

**Reports from the Officers,
Board Members, and
Committees for the Year 2024-2025**



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Report of the President

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

I am extremely grateful for the many enthusiastic workers we have in AVSA. Board members show their dedication by supporting the Society by attending meetings and contributing many new, innovative ideas to further the society. They give their time selflessly to attend meetings and accomplish many fruitful tasks. It is wonderful to have so many excited and talented volunteers who donate their time and talents to the furtherment of AVSA.

The membership promotion discount concluded on December 31, 2024. Membership numbers are consistent but are not increasing. The AVSA Office is sending out three membership renewal reminders. This is done through postal and email notifications. In addition, a survey is sent out to non-renewals to provide feedback as to how AVSA can better accommodate the needs of the membership.

A Zoom meeting was held by the Coalition of Plant Societies (CAPS) in which reciprocal ads were discussed to increase membership in various plant societies. The American Horticulture Society (AHS) has offered to promote AVSA providing we promote them as well. This is a significant opportunity to encourage various horticulture enthusiasts to get involved with AVSA.

The publicity committee continues updating *Growing to Show* and is meeting monthly. The revision of the chapters is almost complete, and then the book will need to be reformatted prior to publication.

Monthly meetings of the library committee are being held to discuss producing revised educational videos. Dr. Jeff Smith is currently working on an updated species presentation that will include the revised names of the species. Plans are in the works for Sandy Skalski to produce an updated pests and diseases presentation.

Virtual Circle has sponsored three Zoom presentations this year for the benefit of the members. The next step is to make the recordings of those presentations available for a nominal fee to the membership following the Zoom meeting date. Participation has increased from approximately 72 registrants at the first Zoom meeting in 2023 to over 200 at the most recent meeting. This has proved to be a successful endeavor. Presentations were in November - "From a Leaf to a Show Plant" by Kurt Jablonski), January - "LED Lighting Can Work for Your African Violets" by Dr. Minh Bui, and March - "A Bug's Life...and Death" by Barbara Stewart.

Both *Growing Tips* and the *AVSA News* are now being sent by the Marketing Committee via Constant Contact rather than MailChimp. Tech Soup offers reduced rates to non-profit organizations. As a 501(c)(3) organization, AVSA can purchase Constant Contact at a considerable savings when purchased through Tech Soup. The “Violet of the Day” promotion has produced considerable participation by the membership on Facebook. The “AVSA Hat Contest” and “My Favorite Violet Contest” have generated much excitement via the *AVM*.

The Affiliate Committee is gathering program ideas from AVSA affiliates. The plan is to post these on the website to assist clubs in generating new program ideas for the upcoming year. In addition, AVSA has three newly organized affiliates.

The registration of new varieties has slowed since the pandemic. However, there are 20 new varieties listed in the March 2025 *AVM*.

The 2026 convention will be in Dallas and will be sponsored by the North Texas African Violet Council. Randy Deutsch is Convention Chair, Janet Castiglione is Convention Co-Chair, Mary Corondan is Show Chair and Sue Ramser is Show Co-Chair. The last AVSA Convention held in Dallas was in 1988, so this area is excited to host once again.

It has been a privilege and an honor to serve as AVSA President for the past two years. It has been very educational for me to attend various committee meetings. I am extremely grateful to the Board members, office staff, and the Executive Committee for their commitment and dedication to AVSA.

Mary J. Corondan

Report of the First Vice President

Annual Report

Office of the First Vice President

Glenda Williams

After serving the past twenty-two (22) months as 1st VP, I again 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, as well as committees from prior years. Much work was undertaken and 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 committee work positively impact who we are.

As a member of your AVSA Executive Committee, I regularly attend EC monthly and any other specially called meetings and events. With the advent of remote meeting technologies, the AVSA has made great strides in conducting regular and special Society business on a more frequent basis than just the previous Spring and Fall meetings.

The EC meets regularly with Amy Carruth, Office Manager, to keep abreast with the daily operations of the national office, to maintain healthy lines of communication, and address any requests from office staff. Amy and I usually connect weekly to keep updated on office issues. As Salary Committee Chair, I successfully completed one employee performance review cycle, and I am now preparing for a second clue. The Salary Committee will meet again this spring to discuss, review, and process annual employee performance evaluations. I frequently travel through Beaumont and spend in-person, face-to-face time with office staff. They are quick to have me help out with the telephone calls while I am there! I have also stamped envelopes and even helped with some of the daily office work!

Your EC continues to 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 will 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 continues to work to “fine-tune” committee governance by consolidating committees and streamlining AVSA business and committee processes, roles, and responsibilities. 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 can be implemented and realized.

I continue to work hard to enhance and improve - wherever possible - communications between all the 1st VP committees, especially when committees overlap. It is important for all AVSA committees to communicate and collaborate whenever possible, as this is a wonderful way to enhance the effectiveness of our limited volunteer resources to achieve all the work we do. From the beginning of my term, my 1st VP committees have had availability of 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 have not should consider this offer as a way to keep your committees communicating.

With planning almost completed for the upcoming 2025 Kanas City National Convention, I continue to be guardedly optimistic about in-person attendance. Post-pandemic issues, our struggling economy, and competing hobby interests continue to be the driving force behind attendance and participation decisions. The AVSA should focus on increasing public outreach and education to growing communities to encourage membership and convention attendance growth.

I actively participate in the Lone Star African Violet Council activities as Past President and Commercial Vendor. Although attendance was still low compared to years pre-pandemic, the show was filled with beautiful entries. Post-pandemic issues as well as shrinking wallets continue to impact attendance and sales at all events. I encourage all to 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.

I currently serve as Secretary/Treasurer/Parliamentarian of the Central Texas Judges Council and as President of the Heart of Texas African Violet Society, one of Texas' newest affiliates, specializing in public outreach and education using remote technologies. HOTAVS is proud to report over 25 educational presentations since 2022, promoting public outreach and education. We just received notification from IRS of our new 501(c)(3) status.

I continue to present numerous AV-related presentations across the country (via zoom and local sites), as well as provide my services as a Senior Judge for shows and displays. 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.

I continue my education as an AVSA Senior Judge by auditing and attending judging schools whenever and wherever possible. Being able to separate the classroom component into online education has been extremely beneficial to me as well as other Executive Board members who are also continuing their education. Kudos to the Show and Judges Committee for developing/evolving this improved curriculum for judging. Your judges really needed this!

Janet Reimer and I continue transition of the AVSA Archive responsibilities. She worked hard for many years setting up and maintaining our AVSA archive throughout the years. Her work was beyond excellent and is evident today in our archives. The archival project/initiative to use current technologies to build on the archive framework setup by Janet and digitize, store, and archive current paper artifacts continues. AVSA now uses cloud technologies to store many electronic records previously recorded on paper media. Work is underway to transfer artifacts from paper boxes to plastic storage bins to add protection wherever possible. The AVSA archive room is filled with so much

AVSA history, and I enjoy every opportunity possible to connect with all the physical artifacts stored there.

Membership growth remains relatively stagnant. Amy continues to report new memberships are still happening, but AVSA continues to lose about as many members as are gained during the years. I encourage each of you to reach out to the public as a way to garner interest and encourage new memberships.

