as AVSA still has a significant number of members that do not have computer access.

Monthly summaries on membership, affiliates, funding, and inventory status are being reported to the officers and various committee chairs. These are still a work in progress, as the reporting structure become standardized. It is anticipated that these reports will provide consistent information to the officers and committee chairs.

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 the low attendance at convention. The committee did an excellent job of soliciting applications and requesting assistance from other board members 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. The committee completed its task and presented a slate of candidates in the January-February AVM. However, the committee noted, as others in the past have too, the process took much longer than expected and it was quite difficult to obtain an adequate number of applicants to fill the director positions.

The Convention Director has been extremely busy addressing issues with the return to in-person conventions. The Little Rock convention retained much of the contractual terms, that were negotiated two years prior; however, with low attendance, the convention operated at a financial loss. AVSA will benefit contractually from the carry-over of the Atlanta contract negotiations from several years ago. Only a few items in the contract required renegotiations, particularly regarding food and beverage pricing and tours. This year, plans have again started to take shape for the 2024 convention to be held in Phoenix, Arizona. Since the pandemic, costs for most goods and services have increased exponentially. Quotes for several venues indicated the price of hotel rooms, food, and convention rental space was going to be much higher than ever. It is apparent many hotels are making up for lost revenue during the past few years. The board was asked to provide feedback regarding acceptable pricing for convention. As expected, board members are aware of the cost increases and our board acknowledged the need to increase prices, but also voiced concern to seek alternatives to minimize expenses where possible. Therefore, the pricing structure of the convention registration has been adjusted accordingly in an attempt to keep costs within 25% of the prior year. A Phoenix hotel site that can accommodate AVSA's needs and pricing has been located, a contract signed, and deposit submitted. A huge thank you to Kathy Lahti for her negotiation skills. AVSA is fortunate to have Kathy as an ardent advocate for our society. If pricing for hotel rates, travel, food and beverage, and tours continue to increase, AVSA may need to consider alternatives for making the annual conventions more economically feasible for our membership to participate. The attendance at the Atlanta and Phoenix conventions will serve as a gauge for future needs.

The Bylaws Committee has assisted the EC with minor updates to the bylaws, particularly concerning the EC's role for strategic planning for the society.

The Council of Past Presidents has been working with the Fundraising Committee to promote the Legacy Society and review the requirements of membership.

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

This past year, AVSA has received a couple significant donations from 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.

The EC has taken additional action towards advancing strategic efforts for the membership and operations. To better understand the needs and desires of the membership, a membership survey was conducted. The summary of responses and opportunities for the future were documented in an article in the March-April 2023 AVM. Special thanks to Stephen Covolo-Hudson and Mary Corondan for their assistance in this effort. In response to the survey, I am pursuing the establishment of a virtual program committee, so members who cannot attend the national convention, or may not have a nearby local affiliate, can learn and contribute in a group setting. The virtual program committee is still being established; several directors have already offered to assist. This will be rolled out as a pilot program and then expanded over time, as demand dictates.

For AVSA operations, the focus has remained on the internal communications between the AVSA office, elected officers, and committee chairs. Monthly reports are now being published and shared on a consistent basis, as an attempt to keep everyone informed with current statistics.

I continue several additional activities within AVSA, including Show Schedule Approver and Tally Time Chair. These processes have transitioned to online submittal processes and integrated within the Entries program. There are still some updates needed to further simplify the process. All payment functions have been integrated with iMIS and are available through the AVSA Store. The AVSA office handles the AVSA collection rosettes. AVSA may need to seek a new vendor for producing the collection rosettes, so I have requested quotes from various vendors. I will provide the quotes to the EC and AVSA office, when they are available.

As a method of promotion for AVSA, I renewed the application to the Chase's Calendar of Events to have the week of May 28 – June 4, 2023, declared as National African Violet Week, to be celebrated in Atlanta, GA. The event was accepted and published in the 2023 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 2024 and will submit for the Phoenix convention.

This past year, my own affiliate, Copper State African Violet Club, was fortunate to host a show and sale in April 2022. We had a fabulous turnout! People were very excited and eager to purchase violets. We have continued to have monthly meetings, returning to in-person meetings. Fortunately, our club has been able to meet at a local nursery and gained much publicity from their newsletter. The Copper State AVC is thriving. We are currently preparing for our April 2023 show and sale. After that, we are looking forward to hosting the 2024 AVSA Convention.

I have and will continue to promote AVSA by attending local and regional events, whenever possible. It has been a true honor and privilege to serve AVSA as President. Thank you to everyone who has supported me and AVSA during my presidency.

Respectfully submitted,

Susan Anderson

Report of the First Vice President

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

It has been a privilege to serve AVSA as First Vice President for the past two years. The learning curve is tremendous as I have progressed through various offices in the Society.

I continue to be active in the Lone Star African Violet Chair, serving a Show Awards Chair. In addition, I hold the office of treasurer in the North Texas African Violet Judges' Council and the First Nighter African Violet Society of Dallas.

As a member of the Executive Committee, I have attended regular meetings every two to four weeks this as year. The business of the Society has progressed since meetings have been more frequent rather than to have them in the fall and spring only.

The AVM Advertising Committee has had difficulty finding new commercial members. The decline in the number of commercials has had a major impact. A few have even closed their doors temporarily as they address INSV. Some have ceased advertising until this problem is resolved.

The Fundraising Committee held their annual Booster campaign this fall. Many members do not understand the importance of the various AVSA funds. The Fundraising Committee has a goal to educate the membership on the purpose of the various funds to involve them in giving.

Membership is on the decline. The Member Survey was most informative and has given valuable data on how to proceed. Susan Anderson and I co-authored an AVM article in the March/April issue addressing the survey and goals for the society. The Membership Committee and TechWeb Committees will be writing articles to address issues in their areas. The Membership Committee will be pursuing a membership campaign soon.

The Publications Committee is working with the Best Articles Contest found in the AVM. The first recipients of this award will be announced at the Friday night Awards Banquet in Atlanta. In addition, the Publications Committee, in conjunction with the Library Committee, will be revising and updating the *Growing to Show* book. It was last published in 2008 and lacks information on significant areas such as LED lighting, INSV, etc.

As chair of the Shows and Judges Committee, the launch of the newly revised 2022 Handbook was well received, and the updated Teaching Tools document is underway. A continuing education course has been launched for Master Judges. To remain active, a Master Judge must complete a continuing education course every three years.

The Executive Committee has met with Amy monthly. This keeps the lines of communication open and results in a creative exchange of ideas.

Sophia Bennett is a highly competent Editor. The AVM has advanced into a more sophisticated document under her leadership. She was also instrumental in acquiring a new print shop for the AVM. By reducing the magazine by ½" in size and eliminating four pages, AVSA is saving a substantial amount of money due to lack of paper waste. This endeavor consumed a great amount of my time this year, but it has been well worth it.

Your encouragement and support are 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 2022, as well as any activities not reported on by individual Committees from 2022.

After serving twenty-two (22) months as 2nd VP, I wanted to reflect on the leadership knowledge and experience I continue to gain, especially from working with the talented Committee Chairs noted in this section of this report. Much work was undertaken and was completed 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. To all 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.

Your Executive Committee has continued work on the strategic planning process as a major foundation upon which the AVSA will achieve its critical mission. 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 continues to 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. The EC has worked to “fine-tune” committee governance by consolidating committees such as the original Internet Committee and Technology Committee into the new TechWeb Committee, as well as consolidating the original Ways and Means Committee with several fundraising activities into the new Fundraising Committee. Consolidation of committees to better meet the business needs of AVSA is crucial to maintain efficiencies, as well as improve allocation of our limited and much-valued volunteer resources. AVSA is like many nonprofit organizations today, working to maintain healthy membership numbers as we provide valuable resources and information to our growing communities. I continue to encourage all of you to do your part and help your Vice Presidents in this process through your continued input and feedback, especially with recommendations of where improved efficiencies could be implemented.

