

**Minutes Of The
AOS Trustees Meeting
San Marino, California**

October 16, 2009

The fall meeting of the American Orchid Society was called to order at 10:35 AM at the Huntington in San Marino, California by President Carlos Fighetti.

Proof of due notice was demonstrated in the September 2009 issue of Orchids.

Secretary Karen McBride called the roll.

Officers Present: Carlos Fighetti, Chris Rehmann, Norman Fang, Karen McBride, Lowell Jacks, Nancy Mountford

Officers Excused: Art Moore, William Rhodehamel

Trustees Present: Howard Bronstein, Tim Brooks, Jim Butler, Mario Ferrusi, Gail Furniss, Harry Gallis, Aileen Garrison, Deane Hall, Bob Henley, Carol Holdren, Terrie Hunt, Alan Koch, Ben Singer, Taylor Slaughter, June Simpson, Frank Smith

Trustees Excused: Linda Wilhelm

Trustees Not Excused: None

Staff Present: Ron McHatton, Susan Wayman

Recognition of Visitors: Committee Chairs and Ernest Hetherington, Ted Green, Tom Sheehan, Jim Rassman and Don Ghiz

Declaration of Quorum: Secretary McBride declared a quorum

Executive Session:

President Fighetti next called for a motion that the Board go into executive session.

**Upon a motion duly made and seconded, the Trustees
VOTED to go into executive session.**

At the conclusion of the executive session,

**Upon a motion duly made and seconded, the Trustees
VOTED to come out of executive session.**

As a result of discussions in executive session,

**Upon a motion duly made and seconded, the Trustees
VOTED retain the law firm of McAndrews, Held, & Malloy and
spend up to \$10,000 if needed for assistance in coming to an agreement with Orchid Wiz regarding use of
AOS data and descriptions with a vote of 21 for, 0 against, and 1 abstention.**

**Upon a motion duly made and seconded, the Trustees
Unanimously VOTED to appoint a committee chaired by Chris Rehmann
consisting of Carlos Fighetti, June Simpson, Ron McHatton,
and Will Rhodehamel to negotiate with Alex Maximiano
regarding the use of AOS data and descriptions.**

Approval of minutes:

**Upon a motion duly made and seconded, the Trustees
VOTED to approve the minutes of the June 2, 2009 Trustees Meeting
by teleconference.**

**Upon a motion duly made and seconded, the Trustees
VOTED to approve the minutes of the June 27- 28, 2009 Trustees Meeting
in Delray Beach, Florida.**

**Upon a motion duly made and seconded, the Trustees
VOTED to approve the minutes of the August 5, 2009 Trustees Meeting
by teleconference as corrected.**

**Upon a motion duly made and seconded, the Trustees
VOTED to approve the minutes of the September 25, 2009 Trustees Meeting
by teleconference.**

President's Message

Carlos Fighetti

In the past six months, since we met at the spring meeting in Houston, we have seen the organization make some radical changes in order to survive the financial crisis that we are in. And the Board has responded by meeting face-to-face once at Headquarters in late June, and several times afterward via teleconferencing. Several key management and staff positions have been eliminated to reduce expenses and try to match the income generated. For one, the Executive Director position was eliminated. Also, other staff positions were vacated, the maintenance of the garden contracted out, and expenses were curtailed wherever it was possible. All of these things were accomplished and you will get a comprehensive report from management on this later in this meeting.

Unfortunately, that was not enough as money from the McQuerry fund has been continually borrowed to meet expenses. For these purposes, the Executive Committee has been meeting with Ron McHatton and Susan Wayman on a biweekly basis to review income and expenses, to monitor staff performance, and to authorize the borrowing of money for the periods that were necessary, as was predicted by the annual budget approved by the Board. Finally, in October, we have come to the point where we can say that income matched expenses and borrowing may not be needed anymore. In the next several months we will be able to see if, with the help of the

Garden Committee, increased activities at the headquarters can help the revenue side so that the money borrowed this fiscal year can be returned to the McQuerry fund.

Membership continues to decline on a monthly basis. However, this decline is not any different from what we were experiencing before. Membership composition has also shifted to where two-year memberships are significantly less than they were historically. Even if we did not see a decline in membership, this change in composition alters the way money is allocated in the budget, which affects the cash on hand. You will also hear more on this later.