The Membership Committee continues to work with the EC to increase membership and with other committee chairs to prompt AVSA membership.

1. Work continues on the initiative to increase AVSA membership via our affiliates. This is a challenging task since it involves deploying our directors to interact heavily with the AVSA affiliates they oversee. The Membership Committee is always open to any ideas from the EC they may have.
2. Dues across the board were raised recently.
3. Committee continues work with the "Virtual Circle" programs.
4. Working with the Advertising committee to support AVSA membership drives and formulate new ways to promote them.

AVSA is truly blessed with Sophia Bennett, our highly competent Editor and Shirley Jones, our talented Desktop Publisher. The AVM continues to advance to a more sophisticated document under their creative talents. The AVM continues to evolve into an educational, informative and beautifully created magazine eagerly awaited by our membership.

The AVM Advertising Committee continues to amaze us with all the activities involved in supporting the advertising needs of our commercial vendors. Advertising continues to achieve noticeable and successful growth over the past year. The committee works closely with the AVSA Office to ensure ad notices are sent out in a timely manner, as well as to follow up on commercials who are delinquent in payment for advertising. Most commendable is how proactive this committee is working with the Commercial Committee to network and encourage improvements in communications between committees and commercials.

The Fundraising Committee continues with their annual Booster campaigns. There is still work to be done educating membership about the many AVSA funds, their importance, how they operate, and their part in how the organization functions financially. The Fundraising Committee should continue working on the goal of educating the membership on the purpose of the various funds and how they can be involved in the giving process.

The Publications Committee continues work as lead on the "Growing to Show" Book Update project/initiative. This is a collaborative effort between the Publications and Library Committees to revise this book, originally written and published by author Paula Bartholomew. The last publish date was 2008 and the time has come to revise key areas, especially lighting (LED); diseases and pathogens; fertilizers; and other key topics where common practices, techniques, and technologies have evolved. Significant updates are underway for several of the chapters where technologies and industry research have greatly changed.

The Tally Time Committee continues their work keeping up with collecting and reporting on affiliate results. Information is aggregated and posted on the AVSA website. The chair works closely with the TechWeb Committee to improve the reporting process.

Since September 2019, I have functioned as the AVSA Business Continuity/Disaster Recovery (BC/DR) Coordinator and offer my continued support in this role as long as needed. During the past year, the new AVSA BC/DR policy and procedures were triggered & successfully followed through several weather events. AVSA is now better prepared for any unexpected future events.

As I wrap up my second year as 1st VP, I will be working on transitioning these responsibilities to the next 1st VP. I am excited as I look forward to the next level of my executive leadership journey. I thank the EC, EB, and the AVSA membership for the opportunity to serve in this capacity. It continues to be a humbling experience and will most certainly be memorable. Please continue to go forth and be advocates for our AVSA organization. Encourage new membership and participate in more public outreach and education.

Respectfully submitted,

Glenda Williams

Report of the Second Vice President

Annual Report

Office of the Second Vice President

Rich Follett

In addition to serving as AVSA 2nd Vice President for the past year, I have made AV-related presentations to AVSA Affiliate clubs (both virtually and in person), judged for AVSA shows, presided over our town's own small but growing AVSA Affiliate club, grown and donated AV starter plants for club sales to benefit several regional affiliates, written for the AVM, volunteered at the AVSA convention, encouraged new members to join AVSA, and even traveled across the country to visit with and support a new AVSA director. It has been an extremely full and rewarding year, and I look forward to supporting AVSA wherever the need arises in the year ahead.

Respectfully submitted,

Rich Follett
AVSA 2nd Vice President

Report of the Third Vice President

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

Third Vice President activities since April, 2024

My two years serving as AVSA Third Vice President has been incredibly busy. As part of the Executive Committee, I met monthly via Zoom with the other officers discussing matters within the organization as well as strategic planning. We had yearly spring meetings in person at the national conventions in Atlanta (2023) and Phoenix (2024). In person fall meetings took place at regional conventions, Mid-Atlantic African Violet Society in Gettysburg, Pennsylvania (2023) and Lone Star Convention in Dallas, Texas (2024).

Last year I discussed my lofty goal of closing the gap between antiquated methods used in operating AVSA and updating them to adapt to today's methods of "gathering and publishing reliable, practical information..." about "...the culture and propagation of the African violet, and other information of interest to the members." To further this goal, I took part in the following:

Membership in:

- Heart of Texas African Violet Society (McDade, Texas) Currently serving as vice-president.
- Lone Star African Violet Council (Texas)
- Copper State African Violet Club (Phoenix, Arizona)

I serve on the following committees:

Advertising Committee (Chair)

See my report elsewhere in these Annual Reports.

Library Committee (Photography and videography)

Later this year, AVSA will have a cloud account to store and distribute content from Virtual Circle and Convention presentations.

TechWeb Committee (Web Designer)

Some of my accomplishments included:

- Used our TechSoup account to initiate several software solutions which will help AVSA save hundreds of dollars a year
- Provided tech support for three Virtual Circle events
- Currently creating an online registration form for African violets

See Candace Baldwin's full TechWeb Committee Report elsewhere in these Annual Reports

In the committees I oversee, each committee chair met my challenge of making small improvements within their committees. They went above and beyond their assignments and moved AVSA forward.

Plant Registration and Master Plant List Committee (Dr. Jeff Smith)

See Dr. Jeff Smith's Plant Registration and Master List Committee Report elsewhere in these Annual Reports.

Violet Preservation (Mary Thompson)

See Mary Thompson's Violet Preservation Committee Report elsewhere in these Annual Reports.

Affiliate Committee (Mary Thompson)

See Mary Thompson's Affiliate Committee Report elsewhere in these Annual Reports.

TechWeb Committee (Candace Baldwin)

See Candace Baldwin's TechWeb Committee Report elsewhere in these Annual Reports.

Directors

The affiliates' assignments took longer than anticipated to disperse to the current Directors. Last year many affiliates updated their club information on the AVSA website. Unfortunately, this data did not get passed onto the office. Several weeks were spent collecting and updating current affiliate contact information.

Respectfully submitted,
Richard Craft – Third Vice President

Report of the Secretary

Annual Report
Office of the Secretary
Sue Ramser

Due to my health issues in April, I was unable to attend the Phoenix Convention. I would like to personally thank “the Village” who stepped up to accomplish the duties of Secretary (you know who you are) during the Convention. These are activities of the Secretary since Phoenix Convention are as follows:

Minutes

1. Prior to the Convention, prepared Agendas and distributed them to members of the Executive Committee.
2. Filed and archived the Approved minutes from the Convention
3. Attended Monthly Zoom meetings of the AVSA Executive Committee and Amy Carruth, Office Manager.
4. Prepared correspondence necessary resulting from the Executive Committee Meetings.
5. Forwarded digital files of the minutes and associated documents to the AVSA Office for archiving.
6. Attended the in person Fall Meeting of the Executive Committee at the Lone Star African Violet Council Convention in November in Houston, Texas.
7. Prepared minutes resulting from the Fall Executive Committee Meeting
8. Forwarded minutes and associated documents to the AVSA Office for Archiving.

