

**Reports from the Officers,  
Board Members, and  
Committees for the Year 2025-2026**



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## Report of the President

### **Annual Report** *Office of the President* **Glenda Williams**

After serving the past twelve (12) months as your President, I reflect on the leadership knowledge and experience I gained as a member of the EC and Board of Directors over the past eleven (11) years. During my two (2) year term, your Society leadership has been directed and will continue to focus on the following Executive Goals/Priorities:

- Provide public outreach and education using extensive marketing, various popular social media platforms, and other innovative communication strategies to effectively grow our presence, engage diverse communities, and encourage a robust and diverse membership;
- Expand the connectivity and quality of our information technology products and services (especially First Class software and applications) through innovative, improved, and affordable technology solutions; and
- Continue streamlining and improvement of AVSA business operations and services.

I am so very grateful for the many enthusiastic and talented workers/volunteers who donate their time and valuable skills to support the Society. Board of Directors 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.

I learned a lot, especially from working with the talented committee chairs noted in this report, as well as committees from prior years. Much work was undertaken and completed as the Society has over the past six (6) 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 our Society committees. 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 AVSA President and chair of your AVSA Executive Committee, we regularly conduct EC monthly and other specially called meetings and events via Zoom or at selected AVSA affiliate event venues. The Spring EC meeting is held on the Monday of national convention week. The Fall meeting is usually hosted by a regional council/affiliate at different locations each year. With the advent of remote meeting technologies, the Society 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. I frequently travel through Beaumont and spend face-to-face time with office staff in person. They are quick to have me help with the telephone calls while I am there! I have also stamped envelopes and even helped with the daily office work!

Your EC will continue to work on the strategic planning process as a major foundation upon which the Society will achieve its critical mission. This is noteworthy, as outcomes from this process provide the Society with a 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 our Society. To meet the Executive Goals/Priorities noted previously, the EC will continue work to “fine-tune” committee governance by consolidating committees and streamlining Society business and committee processes, roles, and responsibilities. Consolidation of committees to better meet the business needs of the Society is crucial to maintaining efficiencies, as well as improve allocation of our limited and much-valued volunteer resources. The Society 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 Society committees, especially when committees overlap. It is important for all Society 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. All Society Committees can now coordinate use of the AVSA Zoom license by contacting Richard Craft, TechWeb Chair and AVSA 2<sup>nd</sup> Vice President.

With planning almost completed for the upcoming 2026 Dallas National Convention, I continue to be guardedly optimistic about in-person attendance. Post-pandemic issues, our struggling economy, competing hobby interests, and overall “social fatigue” continue to be the driving forces behind attendance and participation decisions. The Society will be focusing on Executive Goal/Priority #1 to provide public outreach and education using extensive marketing, various popular social media platforms, and other innovative communication strategies to effectively grow our presence, engage diverse communities, and encourage a robust and diverse membership.

Work continues on cleanup and reorganization of the Society archives. The archival project/initiative to use current technologies to build on the archive framework setup by Janet Riemer and digitize, store, and archive current paper artifacts continues. The Society now uses cloud technologies to store many electronic records previously recorded on paper media. Work is continuing to transfer artifacts from paper boxes to plastic storage bins to add protection wherever possible. The Society archive room is filled with so much Society 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 the Society continues to lose about as many members as are gained during the years. I encourage each of you to reach out to the public to garner interest and encourage new memberships.

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. The AVSA BC/DR policy and procedures implemented in 2023 position the Society to now be better prepared for any unexpected future events.

I actively participate in the Lone Star African Violet Council activities as LSAVC Newsletter Editor and as a 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 37 educational presentations since 2022, promoting public outreach and education. HOTAVS is designated by the IRS as a 501(c)(3).

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](http://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 the Society in lieu of speaker fees. I am passionate about public outreach and education about AVs, and this is my way of giving back to the Society. 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 Board of Directors 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!

As I wrap up my first year as your AVSA President, I am excited about what your AVSA Leadership will accomplish over the next year. 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 has been most certainly memorable. Please continue to go forth and be advocates for our Society. Encourage new membership and participate in more public outreach and education and share the love of our African violets.

Respectfully submitted,

Glenda Williams

## Report of the First Vice President

### **Annual Report**

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

#### **Rich Follett**

In the past year, in my role as first Vice President, I have regularly elicited updates from my assigned committees and reported them to the EC, attended and participated fully in monthly AVSA EC meetings, attended and judged local and regional AVSA shows and the AVSA National convention (where I also volunteered at the promotional table), entered specimens in AVSA shows, presented educational programs at local and regional club meetings (with more scheduled in the future), grown and contributed over 500 starter plants for various local club plant sales, served as President of our local affiliate club, and brought upwards of a dozen new members into AVSA through education and promotion.

In addition, I have maintained a cordial and supportive relationship with an AVSA affiliate club in the Pacific Northwest, advising and providing guidance during challenging times when the club's continued existence seemed to be threatened. The greatest challenge I have faced personally is to conduct the annual salary review - just as I was about to get started on the process, the AVSA website crashed right in the middle of the Convention registration window. I felt that the added strain on all involved was not conducive to an effective and impartial review. As always, Tech Web worked magic, everything is now back up and running, and I will begin the process (albeit a bit late) post haste. I would say that I have had a sterling opportunity to see how all of the moving parts of AVSA fit together and I am in a perpetual state of wonder over how much the key players devote to AVSA's success.

## Report of the Second Vice President

### Annual Report

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

#### **Richard Craft**

Second Vice President activities since June, 2025

My first year serving as AVSA Second 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 the yearly spring meeting in person at the national convention in Kansas City in May, 2025. The in-person fall meeting took place at the Missouri Valley African Violet Council's (MVAVC) regional convention in October.

I had the pleasure of serving as a judge for the both the MVAVC and Lone Star African Violet Council's (LSAVC) regional shows.

In addition, I was honored to receive the Paula Foster "Wind Beneath My Wings" Service Award, for recognition of my "outstanding contributions and service to my affiliate and council."