At the trustee planning session conducted Wednesday of this week, the topic of discussion was on the present committee structures, the committee members and their strategic plans. Several committee chairs were invited to give the Board members an overview of their present objectives and strategies and relate to the Board their concerns for the future. It was clear from their explanations that there is a very strong need for a continuous dialog among committee chairs, so that they are aware of all of the tasks being carried out to prevent efforts from being duplicated. A suggestion was made to create a council of committee chairs who could meet several times between members meetings in teleconference to discuss common problems. Also, committee chairs were encouraged to meet more often with their members via teleconference meetings to be able to present their tasks and committee reports to the Board with ample time for the Board to digest, so that the Board is prepared to act on their requests. Also, the need to have advisory panels in the committees will solve the problem of some committees, and would make better use of their personnel. All of this will be brought to the Board today for discussion and implementation.

Also, committee chairs voiced a strong opinion about the strategic plan that was presented to the Board at the June 27 meeting. The strategic plan that was adopted by the Board does not reflect the objectives and strategies of the committees, as it was requested by the Executive Director at the time. It was decided that it will be requested at this meeting that all committees resubmit their modified strategic plan to the Board that includes the present financial situation, so that the present strategic plan can be modified to better reflect the work of the committees.

Finally, the Board and EC have been working hard to try to resolve the issues regarding OrchidWiz and the AOS. The Board, in a previous teleconference meeting, authorized Chris Rehmann and me to meet with Alex Maximiano to see if there was a possibility of understanding between the two entities regarding this issue. The Board also authorized the EC to review any letters of understanding before they are presented to the Board. This has been a difficult process due to the continuous correspondence from OrchidWiz supporters that doesn't allow us to concentrate on the issues on hand. We have told Alex Maximiano, owner of OrchidWiz, that it is the intent of this Board that an agreement will be drafted and presented that will benefit both parties so that all issues are resolved and we can move forward with our programs.

Respectfully submitted,

Carlos Fighetti, President

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

Report of the Chief Operating Officer

Ron McHatton, PhD

The last three months have represented a rough transition. The announced impending closure of the facility to the public has resulted in lower attendance figures than forecast. The Garden Committee and the Staff are working hard to bring people into the facility and I'll have more to say with regard to those efforts below. The

garden looks beautiful, a tribute to Treasure Coast Landscaping, Frank Smith and the hard work of Nick Ewy and more than a few dedicated volunteers like Rosemary Chenery who give so freely of their time. Even though attendance has been below summer targets, garden admissions revenue has been sufficient to pay the cost of the Treasure Coast contract.

The Society is operating close to budget although we shouldn't celebrate. August ended with a net positive, however the excess revenues all came from contributions and the fact that reduced membership numbers resulted in fewer magazines printed and concomitant reduced costs. In addition, we've borrowed from the McQuerry funds so far this fiscal year a total of \$255,021 (\$530,021 including those funds borrowed last fiscal year Temp Restricted) and these must be returned at some point during the remaining months of the fiscal year. We are continuing to look for ways to reduce costs. Some have been easy. For instance, at the end of June we were paying an average of \$600/month for coffee and coffee supplies. This has been reduced to about \$50/month (net) by returning to the old brewed pot service we used to use. We've eliminated one full-time employee in our Accounting Department and replaced that individual with a part-time employee and we are more closely monitoring office supply expenditures. We have also discovered that employee sick and personal time accrual has been at twice the rate (12 days/year rather than 6 days/year) indicated in the employee manual. This error has been corrected and will result in a reduction of these personnel related costs by half. Other savings are proving to be much more difficult. As an example, we currently lease three large copiers which together cost us about \$1,500/month. Unfortunately, the leases for these machines are 5 year term (we are in year 2) and are specified as irrevocable and unmodifiable so we can't simply call up the vendor and have them take one or two back. We are investigating a way to work around the leases but have not yet resolved the situation.

Membership continues a steady, disconcerting downward trend and last month was one of the worst for new members (96). In addition, there has been a dramatic shift in membership composition. At the end of 2007, our membership was almost exactly 50% two-year memberships. As of the end of September, our membership has declined to 33% two-year memberships and each month of this fiscal year has seen renewals and new memberships running about 20-25% two-year term. Our current budget was formulated based on the assumption of a 50:50 mix of two- and one-year memberships and this shift has a dramatic and real effect on the bottom line. For discussion purposes assume that the budget forecasts 100 new and 100 renewing members. Our budget assumes 50 of each of these to be two-year memberships. The revenue forecast for this month would then be 100 [50 each new and renewing] x \$65.00 + 100 x \$125.00 = \$19,000. If the mix shifts to 33% two-year that revenue changes to 134 x \$65.00 + 66 x \$125.00 = \$16,960 a cash flow shortfall of \$2,040. At the current mix of 25% two-year, the shortfall is \$3,000 for this example. This shift from two-year to one-year memberships is going to make meeting membership revenue targets exceedingly difficult but it's unfortunately most likely a reflection of today's economic pressures.