I worked hard to enhance and improve - wherever possible - communications between all the 2nd VP committees, especially where many committees overlap. It is important for all AVSA committees to communicate and collaborate whenever possible, as this is a great way to enhance the effectiveness of our limited volunteer resources to achieve all the work we do. From the beginning of my term, my 2nd VP committees have had availability to use my personal upgraded Zoom account at no cost, 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.

With planning well underway for the upcoming 2023 Atlanta National Convention, I continue to be guardedly optimistic about in-person attendance. COVID, our struggling economy, and competing hobby interests still seem to be the driving force behind attendance and participation decisions. The AVSA should focus on increasing public outreach and education to our growing communities to encourage membership and convention attendance growth.

During the recovery work in 2019 after Tropical Storm Imelda, a bundle of over 300 *AVM Volume 1, Issue 1, 1947* (*AVM*, First Issue) were discovered in the magazine archive. They were safely packaged in a box with an original intent of being put into the 2020 Atlanta Convention goodie bags as a 75th Anniversary gift to attendees. Since Atlanta was rescheduled for 2023, the box of *AVM* First Issues will be sent to Atlanta to be included in the 2023 convention goodie bags. Albeit a couple of years late, this is a gift from AVSA to our convention attendees in remembrance of our AVSA 75th anniversary and “*Where It All Began.*”

From November 3 – 5, 2022, I attended the 2022 LSAVC Convention in Houston, TX as Past President and Commercial Vendor. Although attendance was down below the 2021 count of 70, the show was filled with beautiful entries. Thankfully and for the second consecutive year, there were no reported COVID issues. The COVID issue, as well as shrinking wallets continues to impact attendance and sales at all events. Please continue to attend – in person - local, state council, and national events, as these are the foundations of keeping interest going in our AV growing communities.

Since October 2022, I have continued to present 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 continue to receive positive feedback on my 2022 National Convention presentation “*Fun With Trailers.*” This resulted in a significant increase in request for zoom presentations about AVs and in particular, trailers. Visitors to my website www.ghviolets.com can find downloadable **free** information files about AVs, including access to my personal blog – “*AV Chatterbox.*” 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.

During 2022, I was a LSAVC Independent member which allowed me the opportunity to visit numerous LSAVC affiliates across the state. In 2022, I registered a new affiliate (AVSA, LSAVC) called “*Heart of Texas AV Society (HOTAVS).*” Plans for this affiliate include offering members both in-person and virtual (Zoom) experiences, focusing on public outreach and education on the latest topics of interest. I anticipate a couple of years is needed to build membership. The focus is online presentations, with the potential of scheduled local events (sales, shows, hybrid zoom events) which could be held in different geographic locations. Membership will be open to anyone who is interested – no matter where you live. HOTAVS has held seven (7) virtual meetings with a small following of interested AV enthusiasts. Six (6) information-filled virtual programs have been presented so far and feedback has been positive. Two (2) more programs are scheduled (March, April 2023) where we hope to attract more members who are interested in joining. These first members will be honored as “Charter Members.” Currently, these Charter Members are helping shape the new affiliate with their creativity and “outside the box” thinking. Our goal is to have an affiliate that is one-of-a-kind, with hopes of creating a new way of getting information out to our growing communities. ByLaws and our Articles of Incorporation are complete and in place, ready for HOTAVS to officially begin. May 1, 2023, will be our “go-live” date where we will officially begin and start collecting dues, as well as establishing regularly scheduled executive and membership meeting dates. Affiliate and meeting information is available on the Heart of Texas AV Society Facebook page.

It was very exciting to know the 2022 convention happened! Unfortunately, attendance was down, the dollar just doesn’t go as far as it used to, and many are feeling the impact. With luck, future conventions may be better attended, and we are guardedly optimistic the public can move forward after the pandemic. Please continue to go forth and be advocates for our AVSA organization. Encourage new membership and participate in more public outreach and education.

Response to 2nd VP-Assigned Committees are as follows:

The following contains 2nd VP responses to all 2nd VP Committee reports. Refer to the separate committee reports for more detailed information about committee activities, status, and outcomes.

Marketing Committee, Joyce Stork

2nd VP Response: It is a pleasure to work with Joyce Stork and her dedicated, extremely knowledgeable committee. Exciting changes continue to be on the horizon as her committee continues making great strides in providing critical marketing services about the AVSA to our growing communities.

The committee has focused – quite successfully – on managing several social media platforms such as Facebook, Instagram, and Pinterest. Observing the “chatter” that goes on in social media is valuable to identifying areas of interest, critical issues, and the overall feelings of our growing communities. For example, AVSA not only learned about the Impatiens Necrotic Spot Virus (INSV) outbreak suffered by many within our community, we were able to quickly focus public outreach and education by providing science-based information from our website at no cost. Making this information available was critical to helping our growing communities better understand this insidiously evil pathogen, as well as provided critical information on how to best manage outbreaks in private collections.

The committee manages the “AV News” (6k+ subscribers) and “Weekly Growing Tips” (600 subscribers) via regular email blasts sent to subscribers. These communications are filled with the latest and greatest information about current issues and areas of interest. The emails also provide valuable advertising services (via direct links) to support our AVSA commercials.

The committee works closely with the AVSA Fundraising Committee on marketing strategies and campaigns, in particular the Booster Donations Annual Appeal, the AVSAs regular appeal that is similar to “Giving Tuesday”. This past year they successfully facilitated the “Dress Like Your Plant” campaign, which drew a lot of attention and provided an entertaining perspective on the beauty of our beloved AVs. The committee also provides marketing support to the AVSA Executive Committee (special requests); the AVSA Scholarship program; promotion of the annual National convention; promotion of the *AVM*; and the AVSA Store. Products critical to marketing support also include MailChimp (monthly subscription for email sends) and Canva (free use-supports graphic design for emails).

After receiving public feedback about the newest and current AVSA brand designs, I challenged the committee to propose an updated, more engaging, and refreshed new brand design for consideration, including a strategy for implementation. They accepted this challenge and are proposing this new brand for consideration to be added to the existing brand library for public use. Access to existing brands will still be available, so there should be no additional costs in changing things like letterhead. The new brand – if chosen – could be used for future projects and artifacts.



The EC understands the focus and goals of the Marketing Committee is critical to the success of our organization. This committee has been a key player over the past few years with the implementation of new technologies – in particular, rollout of the new and improved AVSA website at the same time as the new iMIS

cloud system implementation. This was a major IT project, required many hours of dedicated volunteer time and effort to take to production. This was no small feat of which this committee played an integral role in its success.

As time goes on, organizations should adjust and do essential “course corrections” along the way to stay in tune with their constituents. What may have been a good idea before, may be out-of-date today. This doesn’t mean it was bad, just that time can change things. Successful organizations frequently realign to ensure their overall mission is successful. Now that we are in a post-implementation phase, it is a wonderful opportunity to assess and realign our strategies and structures. Time to take what we learned from the project and make adjustments that ready us for future technology changes.

The EC has continued their strategic planning work during this reporting cycle. The Bylaws Committee reviewed and prepared proposed two (2) bylaws changes to better align and place governance of establishing the AVSA strategic vision and direction of the society as a responsibility of the AVSA Executive Committee. The proposed changes also focus governance and purpose of the Marketing Committee on the development and organization of a Marketing Plan that supports the strategic vision and direction of AVSA.

The proposed bylaw changes included changes to 1) *Article VIII, Executive Committee*; and 2) *Article X, Committees, Section 1 Standing Committees: Marketing*. The proposed bylaw changes are published as required in the January-February 2023 *AVM*.

Proposed changes to the Marketing Policy and Procedures will allow for improved flexibility within the committee to take on marketing directives and adjust procedures and committee organization as needed to meet individual objective requirements.

The Marketing Committee will continue its valuable work to build out a strong, well-defined Marketing Plan that lays out direction for future years. This is an opportunity for this committee to take the lessons and experiences from this implementation and do what they do best – marketing – to build out the AVSA brand, keeping it clear and understandable, while delivering the AVSA message to our constituents. The Marketing Committee will continue to exist as a key AVSA standing committee. Their work will continue to help AVSA stay relevant with our constituents.

