The value of being an AOS Affiliated Society (AS)
Introduction

• In order for any local orchid society to thrive, it should:
  – Nurture and retain its existing members
  – Attract new members
  – Stay relevant and fun
Affiliate Core Benefits

• Being an Affiliate of the AOS provides valuable benefits across all 3 areas by delivering:
  – Resources for members
  – Marketing and publicity support
  – Recognition and community for growers
• Guides and handbooks
• Access to AOS webinars
• AOS Corner
• Content for newsletters
• Speakers lists
The Affiliated Societies Section is located in the “About Us” section of the AOS website.
Guides and Handbooks

Scroll to the bottom of the Affiliated Societies section to find reference documents.
• Limited budget for speakers?

• Use an American Orchid Society webinar as a meeting program!

• Other societies already have, and it is a wonderful resource to allow you to hear the experts.
  • All you need is a computer, a projector and speakers.
Access to Webinars

With Internet Access:
1) Go to AOS.org and click on the Webinar ICON.
2) Click on WATCH NOW near each recorded session.
3) Register, and the program will be ready to use.

* Nothing is downloaded onto your computer; you are connecting to the recording through the link.

Without Internet Access:
1) Before your meeting, go to the Affiliated Societies webpage at AOS.org for a list of webinars that are available.
2) Contact Sandra Svoboda, (AOS Education Committee chair) at stillisch@cox.net and request the program and instructions.
3) The video file will be sent to you and you can copy the file to a flash drive or copy it to your hard drive and show the webinar at the meeting.
AOS Corner

If you do not already receive AOS Corner subscribe at affiliated_societies@aos.org
Content for Newsletters

- Affiliated societies are encouraged to use any sections of the AOS Corner they wish to include in their own newsletter.

- Recently added to the Corner!
  - A section that includes reprints from past *Orchids* volumes
  - Other documentation aimed at being educational and relevant for local society readers

- Local societies are welcome to share their own original articles.
  - Submit articles to affiliated_societies@aos.org and acknowledgement will be given to author and society for those chosen.
Speaker Lists

Scroll to Additional information to find Speaker Lists to download
Marketing

- Listing of society show(s) in AOS Calendar
- Discount on ads in *Orchids*
- Direct marketing resources
- Society information on AOS website
Listing Society Shows in Calendar
Email theaos@aos.org to have your show listed.

<table>
<thead>
<tr>
<th>August 1, 2017</th>
<th>Pacific Central Supplemental Judging Center - San Francisco</th>
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<tbody>
<tr>
<td></td>
<td>San Francisco Hall of Flowers, Golden Gate Park, 9th Ave. at Lincoln Way, San Francisco, CA</td>
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<td></td>
<td>Pacific Central Supplemental Judging Center - San Francisco will hold monthly judging on the first Tuesday of the month at the San Francisco Hall of Flowers, Golden Gate Park, 9th Ave. at Lincoln Way, San Francisco, CA at 7:00 PM.</td>
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<tr>
<td>August 1, 2017</td>
<td>Hawaii Judging Center - Honolulu</td>
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<tr>
<td></td>
<td>Kilauea Recreation Center, 4109 Kilauea Ave., Honolulu, HI</td>
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<td></td>
<td>Hawaii Judging Center - Honolulu will hold monthly judging the 1st Tuesday of the month at Kilauea Recreation Center, 4109 Kilauea Ave., Honolulu, HI at 6:30 PM.</td>
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<tr>
<td>August 1, 2017</td>
<td>Pacific South Judging Center - San Diego</td>
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<tr>
<td></td>
<td>Balboa Park, Casa del Prado, Room 104, 1600 Village Place, San Diego, CA 92101</td>
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<tr>
<td></td>
<td>Pacific South Judging Center - San Diego will hold monthly judging on the 1st Tuesday of the month at Balboa Park, Casa del Prado, Room 104, 1600 Village Place, San Diego, CA at 6:00 PM.</td>
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Discount on Ads in *Orchids*

Advertising Information - select media kits. Discounts for AOS AS
Direct Marketing Resources

• Email theaos@aos.org for access to AOS members’ names and addresses for the purpose of promoting your shows, seminars and special events via direct mail.

• Please contact us well in advance of your anticipated mailing and let us know what states, countries or zip or postal code ranges you are interested in obtaining.

• While this service is free of charge, we do appreciate a donation to help defray costs associated with producing and mailing these lists.
Society Listing on AOS Website
Rewards

- AOS Judging
- AOS Members meetings
- Awards
AOS Judging

Fill out the request and submit to theaos@aos.org (suggested 6 months before event)
AOS Members Meetings

• Look for the next meeting to be posted on the website and consider attending this twice yearly networking event
Certificates of Appreciation

- Each affiliate is eligible to receive annually two free Certificates of Appreciation for presentation to valued members of your own group!
  - The beautiful certificates may be requested at any time from AOS headquarters.

- Contact Membership Services theaos@aos.org in advance of your local society award event.
The Distinguished Affiliated Societies Service Award (DASSA)

• This prestigious award is given to an affiliate in recognition of sustained, outstanding contributions in areas of service and support in the field of orchidology.

• Nominations for the DASSA may be made by any member of an AOS affiliate and should be forwarded to the Affiliated Societies Committee.
What can I do as the AS rep for my society to best leverage our AOS affiliation?

- Obtain a logon and password (separate from AOS member logon) and make sure my society maintains current membership.
- Validate that my society listing is accurate on the website so potential new members can reach us.
- Contact the AOS to have my societies’ show listed on the website calendar and in *Orchids*; consider additional advertising (at discounted rates).
- Make sure my newsletter editor is receiving the AOS Corner directly so content can be included in local publication.
- Join the AOS Affiliated Societies Facebook group page for networking with AOS AS and other AOS reps.
- Follow us on Instagram and share your pictures.
What can I do as the AS rep for my society to best leverage our AOS affiliation?

• Check the website regularly for the new and updated information in the Affiliated Society section.

• Share new material and handbooks with my society committee chairs and board members regularly.

• Inquire about how to become a host society at an AOS spring/fall meeting.

• Consider attending an AOS members meeting spring/fall and join an Affiliated Society breakfast meeting; We would love to meet with you in person!
We hope this clears things up how the AOS can help YOUR society thrive!

Email feedback and suggestions to affiliated_societies@aos.org