#### Memberships

- 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)

#### Committee Service

**Advertising Committee** (Chair) *See my report elsewhere in these Annual Reports.*

#### **Library Committee** (Photography and videography)

- ◆ A Dropbox account to store and distribute content from various Convention presentations and Virtual Violet Connection (formerly Virtual Circle) presentations has been created. Testing has been delayed due to secure access requirements.
- ◆ Showroom photography at the 2025 Kansas City Convention
- ◆ Videotaped the presentations at the 2025 Kansas City Convention

**TechWeb Committee** (Chair) *See my full TechWeb Committee Report elsewhere in these Annual Reports*

#### Standing Committee Assignments

**Commercial Committee** (Kathy Bell)

*See Kathy Bell's Commercial Committee Report elsewhere in these Annual Reports.*



**Convention Show Awards** (Terri Post)

*See Terri Post's Convention Show Awards Committee Report elsewhere in these Annual Reports.*

**Library Committee** (Scott Ammann)

*See Scott Ammann's Library Committee Report elsewhere in these Annual Reports.*

**Marketing Committee** (No Chair)

The absence of a Chair for the Marketing Committee has significantly hindered efforts to promote AVSA to the public. As a result, outreach and visibility have been reduced, which may lead to decreased interest and participation. This situation could potentially have an adverse effect on attendance at the upcoming Dallas Convention, as fewer members of the public may be aware of or motivated to attend the event.

**Show and Judges Committee** (Mary Corondan)

*See Mary Corondan's Shows and Judges Committee Report elsewhere in these Annual Reports.*

**Handbook Committee** (Mary Corondan)

*See Mary Corondan's Handbook Committee Report elsewhere in these Annual Reports.*

**Society Awards Committee** (Jill Jensen)

*See Society Awards Committee Report elsewhere in these Annual Reports.*

Respectfully submitted,  
Richard Craft – Second Vice President

## Report of the Third Vice President

### Annual Report

*Office of the Third Vice President*

**Dr. Minh Bui**

#### General Activities

First year serving as third Vice-president has been a valuable learning experience along the way. The following were activities I completed or are ongoing since my election at the 2025 convention:

#### *Directors and their Representative Role Assignments*

With the reduction of the number of total directors over the next couple years, I have developed a rule to assign Directors as Representatives or affiliate liaisons across the region (keeping approximately the same number of 'zones' Richard Craft established prior) beginning after this year's convention:

Region 1-2, Region 3-4, Region 5-6, Region 7-8, Region 9-10, Region 11

In the event a region does not have a representative Director elected, the next adjacent region with MORE Directors will be assigned to that non-represented region (*rule 1*). For example, region 5-6 has 2 Directors, region 7-8 has 0 Directors, and region 9-10 has 3 Directors. Region 9-10 with 3 Directors will be assigned to unrepresented region 7-8. In the event of a tie, the region with the lowest region number designation will represent the unrepresented regions (*rule 2*) (i.e. directors for region 5-6 will serve as liaison for 7-8, NOT 9-10 if both 5-6 and 9-10 have 2 Directors each). If Region 1-2 have no Directors represented, I (3rd VP) will serve as the Affiliate liaison.

The following example with multiple regions with 0 directors and its integration (*rule 1*):

2 – 0 – 0 – 4 – 2 – 1 = 9 directors

2 – 0 – 4 <- 4 – 2 – 1 rule applied once: Region 7-8 has 4 Directors will be responsible for 5-6

2 – 4 <- 4 <- 4 – 2 – 1 rule applied twice: Region 7-8 will ALSO be responsible for 3-4

In the event of two adjacent regions with 0 directors and tied on either ends:

2 – 0 – 0 – 2 – 4 – 1 = 9 directors

2 – 0 – 2 <- 2 – 4 – 1 region 7-8 directors are responsible for 5-6 (*rule 1* applied)

2 -> 2 – 2 <- 2 – 4 – 1 region 1-2 directors are responsible for 3-4 in the event of a tie (*rule 2* applied)

#### *#iloveAVscontest*

Was initiated and voting is ongoing until March 1, 2026. The purpose of the initiative was to 1) increase traffic and membership to African Violet Society of America, Inc. Group on Facebook; 2) make the connection between African violet culture and their growers, which was often lacking in media when only the plants are displayed; and 3) allow the grower to tell a story of how African violets have impacted their life. Though participation for the new

contest was low (3 participants), the stories were moving and worthy of being published. Members of the group will vote to decide the winners.

The awards I have created from my own funds:

1st Place: A paid package registration for the AVSA 2026 Dallas Convention (valued up to \$300) or a two-year AVSA membership (\$70 value). Plus, your photo will be featured in the African Violet Magazine (AVM) and other AVSA media platforms.

2nd and 3rd Place: A one-year digital AVSA membership or \$32 off AVSA merchandise, along with your photo being featured in the AVM and other AVSA media platforms.

#### *Securing raw data of ALL African violet registrations from First Class*

After consulting TechWeb, it was concluded that securing all the registration data from First Class was deemed unfeasible due to number of entries. Therefore, I utilized my background in high throughput, high volume database structure to secure all the data in raw format. This universal format is tab delimited and allows the user or program to utilize it in any future software or application (whether spreadsheets or text application, or called upon by any newly developed app) with ease. This is essential in a technology driven society when new programming languages are adopted and older ones phased out, and reduces downtime and compatibility issues associated with operating system updates.

After securing the data, I am manually tab delimiting the entries and seeing that there are data entry errors including hybridizers' names being incorrectly spelled and dates ending with "-0-0". I will also have to update hybridizers' names to change from initial and last name to their full first and last name, such as P. Hancock to Pat Hancock. Additionally, we can decide to add additional information to the new database that will feature additional information of registered or listed plants including 1) seed parent/female; 2) pollen doner/male; 3) Sport of: and 4) Resulting sports:

#### *Presentations*

I have given 4 presentations on lighting in 2025 and 1 beginning of 2026, with an upcoming one to a group of Master Gardener's from the Frederick County, Maryland division.

#### *Authorships*

I have written 2 and co-written 2 articles with Dale Martens on topics related to wick watering and daily light integral (DLI) of various gesneriad family members. The DLI article will be a valuable reference guide to all who want to know and grow with the precise amount of artificial lights to achieve show quality plants.