Official Correspondence and Other Duties

1. Submitted an annual report for distribution to the Board.
2. Compiled the 2024-2025 Directory of Officers, Directors, and Committee members.
3. Emailed the directory to officers, directors, chairmen of standing and special committees and to the AVSA Office for archiving.
4. Emailed Board of Directors members reminding them of the Annual Reports deadline and asking for updates to the Directory and Policies and Procedures.
5. Prepared the Updated 2025 Directory of Officers, Directors and Committee members and emailed the Directory to officers, directors, and Committee Chairs.
6. Received and answered correspondence from members. Requests were channeled to appropriate persons for possible action.

Policies and Procedures

1. Incorporated Policies and Procedures Motions from the Phoenix Convention and emailed a copy of the updated Policies and Procedures Manual to the Board and Candace Baldwin, TechWeb Chair, for posting on the AVSA website.
2. Emailed a copy to Amy Carruth, Office Manager for archiving.

Respectfully submitted,
Sue Ramser

Report of the Treasurer and Finance Chair

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

During the first four months of 2024, I compiled and prepared the financial statements for fiscal year 2023, and I also filed an extension for the 2023 Form 990 tax return. I then prepared a 2025 budget to be presented to the board.

In June of 2024, I prepared and filed the 2023 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 few CDs were called and/or matured during 2024 and the funds from them was reinvested into municipal bonds and CDs. The approximate rate of return for the entire fund was 4.25%. AVSA also had to withdraw \$16,000 from this fund during 2024 in order to meet operating expenses. The Life Fund consists of savings and house proceeds.

The BERF fund has been invested in 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. Scholarships are to be paid from earnings of this fund. The approximate rate of return for this fund during 2023 was 4.%. Scholarships of \$2,000 were also awarded from this fund during 2024 along with a research project of \$4,500.

The Tinari Fund has also been invested mainly in CDs and bonds. The approximate rate of return for this fund was 3.41%. One half of the annual earnings from this fund is used for operating expenses upon board approval.

The Burde Fund has been invested in bonds and some CDs. The approximate return for this fund during 2024 was 2.44%. The fund is to be used for tech expenses upon board approval.

During the year 2024, the Hudson monies earned approximately 2.28%. 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 financial stability for the future, as was the desire of the original endowment donations.

The 2026 budget will be prepared and presented to the board for approval at the Kansas City convention.

Respectfully submitted,

Terri Post, Finance Committee Chair and AVSA Treasurer

Reports of Elected Directors

Sam Cunningham

The year since the last convention has been one of my least productive for the cause of the AVSA. My 24/7 care of my mother-in-law has become more challenging, leaving me little time to do the work expected of me. I have been able to attend monthly meetings with the Spring Branch AVC, and this past week got the region-zone assignment to contact the affiliate clubs. I will be working on that this weekend.

At this point, I think it's clear I won't be able to attend the convention this year, as one of us needs to be here at all times, and I don't think it's wise to leave David alone with his mom this time.

Thanks for all you do,

Sam Cunningham

Marge Farrand

I attended the national convention in Phoenix last year. At that time it was interesting to meet the new members of the board and to participate in the board functions. I also entered several plants in the show and helped judge the horticultural division as a Senior Judge. I have maintained my Senior Judging status by taking the scheduled examinations, entering plants, and judging shows. I serve on the Fundraising committee chaired by Randy Deutsch.

Locally, I have been an active member in two local clubs, the Michigan State AVS (MSAVS) and the Town and Country AVC. I've attended meetings, lent my expertise, and written articles for their newsletter. A major project for MSAVS this year was a rewrite of our bylaws and I chaired that committee. I serve as Vice President of the MSAVS and participated in the MSAVS fall sale where I sell plants I have grown, speak to the public, and share 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 plants.

Respectfully submitted,
Marge Farrand

Jackie Leitzel

2024 was another great year for AVs and Gesneriads. Meetings and club show/sales seem to be back to normal. I was lucky to be able to participate in 3 shows in 2024.

I am still serving as Secretary and Membership Chair of the Mid-Atlantic African Violet Society. I am a member of the Tidewater African Violet Society and the Springfield African Violet Society, and I have a virtual talk in March on how I build my terrariums for show. I am looking forward to what the 2025 African Violet year has in store for all of us.

Respectfully submitted,
Jackie Leitzel

Bill Patterson

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

- 1) Director
- 2) Virtual Circle – Committee Chair
- 3) Nominating Committee - Member
- 2024 Convention – Show Co-chair
- Copper State African Violet Club – Treasurer
- Desert Sun African Violet & Gesneriad Society – Vice President

I sent introductory letters to the affiliate clubs assigned to me with no response . I attended as a guest at the meeting of the Tucson African Violet Society.

I attend both Copper State and Desert Sun meetings monthly and often do a presentation for the meeting.

In October participated in a Sale for Copper State as treasurer and presenter of information to the public at the booth.

In late October early November, I attended the Lone Star AVC show and sale and also judged for the show

In November, I participated in Desert Sun's Show, I was the Show Cochair, submitted entries, and was a judge for the show.

Spent many hours in meetings in the throughout the spring 2024 in preparation for the 2024 Convention in Phoenix as the Convention Treasurer and Show Co-Chair for entries and design.

I continue to advocate for AVSA membership in the clubs I belong to and share the advantage and importance of being a member of the National Club and the many benefits to members within the AVSA website.

Bill Patterson

April Van Ness

Serving as a director for AVSA has been a learning experience with a huge learning curve. It was enlightening at times and provided plenty of food for thought, which I was able to share with local and regional clubs. It provided me with the opportunity to meet excellent growers and hybridizers, passionate growers and educators along with some just wonderful people who love African violets. I was relieved to realize that we all kill plants at times and we all learn from our mistakes - hopefully! It has opened up the expanse of my personal knowledge which has helped foster others into club membership and participation. I continue to teach classes in my community on different aspects of African violet growth and award memberships in AVSA when success is achieved by keeping a baby plant growing for a year. My club has also given AVSA memberships to members who are first time Best in Class ribbon winners! Just a little encouragement goes a long way, especially if there are competitive people in your club! I use the resources available on the AVSA website to always give accurate information to members when there is a subject that I am not familiar with, and encourage others to always check the website as well as participate in the Virtual Circle. Thank you for the opportunity to serve AVSA as a director these last three years. I pray that is was only the beginning of my involvement in this organization.

Respectfully submitted,

April Van Ness

Penny Eggleston

I was able to give away 5 AVSA subscriptions along with 100's of leaves through our club to get new members excited in growing

Thank you,
Penny Eggleston

Anna Lammersen

As an AVSA director I have received my list of contact affiliates and sent out an email to all letting them know I am the current contact person. I also included information about the zoom presentations for members. A link along with information about the 2025 annual convention in the Kansas City area was also included in my email to share with members.

Gail Podany

I attended the 2024 Convention and participated in the Board of Directors meeting. I also attended the Meet the Board of Directors luncheon.

I was co-chair of the International Inspections Committee and worked at the AVSA Table.

I attended the Annual Membership meeting.

I have been a member of the Publications Committee for several years and recently have been involved in the revision and updating of the Growing to Show book.

I plan to attend the 2025 Convention.