We are still waiting for a preliminary audit report from Purvis Gray and had hoped to have it prior to our meeting in San Marino although that now looks unlikely. As a result of Pete Furniss' work with the auditors, \$110K of fixed assets has been reclassified as expenses so depreciation should be less going forward. As a result however, the audit will show a much bigger loss for last year than you saw earlier. The remaining salaries for Jim Jordan and Brian Swanson have been moved out to the prior fiscal year resulting in about \$14,000 less expense for the first two months of this fiscal year. Printing of Orchids is below budget but all of that is a reflection of dropping membership numbers and not cost savings. I'm working with Jim to get him up to speed with InDesign and that will result in significant legitimate cost savings. We have also hired a new ad manager, John Wrench, with significant InDesign experience as well as a graphic arts background. Lindsay Stewart, who he will replace, will be leaving us on Friday October 16, 2009.

A total of \$113,223 in pledges, the result of the work of the Garden Committee and Chris Rehmann's annual fund campaign, the final distribution of \$24,021 from the McQuerry estate, and a number of unrestricted donations have been raised (Fund Activity Report). The balance of Garden Pledges outstanding is \$9,785. The current budget includes a grant of \$17,500 from the Palm Beach County Cultural Council. However, that grant was never applied for. Their fiscal year is such that the application was due by February 2009 with disbursement from September 2009 to August 2010. At the time of the application deadline we would not have qualified because of our impending closure and we did not apply. Unfortunately the line item wasn't removed from the current budget. However, reimbursement for last year's grant occurs in this fiscal year and we have received \$7,336.84. We will not be able to claim the remainder because the strict reimbursement requirements were not followed and a grant for this year does not exist leaving us potentially short slightly more than \$10,000. We will look diligently for grant sources to make up the difference.

Pam Giust is now maintaining a stronger control of the delinquent awards and judges lists which directly impact revenue streams. We have also modified the process of summary submission so that they come first to me for editing and nomenclatural compliance and then are sent on to Pam. This accomplishes two things. First, it avoids handling summaries more than once and second, it allows Pam to process awards billings and certificates in a more real-time fashion rather than batches improving efficiency.

The Garden Committee and the Staff are working diligently to bring people into the gardens. We are beefing up promotion of the site through local advertising in an attempt to drive up attendance and the recent positive article in the Sun Sentinel had a significant effect. We have local classes scheduled for the October, November and December, art and quilt exhibits, coordinated bus tours to South Florida shows this coming fall and winter and a full schedule of Wine & Music events in the garden (schedule to be sent under separate cover). We are booking group tours as well as facility rentals for luncheons, lectures and other events. We are also planning two "one-stop-shopping" weekends for December that will put a supply vendor, orchid vendor and art vendor here under one roof. Our fall show planning is well underway and we will also hold a special "thank you" cocktail party Saturday evening of the show, November 21st, for those who pledged money to support the gardens. You are all invited! Since visitation numbers drive admissions as well as shop revenues, we continue to look for quick less people-intensive things to bring in visitors.

Respectfully submitted,

Ron McHatton, Chief Operating Officer

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

WOC Trust Report

(read into minutes by Ron McHatton)

Peter Furniss

See the attached report.

Reports of Board Committees

Report of the Treasurer

Lowell Jacks

As everyone is aware, the AOS is still in a financial crisis and it is not a situation that we will be able to come out of in a short period of time. Our membership numbers continue to decrease and income from garden admissions continues to fall below what was budgeted. We have continued to borrow funds from the McQuerry funds in order to meet our operating expenses. As you are aware, those funds must be repaid to the restricted fund account. Our unrestricted donations for July through September 2009 have amounted to \$49,718 which includes \$28,500 from the unrestricted appeal letter sent out by Chris Rehmann.

The Garden Committee continues to work hard to bring people into the garden. Some of this is a result of positive advertising and local classes and events being scheduled. A "thank you" cocktail party is scheduled for November to honor those who have pledged money to support the gardens.