#### *Convention/Show Exhibitions and Judging*

I have attended, exhibited, and judged at the National Capital Area Chapter of the Gesneriad Society in fall of 2025 and attended, exhibited, and judged the Mid-Atlantic African Violet Society's convention in November 2025. Several awards including Best Streptocarpus, Best Lyndon Lyon, and a few Best in Classes.

*Chair of Scholarship Committee*

Currently chairing the committee and have asked Dr. Jeff Smith to serve on the committee to assess scholarship candidates' applications. Scholarship applications are due March 1, 2026.

## Report of the Secretary

### Annual Report

#### *Office of the Secretary*

#### **Sue Ramser**

These are activities of the Secretary since 2025 Kansas City 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.
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 2025-2026 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 January 2026 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 Kansas City 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.

#### **Bylaws Committee**

1. The following are members of the Bylaws Committee: Sue Ramser, Chair; Mary Lou Harden, Vice Chair; Jill Jensen and Joyce Stork.
2. President Glenda Williams contacted this chair for rulings related to the Bylaws throughout the year.
3. There were no Bylaws Amendments to recommend this year.

## Report of the Treasurer

### **Annual Report** *Office of the Treasurer* **Randy G. Deutsch**

This is my first year as Treasurer. During that time, I have been getting up to speed on the financials as well as the procedures followed by AVSA and the Executive Committee.

I have attended all of the Zoom monthly meetings of the EC as well as the in person semi-annual meeting held at the Missouri Valley African Violet Council annual fall show and sale. This year that meeting was conducted in Lincoln, Nebraska.

This year I have been working very closely with the Finance Chair, Terri Post. Her Assistance is extremely helpful as she helps work through the monitoring of the funds, endowments, life memberships, tax forms, checkbook and all other aspects of the society's affairs.

I have also been involved in many details of our biggest event of the year, our annual convention. This year we will be heading to Dallas, Texas. I will also be involved in several fund raising events at the convention to help offset expenses of the convention as well as future conventions.

I am happy to be able to report that 2025 was as normal a year as we can hope for. The finances of the society remained within reach again for another year, thanks to the generous support of our dedicated members as well as the watchful eyes of those that make decisions for us.

## Reports of Elected Directors

### Penny Eggleston

No activity.

### Anna Lammersen

Hello AVSA!

As a 3<sup>rd</sup> year director, I just want to thank everyone involved with making this organization possible! I have relocated from Las Vegas to Minnesota to San Francisco during the past year and have made it a point to encourage people that I know and meet to look into becoming a member of AVSA because it has so much to offer in terms of growing and showing!! I also have recommended to the advertising chair to contact Barrina Lighting to see if they would like to advertise their products in the bi-monthly magazine. Very appreciative of the opportunity to represent AVSA the past 3 years!!!

Anna Lammersen

### Gail Podany

I attended the 2025 Convention and participated in the Board of Directors meeting. I also attended the Meet the Board of Directors luncheon and the Annual Membership meeting.

I was co-chair of the International Inspections Committee.

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

I will be attending the 2026 Convention.

Gail Podany

## Carol Semrau

Unfortunately, I wasn't able to attend the AVSA Convention in 2025. I've had debilitating lower back pain for 1 1/2 years. In September 2025 I had major back surgery. The recovery takes 6-9 months, up to 1 year or more.

At my last post-op, I asked if he thought I would be able to go to the convention in May. I was hoping he'd say yes. He said I'd have to wait until just before the convention and see if I could tolerate the flight and a lot of walking.

Carol Semrau

## Nancy Sullivan

I have no activity to report for this year.

Nancy Sullivan

## Donna Christianson

I attended the 2025 Convention. As a Director I attended the Board of Directors meeting, the Meet the Board of Directors luncheon, and the AVSA Annual Membership Meeting.

I acted as greeter/ticket sales person in the Show Room and assisted with checking people in at the registration table.

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

As a Director I was assigned by AVSA Third Vice President Minh Bui as the AVSA liaison, together with two other directors, to the Region 8 affiliates. I was available to affiliate representatives for assistance.

I have been an active member of my local club, the African Violet Society of Minnesota, assisting with all of the club's local shows and sales, including coordinating our Spring 2026 Show and Sale.

Respectfully Submitted,

Donna Christianson



## Bob Clark

No report received

## Winston Goretsky

Term ending at the close of Convention - 2027

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

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

This past year I was able to attend the Annual Convention, held at the DoubleTree By Hilton, Kansas City-Overland Park, May 24-June 01, 2025.

I have 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.

As a member of the Convention Committee, I help support the technical needs of the iMIS Online Registration component as required.

I assembled and produced the 2026 Annual Calendar ***"African Violets"*** and had copies available for preorder, which were distributed when the inventory arrived. As at Feb 28, 2026, 60 copies have been sold for a total of \$855.00. The invoice cost of \$321.64 shows a profit of \$533.36 so far with 37 copies remaining in inventory. This projects an additional \$555.00 in revenue if all calendars are sold. For budgeting purposes, a cost of \$400.00 should be forecast as a production and distribution expense for the 2027 Annual Calendar.

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.

- ✚ Supported assigned district chapters
  - No requests for assistance
- ✚ Serve on the African Violet Magazine Editorial Board
  - Review and provide feedback to the journal editor for revisions and content
- ✚ AVSA Annual Conference Tour Chair
  - Coordinated Tour for 2026 Annual Conference in Dallas, TX
    - Arranged coach service
    - Arranged entry and tickets for Arboretum excursion
- ✚ Attending the Annual Show for the African Violet Society of Central California
  - 7-8 March 2026, Fresno, CA
- ✚ Attended Virtual Circle Sessions

## Mary Thompson

No Report received

## Summer Holladay

No Report received

## Becky McMeel

Upon my installation as an AVSA Director, an introductory email was sent to all affiliate clubs on July 22<sup>nd</sup>, 2025 with a cc to Glenda Williams, AVSA President, and Dr. Minh Bui, 3<sup>rd</sup> Vice President. There was one response from

the Tennessee club informing me of a change to club President. A second email was sent January 9<sup>th</sup>, 2026. There were a few responses. A 3<sup>rd</sup> email was sent to Violet Creek AVS.