Gail Podany

Carol Semrau

I attended the 2024 Pheonix Convention. I also attended the Board of Directors meeting.

I was at the Meet the Board of Directors' luncheon.

I helped Linda Hall to monitor the amount of time designers are allowed to be in the sales room to purchase blossoms for their design entries.

I'm on the Commercial Committee. I help to monitor the Commercial Vendors to see if they need anything. I monitor the sales room.

I attended the Annual Membership Meeting.

I attended the Awards Banquet, the Installation Banquet, and the Judges Breakfast.

I would love to attend the 2025 AVSA Convention. Due to ongoing health issues, I don't know if that will be possible. I have already told Mary about this. I won't know until it gets a lot closer to the Convention. I told Mary I would let her know as soon as I can.

Carol Semrau

Nancy Sullivan

No one reported any changes to their club membership. There was no contact information for the Chattanooga Violet Society, which I reported to Mary. She is working on getting their information added.

Nancy

Donna Christianson

I attended the 2024 Convention. As a Board nominee I attended orientation and sat in on the Board of Directors meeting and attended the Meet the Board of Directors luncheon.

I acted as a Hostess in the Show Room and assisted with sales at the Kansas City Convention promotional table.

As a member of the Finance Committee, I conducted a financial audit together with Randy Deutsch. I reviewed all financial reports provided by the Treasurer.

As a Director I was assigned as the AVSA liaison with the six affiliates in Connecticut, Pennsylvania, Virginia, and affiliate Mid-Atlantic African Violet Society. I emailed 12 affiliate representatives to introduce myself and offer assistance. I had one response.

Respectfully Submitted,

Donna Christianson

Bob Clark

No report received

Winston Goretsky

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

- Council of Past Presidents, Chair
- Convention
- Editorial Board
- Handbook, Chair
- Publications
- Shows and Judges
- TechWeb
- Growing To Show Re-write Committee

This past year I was able to attend the Annual Convention, held at the DoubleTree (by Hilton) Hotel Phoenix, in Tempe, Arizona, April 21-28, 2024.

In addition to the various committee work that I perform throughout the year, I transferred the materials and records of the Nominating Committee, to the new chair, Stephen Covolo-Hudson. I provided some initial guidance to the new chair and answered any questions that were raised.

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 (TechWeb) Committee and support the iMIS product in conjunction with the needs of the society and the Office Manager. I was able to successfully negotiate the renewal of the iMIS software solution for three years: March 1, 2025 through February 29, 2028.

As a member of the Convention Committee, I help support Amy Carruth to setup the iMIS Online Registration component for the 2024 convention as needed.

I assembled and produced the 2025 Annual Calendar ***“African Violets”*** and had copies available for preorder, which were distributed when the inventory arrived. All inventory was sold (80 copies).

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 2027.

Respectfully Submitted,



Winston J. Goretsky

Dr. Jeffrey Hudson-Covolo

Director Hudson-Covolo is a director on the board through the conclusion of the AVSA Annual Meeting in 2027.

Accomplishments since beginning office at the end of the AVSA Annual Meeting in 2024:

Duty Assignment	Activity / Accomplishment	Narrative Summary	Time Summary
Director Role	Began connection to Affiliate Chapters	<p>Received assignment for affiliate chapters from the Third Vice President on 2/18/2025. Assigned segment of Zone 4, all California chapters</p> <p>Assigned the following chapters:</p> <ol style="list-style-type: none"> 1. African Violet Society of San Francisco 2. Bakersfield African Violet Society 3. Burbank African Violet Society 4. Capital City African Violet Society 5. Central Coast African Violet Society 6. Central California African Violet Society 7. Delta Gesneriad & 	<p>With short notification of affiliate chapter notification, will connect via email with all Presidents of affiliate chapters by Sunday, 3/3/2025.</p> <p>PLAN:</p> <ol style="list-style-type: none"> 1. Notify chapter of Board Director assigned as a liaison 2. Provide information and encouragement to attend the annual meeting 3. Renew memberships and seek out new members 4. Encourage donation to AVSA donor activities <p>Reminder of benefits of membership in AVSA:</p>

		<p>African Violet Society</p> <p>8. Happy Trails African Violet Society</p>	<p>5. Information on the Virtual Circle, judging schools and chapter events.</p> <p>6. AVSA African Violet Magazine</p> <p>7. Products available from AVSA</p>
Editorial Board	Bimonthly (every other month)	Assist with editing of the AVSA <i>African Violet Magazine</i>	Have participated in providing editorial feedback for each manuscript / galley since the 2024 convention.
Convention	Tours Director	<p>1. Researched and secured transportation from the hotel to the arboretum tour</p> <p>2. Developed a plan to purchase tickets for the arboretum prior to event</p> <p>3. Researched and secured entertainment for the Friday night tour.</p>	<p>Plans are finalized and executed except for purchasing the tickets for the arboretum tour.</p> <p>Tickets for the arboretum tour are required to be purchased prior to 3 weeks of the tour date per the vendor. Date: May 6, 2025</p>

Mary Thompson

This is my 2nd time being a director. Recently we were sent a list of clubs to correspond with and I have sent an email to all of my clubs introducing myself and letting them know I am here for them.

Sincerely, Mary Thompson

Reports of the Standing Committees

Affiliate—Mary Thompson

Mary Thompson- Chair

Jeri Anderson-Vice Chair

Carolee Carter

This past year was productive. I was able to get most of the clubs updated with current information. As you know, it is an ongoing process.

After Covid I found several clubs that had outdated info and no way to contact them. Covid really knocked out several clubs with no one in the club wanting to take over in most cases. Some clubs had aged out.

I made the suggestion that there be 2 contacts on the club info on the website and that should help getting updates and staying in contact with people.

The AVSA office has been sending me the list of clubs and I took it on myself to contact clubs when their membership had expired. When I took over, all of the clubs I talked to mentioned they were not getting notices their dues were due. I attributed this to outdated info and whomever was getting the notifications was no longer affiliated with the club.

At this time, we do not have any new clubs, but I try to encourage people on social media to start one, even if they only know a handful of people. I think the website is still intimidating and I will be glad when the tech team has time to redo the website.

AVM Advertising--Richard Craft, Chair

AVM Advertising Chair activities since March 1, 2024

Commercial Member Losses:

- Dew Violet LLC
- Neil's Streps
- VDM Designs

The office has sent out the requisite email/mail renewal notices. In addition, I have asked the Commercial Chair to contact those commercial members who dues have expired or about to expire.

New Commercial Members

- Perfect Petals at Old Homestead Farm (Nebraska)
- Viola's Violets & Gifts (Florida)
- Bird's Botanicals (Missouri)

New AVM Ads

- Viola's Violets & Gifts

Refreshed Reciprocal Ads

Gesneriad Society - Gesneriads

African Violet Society of Canada - Chatter Magazine

American Orchid Society - Orchids Magazine

2024 Ad Revenue

Collected \$7080

This is up 11.4% from 2023.

Respectfully submitted,

Richard Craft – Advertising Committee Chair

Commercial Activities--Kathy Bell, Chair

Sent invitation out the first of February to commercials.