We have received a draft audit from Purvis Gray & Co. in which they communicated several significant deficiencies to include: purchasing policy, journal entries, audit adjustments, endowment investment policy, investment policy, and travel expenditures. Once the final audit is delivered to the AOS, those items will be addressed by the Finance Committee with recommendations coming to the Board of Trustees. The final audit will be distributed to the Board of Trustees.

The September 2009 financials have not been received to date but hopefully they will be received prior to the Finance Committee meeting on Saturday, October 17th.

Respectfully submitted,

Lowell Jacks
Treasurer

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

Development Committee

Chris Rehmann

The Development Committee has been reviewing opportunities to raise funds for the Society. Our focus has been to raise unrestricted funds to offset declining membership.

The current Committee members Dennis Dayan, Taylor Slaughter, Karen McBride and Max Thompson have assisted the Chair with suggestions and critic of various proposals. Their input is greatly appreciated.

Three programs are either underway or under consideration.

Trustees and Officers Drive

In order to gauge the commitment to the American Orchid Society, a donation drive was initiated by sending a request for donations to the current officers, trustees and committee persons, along with the former officers and trustees as best could be determined.

The purpose of the campaign was to determine if there is a commitment to the Society from the people who are or have been the leaders and volunteers willing to serve the Society in various capacities.

The results of this campaign were:

260 letters were distributed
16 letters were returned for various reasons
53 gifts were received totaling \$25,300
8 gifts were received as installments totaling \$5,200

Results: 62 gifts totaling \$30,500 were received. The return rate was 25%.

This is not a favorable response, in my opinion, since the targeted audience is the officers, trustees and committee volunteers. I did not ask for an amount to be donated so that everyone could donate something.

The \$30,500 is a net amount since the cost of the mailings, envelopes etc. were donated.

Affiliated Orchid Society Drive

Our next venture is to mail to the Affiliated Orchid Societies. There are about 300 societies in the United States and Canada. Seeing the results of the mailings during the Trustee and Officers Drive, it is my recommendation that we limit the mailing to the Societies in Canada and the United States.

It has not been decided whether to ask for a donation amount. The initial idea was to ask for \$200 from the small societies and \$500 or more from the larger societies. This is still under consideration.

Feasibility Study

I had a conversation with Tom Purviance, Parkside Orchids. Tom was a Development Officer in the past and I wanted his opinion about the need for a full time Development Officer for the Society. Tom suggested that if the Society was going to raise substantial funds then a full time Development Officer was a requirement.

The plan that is proposed is to determine the cost of a feasibility study to test the fund raising capacity is for the organization. The objective would be to raise the cost of the study and its implementation.

Respectfully submitted,

Chris R. Rehmann, Development Chair

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

Governance Committee Report

Taylor Slaughter

The Governance Committee has at long last received the attorney's report on the bylaws. Because it arrived shortly prior to this meeting in California, the committee has not met to discuss the changes necessitated by that report. We expect to do so in the week of October 26. Following that meeting, we expect to have the report to the Trustees with the answers to their questions/comments from the second week in August. We will also prepare the rationale on the bylaws changes to present to the membership and the draft of the bylaws ready for the website. We hope to have all of this completed by the week of November 9.

Our next task will be to prepare the Trustees Handbook, including the Policies and Procedures Manual. We also plan to prepare the Trustees Orientation so that no future classes of Trustees will have to begin their service without a thorough knowledge of the organization's history and current status.

Respectfully submitted,
Taylor Slaughter, Chair

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

Nominating Committee

Harry Gallis

Since the committee had not completed its work, there was no report.

Judging Committee

Gary Kraus, MD

Gary requested approval of personnel changes detailed in the attached report with the exception of changes to Judge Emeritus and Newly Elected Center Chairs and Vice Chairs. President Fighetti called for a motion to approve these personnel changes proposed by the JC.

**Upon a motion duly made and seconded, the Trustees
VOTED to approve these personnel changes as outlined by the Judging Committee.**

There followed a discussion of two requests for change in status to Judge Emeritus. President Fighetti called for motions to approve these changes.