The next email was sent on January 20<sup>th</sup>, 2026. Results are as follows.

- 1.) Early Bird AVC's meeting information is correct. Officers were updated, and this information will be sent to the AVSA office. There are 9 members and they do a program each month from January to October. They will host the DIXIE AVS show on September 11<sup>th</sup> and 12<sup>th</sup>, 2026, and end the year with a Violet Bingo. They also host a page on Face Book, which I have joined. Response on 2/11/2026
- 2.) Central Arkansas AVS's meeting information is correct. Officers were updated, and this information will be sent to the AVSA office. President Alice Brown reported the club does not meet in October, November, or December. Meetings include programs and plant raffles. Dues are due in January. They had a very successful plant sale in October, and are planning a show on October 9<sup>th</sup> and 10<sup>th</sup>, 2026. Responded 2/10/2026
- 3.) NEW GROUP-Derby City Violets (as a face book group) Louisville, Kentucky. A message on DIXIE's messenger chat was from Courtney Esparza who is getting this group together. I introduced myself as AVSA Director, and told her I can help her down the road. They have 21 followers, and have a plant swap set up for March 21<sup>st</sup> of this year from noon to 2pm, at the SW Louisville Library.
- 4.) Acadiana AVS based out of Opelousas, Louisiana meets on the 1<sup>st</sup> Saturday of the month at 1pm at Hope Presbyterian Church. Officers are the same. They alternate between violets and garden plants in their programs. No shows are planned.
- 5.) Louisiana Lagniappe has gone inactive until September when they will meet and discuss the future of the club. The officers have been updated and will be reported to AVSA office. They were meeting on the 2<sup>nd</sup> Saturday of the month at 10 am.
- 6.) Memphis AVS has a new meeting location, but still meets on the 3<sup>rd</sup> Saturday of the month with a social hour at 1 and meeting at 2. Membership is the same. Programs were violet care, getting to know the members, a Chinese auction, a Christmas party and a plant sale. Responded 1/18/2026
- 7.) NEW CLUB-Violet Creek AVGS There are 2 members as of now. The person in charge is presently concentrating on her college studies, but informed me she will get back to violets when she is done with school. Responded 2/12/2026
- 8.) Chattanooga AVS- Officers are the same. The club has 23 members-same for the last 3 years. There has been an influx of younger people lately. Meeting info is the same and they meet January-October. They do not have shows or sales, but trade and give away leaves or plants to members. They have monthly programs with one being with a Master Gardener, and also a Gesneriad person. They share violets with shut-ins, and visit nurseries, Gardens, greenhouses, and attend the Master gardener Sale and Show in Chattanooga. They have a Face Book page: AVS in Chattanooga. Responded 1/18/2026
- 9.) African Violet Friends of South Mississippi officers have been updated and will be sent to the AVSA office. They Meet 2<sup>nd</sup> Saturday 1-3pm at the Hancock County Library in Diamondhead. President Vita Mitchell is writing an article for the AVSA magazine.  
They became an affiliate in October of 2025. There are 15 members. They did an outreach at the local plant swap, and hope to have a show and sale in the future.  
They also visited the LLA VS Show in October and learned about putting on a show.

Responded 2/3/2026  
Respectfully Submitted  
Rebecca McMeel  
AVSA Director Region 5

## Sandi Soto

Region 4 seems to consist of crickets! In late July 2025, I sent an email to all 30 listed contacts in Region 4, introducing myself, asking for updates on their activities, and letting them know they could contact me for assistance. Two responded congratulating me on being elected Director. I sent another email in November and received a friendly response from one of the same contacts. Today I sent another email, adding the new Tallahassee and Ocala AV societies to the group. I included information about regional groups, and again asked for updates and input, as well as reminding them, I'm available for assistance, and as a contact re: AVSA.

## Dr. Jeff Smith

During this first year as a Director, I attended the Ohio State AV show and shared that I was representing the AVSA. I hope to attend additional shows in the next year.

I worked with Ron Myhr and Dirk Bellstedt on Dirk's article on genus *Streptocarpus* that will be uploaded soon on The Gesneriad Reference Web. The goal was to match Dirk's article with my earlier one on African Violets so the two would dovetail together.

I'm on many African violet Facebook groups and frequently contribute information. When appropriate, I spread the word about the AVSA.

Respectively submitted,  
Dr. Jeff Smith  
February 27, 2026

## Reports of the Standing Committees

### Affiliate—Mary Thompson

Mary Thompson- Chair  
Carolee Carter

Between September and December of 2025, we added 3 new clubs and another has reorganized.

Tallahassee AVS  
605 AV Club- South Dakota  
African Violet Friends of South Mississippi  
Lakes Area Violet Growers- reorganized

People on social media are interested in starting a club and they have been offered help to get one started.

I continue to contact clubs to update their current information. We ask each club to update their information at least every 2 years.

### AVM Advertising--Richard Craft, Chair

AVM Advertising Committee activities since March 1, 2025

#### **Commercial Member Losses:**

- Bird's Botanicals (Exclusively serves the Kansas City metropolitan area, where the 2025 AVSA Convention was held. The business does not offer mail order services.)
- Bloomlala

#### **New Commercial Members**

- 580Pottery LLC (Virginia)
- GrowViolet (Texas)

#### **2025 AVM Ad Revenue**

A total of \$4,780 was collected, representing a 32.5% decrease from 2024. This decline may be attributed to the African Violet Magazine's limited subscriber base and the suspension of the Growing Tips newsletter since August 2025, which previously included advertisements from vendors also featured in the AVM.

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.

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 convention expenses. I asked the commercial vendors if they would like the money for the tables to go to a different expense. I asked if they would like a box lunch. They said no they like the free table.

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.

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. I asked the commercial vendors if they would like the money for the free table to go to a different expense. Like a box lunch or anything else that would help them and they said no they like the free table. Also, brought up having plants in show and doing a display. But 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.

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.