Action Item:

The new bylaw and policy changes will be effective immediately following all appropriate AVSA review and approval processes.

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 continue to be on the horizon as her committee continues making great strides in “renewing, refreshing, and invigorating” growing and showing standards for the AVSA.

The committee is slowly introducing a number of much needed adjustments to AVSA growing and showing standards. As with all changes, this will be a learning period and experience for everyone. Under the guidance of Mary’s committee, I encourage all to do whatever possible to support these adjustments and this committee as they move forward. There are a lot of well-thought-out changes that show great promise and better understanding for our membership. I encourage all to review the Shows and Judges Committee report in this document to better understand and appreciate the depth and scope of these changes.

This committee was successful in publishing the 2022 release of the “*Handbook for Growers, Exhibitors, and Judges*.” The last release was in 2016, so our AV community was anxiously awaiting the new release. This was a major new release, given the old release was almost seven (7) years old. Mary and her committee worked

diligently and effectively through all the actions required to make all the changes. The new handbook is exceptional and will certainly be enjoyed and used by our AV community. From what I understand, attendees of the upcoming judges' school at the national convention will use the 2022 handbooks.

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/Terri Post

2nd VP Response: It was a sad moment when I received a letter of resignation from Vickie. She did a wonderful job in Little Rock in 2022, handing out all the many awards to our winners. She got up to speed quickly to gain national awards experience and be ready for the 2022 convention awards cycle. She also worked with Mary Corondan on a request regarding standardization of the Awards form (online and download formats). As of January 2023, Terri Post has stepped in to fill this vacancy. Terri will be working closely with Richard Craft, Advertising Chair to insure current, updated show awards information related to the upcoming 2023 AVSA National Convention is posted on the AVSA website.

Congratulations (ahead of time) to all the award winners at the upcoming national convention. It is so exciting when everyone is allowed to enter the show room after judging and can view all the beautiful entries and winners! Much success to all exhibitors and thank you for all your hard work to make the show a success!

D. AVSA Society Awards, Linda Hall

2nd VP Response: In late January, Linda sent out a request for Society Awards nominations with an early February deadline. Results of this committee work will be visible when the winners of the many Society Awards are announced during the upcoming national convention. As always, this committee is in very capable hands as Linda is very responsive, always on task, and meets deadlines. Congratulations (ahead of time) to all the awards winners for your commitment and dedication to making AVSA successful.

E. Commercial, Kathy Bell

2nd VP Response: Kathy works to communicate regularly with all commercial vendors, keeping them updated on the latest information. The annual national convention commercial vendor invitation letter was sent recently. The letter contained all information about and forms required for the upcoming 2023 Atlanta National Convention. She maintains contact with as many vendors as possible. She is also required to work with Richard Craft, Advertising Chair as these two committees have significant overlap with regards to commercials. Richard has been very helpful providing support to the Commercial Chair as upcoming convention activities ramp up. Kathy provides critical logistical information for commercials that Richard posts on the AVSA website (regular commercial information, convention and other event information).

Action Item: A follow up with both parties will be scheduled to provide support and guidance as needed as they work on commercial convention logistics. I will continue to encourage Kathy to enhance her "outside the box" ideas for commercials that could help generate increased interest in their business products and services.

F. Library, Kurt Jablonski

2nd VP Response: Communications from the Library Committee were very minimal during this reporting cycle. I received a request from Kurt asking about status of digitized pictures from old 35mm slides of the Atlanta 1995 national convention. Only a small number of slides have been digitized, as the process is labor-intensive,

requiring special scanning technology. A sample of what has been digitized to date (new introductions only) was sent via email back in mid-December 2022 to determine if this was what was requested. Awaiting response back from committee chair. *Special note: These digitized files were sent to the 2020 Virtual Convention committee members but were not used. Probably because the Atlanta 75th connection was not part of the final convention agenda.*

On my next Beaumont trip, I will search the AVSA Archive Room for any 1995 Atlanta media (slides, DVD, pictures, etc), as well as what might be available for the 25th anniversary convention (not sure of location, date). While researching files for pre-1950 convention pictures, we located 3 boxes of loose 35mm slides, pictures, and papers salvaged after the 2019 TS Imelda event that could be digitized. The process is labor-intensive and a low priority activity.

Action Item: A special Archive project will be initiated to scan/digitize older AVSA artifacts currently residing in the national office Archive room. Setting an appropriate priority, approved by the AVSA Archivist, the AVSA Office Manager, and the EC for the scanning process will be key to getting the work done in a timely manner.

G. Handbook, Winston Goretsky

2nd VP Response: During this reporting period, there were no communications from the Handbook Committee to the 2nd VP. Communications were only between Winston and Mary Corondan, Show and Judges Committee Chair.

Action Item: I recommend the EC consider consolidating this committee into the Shows and Judges Committee. Activities performed by this committee directly support the Show and Judges Committee, making this an excellent opportunity to streamline committees to achieve better efficiencies. A bylaws and policy and procedures review should be conducted collaboratively by the incoming 2nd VP and Chairs of these two committees to determine required updates.

H. Additional Information

An item noted in the 2022 Fall Annual report for the 3rd VP to follow up with the TechWeb Committee Chair to determine status of any new approval process(es) recommended in the Fall (October) 2022 Report is still outstanding. This recommendation related to management of administrative activities performed throughout the various information technology systems/services/products at the AVSA. To maintain consistency, minimize unintended disruptions, and to keep people informed and in the loop of all maintenance actions related to user roles (security purposes), all actions require pre-approval by the Chair of the TechWeb Committee before being implemented. This new recommendation required all TechWeb Committee members be informed about the new requirement which was effective immediately.

During the past two (2) years, I supported the 3rd VP as the AVSA Business Continuity/Disaster Recovery (BC/DR) Coordinator. I offer my continued support in this role to the incoming 3rd VP, especially to provide “eyes and ears, boots on the ground” services at the national office location during events. I worked closely with Amy, AVSA Office Manager to update the previous “Hurricane Policy” section of the AVSA Policy and Procedures Manual, renaming the section “Business Continuity/Disaster Recovery Policy.” The new policy was expanded for all events, not just hurricanes and provides more in-depth information about roles and responsibilities of office staff, volunteers, and outside resources, as well as includes an extensive BC/DR Checklist used by staff during events. The new policy also incorporates the AVSA Records Retention schedule regarding organization artifacts. The new policy was developed using current BC/DR business practices, as well as adjusted to include best AVSA business practices learned after TS Imelda.

Action Item: The new policy changes will be effective immediately following all appropriate AVSA review and approval processes.

Closing

Over the next few months, I will be wrapping up my duties as 2nd VP and transitioning to my new role as 1st VP. This will require interactions with each 2nd VP committee in preparation of transition to the new incoming 2nd VP (May/June 2023). I commit to making this transition as smooth as possible to minimize disruptions. All 2nd VP committees, as well as the new 2nd VP will be provided with a completed status report containing all information related to the work of these committees. This report should be considered as my final wrap-up report as my tenure as AVSA 2nd VP comes to a close.

Respectfully submitted,

Glenda Williams

Report of the Third Vice President

Annual Report
Office of the Third Vice President
Sharon Shannon

No report at this time

Report of the Secretary

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

1. In my second year of service as AVSA Secretary, I have gained a much greater understanding of AC=VSA structure and operations. The job has not been as daunting or overwhelming in my second year as it was in my first. I have had wonderful support from all of the EC members, all of whom have had to repeat and reinforce basic procedures for me many times over. I had a total knee replacement this year on February 2nd, which rendered me temporarily unable to take meeting notes and to perform several other duties. AVSA Past President Sue Ramser graciously filled in for me, along with 2nd VP Glenda Williams. Mary Corondan was also especially helpful with some Policies and Procedures tasks, and AVSA President Susan Anderson has been patient, understanding, and supportive at every turn.