**Upon a motion duly made and seconded, the Trustees
VOTED to approve the elevation of William Guthrie to Judge Emeritus
as recommended by the Judging Committee.**

**Upon a motion duly made and seconded, the Trustees
VOTED to approve the elevation of John Charles Kramer, M.D. to Judge Emeritus
as recommended by the Judging Committee.**

After a call for executive session,

**Upon a motion duly made and seconded, the Trustees
VOTED to go into executive session.**

**Upon a motion duly made and seconded, the Trustees
VOTED to go out of executive session.**

**Upon a motion duly made and seconded, the Trustees
VOTED to delay voting on the Newly Elected Center Chairs
until chairs of all judging centers are elected.**

After discussion,

**Upon a motion duly made and seconded, the Trustees
VOTED to have Emeritus judges receive the
AQ Plus without charge in recognition of their service to AOS.**

**Upon a motion duly made and seconded, the Trustees
VOTED to approve the establishment of an additional judging site
for the Florida Caribbean Judging Center in San Juan, Puerto Rico.**

**Upon a motion duly made and seconded, the Trustees
VOTED to approve the Judging Handbook Changes
proposed by the Handbook Rewrite Task Force.**

**Upon a motion duly made and seconded, the Trustees
VOTED to approve establishment of an Exhibit of Merit or Silver Certificate award.**

**Upon a motion duly made and seconded, the Trustees
VOTED to approve changing the name of the " Working Task Force"
to "Judging Policy Task Force" (JPTF)**

**Upon a motion duly made and seconded, the Trustees
VOTED to approve proposed changes to Paragraphs 2.1. Organization
and 3.8 Center Representation to permit alternate representation
at a JC meeting when both the chair and vice-chair
of a center are unable to attend a meeting.**

**Upon a motion duly made and seconded, the Trustees
VOTED to approve revisions of paragraphs 1.1 Mission and**

1.4 Handbook of Judging and Exhibition. (See attached report)

Upon a motion duly made and seconded, the Trustees voted that no quality award, excluding a cultural award which goes to the grower, shall be granted to a previously awarded cultivar unless the new flowering is notably superior to that under any previous award.

Upon a motion duly made and seconded, the Trustees VOTED to approve revisions to paragraphs 3.3.1.1, 3.3.1.2, and 4.9.4.1 dealing with clarification of the term quorum. (See attached report)

Upon a motion duly made and seconded, the Trustees VOTED to approve the addition of paragraph 5.5.3 (5) which provides a process whereby the chair of the JC may waive the requirement of an image when an award photo is lost or inadvertently destroyed. (See attached report.)

Upon a motion duly made and seconded, the Trustees VOTED to approve changes to paragraphs 4.2.1, 4.2.2, and 4.2.3 clarifying that the minimum three years required for a student or probationary judge will be determined by the sixth regular semi-annual trustees meeting. (See attached report)

Upon a motion duly made and seconded, the Trustees VOTED to approve paragraphs 4.2.1.2, 4.5, 5.5.3 as presented except for the phrase "physical and mental fitness". (See attached report)

Upon a motion duly made and seconded, the Trustees VOTED to approve paragraph 4.8 to read "In addition, all AOS judges shall avoid making demeaning comments publicly concerning other judges, judging team support personnel, orchid plants, orchid exhibits, exhibitors or the American Orchid Society."

After a presentation of the nominees for annual awards by Taylor Slaughter,

Upon a motion duly made and seconded, the Trustees VOTED to approve the nominees presented. (See attached report)

Respectfully submitted,

Gary Kraus, MD

Upon a motion duly made and seconded, the Trustees VOTED to accept this report.

See the attached reports.

Library/Archives Committee:

John Ingram

John requested approval for \$5,000 annually from library funds subject to their availability for purchase of books about orchids. This request was referred to the Finance Committee for their recommendation.

See the attached complete report.

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

Research Committee –

Cynthia van der Weile, PhD

See the attached report.

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

See the attached report.

Conservation Committee –

David Horak

See the attached report.

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

Education Committee –

Rhonda Heide

See the attached report.

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

Reports of Operational Committees (Only if Board action is required)

Public Garden Committee

Deane Hall

See the attached report.

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

Affiliated Societies Committee –

Carol Holdren

See the Attached report

**Upon a motion duly made and seconded, the Trustees
VOTED to provisionally approve a meeting
in Shreveport in Spring 2011.**

After discussion,

**Upon a motion duly made and seconded, the Trustees
VOTED to reconsider the motion for the spring 2012 meeting location.**

**Upon a motion duly made and seconded, the Trustees
VOTED to accept the following societies as affiliated societies:**

**East Texas Orchid Society
Brookside Gardens Orchid Club
Associacao Orquidofila Piracicabana
Taiwan Orchid Breeders Society**

Respectfully submitted,

Carol Holdren

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

Publications Committee –

Don Ghiz for Greg Allikas

See the attached report.