Contacted my committee to see who would be available to help at convention and only a few were at convention but it worked out. Candace Baldwin told me she signed up to be on my committee. If she hadn't told me I wouldn't have known.

Again, this year I am giving each commercial a free table. AVSA already has the money to cover the cost and what is left over is to be used to help out with other expenses.

Only a few of my committee were at convention and those that were had something else to do, might be removing them in the near future. I helped commercials starting Tuesday to help unload and show them where to set up. Had signs on their sales tables in case we weren't in the salesroom when they arrived. A couple of the commercials needed extra help selling on Thursday and I found people to help them since my committee members couldn't.

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, at 9:00 a.m. to discuss what AVSA could do to help them. Most of the discussion was where convention hotels are. Would like them to be in areas that is easy for them and to get more locals to come on Friday and Saturday. They do not like hotels that are downtown and we all know AVSA picks hotels for price and space but downtown is not good for parking, locals, etc. in most

cities. Not sure what the answer is. They were happy with their sales in Phoenix because there was a lot of the public coming in, something that really needs to happen where ever we go.

Usually there are only 2 or 3 commercials willing to sale to designers and sometimes the commercial isn't setup when the designers come in and the designers are not happy. I don't have any ideas to fix it other than have the designers come in salesroom later in the day and pre-order.

Instead of doing the vacation (I forget what it was called) the last couple of years I have put an article in the AVSA magazine with information on who our commercials are and their contact information with the help of our editor.

Kathy

Convention--Kathy Lahti, Chair

Our 2024 AVSA annual convention and show was held in Phoenix at the DoubleTree by Hilton in Phoenix-Tempe, Arizona, April 21 – April 28, 2024. It was a great convention. The local clubs did a fantastic job getting everything organized. I want to THANK them.

I am now working with our 2025 Convention and Show Chairs for our convention at the DoubleTree by Hilton in Kansas City – Overland Park, Kansas. This convention will take place May 25 – April 1, 2025. All details are now on the AVSA website.

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

Two tours have been organized for our 2025 Convention. One is to the Overland Park Arboretum and the other is a Taste of Kansas BBQ Buffet and entertainment (Ventriloquist) which will be held at the DoubleTree Hotel.

Our 2026 Convention date has been set. I signed a contract with the Renaissance Dallas North Hotel, 1590 Lyndon B Johnson Freeway, Dallas TX 75234. The dates of the convention are May 25 – May 31, 2026. This convention will be hosted by the North Texas AV Judges Council.

I am working on a convention location for 2027. More details later. Anyone that has ideas for future conventions, 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.

Kathy Lahti

Kathy Lahti
AVSA Convention Director

Convention Show Awards--Terri Post, Chair

During the first four months of 2024, the records received were compiled and prepared in order to be able to post these on the AVSA website and in the AVM, the awards donations received and special awards donations. After calculating this amount and preparing the show ribbon order, we were finally ready for the Phoenix convention in April.

Since this was the second year that our current committee was preparing and working on awards, the committee that came together now includes Carla Deutsch and Bob Clark. Bob Clark has agreed to be vice chair.

The total amount of awards given out at the Phoenix banquet was \$3,960. The show was beautiful.

We are hoping to have a good show in Kansas City, and we are currently working to get everything in place!

Respectfully submitted,
Terri Post
Awards Committee Chair

Finance--Terri Post, Chair

See Treasurer's Report submitted by Terri Post

Fundraising--Randy G Deutsch, Chair

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

We were also very busy at the end of the year with our annual 'Giving Tuesday' fund raiser, we offered the opportunity to donate at the end of the year for an entire week. This was coordinated with the AVM, the website, as well as with Chris in marketing. We were also heavily involved in the Annual Appeal process

to again raise funds for our continued operating expenses. This was held during November and December. We had a successful campaign.

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

During the year the chair for the Tinari Endowment Fund asked to be relieved of her duties. Many thanks to Janet Reimer for her many years of service to this fund. Carla Deutsch has taken over the chair position for this fund.

Convention time is a very busy time for us. We are always very involved with the donations given for the future conventions auction tables. Another big part of convention time for us is the Wednesday auction. Candace Baldwin is the chair for that event. She received the items, logs them, puts the spreadsheet together that is given out to the members at the event. She also secures an auctioneer for this too. She keeps enough people on her committee to be able to serve the members during the actual auction.

Key chairs within the Fundraising committee continue to function within their various areas. Candace Baldwin is the chair of the Annual Auction. Carla Deutsch is the chair of the Tinari Endowment Fund. Linda Hall is the chair of the AVSA Legacy Society. Jill Jensen serving as vice-chair of the committee.

It's been another busy year. Many of our projects cross over to other committees as well. It's great to all work together for the common good. If ever anyone has a comment or idea please do not hesitate to contact me.

Respectfully Submitted,
Randy G Deutsch, Chair

Library--Kurt Jablonski, Chair

No Report Received

Marketing--Chris Brooks, Chair

No Report Received

Membership--Stephen Covolo-Hudson, Chair

1. Implemented the nonrenewal survey, which is being used currently.
2. Cowrote with Sandi Soto an article to involve the activities of our affiliates. Published
3. Formulating a plan to get affiliates to get 100% of their membership to become AVSA members. EC is helping with this initiative.
4. Helped support/create the groundwork for the Virtual Circle format.
5. Worked with the Research committee to keep the yearly grant winners as members of AVSA—approved and in effect.
6. Created a membership drive initiative and wrote an article to support it. Published
7. Continually worked with the EC and other committee chairs, focusing on membership drive and retention.

To do:

Directors—Formulate a plan to engage them, supporting our affiliates and driving membership from the bottom up. See #3 above.

Cheers,

Stephen Covolo-Hudson

Nominating--Stephen Covolo-Hudson, Chair

No Report Received

Plants Registration and Master Plant List--Dr. Jeff Smith, Chair

Committee Membership

Dr. Jeff Smith, chair – jsmith4@bsu.edu

Lynn Lombard – lynn_lombard@att.net

Nancy Sullivan – nksullivan5280@gmail.com

During the calendar year of 2024 a total of 27 new cultivar registrations from 6 hybridizers have been approved. No registration requests have been received to date for 2025. The unevenness in timing of registrations has caused the new cultivar report to be absent in some issues of the African Violet Magazine.

The current online registration system appears to be working well. However, we would like to reshare some processing procedures that may not be known to the general AVSA community. These steps are intended to provide good customer service for hybridizers with new cultivar registrations.

1. Messages sent to the registration@avsa.org address come to Dr. Smith, but an acknowledgment message is not automatically generated and sent to the sender. Dr. Smith replies to all inquiries or applications and provides assistance with the process and checking of all required application materials.
2. Application materials are placed in a calendar year master folder on a Google Drive with subfolders by applicant. Each application in a different folder under the hybridizer's folder. The application materials are also backed up on Dr. Smith's laptop.
3. The Google Drive application folders are "shared" with the committee members and a tentative description is generated and discussed by the committee.
4. The committee has been writing more detailed descriptions than were used historically. Since the data is electronic and not printed in hard copy, costs are not as big a factor. More detailed descriptions should make plant identification easier.
5. The Google Drive folders can be shared with Joe Bruns for publishing in First Class. with Sophia Bennett for picture use in the African Violet Magazine, and Richard Craft for the new hybrid presentation at Convention.
6. Any questions or concerns about the application (most usually about the requested cultivar name) are sent to the applicant by Dr. Smith.
7. Once the descriptions have been approved by the Committee, notifications are sent to the applicant, Joe Bruns for updates in First Class and Sophia Bennett for publishing in the African Violet Magazine.
8. Sharing the approval of a new cultivar and its registration number with the hybridizer has proven important to their business and marketing efforts. There is a delay in the updates to First Class and publication timelines in the African Violet Magazine. Many hybridizers are marketing their new plants via Facebook or other sites.