My activity in 2022 has been as follows:

- 1) Attending and taking notes for bi-monthly and monthly AVSA EC meetings, as well as the monthly meeting with AVSA Office Manager Amy Carruth (when not scheduled in conflict with my work).
- 2) Attending and taking notes for the in-person AVSA EC meeting at the MAAVS Convention in Baltimore in October Of 2022.
- 3) Preparing 2022- 2023 AVSA meeting notes to be archived.
- 4) AVSA EC electronic and mail correspondence as required
- 5) Sending out reminders for AVSA BOD members, Committee Chairs, and elected directors to submit their annual reports.
- 6) Compiling the various annual reports into the overall AVSA 2022-23 annual report document.
- 7) Coordinating information as requested 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.

Respectfully submitted,

Rich Follett

Report of the Treasurer and Finance Chair

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

2022

During the first four months of 2022, I compiled and prepared the financial statements for fiscal year 2021, and I also filed an extension for the 2021 Form 990 tax return. I then prepared a 2023 budget to be presented to the board.

In March, 2022, I filed the final report for the foundation that AVSA received a grant for during 2021. They require financial statements by December 31. During April, 2022, I filed for the new 2022 grant. Then, in December 2022, this same foundation required filing the final report for the 2022 grant. I sent them the financial statements from June 30, 2022.

The next item that the committee performed, was internal control auditing of the AVSA financial information for 2021. 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 2022, I prepared and filed the 2021 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 2022 and the funds from them were reinvested into municipal bonds and CDs. The approximate rate of return for the entire fund was 1.52%. AVSA also had to withdraw \$7,000 from this fund during 2022 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 2022 was 2.46%. Scholarships of \$1,000 were also awarded from this fund during 2022.

The Tinari Fund has also been invested mainly in CDs, along with several bonds. The approximate rate of return for this fund was 2.99%.

The Burde Fund has been invested in bonds and some CDs. The approximate return for this fund during 2022 was 1.67%.

During the year 2022, the Hudson monies earned approximately 1.74%. 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 2024 budget will be prepared and presented to the board for approval at the Atlanta convention.

Respectfully submitted,

Terri Post
Finance Committee Chair and AVSA Treasurer

https://drive.google.com/file/d/1vGCGbVLFClmLRZ5IPkKXfWl_gC7IwvO/view?usp=sharing

Report of the Immediate Past President

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

Since the 2022 Little Rock Convention I have attended the Zoom Executive Committee meetings, Executive Committee meetings with Office Manager Amy Carruth and a meeting of the Mid Atlantic African Violet Society as a member and representing the AVSA Executive Committee.

During the Little Rock Convention I surveyed members of the Shows and Judges Committee, AVSA Teachers and Judges asking for both positive and negative comments they have observed written on exhibitors' entry cards. These comments were compiled and an article for the *AVM* was written highlighting these comments.

President Anderson appointed me to take and prepare minutes of Executive Committee meetings when Secretary Rich Follett was not in attendance.

The Missouri Valley African Violet Council extended an invitation to the AVSA Executive Committee to have the Fall Executive Committee meeting at their convention and show in Omaha, NE. I attended this meeting and served as a judge at the show.

As Judges & Clerks Chair for the Lone Star African Violet Council 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 continue to promote AVSA whenever the opportunity arises.

Respectfully submitted,

Sue Ramser
Immediate Past President

Reports of Elected Directors

Douglas Allen

This is the last Director's report for my term as a Director of AVSA. This has been a challenging year for Lynn and me from a health standpoint, and I still am not certain that we can make it to the Atlanta Convention. We would hate to break our record of consecutive conventions, so we will do our best to be there.

It is comforting to know Marge Farrand is representing our part of the world to AVSA as a Director from Michigan.

Finance Committee

At the Little Rock Convention, I participated in the board meetings as well as served as a teller at the annual meeting. During the summer I worked with the Finance Committee Audit, finding nothing that would indicate there was anything worthy of note regarding the accuracy of the processes or reports that had been submitted by our treasurer.

At this point, I am hopeful that we will be able to be with all our AVSA friends in Atlanta. If that is not possible, you can be sure we will be with you in spirit.

Respectfully submitted,

Douglas Allen

Bloomfield Hills, MI.
dallen@mmca.com

Scott Ammann

I continue to edit the newsletter for the Missouri Valley African Violet Council that finally had our first show and sale since Covid in October 2022, which I was able to judge.

I've become president of my local affiliate the St. Louis Metropolitan African Violet Council which has had a full year of meetings and is prepared for our first post-Covid show and sale May 12 – 13, 2023 at the Missouri Botanical G, for which I am the show chair.

I've continued as Vice President of our local gesneriad chapter, Gateway West Gesneriad Society. We have transitioned back to in-person meetings except in bad weather and are preparing a show for September 2023.

I have joined HAGS, the gesneriad group of Kansas City, and was able to judge their show in fall 2022.

I've continued as Vice President of our local gesneriad chapter, Gateway West Gesneriad Society. We have transitioned back to in-person meetings except in bad weather and are preparing a show for September 2023.

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

I am serving on the nominating committee for AVSA and have volunteered to help with more online offerings from the society for engagement of those members unable to attend convention.

I stay in communication with many of our affiliates, who remain concerned for membership most importantly.

Respectfully submitted,
Scott Ammann

Minh Bui

Shows and meetings resumed in person for most of 2022. The Baltimore AV club had two successful sales with Rodney as President. I stepped down as President of the National Capital Area Chapter of the Gesneriad Society to be Vice President, and became President of the Mid-Atlantic AV Society (MAAVS). I've given four online zoom seminars on the topics of the latest trends in plant lighting to various AV and gesneriad clubs across the country, and have judged three shows. As President of MAAVS, I have also partially subsidized (at my own cost) and distributed over 700 INSV tests to AV clubs across the country, and continue to promote AV and gesneriad culture to my Instagram followers.

Respectfully submitted,

Minh Bui

Sam Cunningham

As a new Director of the AVSA this year, these are the functions I have participated in.

1. Served on the Nominating Committee. I sent out emails to a list of potential nominees for director positions, securing at least 2 Penny Eggleston of Portland Washington and Anna Flackenstein Lammersen of San Francisco Ca. The committee also voted on a new secretary and 3rd vice president I believe.
2. I sent out introduction letters to the affiliate clubs in Zone 4, and attended a Zoom meeting with Copper State AVC.
3. Served as the Sales and Vendors chair for the Lonestar sale and convention here in Houston
4. Continued communications with L. Price, and other AVSA officers.
5. Continued membership in Lone Star, and Spring Branch AC clubs, where I continue support in any way I can.
6. Continued support of the AVSA through social media, specifically the African Violet Addicts group on Facebook.
7. Reviewed the AVSA Policy and Procedures and Bylaws
8. Remained advanced Judge status, and clerked in a local show.

Respectfully submitted,

Sam Cunningham

Marge Farrand

I was very sorry to miss last year's national convention because of a last minute health emergency and feel that that affected my knowledge and participation as a new director. I'm looking forward to meeting everyone in Atlanta and understanding my role a bit better.

Locally, I have been an active member in two local clubs, the Michigan State AVS and the Town and Country Club. I've attended meetings, lent my expertise, and written articles for the newsletters. I also participated in the MSAVS spring violet sale selling all the plants I brought, speaking to the public, and sharing growing knowledge. I am also a member of the Ohio State AVS and participated in their September convention. I judged the show and also entered 16 plants, receiving 16 blues as well as other awards. It has been a busy year!

Respectfully submitted,

Marge Farrand

Winston Goretsky

Term ending at the close of Convention - 2023

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)
- Nominating Committee

This past year I was excited to return to in-person events and attended the Annual Convention, held in Little Rock, AK.

In addition to the various committee work that I perform throughout the year, I served on the Nominating Committee, chaired by Linda Price. Our committee was able to present a slate of nominees, which will be brought forward through the normal course of business at the meeting of the Board of Directors and then voted upon by the membership, at the Annual General Meeting.