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

Technology Committee –

Ted Kellogg

See the attached report.

Membership Committee –

Tim Brooks

See the attached report.

**Upon a motion duly made and seconded, the Trustees
VOTED to accept Chris Rhemann's offer to follow-up on 500 members
lost this summer at his expense and offer them a \$50 membership
with him making up a \$10 shortfall and Carlos Fighetti
making up the remaining \$5 shortfall**

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

Special Funding Committee –

Jackie Wood

**Upon a motion duly made and seconded, the Trustees
VOTED to dedicate the proceeds of tonight's auction to**

general fund.

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

Web Committee:

Sandra Svoboda

See the attached report.

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report.**

Strategic Plan: Carlos asked that all committees resubmit their strategic plans.

Unfinished business: None

New Business:

**Upon a motion duly made and seconded, the Trustees
VOTED to defer the report of the COO and the office manager.**

**Upon a motion duly made and seconded, the Trustees
VOTED to create a Chairs Council headed by Rhonda Heide**

**Upon a motion duly made and seconded, the Trustees
VOTED to create advisory membership categories
for the standing Committees**

**Upon a motion duly made and seconded, the Trustees
VOTED to set up a standing meeting time each month
for new or unfinished business.**

**Upon a motion duly made and seconded, the Trustees
VOTED to approve 909 new members.**

Gallery proposal: After discussion of a proposal from Dom Deluise and the Orchid Alliance and the CGS to create a gallery at the AOS named for Dom Deluise,

**Upon a motion duly made and seconded, the Trustees
VOTED to have the Executive Committee continue investigation
of this project and report back to the Board.**

**Upon a motion duly made and seconded, the Trustees
VOTED to suspend the activities of the Ethics Task Force
so that a procedure for its actions can be prepared
and submitted to the Board of Trustees for approval.**

Upon a motion duly made and seconded, the Trustees

VOTED to go into executive session.

After discussion,

**Upon a motion duly made and seconded, the Trustees
VOTED to come out of executive session.**

President Fighetti next asked for a motion to adjourn the meeting.

**Upon a motion duly made and seconded, the Trustees
VOTED to adjourn the meeting.**

The meeting was adjourned at approximately 5:40 PM.

Respectfully submitted,

Karen McBride

ATTACHMENTS - COMMITTEE REPORTS

WORLD ORCHID CONFERENCE TRUST REPORT

AOS TRUSTEES MEETING, OCTOBER 16, 2009

Plans for the 20th WOC in Singapore call for the Conference to be from the 14th to the 23rd of November 2011. The website has been launched at www.20woc.com.sg. On the Home page you can sign up for an e-Newsletter which will keep you abreast of the latest news about the Conference.

The couple who was in charge of the organizing for the 21st WOC in Pretoria in 2014 has stepped down. The President of the Orchid Society of the Northern Transvaal and the President of the South African Orchid Council are developing alternate arrangements in hopes that the Conference can still be held in South Africa. Last month the Steering Committee presented a fairly comprehensive Business Plan to the Trustees. They envision holding the WOC at the Coca-Cola Dome in Johannesburg, South Africa, from the 15th to the 21st of September 2014. I will have more information available for the spring 2010 AOS meeting.

If you have any questions, please see me in Pasadena or e-mail me at sweetbayfarm@charter.net.

Respectfully submitted,

PETER R. FURNISS

Judging Committee Reports

**MEMBERS MEETING, HUNTINGTON LIBRARY
JUDGING COMMITTEE — GARY KRAUS, CHAIR
THURSDAY, OCTOBER 15, 2009— 9:00 AM**

- I. **Roll call and introduction of guests:** Excused absences: Rita Cohen, Cindy Coty, Rob Griesbach, Cordelia Head, Byron McGraw, Craig Plahn, Peter Poot, Jim Spatzek, Roy Tokunaga and Linda Wilhelm. No unexcused absences. Guests: Carlos Fighetti, Chris Rehmann, Jim Rassmann plus others periodically throughout the meeting.
- II. **Minutes of JC meeting of Friday, April 23, 2009 — Houston, TX**
Approved
- III. **Task Force Reports:**
Other business - 4 Centers have not sent in their judging dates for 2010 and 8 centers need to send in their counts for judging materials needed for 2010.
 - **Species Identification Task Force*— Ron McHatton for Patricia Harding**
Works really well. Improved understanding by the centers. Turn around time is usually a few days. The advisory panel is working well.
 - **Contested Awards Task Force** – Deferred to spring meeting
 - **Center Program/AQ Plus – Howard Bronstein**
4.2 ready and can be downloaded. No errors have been identified.