Kathy

## Convention--Kathy Lahti, Chair

Our 2025 AVSA annual convention and show was held in Kansas City at the DoubleTree by Hilton in Kansas City-Overland Park, May 25 – June 1, 2025. It was a great convention. The local clubs and many other AVSA members did a fantastic job getting everything organized. Thanks to everyone.

I am now working with our 2026 Convention and Show Chairs for our convention at the Renaissance Dallas North Hotel in Dallas, Texas. This convention will take place May 24 – 31, 2026. All details are now on the AVSA website. The AVSA TechWeb Committee does 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 planned for our 2026 Convention. One tour is to the Fort Worth Botanic Gardens and the other is a Taco Bar Buffet and entertainment (guitar player/singer) which will be held at the Renaissance Dallas North Hotel.

Our 2027 Convention date has been set. A contract has been signed with the Delta Hotels Allentown Lehigh Valley, Breinigsville, PA. The dates of the convention are May 23 – May 30, 2027. This convention will be hosted by MAAVS.

I need a location for our 2028 convention. Anyone that has an idea for this convention or 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  
AVSA Convention Director

## Convention Show Awards--Terri Post. Chair

During the first four months of 2025, the records received were compiled and prepared in order to be able to post on the AVSA website and in the AVM, the awards donations received and special awards donations. The awards cards were then printed and ready for the upcoming convention.

Since this was the third 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 Kansas City banquet was \$3,795.

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

Respectfully submitted,  
Terri Post  
Awards Committee Chair

## Finance--Terri Post, Chair

During the first four months of 2025, I compiled and prepared the financial statements for fiscal year 2024, and I also filed an extension for the 2024 Form 990 tax return. I then prepared a 2026 budget to be presented to the board.

In June of 2025, I prepared and filed the 2024 Form 990 tax return. This return is public information and a copy can be obtained by filing a written request to the AVSA office. The return is also available for the public to view at [www.guidestar.org](http://www.guidestar.org). This is a website endorsed by the IRS.

To recap AVSA investments:

The Life Fund is primarily invested in bonds and CDs. A few CDs were called and/or matured during 2025 and the funds from them was reinvested into primarily CDs. The approximate rate of return for the entire fund was 2.08%. AVSA also had to withdraw \$10,000 from this fund during 2025 in order to meet operating expenses. The Life Fund consists primarily 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 scholarships, as needed. Scholarships are to be paid from earnings of this fund. The approximate rate of return for this fund during 2025 was 4.25%. Scholarships of \$2,000 were also awarded from this fund during 2025.

The Tinari Fund has been invested mainly in CDs and bonds. The approximate rate of return for this fund was 4.68%. One half of the annual earnings from this fund is used for operating expenses upon board approval, this amounted to \$5,835 during 2025.

The Burde Fund has been invested in bonds and some CDs. The approximate return for this fund during 2025 was 2.33%. The fund is to be used for tech expenses upon board approval. During 2025, this amounted to \$6,664. During the year 2025, the Hudson monies earned approximately 2.3%. 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 the earnings 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 policy.

The 2027 budget will be prepared and presented to the board for approval at the Dallas convention.

Respectfully submitted,  
Terri Post



Finance Committee Chair

## Fundraising--Randy G Deutsch, Chair

2025

This year the committee was involved with ordering the Kansas City 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 working with the office to gather all of the information needed to report the donations received and getting the reports to the editor for publication in the AVM every other month, and also any donation notification needed to families that a donor asks us to recognize their memorial for.

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 receives 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—Scott Ammann, Chair

There has been no activity on the part of the Library Committee during 2025.

Scott Ammann  
Library Committee Chair

## Marketing—Chris Brooks, Chair, Retired

The marketing committee (MC) for 2025 was able to continue outreach on the AVSA Facebook page, Instagram, Pinterest, and to reestablished the Facebook group for AVSA as well as a group specifically for commercial members. The MC created and distributed a video to promote the 2026 convention. It created and distributed several weekly newsletters and AVSA News issues for members. MC moved the publishing of these newsletters to Constant Contact to reduce costs. The MC promoted two contests for members. The MC in conjunction with the office procured culture brochures for sale to members and made a small revision to the format of the brochure for easier mailing. The MC continues to accept “violet of the day” posts and publish them on Facebook occasionally. The MC began working on an update to the AVSA logo, and that project is ongoing. The MC assisted other committees, members, and local clubs with marketing needs when requested throughout the year and answered member questions by email and Facebook Messenger.

The MC encouraged the EC to add African violet native habitat conservation as a stated goal of the AVSA and to make scholarship funds available for conservation projects. No action has been taken yet by the EC on this item.

Chris Brooks resigned as chair of the committee effective immediately on February 1st 2026. He further fully ceased his role on the committee on April 15th 2026.

Sincerely,  
Chris Brooks  
Former Marketing Chair

## Membership--Stephen Covolo-Hudson, Chair

The membership committee's biggest task this year was the membership drive contest, which was made possible by our 3rd VP, Minh Bui. The large monetary prize donation and the contest's framework were impressive. Additionally, the help of Chris Brooks, Minh Bui, EC, and me in sussing out the contest rules and regulations was valuable.

I still find the framework for involving our directors more directly with our local affiliates challenging, and I haven't yet figured out how to implement such a large-scale effort to encourage all affiliate members to become AVSA members.

As always, I'm open to suggestions from everyone on how to drive, increase, and maintain membership for our organization.

Respectfully submitted,  
Stephen Covolo-Hudson  
Membership Chairman

### Nominating—Chris Brooks, Chair

The nominating committee completed its work of selecting and presenting three candidates for director on time and without expenditure.

Sincerely,  
Chris Brooks  
Nominating Chair

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

#### Committee Membership

Dr. Jeff Smith, chair – [jsmith4@bsu.edu](mailto:jsmith4@bsu.edu)

Lynn Lombard – [lynn\\_lombard@att.net](mailto:lynn_lombard@att.net)

Nancy Sullivan – [nksullivan5280@gmail.com](mailto:nksullivan5280@gmail.com)

During the calendar year of 2025 a total of 139 new cultivar registrations from 28 hybridizers have been approved. This is a substantial increase in the number of registrations and hybridizers compared to calendar year 2024. The increase is largely due to the efforts of Vladimir Kalgin in assisting the registrations from numerous Russian hybridizers. The committee is grateful to him for his help and assistance.