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.

As a member of the Convention Committee, I worked together with Kathy Lahti to receive the 2023 Convention Materials and performed a liaison role with the TechWeb Committee to prepare the materials for public and member consumption. I also supported Amy Carruth to setup the iMIS Online Registration component for the 2023 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

Kurt Jablonski

As COVID draws to an end the resurgence of African Violet shows across the country has begun. For me, it started back in April with the African Violet Society of Springfield (Delaware County) show and sale. It was well attended by the public and the judges gave us a 92.10. Our AVSA Education table was a hit and we had several people interested in joining our club as well as AVSA. To get our show score up we must encourage more club member participation and more designs. The second show I participated in was last weekend in New Jersey. The Garden State AVC held its annual show and sale and I am happy to report there were over 50 people waiting outside doors to get in before we finished judging. The show scored a 94.23. This is an encouraging sign because the interest in our beloved houseplant is there and we need to capitalize on the excitement of gathering with our friends, both those we know and those we have yet to meet. I continue to encourage all the members of both clubs to spread the word about AVSA and the benefits of belonging to our society. The weekend of May 20th is my third show for 2023 and I am equally excited to spread the word about AVSA and encourage new members to join. One comment I would like to make is I have heard many people raving about how lovely our magazine is, but they would welcome a stronger presence from AVSA on Facebook and the internet. In today's world we are all in front of our devices and having a digital presence with quality content is extremely important.

Jackie Leitzel

I am still a participating member of TAVS in Norfolk VA even though I have relocated to PA, I know that at their meetings they always mention AVSA and any news or updates. I have recently become a member of the African Violet Society of Springfield. They were having a problem getting their show schedule approved, so I was able to step in and assist them in getting it approved in time for their show. I attended and participated in both shows, by bringing plants for their sales tables as well as entering an AVSA semi-miniature collection at both shows as well.

I serve as the secretary and membership chairman for the Mid-Atlantic African Violet Society, who will be hosting the AVSA Executive Committee for their meeting in November. I look forward to being an active member and having a wonderful show in November.

I am looking forward to participating and seeing everyone in Atlanta!

Respectfully submitted,

Jackie Leitzel

Patricia Mattson

I have consistently attended AVSA conventions since Nashville (except for 2022 due to a grandson being in hospice at that time). I am an active member of our club as treasurer and a certified AVSA judge. I am in charge of the computer AVSA show program to record all ribbons and monetary placings at our AVSA show in the spring of the year in MN and the MN STATE FAIR African Violet Show where we exhibit for promoting membership to AVSA and to our local MN club and its affiliates.

Respectfully submitted,

Patricia Mattson

Bill Patterson

Tried to reach out to Mary Thompson starting in August and received no response as to which region of clubs to reach out to as a new director replacing her. Having no response and never receiving a list of states or a region to be responsible for there hasn't been any communication to her past clubs

Events I have attended:

All Copper State African Violet Club Meetings and all Desert Sun African Violet Club Meetings.

Participated in an African Violet Sale in October selling plants and providing information.

Participated in an African Violet Sale in February selling plants and providing information.

March attended the Phoenix Valley Garden Club extravaganza and ran a booth promoting African Violets and AVSA

April participated in an African Violet show, showed plants, and was on a judging panel.

Hosted a Zoom session for our local club with a guest speaker, Dale Martens, and opened this to other clubs in AZ and across the US.

Presented programs on leaf shapes and design to two different clubs, four programs in total.

Served as co-chair in two different clubs.

Respectfully submitted,

Bill Patterson

Leonard Re

I have nothing to report since the last annual meeting in Little Rock.

Sandra Skalski

No report at this time

Danny Tidwell

I have been working with a couple of members from the Memphis AVS (Tennessee) encouraging them to become more active and to hopefully get back to having shows again. They do have a Facebook page which is what has helped my club CAAVS gain new and active members. But they are not sure of how up to date it is. Hopefully they will get things going again I will stay in contact with them and keep you encouraging them.

Respectfully submitted,

Danny Tidwell

April Van Ness

As a new director, I am still trying to find my niche in AVSA, as I am slowly being able to put names and faces together - thanks to attending the convention at Little Rock last year. It was interesting to see how this organization functions, and I will admit that I have much more to learn on the national level.

On the state and regional level, I continue to serve as president of Garden State African Violet club (GSAVC) and as a representative with the Mid Atlantic African Violet club (MAAVS) as well.

I have continued to present AVSA happenings to my club and have continued to encourage others to both join and attend the convention.

In the community I have spoken to several women's groups and have held workshops on the care and propagation of African violets from leaves. For those who can grow babies and keep them alive for a year they will be awarded a year membership to AVSA. Hopefully that will be enough to get them more interested in the growing of the violets.

I'm looking forward to seeing everyone in Atlanta!

Respectfully submitted,

April Van Ness

Reports of the Standing Committees

Affiliate

I need to make a motion to change the P&P as follows:

Reword Section 7, Item C Affiliate Committee – Standing Committee

1. Duties of the Chair

b. Send “Startup Checklist for New Affiliates” to growers who request information on how to start a club. Follow up with growers who are starting a club.

Reword to: For growers who request information on how to start a club, send instructions to find the “Guide for Starting a New Club” information on the AVSA website. Follow up with growers who are starting a club.

Delete Section 7, Item 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.

Note: This was to have already been deleted. We are no longer getting new affiliates every month.

The Affiliate breakfast meeting at the Little Rock convention was attended by approximately twenty-four people. Seventeen people ordered breakfast. Susan Anderson, Amy Carruth, and Rich Follett were speakers.

There were 61 affiliate updates in 2022. So far there have been 14 updates in 2023.

There were 64 events posted for 2022. So far there have been 46 events in 2023.

On the AVSA website there are 131 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.

The training document for Updating Affiliate information for our new website has been completed. The training document for Posting Events has also been completed.

At the end of the Atlanta convention I’m stepping down from my position of Affiliate Chair, but will remain on the committee. Mary Thompson will take over as the new Affiliate Chair. She has served on the affiliate committee for several years.

Cristy Boothe is leaving the committee. So now the Affiliate Committee members are Mary Thompson, Carolee Carter and Jeri Anderson.

Respectfully submitted,

Jeri Anderson
Affiliate Chair

May 3, 2023

AVM Advertising

AVM Advertising Chair activities since March 1, 2022

Major breakouts of INSV have crippled some of our vendors impacting their plant sales. As of this report, Black Oak Violets and The Violet Barn are not expected to be selling at the Atlanta convention. However, Glenda's House of Violets will be in attendance with their growing supplies but will most likely not have any plants for sale.

I made an attempt to capitalize on the INSV situation by contacting Agdia. The company manufactures test kits for African violets suspected of harboring INSV. Unfortunately, I was unable to secure an advertising deal with them. However, their Marketing Director wrote an article which will appear in the May/June issue of the African Violet Magazine (AVM).

Commercial Member Losses:

- Artful FROG
- Happy Violets 4 You (downgraded to individual digital membership)

Returning Commercial Members:

- Travis Violets
- Neil's Streps

AVSA Website Improvements: As promised at the commercial member's meeting at the convention in Little Rock, I created a separate section at the top of the Commercial Vendor's website page. It highlights the vendors who advertise in the AVM giving them greater visibility by displaying bigger business logos.

2022 Ad Revenue: \$5893.00

This is down 1.6% from last year, in part because I am now sending invoices approximately two months before their ads renew. Because I was billing twice a year, some advertisers paid 6 months in advance. Soaring inflation has had a negative impact on our vendors. It's becoming difficult to convince them to continue advertising in the AVM.

Respectfully submitted,

Richard Craft – AVM Advertising Committee Chair

Commercial Activities

Sent invitation out the end of February to commercials.

Contacted my committee to see what they did at convention when Lynn Lombardy was chair and I had them continue to do what they had been doing. I also asked them to be at the meeting with the commercials so the commercials would know who they were if they needed anything.