The guidelines for the naming of new cultivars are covered in the International Code of Nomenclature for Cultivated Plants published by the International Society for Horticultural Science. The most recent publication is 2016 and is no longer available in print. However, Dr. Smith obtained the use of a copy using his university's library loan system. He has made scans and copies of the relevant pages for future reference and referral which has been shared with the committee members

One question that has been raised concerns the status of sports of species plants. Are they still a species or are they a new cultivar? According to the International Code of Nomenclature for Cultivated Plants, Article 20: Naming Wild Plants Brought into Cultivation (page 23)

"20.2 Plants of a species or lower taxon brought into cultivation may not demonstrate the range of variation associated with that taxon in the wild. If an assemblage of those plants has one or more characters that make it worth distinguishing, it may be given a cultivar or Group name."

Although we have not yet received a request for registering a variegated species plant as a new cultivar, we feel that such a plant could be registered with an appropriate cultivar name. The name cannot be something like “variegated diplotricha” because the naming rules will not accept a Latin name as the cultivar name. Such a plant would also be recognized as a cultivar, not a species, and should not be exhibited in the species class of AVSA shows. Once named as a cultivar, these plants should be shown in the most appropriate cultivar class.

A question was submitted at the Judge’s Breakfast at the 2024 Phoenix Convention regarding the correct identity of the Original 10 plants for “Neptune” that were in the show. Dr. Smith took pictures of the plants and promised a response on the accuracy of the identification. His research and subsequent article in the African Violet Magazine reported that the plants did not match historical descriptions from several sources for Neptune. The plant is therefore a NOID. Dr. Smith found another plant claiming to be “Neptune” and found that this plant was consistent with the historical descriptions. His article suggested that this plant be accepted as the Original 10 Neptune. The pictures in First Class have been updated accordingly.

Respectively submitted,
Dr. Jeff Smith

Publications--Sandra Skalski – Chair

No Report Received

Research--Dr. Jeff Smith, Chair

The current committee membership is:

Dr. Jeff Smith – Chairman (jsmith4@bsu.edu)
Dr. Minh Bui (minhbui82@hotmail.com)
Dr. Elmer Godney (ekprof@att.net)

Old Business

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 proposal submissions to The Gesneriad Society. The 2024 grant applications to The Gesneriad Society contained one from Dr. Cornelius Mulili Kyalo who is

currently under a grant funding from the AVSA. Dr. Smith made this know and declined from voting on funding on the basis of a possible conflict of interest.

A new grant application was received on February 21, 2024 from Dr. Cornelius Kyalo of the National Museums of Kenya. The application is titled: “Rescuing the last two populations of the critically endangered *Streptocarpus ionanthus* subsp. *rupicola* from limestone mining in coastal Kenya”. The Research Committee reviewed the grant application and recommended funding. Funding for the amount of \$4500 was approved at the April 23, 2024 business meeting of the AVSA.

New Business

A grant proposal titled “The Sustainable Management of Gray Mold for African Violets was received December 24, 2024 from Dr. Charles Krasnow from the University of Connecticut. The requested amount was \$8,295. After review, the Research Committee made several suggestions to lower the amount of the request. The Executive Committee communicated that an amount of \$2500 was available at that time. Dr. Krasnow was asked to submit a proposal within the available budget. Dr. Krasnow submitted a new grant proposal titled “Sustainable management of Powdery Mildew Affecting African Violets” on January 25, 2025, with a budget of \$5,235. Since his proposal was not within the available budget and some procedural questions were raised regarding the research, the grant request was tabled. Dr. Smith communicated to Dr. Krasnow the concerns of the Executive Committee on the proposal and has encouraged him to perhaps resubmit in the future.

After talking with treasure Terri Post, Dr. Smith and the Research Committee now appreciates that grant funds are derived from maturing investments. Communication on the dates of maturity and amounts available for grants will help with the processing and timing of future grant proposals.

Respectfully submitted,
Dr. Jeff Smith, Chair,

Shows and Judges--Mary Corondan, Chair

There were 6 judging schools offered in 2024. Twelve students earned their student judge’s certificate. There were no new advanced judges, and 14 renewed their advanced judge certificate.

The senior judge’s exam was taken by 19 students. There will be 3 new master judges as of October 1, 2025. They are Michael Jackson (AL), Heidi Dillenbeck (NY), and Rodney J. Barnett (PA). The following 8 judges are retiring with Master Judge Emeritus status: Gary Beck (CA), Elizabeth Behnke (PA), Vere Short

(SC), Ruth Mengsol (WI), Mrs. Kenneth Rutmayer (NY), Kazuko Lyons (PA), John E. (Jack) Wilson (FL), and Jean Marie Ross (FL).

There were a total of 39 shows across six geographic regions in 2024. The SSAA award was earned by 13 shows, the SSA award was given to 9 shows, and 5 shows received neither award. No SSA score sheets were received by 12 shows. Six shows were canceled and one was rescheduled.

A judge's renewal exam must be taken by June 15, 2025, for those who have not renewed their judging certificates since 2020 or taken a continuing education course. If their judging certificate is not renewed, it will expire on that date.

The Teaching Tools Manual has been updated to reflect changes implemented in the 2022 edition of the Handbook. However, the document has not yet been published due to formatting delays.

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

Mary Corondan, Chair

Handbook Committee was been moved to function as part of Shows and Judges Committee.

No major work has been undertaken since the printing of the most recent update.

The price of the print edition was updated on January 01, 2024:

Members	\$40.00
Non-members	\$80.00

A total of 30 copies were sold.

The colour PDF of the latest revision is also available for purchase online.

Members	\$20.00
Non-members	\$40.00

A total of 37 copies were sold.

Respectfully Submitted,



Winston J. Goretsky

Society Awards--Linda Hall, Chair

This year the Society Awards Committee will meet via Skype on March 20, 2025. We will make suggestions for nominees and tell why they should be acknowledged for their accomplishments.

We did not have any additional nominations for the Hudson Award for Affiliate Leadership this year, but have several carryovers from previous years.

Ballots will be sent out to the EC and the Society Awards Committee members on March 24th. 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.

I have resigned this position and thank the Society for letting me serve you for the past 6 years.