New System (format) coming for V Center program and AQ Plus. Future, ability to do the summary sheets on line (by the end of next year). Center will sign in and do their summary sheets; provisionals will be maintained. Changes to the program will be done on the site and not by each center so all centers will be current with their summary programs. Sending of images still needs to be resolved, hopefully images can be posted to an ftp site to eliminate the need to mail CDs to AOS.

AQ Plus – December will include images from Taiwan and Japanese orchid growers. 3.6 is a lot easier to install. New exciting format is scheduled for 2011.

Report accepted

- **Training Coordinator— Bill Thoms**
Training manual will be split into two parts - one for training coordinators and one for the others. Center chairs will be copied on requests to the training coordinators to improve center response.

Power point presentations for judging different genera being developed. This to be on CDs. Formats to be somewhat similar. JC to review the presentations before release. Should have a few to review at the next JC meeting.

- **Handbook Task Force* – Kenneth Roberts**

See attachment for HTF with updates

- **Ethics Task Force – Deferred to spring meeting**

- **Working Task Force*– Gary Kraus**

See attachment for WTF updates

***Action/Changes Require JC Recommendation to Board of Trustees**

IV. Personnel Recommendations

A. Elevation of Certified Judges, Probationary to Certified Judge, Accredited:

Armstrong, Karen	Shreveport
Baenziger, Edward	Houston
Chung, Amy	Pacific Central
Gemeinhart, Ernest	Chicago
Ghiz, Donald	Houston
Hawley, Jordan	Cincinnati
Jacobsen, Ken	Pacific Central
Kellogg, Ted	Florida North Central
Saar, Michael	Shreveport
Scuitto, Maryetta	Hawaii
Wetter, Paul	West Palm Beach

Approved by Board of Trustees

B. Elevation of Students to Certified Judge, Probationary:

Clapp, Darin	Cincinnati
Duncan, Sharon	Shreveport
Gordy, Joe	Atlanta
Hansen, Paula	Pacific Northwest
Hansen, Poul	Pacific Northwest
Heide, Rhonda	West Palm Beach
Louie, Wayne	Pacific Northwest
MacIntosh, Audrey	Florida Caribbean
Mancini, Dr. Mary	Shreveport
Payeur, Brittany	Great Lakes
Payeur, Katie	Great Lakes
Payeur, Ron	Great Lakes
Rios, Julio David	Florida Caribbean
Salleh, Abu	Pacific Northwest

Sorokowsky, Dave
Ward, Deborah
White, Brian

California Sierra Nevada
Pacific Northwest
Houston

Approved by Board of Trustees

C. Accepted as Students in these Centers:

Bailey, Judy
Embry, Bruce
Frost, Goeff
Gallaway, Alison
Genovese, David
Linger, Joseph
Pikcunas, Charles R.
Schmid, Karina
Shao, James
Stommel, John
Wood, Jackie

West Palm Beach
Rocky Mountain
Alamo
Alamo
West Palm Beach
Northeast
Hawaii
Florida Caribbean
California Sierra Nevada
National Capital
West Palm Beach

Approved by Board of Trustees

D. Request for change in status to Senior Judge:

Baptista, Francisco
Gebestsberger, Maurine (A)
Jernigan, Fred
Larkin, Tom
Matthews, Alan
McCulloch, Dixie
Tibbs, Michael

Pacific Central
Great Plains
Pacific Central
Great Plains
Pacific Northwest
Cincinnati
West Palm Beach

Approved by Board of Trustees

E. Request for change in status from Senior to Accredited Judge:

None

F. Request for change in status to Retired Judge:

Capriles , Alejandro (Sr)
Drozda, Steve (A)
Gray, Dr. William (A)
Hargreaves, Harold (Sr)
Hoff, Susan W. (A)
Kosel, Richard (Sr)
Marshall, Ernest C (Sr)*
Mentha, Robins (A)
Miller, John (A)
Perlite, Tom (A)

Pacific South
National Capital
Hawaii
Rocky Mountain
Hawaii
Carolinas
Florida North Central
Carolinas
Pacific South
Pacific Central

Severance, Robert (Sr)	Pacific South
Severance, Mary Ann (Sr)	Pacific South
Uedoi, Robert (A)	Hawaii
Verkist, Bruce (Sr)	Pacific Northwest
Whalin, James V.(Sr)	Houston