My committee and I were available starting on Tuesday to help commercials if needed when setting up. Had signs on their sales tables in case we weren't in the salesroom when they arrived.

Put signs on the door that a sticker on badge is needed to have special access while commercials are setting up and where disabled enter when salesroom opened on Thursday.

They really like it when they are not bothered with people coming in asking questions while they are setting up.

Met with Commercials on Thursday, June 2, 2022, at 9:00 a.m. to discuss what AVSA could do to help them. Most of the discussion was do not have conventions downtown. Locals don't come because of parking, etc. and I have heard a lot of members say the same thing. Everyone knows that AVSA picks hotels for price and space but downtown is not good for parking, locals, etc. in most cities.

They are okay with not having the Vacation Guide instead we put an article in the magazine listing the commercials.

Usually there are only 2 or 3 commercials willing to sell to designers and sometimes the commercial isn't set up when the designers come in and the designers are not happy. I don't have any ideas to fix it.

I am concerned that our commercial membership is getting smaller every year. It would be nice if we could help them out by giving them a meal or one free table, I also understand that AVSA doesn't have the money to do this. Maybe we can get donations? Something to think about.

Respectfully submitted,

Kathy Bell

*See additional info/response under 2nd VP

Convention

Our 2022 AVSA annual convention and show was held at the Little Rock Marriott Hotel May 29 – June 5, 2022. It was a successful convention even though our numbers were down due to COVID.

I have been working on gathering information for our 2023 Atlanta Convention which will be held at the Sheraton Atlanta Hotel May 28 – June 4, 2023. All information is now on the AVSA website. I continue to work with the Chairs of the Atlanta Convention and my Event Manager at the Sheraton. Many more things need to be done.

The AVSA Website Committee did a great job putting all the convention material on the website. They are a talented group of people. THANK YOU!

I have organized three tours for our Atlanta Convention. Hopefully our members will register for these tours.

Our 2024 Convention date has been set. I signed a contract with the DoubleTree by Hilton in Tempe, Arizona. The dates of the convention are April 20 – April 28, 2024. This convention will be hosted by the Copper State African Violet Club. Candace Baldwin will be the Convention Chair and Susan Anderson the Show Chair.

Anyone that has an idea for our 2025 convention and beyond, please let me know.

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

Respectfully submitted,

Kathy Lahti

Kathy Lahti
AVSA Convention Director

Convention Show Awards

No report at this time

*See additional info/response under 2nd VP

Finance

See Treasurer's Report submitted by Terri Post

*See additional info/response under 2nd VP

Fundraising

The committee spends a good share of its time during the year gathering and reporting activity for the Booster Donations, the Tinari Endowment, the Boyce Edens Fund, the Barbara Burde Endowment, as well as the Legacy Society.

During convention time we are involved in the pricing and purchasing of the convention pins, the t-shirts, and the promotional items that might be offered. We are especially busy at that time with the auction items for the luncheon and the silent auction. Additionally, we help with the future conventions fundraising table too.

This past year we also coordinated the Annual Fund raising promotion through the AVM magazine as well as working with the Marketing committee to use social media as effectively as possible. We wish we could find a way to have better participation in this valuable promotion, we do not seem to raise the kind of funds we really need. We also push social media during the annual 'Giving Tuesday' event held in the USA each fall.

Respectfully submitted,

Randy G. Deutsch, Chair

Library

The library committee has been dedicated to preserving the history of AVSA Convention shows as well as other local and regional shows. Janet Riemer graciously shared her collection of slides and photos and I have begun to digitize all the material to improve the quality and preserve these precious pieces of AVSA history. Our goal is to create photo albums and videos of each show for AVSA members who are interested in seeing the shows of the past. Our history is vital to us, and we must do all we can to preserve these slides and photos. I have written for the magazine and encouraged other members to share any slides or photos they have however no-one else has come forward to share with me. My plan is to communicate with the committee and see if we can create some form of video or program that we can sell to our members. I plan to send a meeting request to my committee this month so that we may plan future projects. As a member of the publications committee, I plan to also collaborate with Sandra Skalski and her committee to see if we can create a new useful resource to AVSA members and the public.

Respectfully submitted,

Kurt Jablonski, Chair

*See additional info/response under 2nd VP

Marketing

- Joyce Stork, Chair
- Vacant, Co-chair (Recommendations appreciated!)
- Vickie Crider, Statistics
- Roxanne Clapp, Graphic Design
- Carolee Carter, Proofreader
- Donna Guiliano, Proofreader

Marketing has focused on the following platforms and projects this year:

- AVSA Email – managed by Joyce Stork
 - Weekly Growing Tips – 6000+ subscribers - sent each Monday.
 - AVSA News – 600 subscribers - sent monthly or as needed.
- Facebook
 - AVSA main page managed by Amy Carruth and Joyce Stork with assistance from others – Followers 20K (82% Women, 18% Men).
 - AVSA Annual Convention page managed by Joyce Stork (Followers 1.1K).
 - African Violet Society of America Inc. Group (Private group discussion - 4.7K members) managed informally by Kathalina McGinnis and Lainey Grace.
- Instagram managed by Beth Baker (Followers 5.7K).
- Pinterest managed by Beth Baker (Followers 2.7K).
- Fundraising – Booster Donations Annual Appeal – working with Randy G. Deutsch.
- Best Varieties Voting – working with Trudy Brekel.

- AVSA Scholarship – working with Charles Ramser.
- Promotion of Convention – working with Kathy Lahti.
- AVSA Store – working with Amy Carruth.



- Promotion of *AVM* – working with Sophia Bennett.
- AVSA Executive Committee special requests.

Roxanne Clapp works on graphics for special projects on request. This year, Roxanne developed a potential **new brand mark which I am proposing be added to the current set of brand marks for use in marketing**. If it is approved by the Board, I hope it would give AVSA a more engaging logo, which includes the website URL, and would be more pleasing to those who weren't thrilled with the more formal brand marks approved in 2018.

As a part of Marketing, I am also active in many violet groups on Facebook, answering questions, especially when I can share a link to the AVSA website. My goal is to represent AVSA as knowledgeable, helpful and kind. There are many other regular AVSA members who similarly help on a daily basis and are quietly building AVSA's reputation.

The Marketing budget includes paying for a monthly subscription to MailChimp. This cost is justified by results from advertising membership and products for sale. I also use the free version of Canva, an online site for graphic design, to create images for many of the emails.

The Marketing team stands ready to assist any committee chair with a project that needs to be promoted.

Respectfully submitted,

Joyce Stork

Marketing Committee Chair

*See additional info/response under 2nd VP

Membership

The membership committee is continuing to work through the Membership Survey.

1. Each committee chair has been asked to work on their portion of the survey by writing an article for the *AVM* and fixing any internal issue that can be selected to meet our member's needs.
2. An article is forthcoming from the membership committee for the results of the survey.
3. The membership committee is working hand and hand with the EC committee to keep the momentum up based on the survey results.

There will be a membership/drive announced in the future in hopes of building on our current membership base.

The current membership count based on the January report is 2999.

All this work is, in the end, to remain focused on our membership and meet their needs.

Respectfully submitted,

Stephen Covolo-Hudson

Membership Chairperson

Nominating

The Nominating Committee was comprised of Linda Price, Apopka, FL, Chair; Scott Amman, Highland, IL; Vickie Crider, Humble, TX; Sam Cunningham, Houston, TX; and Winston Goretsky, Calgary, Alberta, CA.

The search for Directors continues to be challenging. Each member contacted numerous people and there were mostly, 'Thanks, but no thanks. I am too busy/I don't have time, etc.' answers.

Our candidates were, for the most part, previous Directors, who know the job and were enthusiastic in their acceptance. They are: Penny Eggleston, Vancouver, WA; Anna Lammersen, San Francisco, CA; Gail Podany, Minnetonka, MN; Carol Semrau, Ramsey, MN; and Nancy Sullivan, Centennial, CO.