Respectfully submitted,
Linda Hall, Chair

TechWeb--Candace Baldwin, Chair

Members: Joe Bruns, Candace Baldwin, Louise Cheung, Richard Craft, Winston Goretsky

Budget: ~\$7100

Completed

- IMIS Software renewal negotiated for a three (3) year term
- 2025 convention website
- Ownership of firstclass2.com transferred from programmer (Joe Bruns) to AVSA.
- Membership renewal survey developed in support of the office and the Membership Committee
- Virtual Circle survey
- Master project list created for TechWeb Committee to track ongoing tasks, improvements, and suggestions
- AVSA Show Entry Awards program support. Windows 11 is missing some system files. Once those files are loaded, the application works fine.
- Reduction in software costs using:

TechSoup discounts:

- 1) Marketing Committee switched from MailChimp to Constant Contact to send the Growing Tips and AVSA News emails. Monthly costs dropped from approximately \$144/month to \$59/month with a yearly savings of about \$708/year.
- 2) Adobe Acrobat is used to create the digital version of the African Violet Magazine. The cost for Adobe Acrobat dropped from \$240/year to \$15/year.

Nonprofit status:

- 1) Envira Gallery dropped from \$99/year to \$69.65/year

Work in Progress

- *Master Variety List* - Joe Bruns (programmer) is working with Winston to transition the creation of the Master Variety List. Plans are to generate registration through 2024 and provide hard copies for sale at 2025 convention.
- *AVSA Show Entries Awards program* - Joe experienced some health issues so progress is slow.
- *Mail Merge program for Show Awards* - In preparation for 2025 convention

Ongoing

- Focused improvement areas include: Affiliates, Plant Registration, Convention
- A long list of requests that get worked as time and skills permit

Respectfully submitted,
Candace Baldwin

Reports of Special Committees

Best Varieties and Honor Roll--Trudy Brekel, Chair

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

This year, like last year, we gathered votes from non-members as well as members. The number of votes that could be submitted by everyone was 5.

The setup for online voting links was used on several of the Facebook pages and the AVSA website. Facebook is a very efficient way of gathering votes. People could vote by mail; however, I did not receive any of those votes this year.

Voting was down again this year. I was able to add one plant to the Honor Roll. I do not know what it will take to get members to vote. It seems to be something that the members don't want to bother with.

Respectfully submitted,

Trudy Brekel

Bylaws--Sue Ramser, Chair

The following are members of the Bylaws Committee: Sue Ramser, Chair; Mary Lou Harden, Vice Chair, Jill Jensen and Joyce Stork.

President Mary Corondan contacted this chair for rulings related to the Bylaws throughout the year.

There were no Bylaws Amendments to recommend this year.

Sue Ramser, Chair

Convention Manual Revision--Sharon Shannon, Chair

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

Respectfully submitted,
Sharon Shannon

Council of Past Presidents--Winston J. Goretsky, Chair

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

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

Respectfully Submitted,



Courtesy--Judith Carter, Chair

No Report Received

Editorial Board--Jill Jensen, Chair

This past year, the following AVSA members have served on the Editorial Board:

Jill Jensen, Chair
Glenda Williams, First Vice President
Sophia Bennett, Editor
Paul Kroll
Sue Hoffman
Dr. Jeffrey Hudson-Covolo

Winston Goretsky

Over the past year, the Editorial Board has

- Provided feedback regarding the AVM content, articles, and features.
- Provided AV and gesneriad expertise.
- Assisted in proofreading the AVM prior to publication.
- Assisted the Editor, as needed, to solicit content and articles for the AVM.

We are privileged and grateful to work with our AVM Editor, Sophia Bennett. Sophia has brought a “fresh set of eyes” to the AVM and has authored many articles this past year. She ensures that there is “something for everyone” in each issue including handy tips, scientific articles, new articles of interest, along with the AVM’s regular features. Creating a publication that meets the needs of our membership and is responsive to member feedback can be a challenge, Meeting deadlines is another. We are open to AVSA members’ ideas and submissions to the AVM. Please share what you would like to see in the AVM and consider contributing an article of your own.

We are grateful for the skills and expertise of everyone who contributes content to the AVM, including those who keep members updated on news, provide beautiful photographs, write regular features, and submit new articles.

Thank you to members of the Editorial Board. These members have contributed their knowledge, time, and close attention to making the AVM the best it can be given the time and resources available. We welcome any other AVSA member who would like to join us this year.

Respectfully submitted,

Jill Jensen, Chair

Policies and Procedures--Sue Ramser, Chair

1. Incorporated Policies and Procedures Motions from the Phoenix Convention and emailed a copy of the updated Policies and Procedures Manual to the Board and Candace Baldwin, TechWeb Chair, for posting on the AVSA website.
2. Emailed a copy to Amy Carruth, Office Manager for archiving.

Respectfully submitted,

Sue Ramser, Chair

Resolutions--Jill Jensen, Chair

It has been my privilege to prepare the Courtesy Resolution and to compile the "Lest We Forget" list of AVSA members lost in the prior 12 months.

In presenting Lest We Forget at Convention, the names and, when available, pictures, of those remembered have been included in a PowerPoint presentation. Feedback about both the Courtesy Resolution and Lest We Forget presentation is welcome.

Respectfully submitted,
Jill Jensen, Chair

Salary--Glenda Williams, Chair

As Salary Committee Chair, I successfully completed one employee performance review cycle, and I am now preparing for a second cycle. The Salary Committee will meet again this spring to discuss, review, and process annual employee performance evaluations. I frequently travel through Beaumont and spend in-person, face-to-face time with office staff. They are quick to have me help out with the telephone calls while I am there! I have also stamped envelopes and even helped with some of the daily office work!

Respectfully submitted,

Glenda Williams

Scholarship--Dr. Minh Bui, Chair

I judged a couple shows in the Mid-Atlantic region and presented my light program to two different clubs. After Dr. Charles Ramser's untimely passing, I was asked to take over as Chair for the AVSA Scholarship Committee, which I accepted. The Mid-Atlantic African Violet Society hosted its November convention in York, PA where I completed my two-year term as President and decided not to continue a second term. I was asked to give a lighting program for the AVSA Virtual Circle on January 25, 2025.

Tally Time--Susan Anderson, Chair

The duties for the Tally Time committee have been completed. There were a total of 39 reports from affiliates. A total of 279 different African violet varieties (32 species and 247 hybrids) were recorded. The final report was submitted on December 22, 2024, for inclusion in the March issue of the AVM.

The results will be shared with the TechWeb Committee for posting on the AVSA website.

This year there was some difficulty in obtaining the reports from affiliates. I sent reminders to many clubs to encourage them to send in their results. Reports were submitted via numerous formats. Results were (1) snail-mailed as hard copy hand-written forms, (2) scanned and emailed, (3) from the online website form, or (4) emailed directly from the Entries program. I even received one report as (5) pictures via text message, after I contacted each affiliate about lacking their results. Several others, I obtained via the (6) And the Winners Are... column results.

I do hope that the process for submitting results becomes more streamlined to ease the compilation effort. The easiest format for me to work off is the database that is produced from the online website form; however, the TechWeb committee is choosing to sunset this form. As a result, I currently retype all the submitted data into the excel spreadsheet to enable the tally to be completed. This is introducing opportunities for errors and mistakes. Yet, I will continue with this if required.

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--Mary Thompson, Chair

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

The activity on this committee is pretty quiet. I get an occasional request and an occasional share. As can be expected this is a bit more active in the Spring/Summer.