During the 2025 AVSA Convention in Overland Park, KS, a list of Russian cultivars was generated by convention participants for inclusion in First Class. This effort was only partially successful for various reasons (e.g. death of the hybridizer) but some plants from this list were included in the 2025 new registrations.

To date for calendar year 2026, 3 applications from 2 hybridizers have been received for registration and are currently in process. One additional plant for “listing” has been received and is also under review.

The information about “listing” a plant is in the process of being updated on the AVSA website. Additional changes will be made to the checkout page for paying fees to the AVSA office. Listing, rather than registration, is appropriate for plants of uncertain parentage (e.g. seedlings from commercial seed mixtures) or those who lack sufficient genetic stability for the three-generation rule requirement.

The International Society for Horticultural Science (ISHS) contacted Dr. Smith for an update report for the AVSA to serve as the International Cultivar Registration Authority (ICRA) for African violets. Dr. Smith completed the

application which was signed by AVSA President Glenda Williams. The update was approved by the ISHS and the AVSA will continue to serve as the ICRA authority for African violets for another two-year period.

The ISHS commented that the practice used by Dr. Smith and his committee to check the Russian transliterated names for acceptability using ChatGPT was unique and would be recommended as standard practice to other ICRA authorities. While non-Roman alphabet names can be transliterated, but not translated, use of ChatGPT allows checks to be made the acceptability of suggested names for new cultivars.

The posting of new cultivars to First Class has been assisted by the Tech/Web Committee and especially the work of Chris Thompson. The Plant Registration Committee is extremely grateful for their work and help in addressing the many technical issues. Updates to First Class are nearly complete and the last batch of 2025 new cultivars should be available shortly after their publication in the March/April issue of the African Violet Magazine.

Dr. Smith has been working with Ron Myhr and Prof Dirk Bellstedt on updates to the *Streptocarpus* section of The Gesneriad Reference Web. Prof Bellstedt has authored a comprehensive article on the genus and we have coordinated our information so that the taxonomic classification and names for African violets are consistent between his article and Dr. Smith's article. Only a few corrections were required, and the article will be very helpful for understanding the entire genus of *Streptocarpus* for classification and shows.

Respectively submitted,

Dr. Jeff Smith, Chair

February 27, 2026

## Publications--Sandra Soto – Chair

I joined the Publications Committee in August 2025, and hesitantly accepted the position of Chair in October, following the resignation of Sandra Skalski. I have been in contact with all current members of the committee, and received responses stating that they were willing to continue working on the update of *Growing to Show*. I have yet to receive any updates to the sections that remain incomplete, but hope springs eternal . . . I completed the update of the chapter on lighting to focus on LEDs, and sent my drafts to Dr. Minh Bui for review. They are now ready to go to Peggy for review. I understand the Pre-Show Schedule in the Pre-Show planning chapter doesn't really work for all areas, and I'm considering how to include relevant information for those in the South, Southwest, and Northwest. The *Growing to Show* update needs to be a major priority, and if I need to add additional people to the team to get it done, I intend to do that.

I'm contributing "Meet the Member" interview articles for AVM, will continue to write the Virtual Circle speaker bios, and working with Sophia on other ideas for articles.

## Research--Dr. Jeff Smith, Chair

### Committee Membership

Dr. Jeff Smith – Chairman [jsmith4@bsu.edu](mailto:jsmith4@bsu.edu)

Dr. Minh Bui - [buim@mail.nih.gov](mailto:buim@mail.nih.gov)

Dr. Elmer Godney - [ekprof@att.net](mailto: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.

A new grant application was received on February 21, 2024 from Dr. Cornelius Kyalo of the National Museums of Kenya. The application was 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 final report for the grant to Dr. Kyalo has been received and will be forwarded with this report. The final report includes an accounting of his expenses and results of his work. The Research Committee is especially delighted that he has involved local communities in the conservation work of this project. We know that conservation efforts that are community based have a higher success rate than those that don't. Dr. Kyalo is currently preparing an article on this project for publication in the African Violet Magazine as required by the conditions of the grant award.

No additional grant requests or projects are currently under review at this time.

Respectfully submitted,  
Dr. Jeff Smith, Chair,  
February 27, 2026

## Shows and Judges--Mary Corondan, Chair

There were 5 judging schools offered in 2025. At these schools, a total of 20 students earned their student judge certificate. There were 7 new advanced judges, and 9 renewed their advanced judge certificate. Cathy Heider from Wisconsin became a new teacher.

The senior judge exam was taken by 23 students. There will be 8 new master judges as of October 1, 2026. They are Marge Farrand (MI), Mel Grice (OH), Susan E. Joy (FL), Eileen McGrath (ON), Fred Packer (NY), Terri Post (IA), JoAnne Schrimsher (TX), and Penny Wichman (OH).

A total of 24 took the Continuing Education course for Master Judges. Zoom Continuing Education courses were offered on January 18, 2025, and July 13, 2025, with 16 judges total in attendance. To qualify for their continuing education course, the senior judge exam was taken by 3 master judges, 3 audited a judging school, and 2 taught a school. The following were moved to Master Judge Emeritus status: Brenda Brasfield (MS), Mary Ann Giangerella (VA), Bob Kurzynski (NJ), Laurene Jones (VA), and Linda Owens (OH).

The Teaching Tools Manual is being updated to reflect changes implemented in the 2022 edition of the Handbook. It is being reformatted.

Vladimir Kalgin will be reviewing the Russian/Ukrainian transliteration for varieties entered in the AVSA national convention show in Dallas and the AVM. Thanks to the collaborative work of Dr. Jeff Smith and Vladimir Kalgin, many Russian/Ukrainian varieties are in the process of being listed in First Class.

It is an honor to serve AVSA as Shows and Judges Chair. The support of the general membership, Board, and Executive Committee is greatly appreciated.