The Nominating Committee also had the job of locating three officers for the incoming slate. One officer resigned, one wished to change his position, and the position of Third Vice President opened up with the retirement of our current Third Vice President, Sharon Shannon.

The Officers nominated for the coming term are: President, Mary Corondan, Fairview, TX; 1st Vice President, Glenda Williams, McDade, TX; 2nd Vice President, Rich Follett, Strasburg, VA; 3rd Vice President, Richard Craft, Las Vegas, NV; Secretary, Sue Ramser, Wichita Falls, TX; and Treasurer, Terri Post, Sioux City, IA.

The slate of Officers and Directors will be presented to the assembled members of AVSA at the 2023 Convention in Atlanta, GA for their consideration and election.

Respectfully submitted,

Linda Price, Chair

Plants Registration and Master Plant List

No report at this time

Publications

Committee Membership

Sandra Skalski – Chair
Mary Corondan
Susan Anderson
Sophia Bennett
Winston Goretsky
Kurt Jablonski
Peggy Barber
Gail Podany

2022 Committee Goals

1. Assist AVM editor in increasing articles for the magazine, including running an article contest.
2. Continue to monitor the scanning/PDF inclusion of the African Violet Magazine by the Biodiversity Heritage Library.
3. Monitor Annual index of articles and photos.
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.

Accomplishments:

*The Publications Committee successfully ran the 2022 AVSA Magazine article contest. Twelve articles on various topics were published. The winning writers will be notified and prizes distributed on or just after the 2023 AVSA Convention.

*Monitored Annual index of articles and photos.

*Assisted in review/proofing of the new (2022) AVSA Handbook, along with the Executive Committee, and the Shows and Judges Committee.

*Continued to monitor the scanning/PDF inclusion of the African Violet Magazine by the Biodiversity Heritage Library.

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)

I have asked both members to continue to serve and as of this report neither has indicated a desire to leave the committee.

Old Business

Dr. Smith serves on the Research Committee for The Gesneriad Society, Inc. This allows him to spot potential research projects for the AVSA from the research proposal submissions to The Gesneriad Society. However, the 2022 grant applications to The Gesneriad Society were all on other genera with no applications relevant to the AVSA.

One new grant request was received in 2021 and approved for 2022. 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. Kyalo.

The work on this grant is now finished and the final document has been received. A copy of the final report is attached to this report. Dr. Kyalo has also provided the required publication on the research project for the African Violet Magazine. Our understanding is that the publication should appear in the March/April 2023 issue.

Dr. Smith has been in contact with a former student, Mr. David Flores, about an LED light consulting project. Mr. Flores is a Seed Germination Specialist at Scottsmiracleagro.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. Dr. Smith ran a preliminary experiment comparing their LED lights, a different LED brand and traditional fluorescent bulbs. The results found that both LED bulbs were too bright and caused abnormal growth of African violets. However, Dr. Smith’s plant stands do not have adjustable heights and the LED lights were too close to the plants. Placing cheesecloth between the lights and the plants and reducing the amount of time for light exposure helped produce more normal growth.

New Business

Dr. Xingbo Wu of the University of Florida has been in communication regarding possible grant opportunities. Dr. Smith recently had further contact from Dr. Wu regarding a possible genomic sequencing project on African Violets. Dr. Wu suggested that the project he had in mind would have a budget of approximately \$100k. Dr. Smith explained that was beyond the means of the AVSA and that a grant budget would need to be around \$2-3k. Dr. Wu

countered with a possible project with a budget of \$25k. Dr. Smith explained again that the

AVSA is an organization of plant hobbyists and the size of a likely budget. Dr. Wu reluctantly responded that he might be able to do something with a budget of \$3k. Dr. Smith suggested several possible projects and offered to help with supplying plant material. Dr. Smith also sent Dr. Wu a copy of the grant application. Dr. Smith's impression is that Dr. Wu is a new faculty member at a land grant university and is trying to find funding for projects for him and his students. There was a discussion that an African violet project might be a fit for one of Dr. Wu's students. Dr. Smith also sent Dr. Wu the link for the AVSA scholarship. However, there have not been any further communications from Dr. Wu. Dr. Smith's suspicion is that the AVSA might be too small a fish for Dr. Wu's interest at this time. If the AVSA Board of Directors feel that a larger grant in the \$4-5k range might be possible, Dr. Smith can reopen discussions with Dr. Wu.

Respectfully submitted,

Dr. Jeff Smith, Chair

February 28, 2023

<https://drive.google.com/file/d/1rPFMd2iLrgm8CBrtTVrthLkFUioyoYXS/view?usp=sharing>

Shows and Judges

There were 4 judging schools offered in 2022. They were taught in Arkansas, Wisconsin, Nevada, and New Mexico. A total of 14 earned their student judge certificates and two more will be added when their proof of three blue ribbons is submitted. The current number of AVSA judges is 280.

The senior judge's exam was taken by 30 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 was one student who took their first senior judges' exam, seven took their second exam, and three took their third exam. Four judges have earned their Master Judge's certificate October 1 of 2023. They are Betty Ferguson (AR), Susan Hanna (PA), William Price (British Columbia), and Adrienne Rieck (IL).

A total of 31 shows were reported this year which is up substantially from the 11 shows held last year. The average number of annual shows pre-pandemic was approximately 70. The SSAA awards was earned by 15 shows, the SSA award was given to 5 shows, and five shows received neither award.

All judging certificates that expired in 2020, 2021, and 2022 have been extended until June 15, 2025. The only exception is the people who received a new certificate in 2022 when they attended a judging school. Their expiration date is listed on their new certificate.

To accommodate Board members who need to renew their certificates, a Zoom classroom portion of the convention judging school was offered to Board members only in 2022. This enabled them to attend the school in the afternoon following the Board meeting that morning. It was well received as 13 were in attendance, 3 of whom were auditing.

A continuing education program has been 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. This course consists of either attending a Zoom meeting, taking a short-written quiz, taking the senior judges exam, or auditing a judging school. Notices have been sent to all master judges as to their continuing education renewal year. All must participate in a continuing education course in either 2023, 2024, or 2025. Those who do not take the continuing

education course once every three years will be listed on the AVSA website as a Master Judge Emeritus until the course is taken. Once completed, 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. This effort has begun and is currently ongoing. 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, Board, Executive Committee, and membership is greatly appreciated.

Respectfully submitted,

Mary Corondan, Chair

*See additional info/response under 2nd VP

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.

There are several nominees for the Hudson Award for Affiliate Leadership. I received one nomination from a member of the EC and several from members of the committee.

Ballots will be sent to the EC and the committee on March 6 for voting. Once the results are in, I will start my research on the recipients and I will then order plaques and write the certificates that have been earned.

Respectfully submitted,

Linda Hall, Chair

*See additional info/response under 2nd VP

TechWeb

2022 was the first year for the TechWeb Committee (combined Technology and Website Committees). Combining the two teams leverages the skills and expertise for the benefit of AVSA.

Major work efforts include:

- WordPress and iMIS performance - regular review of WordPress (public front end) and iMIS (administrative back end) platforms are discussed to keep the technology for AVSA working optimally.
- 2023 Convention - continuing on last year's success, the 2023 convention portion of the website was built, enhanced and fine-tuned.

- AVSA Show Entries Program - good progress was being made to update and enhance the program, but was put on hold when Joe Bruns encountered health problems. Current efforts include the documentation of the program dependencies and interdependencies. A new volunteer with technical background has offered assistance and is getting up to speed. Outcome of successful transition is promising, but unknown at this point.
- Digital Magazine - access and previous editions' availability was updated and streamlined.
- Member Survey - review and discussion of the results in the survey spawned the concept of "TechWeb Tips" - articles for the AVM will be published occasionally to address items noted in the member's survey and/or to assist members with using the website.