Respectfully submitted
Mary Thompson

Reports of Special Appointments

Archivist--Glenda Williams

Janet Reimer and I continue transition of the AVSA Archive responsibilities. She worked hard for many years setting up and maintaining our AVSA archive throughout the years. Her work was beyond excellent and is evident today in our archives. The archival project/initiative to use current technologies to build on the archive framework setup by Janet and digitize, store, and archive current paper artifacts continues. AVSA now uses cloud technologies to store many electronic records previously recorded on paper media. Work is underway to transfer artifacts from paper boxes to plastic storage bins to add protection wherever possible. The AVSA archive room is filled with so much AVSA history, and I enjoy every opportunity possible to connect with all the physical artifacts stored there.

Virtual Circle--Bill Patterson, Chair

As Chair of the Virtual Circle Committee

- i) Organized the start-up and initial meetings of the committee.
- ii) Sent out and prepared Zoom invitations for the committee meetings.
- iii) We were able to successfully have four Virtual Zoom sessions for membership.
- iv) I spent many hours in preparation for the four Live Virtual meetings.
- v) Moving forward with the Virtual Circle the committee needs to look into if the time being spent is worth the return. There are so many clubs now doing their own virtual meetings and offering them across the country.

Should AVSA maybe include these as events in the AVM and on the AVSA website, allowing clubs and affiliates to organize events and get more virtual opportunities out to the entire membership, more than just what Virtual Circle is trying to do?

Bill Patterson

Reports of Personnel

Office Manager--Amy Carruth

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

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

I processed all convention registrations and ran the needed reports. I also worked with our convention director, Kathy Lahti, to make sure everything ran as smoothly as possible. When we arrived back from the convention, I completed all convention sales and paperwork. The final report was sent to the EC.

The Treasurer and I have worked together to keep AVSA's finances current. We have worked with Quick Books together to make sure the finances are entered correctly and reconciled.

Thank you for the opportunity to be a part of another great year here at AVSA.

Amy Carruth
AVSA Office Manager

Editor --Sophia Bennett

No Report Received

AVSA Past Presidents

Immediate Past President—Susan Anderson

Since the 2024 Phoenix Convention, I have continued to promote AVSA and share my joy of growing African violets. As the Immediate Past President, I have participated in the Executive Committee's virtual meetings. Meeting regularly has allowed us to conduct the business of our society. The EC met in person in November 2024 during the Lone Star African Violet Council's convention in Richardson, Texas. It is always fun to spend time with other violet enthusiasts. I particularly appreciated being invited to present a design program on color while I was there.

I served as the 2024 Phoenix Convention Show Chair. I worked closely with Kathy Lahti, Convention Director, and Candace Baldwin, Convention Chair. We had to overcome some lighting issues at the hotel and chose to move the showroom into the large lobby area of the convention building. All in all I was very pleased with how the convention show turned out. We had a very nice attendance of 182 registered attendees to the convention, and the show was beautiful with 269 horticulture exhibits, 48 design exhibits, and 3 special exhibits. This provided an exceptionally wonderful show of 320 exhibits by 43 talented exhibitors! It was beautiful and everyone enjoyed the Spirit of the Southwest, complete with background music throughout the showroom. A high volume of public attendees too, due to the strong marketing and local advertisements. This has actually encouraged a few people to join our local club, as a result. Copper State African Violet Club was honored to have hosted the 2024 convention!

The AVSA Virtual Circle program continued through 2024. At each meeting I have served as a Q&A moderator, along with Scott Ammann. I look forward to continuing to assist with this wonderful offering.

I am currently on the Publication committee, which is working to update the Growing to Show book. While I have not had much time to devote to this effort yet, I intend to get more involved to assist in reviewing material or helping with other tasks as my time permits.

I also continue several additional activities within AVSA, including Show Schedule Approver and Tally Time Chair. The processes for each activity have been modified slightly from the past. I am hopeful that the show results can be integrated within the Entries program to simplify the reporting process, by creating a database of results, rather than multiple emails. The online form actually works much smoother for the Tally Time effort, yet I understand that the TechWeb committee will sunset this reporting option soon. For show schedule reviews, the dedicated email address and google spreadsheet, that I share with Amy Carruth and Mary Corondan, are working fairly well. Unfortunately, a few emails still do not reach me, and no one really knows why or why not. At least, for now, we are all working off the same reference document and can better coordinate our efforts. It is very encouraging to see many clubs are holding shows again.

As a method of promotion for AVSA, I renewed the application to the Chase's Calendar of Events to have the week of May 25 – June 1, 2025, declared as National African Violet Week, to be celebrated in Kansas City, KS. The event was accepted and published in the 2025 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 expect to receive the renewal notice for 2026 and will submit for the Houston convention.

This past year, my own affiliate, Copper State African Violet Club, has continued to grow to over 35 members. We are currently preparing to host a show and sale in April 2025. We have monthly meetings with informative and interactive, hands-on programs, and I always use the AVM and other AVSA materials to promote the benefits of AVSA membership.

I have been invited to judge at the Glitter Gulch AV Growers (NV) and Central Coast AVS (CA) shows this coming May 2025. I'm so very excited and honored to be invited. This year I did pass my Senior Judge exam again so I look forward to judging more shows. I have and will continue to promote AVSA by attending local and regional events, whenever possible.

Respectfully submitted,
Susan Anderson
Immediate Past President

Past President Winston Goretsky

See Council of Past President's Report

Past President Linda Hall

This year I was able to participate in 5 shows. They were the Omaha African Violet and Gesneriad Society, AVSA Convention Phoenix, AZ, Gesneriad Convention in St. Louis, MO, Missouri State Fair, and the Heart of America Gesneriad Society.

I was able to judge several shows this year including traveling to Wisconsin to judge their state show, which is always an honor. It was not only good to see old friends, make new ones, travel with another judge and my mom (who is 93 and was still able), but I was able to purchase a lot of new plant material. Kevin Degner and I swap plant material every year. That is always a plus for judging for me!

I chair the Society Awards Committees and we will be able to meet via Skype, which is an excellent tool. I also chair The Legacy Society. This year we obtained one new member. I also have been working to update all the member files and create a new application form for the society. I was the show co- chair for the 2024 Gesneriad Society Convention in St. Louis, MO in July. I am the show chair for the AVSA convention in Overland Park, KS/Kansas City, MO.

Hopefully, we will all meet again in Overland Park, KS in May. I can't believe that this will be my 37th convention. I have been so fortunate to have made so many friends from around the world over these years. I know that I will add even more violet friends this year. See you there!

Past President Sue Ramser

Due to my health issue, I was unable to attend the Phoenix Convention.

I am a member of the following Committees: Legacy Society, Past Presidents Council, Shows and Judges and serve as Chair of the Policies and Procedure and Bylaws Committees.

I attended the First African Violet Society of Denton's Summer Workshop.

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 serve as Parliamentarian and Bylaws Chair for the Lone Star African Violet Council answering questions that arise about parliamentary procedure.

I presented a program for the North Texas African Violet Judges' Council.

I presented several programs for the First African Violet Society of Wichita Falls.

I continue to promote AVSA whenever the opportunity arises.

Respectfully Submitted,
Sue Ramser, Past President