*Mary J. Corondan*

## 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 set on January 01, 2024:

|             |         |
|-------------|---------|
| Members     | \$40.00 |
| Non-members | \$80.00 |

A total of 22 copies were sold for a total of **\$880.00**

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

|             |         |
|-------------|---------|
| Members     | \$20.00 |
| Non-members | \$40.00 |

A total of 51 copies were sold for a total of **\$1,020.00**

Respectfully Submitted,



Winston J. Goretsky

### Society Awards—Jill Jensen, Chair

The Society Awards Committee is currently comprised of the following:

Jill Jensen, Chair

Randy G. Deutsch, Vice Chair

Kathy Lahti

Linda Hall

Leonard Re

Becky McMeel

Dr. Bill Price and Delores Gibbs have resigned from the committee.

Jill

### TechWeb—Richard Craft, Chair

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

#### Completed

- Continued support for Virtual Circle (renamed to Virtual Violet Connection) website updates and registration through iMIS
- Louise provided primary support for installations of AVSA Show Entry Awards on a case-by-case basis. Windows 11 continued to be problematic with missing system files having to be loaded on individual machines.
- In August, 2025 Chris traveled to Illinois to meet with Joe Bruns to discuss the ongoing issues of reprogramming both AVSA Show Entry Awards and First Class Database Updater.
- 2026 Dallas Convention website
- Chris manually added descriptions and photos of over 100 new African violet cultivars to the First Class database from March 2025 onward.
- Our hosting company shut down the website twice due to server overloads. The first shutdown lasted two days to remove excess files from an external attack, while the second took over two days to compress graphics files.
- Candace worked with Dr. Jeff Smith to redo the Plant Registration pricing tiers and revised the website to reflect these changes.

### **Work in Progress**

- Transfer licensing of several key components needed for compiling and creating distribution files for the AVSA Show Entries Awards and First Class programs has proven difficult to obtain from Joe.
- Chris is reprogramming the First Class Database Updater app to automate the process of adding new cultivars, eliminating the need for tedious manual entry. It will eventually be turned over to Dr. Jeff Smith so that he and his committee can update the First Class Database.
- Once the previous task is done, Chris will reprogram the AVSA Show Entry Awards to ensure it runs smoothly on current Windows systems.
- We aim to engage an experienced WordPress technician to oversee and maintain our website. The significant challenges encountered recently have exceeded the capabilities of our current team.

### **Ongoing**

- Ownership of AVSA Show Entry Awards and First Class awaits signature from programmer (Joe Bruns) to AVSA.
- Ownership of First Class For All software transfer is scheduled to take place at the 2026 Dallas Convention from programmer (David Kesler) to AVSA.
- Future plans are to rewrite the programs (AVSA Show Entry Awards, First Class/First Class For All and First Class Database Updater) using a current programming language to seamlessly work together.
- Focused website improvement areas include: Affiliates, Plant Registration, Shows and Judges. A planned overhaul will be to move all Membership Only documents to the secure iMIS server.
- A long list of requests that get worked on as time and skills permit.

Respectfully submitted,  
Richard Craft



## Reports of Special Committees

### Best Varieties and Honor Roll—Holly Howes, Chair

No Report received

### 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 Glenda Williams contacted this chair for rulings related to the Bylaws throughout the year.

There were no Bylaws Amendments to recommend this year.

### Convention Manual Revision-- Candace Baldwin, Chair

The committee would like to thank Sharon Shannon for her leadership that brought many needed updates to a manual that was almost 20 years old. Sharon has stepped down and going forward in 2026, Candace Baldwin will lead the committee.

Respectively,  
Candace Baldwin

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

Mary Corondan was honourably added to the Council of Past Presidents, at the conclusion of her term.

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

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

Respectfully Submitted,



Winston J. Goretsky

## Courtesy—Becky McMeel, Chair

There were no Courtesy Committee activities during the reporting period.

## Editorial Board--Jill Jensen, Chair

Six times each year, members of AVSA's Editorial Board get to see, read, and enjoy the "almost-final" version of the *AVM* weeks before it arrives online or in members' mailboxes.

Like other AVSA committees, the Editorial Board is comprised of volunteers who generously lend their time, knowledge, and expertise in helping AVSA in an important way. For us, we assist our AVSA editor, Sophia Bennett, and our desktop publisher, Shirley Jones, in getting the *AVM* ready to go to press.

We provide feedback to our editor about the magazine's content, articles, photographs, and features. We lend our knowledge about African violets and other gesneriads in checking names and facts. We proofread the magazine to ensure it provides AVSA members clear, accurate, and current information.

The Editorial Board this past year has been comprised of the following AVSA members:

Jill Jensen, Chair

Rich Follett, First Vice President

Sophia Bennett, Editor

Paul Kroll

Susan Hoffman

Dr. Jeffrey Hudson-Covolo

Winston Goretsky

We are grateful to have such talented professionals as Sophia Bennett and Shirley Jones who prepare the almost-final draft of the *AVM* for our review. We thank our regular contributors to the *AVM* in its features, and those who have authored articles. If you have ideas for the *AVM* or would like to share original content, please contact any member of the Editorial Board or Sophia Bennett.

We encourage AVSA members to join us in making the *AVM* even better by becoming a member of the Editorial Board. If you would like to join the Editorial Board, please contact me at [jill@jilljensenlaw.com](mailto:jill@jilljensenlaw.com) or First Vice President Rich Follett.

Respectfully submitted,

Jill Jensen, Chair

## Policies and Procedures--Sue Ramser, Chair

Incorporated Policies and Procedures Motions from the Kansas City 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.

Emailed a copy to Amy Carruth, Office Manager for archiving.

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. The Courtesy Resolution and "Lest We Forget" list are presented at AVSA's Annual Meeting.

AVSA members who would like to assist me on the Resolutions Committee and in helping compile "Lest We Forget" are most welcome. In particular, if you are aware of items of note or activities within AVSA that deserve recognition at the Annual Meeting, please contact me, Jill Jensen at [jill@jilljensenlaw.com](mailto:jill@jilljensenlaw.com) so they can be included within the Courtesy Resolution.