Support Activities:

- There are countless hours by many of the volunteers in keeping the content updated. A small update here, a change there, improve this flow, better organize this area, etc.
- Created webpage and voting forms for the Marketing Committee for contests that generate public and member interest (e.g., Dress Like Your Plant in 2022 and Violet Hat in 2023)

Future Activities:

- Document storage - ability for the Board of Directors to share and store documents in a secure, online AVSA solution vs a public solution or sharing in email
- How to block a search engine from posting pages meant for members only
- Online affiliate repository - create a space on the website where affiliates can share club programs and show schedules

I want to thank the committee members for their tireless pursuit of improving the website. They learn new things, take on new tasks, and always want the very best outcome for the staff, the members and the public.

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 and Louise for tabulation.

With Louise helping with the computer tabulation the votes are easier to calculate.

The voting is still down from a couple of years ago.

I was able to add 3 varieties to the Honor Roll from the votes that we 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 on-line.

Respectfully submitted,

Trudy Brekel

Bylaws

During 2022, the Bylaws Committee drafted proposed amendments to the following Articles in the bylaws: Article VI, Article VII, Article X and Article XII. The Notice of Proposed Amendments to AVSA Bylaws was published in the March-April 2022 African Violet Magazine. A copy of the Notice is attached to this report.

The proposed amendments were brought to the floor at AVSA's 2022 convention at Little Rock, AR, where they were considered and adopted, Article X having been further amended, on June 4, 2022.

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

During the past year, there were no requests from the current Executive Committee or directly from President Susan Anderson.

There are no anticipated budgetary requirements and no funding requests have been made to the Finance Committee.

Respectfully Submitted,



Winston J. Goretsky

Courtesy

Since June of 2022 I have mailed a condolence card to the family of Ruth Rumsey and the family of Nancy Hayes. Expenses for stamps was one dollar and the cards were two dollars.

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, Sue Hoffmann, Paul Kroll, and photo contributor Winston Goretsky.

Sophia Bennett as Editor is very conscientious, creative, and meets deadlines. The team members have vast experiences growing African violets and other gesneriads, so the many eyes complement each other proofreading the articles submitted. A wide variety of articles were published including a focus this past year on the Impatiens Necrotic Spot Virus with Sandra Skalski writing 2 articles and the Agdia test manufacturer's Coilin Walsh writing specifically about monitoring and testing options. Dr. Jeff Smith with his 180th column celebrated 30 years of writing "In Search of New Violets". After 3 years, Dale Martens has retired from the position of Chair of the Editorial Board and thanks everyone for the great experience.

Respectfully submitted,

Dale Martens

Handbook

A limited color-printing of the new edition was made available as a pre-order on the 2022 Convention Registration form. Approximately 140 online pre-orders were placed with 90 copies to be picked-up at the convention in Little Rock, AK.

Diane Duggan was available to sign the new Handbook for any delegates who wished to have their copy signed.

Online pre-orders for members and the general public were mailed out from the AVSA office, after convention, during the week of June 13, 2022.

The price for the print edition is:

Members	\$30.00
Non-members	\$60.00

After the Special Colour Edition has been exhausted by pre-orders, all future orders for the printed copies of the new Handbook will be fulfilled in a black and white printed format.

A color PDF of the new revision is also available for purchase online.

Members	\$20.00
Non-members	\$40.00

Respectfully Submitted,



Winston J. Goretsky

*See additional info/response under 2nd VP

Policies and Procedures

The AVSA Policies and Procedures Manual was updated in 2022 to reflect the changes approved by the 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. Areas addressed for 2022 include Business Continuity/Disaster Relief, Hurricane Policy, Marketing, and Society Awards.

Respectfully submitted,

Rich Follett, Chair

Resolutions

I became the chair of the Resolutions/Lest We Forget Committee in July 2020 following Sue Hoffmann'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 Little Rock Convention in 2022. I will be preparing the courtesy resolution and will be compiling the Lest We Forget list prior to our Convention in Atlanta this year.

Respectfully submitted,
Jill Jensen, Chair

Salary

Self-evaluation forms were sent to the employees, and evaluation forms for each employee were sent to the committee members. The compilation of these evaluations was presented to the Office Manager, Secretary, Editor, and Desktop Publisher, respectively. This provided valuable feedback as to their performance this past year.

No salary increases were issued due to limited funds. However, bonuses were issued to some employees. As inflation continues to rise, this incentive should help to keep the current staff in place.

Respectfully submitted,
Mary Corondan, Chair

Scholarship

AVSA BOYCE EDENS SCHOLARSHIP REPORT MARCH 2023

From January, 2023 Through March, 2023, The AVSA College Scholarship was advertised in the African Violet Magazine, the AVSA Website, on the AVSA Facebook Account, by our Newsletter, through communication from Office Manager, Amy Caruth, and by Word of Mouth to hopefully attract applicants from colleges and universities.

The current membership of the Boyce Edens AVSA Scholarship Committee constitutes the following individuals: Janet Riemer, Dr. Bill Price, Penny Smith- Kerker, and Charles Ramser, Chairman. The committee has just finished recruiting applicants for the upcoming academic year running from August, 2023 through May, 2024.

Through this period of time, contact has been maintained with Terri Post, Chair of the Finance Committee and Susan Anderson, President, as well as Mary Corondan, First Vice President, and Rich Follett, Secretary.

Now that this cycle of recruitment is complete, the Committee plans to discuss the results for purposes of continuously improving the publicity of the scholarship program. Our most recent winner, Mary Philpott, has well served as recipient for the current academic year. She has been working on completion of the requirement for Associate Degree in Horticulture and her Floral Design Certification.

Respectfully submitted,

Dr. Charles Ramser

Tally Time

The duties for the Tally Time committee resumed this year after two years of few shows due to the COVID pandemic. The duties for Tally Time have been completed.

In total, there were 31 reports from affiliates. A total of 232 different African violet varieties were recorded. The final report was sent to the AVM Editor on December 23, 2022 for inclusion in the March issue of the AVM. I will be coordinating with Candace Baldwin of the TechWeb committee to have the results posted on the website.

The Tally Time form and the And The Winners Are... reports have been combined into one reporting form on the AVSA website. Meanwhile, in the past year, the reporting process has also been integrated with the updated Entries program, as yet another option towards streamlining the submittal process. Many clubs are using these new features but others are still mailing the Tally Time form. I suspect it will take some time for affiliates to transition to either of the online options.

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

Respectfully submitted,
Susan Anderson, Chair

Violet Preservation

The Violet Preservation Committee has been successful at matching up a few violets this past year. It is not as busy or as successful as I hoped, but the word hope is in there and we continue to look for them. Having all of the requests appear in the magazine twice a year does spark some interest and an occasional share.

Convention will be a good time to see if anyone has some that are on the list. I will be looking.

We do not need any money at this time.

Our committee consists of:

Mary Thompson-Chair

Angela Newell-Vice Chair

Rich Follett

Nancy Sullivan

Candace Baldwin

Trudy Brekel

Neil Lipson

Respectfully submitted

Mary Thompson

Reports of Special Appointments

Archivist

No report at this time

Taxonomy

No report at this time

Reports of Personnel

Office Manager

We have continued to learn more about our membership software, iMIS, and are hoping to use more and more of its capabilities to help our members have a greater experience. Stephanie and I continue to get the membership data up to date and have learned many new things throughout the year. Our main issue has been educating our members on 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.

We were excited to join everyone in Little Rock for our first in person convention in a while and it was a success. We hope to see everyone in Atlanta!

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

Respectfully submitted,,

Amy
AVSA Office Manager

Carruth

Editor

Magazine production is going well. Shirley is an absolute dream to work with and I am grateful to Amy for her timely responses to my requests for information. The new printer is also quite easy to work with, especially now that we've done a few issues to them and are getting used to their systems.

My biggest goal for the coming year is to get the print edition out in a more timely manner.

The 2022 article contest went very well. We had a dozen articles (some very good) submitted by seven people, many of whom had not written for the magazine in the past. With the blessing of the Publications Committee, we will move ahead with a 2023 contest to be announced soon. We've also had several new people write articles since the contest finished, so the word seems to be getting out that we are open to working with new people.

Respectfully

submitted,

Sophia Bennett

AVM Editor