Feedback about both the Courtesy Resolution and Lest We Forget presentation is always welcome.

Respectfully submitted,

Jill Jensen, Chair

## Salary—Rich Follett, Chair

At the conclusion of the 2024-25 season, Glenda Williams gave me copies of the previous year's salary review paperwork. In preparation for the process of salary review, I have reviewed this paper work thoroughly and made notes. I have also made an inquiry to Terri Post about what is possible given current available funds (will follow through on this before the formal process begins) and will continue this discussion with Randy G. Deutsch, Minh Bui, and Richard Craft at this year's convention in an informal meeting. In response to Glenda's recommendation, the salary review process will not begin until after this year's convention and will conclude prior to the end of the current fiscal year. This is to ensure that undue stress is not put upon employees when singular focus is required for convention needs. Existing protocol will be followed in conducting employee reviews and determining salary adjustments.

Respectfully submitted,

Rich Follett

AVSA 1<sup>st</sup> Vice President

### Scholarship--Dr. Minh Bui, Chair

Currently chairing the committee and have asked Dr. Jeff Smith to serve on the committee to assess scholarship candidates' applications. Scholarship applications are due March 1, 2026.

### Tally Time--Susan Anderson, Chair

The duties for the Tally Time committee have been completed. There were a total of 44 reports from affiliates. A total of 251 different African violet varieties (252 species and 226 hybrids) were recorded. The final report was submitted on December 1, 2025, for inclusion in the March issue of the AVM.

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

Again 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 two reports 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 informed me last year that this format will be ending. As a result, I retype all the submitted data into an excel spreadsheet to enable the tally to be completed. This introduces opportunities for errors and mistakes. Yet, I will continue with this until a better solution is available.

Since submitting the final tables, a member of the Editorial Committee questioned one of the species that appeared in the final tally. He was under the impression that the noted species variety was no longer in circulation, so those reported winning plants may be incorrectly named by the growers. While there may in fact be inaccurate naming of plants, I can only report on the results provided to me.

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

## Violet Preservation--Mary Thompson, Chair

Mary Thompson- Chair

Angela Newell- Vice Chair

Trudy Brekel

Rich Follett

Nancy Sullivan

This past fall I went through the list of wants and shares to update the list. It is still a pretty quiet group, but we do occasionally find a match.

Respectfully submitted

Mary Thompson

## Reports of Special Appointments

### Archivist--Glenda Williams

Transition of the AVSA Archive responsibilities from the prior Archivist was completed. Numerous organizational artifacts (meeting minutes, documentation, etc.) are now regularly electronically archived. The archival project/initiative to use current technologies to build on the original paper archive framework is still in progress. Plans are to continue setup to digitize, store, and archive current paper artifacts. AVSA now uses cloud technologies to store many electronic records previously recorded on paper media. Work continues to transfer artifacts from paper boxes to plastic storage bins to add protection wherever possible. There are still older records to digitize and/or move to the plastic storage bins. 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 Violet Connection--Bill Patterson, Chair

No Report received

## 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 and our members are met in the best way possible, and I have worked with the Executive Committee 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 while keeping track of 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

February 25, 2026

Work with the magazine continues to go well. Shirley is an absolute delight to work with. The new printer continues to be an easy partner in the process of publishing the magazine. I am grateful to the Publication Committee, Rich Follett, Richard Craft and Winston for their ongoing support with the print and digital publication.

We are struggling a little to source enough content for the magazine – you may have noticed we’ve been repeating some articles from older magazines – but we are getting more submissions than we did when I first took over. I’ve been trying to provide more beginner articles and more articles for windowsill growers to respond to the feedback I’ve received on the magazine. I’m very pleased with the quality of photographs, of course.

Minh Bui, Glenda and I have had some discussion about a redesign of the magazine. I believe preliminary discussion about this will be on the agenda for the board meeting in Dallas. We haven’t done a magazine redesign since I took over in 2021, so it may be time. Ideas have included going to a full-size magazine instead of the more compact size, eliminating columns in the articles (so all text would stretch the full length of the page) and moving to a quarterly magazine.

If we want to decrease the frequency (assuming we keep the magazine to the same volume of content), I would propose that I create more online/enews content and perhaps work on some of the social media for the organization so my workload does not decrease significantly. There seems to be a gap here since Chris Brooks’ departure as Marketing Committee Chair.

All of this remains very much up for discussion at this point. My main concern is how this affects Shirley and her ability to feel comfortable in her job. I would welcome comments from people who remember the process for the past magazine redesign, as I would like to not repeat past mistakes. I am well aware that we need to not make the font in the magazine smaller, but maybe there are other changes we should avoid?

I am looking forward to seeing all of you in Dallas!

## AVSA Past Presidents

### Immediate Past President—Mary Corondan

President Glenda Williams charged me with adding a description of the responsibilities of the Past President to the AVSA Board of Directors Policies and Procedures Manual. This addition was approved by the Executive Committee and will be brought before the Board at May 27, 2026 meeting.

Dr. Minh Bui requested my assistance in writing the description and duties for the Virtual Violet Connection for AVSA Board of Directors Policies and Procedures Manual. This committee was formerly called the Virtual Circle. The Board of Directors will be voting on adopting this material at their meeting.

I have continued to write the “*And the Winners Are...*” column for the *African Violet Magazine* as well as the Shows and Judges column.

The 2026 convention will be in Dallas and will be sponsored by the North Texas African Violet Council. A great deal of my time has been devoted to this event. As Show Chair, I have been involved with organizational efforts while working closely with Kathy Lahti and Randy Deutsch. Randy Deutsch is serving as Convention Chair, Janet Castiglione is Local Convention Chair, and Sue Ramser is Show Co-Chair. The last AVSA Convention held in Dallas was in 1988, so this area is excitedly looking forward to hosting this event.

I consider it a privilege to serve AVSA whenever called upon.

*Mary J. Coronda*

### Past President Susan Anderson

No Report received

### Past President Winston Goretsky

See Council of Past President's Report

### Past President Linda Hall

No Report received

### Past President Sue Ramser

I attended the Kansas City Convention

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

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 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