*Deferred until written request made to center chair

Approved by Board of Trustees

G. Request for change in status to Judge Emeritus:

Guthrie, William Florida North Central

Approved by Board of Trustees

Kramer, John, M.D. Great Plains

Approved by Board of Trustees

H. Request for change in status to Retired Judge Emeritus

Dunnell, Mary	Pacific Northwest
Fisher, Jim	National Capital
Holguin, Leo	Pacific South
Sparks, W. Hayden	Florida Caribbean
Withner, Carl	Pacific Northwest

Approved by Board of Trustees

I.. Termination for cause

None

V. Notifications received by the Judging Committee

A. Granted leaves of absence in these Centers: Length of time

Arrieche, Gilberto	Toronto	Six Months
Campbell, Mae	Northeast	Six Months
Friscia, Susan Keller	Northeast	Six Months
Jones, Roderick F.	Northeast	One Year
Lewis, Clinton	Rocky Mountain	One Year
Setiawan, Ronald	Chicago	Six Months
Wilson, Karen	Florida North Central	One Year
Wong, Calvin	Toronto	Extend Six Months

B. Returned from leaves of absence in these Centers:

Perlite, Tom Pacific Central

C. Resigned in these Centers:

Brown, Katherine (S)	Houston
Colbert, Mary Jane (A)	California Sierra Nevada
Lyon, Danny (P)	Great Plains
Mow, Elton (P)	Hawaii
Ostenstad, Christine (S)	Pacific Northwest
Roy, Nicole (S)	Toronto
Seelas, Mathias (S)	Hawaii
Shaw, Peggy (S)	West Palm Beach
Sheridan, Mike (A)	Northeast
Thibeault, Jocelyn (S)	Toronto

D. Automatic Termination in these Centers:

Brydon, Tim (Sr)	Pacific Central
Gage, Randy (S)	Alamo
Gleason-Jordan, Irene O. (Sr)	Pacific South
Merics, Thomas (P)	Pacific Central
O'Day, Patrick (P)	Hawaii
Wilson, Ramona (A)	Pacific South

E. Transferred in these Centers:

Cardwell, Clarence C.(Sr)	Florida North Central to Cincinnati
Etheridge, Tom (A)	
	Northeast to Pacific Northwest
Overton, William (A)	Northeast to Florida North Central
Soule, Lee C. (A).	Northeast to Florida North Central

F. With regret, the deaths of the following judges are noted:

Ernst, Robert (E)	Pacific South
Fleig, Richard (A)	Pacific Central
Jenkins, Larry (Sr)	Pacific Central
Liddell, Dr. Robert W. (E)	Pacific South
Moody, Dr. James (R Sr)	Florida North Central
Shelton, Jerry (Sr)	Houston

VI. Center Business

Newly Elected Center Chairs/Vice Chairs

Sallie Delahoussaye	Chair	Alamo
Wayne Marine	Vice Chair	Alamo
Aileen Garrison	Chair	Atlanta
David Janvrin	Vice Chair	Atlanta
Susan Wedegaertner	Chair	California Sierra Nevada
Kathy Barrett	Vice Chair	California Sierra Nevada
Linda Thorne	Chair	Carolinas
Harry Gallis	Vice Chair	Carolinas
James Spatzek	Chair	Chicago
Larry Sexton	Vice Chair	Chicago
Janice Yates	Chair	Cincinnati

Jordan Hawley	Vice Chair	Cincinnati
Tom Mulholland	Chair	Dallas
Manuel Aybar	Vice Chair	Dallas
Diane Davis	Chair	Florida Caribbean
Richard Fuford	Vice Chair	Florida Caribbean
Kenneth A. Roberts	Center Chair / Chair Tampa	Florida North Central
Lois Posey	Center 1st V.C./ V.Chair Tampa	Florida North Central
Glenn Brown	2nd Vice Chair / Chair Orlando	Florida North Central
Jim Williams	3rd Vice Chair Orlando	Florida North Central
Donald Garling	Chair	Great Lakes
Joseph Peterson	Vice Chair	Great Lakes
Raymond Gabaldon	Chair	Great Plains
Bryon Rinke	Vice Chair	Great Plains
Roy Tokunaga	Center Chair/Chair Honolulu	Hawaii
Dale Miasaki	Center 1st V Chair./V.C. Honolulu	Hawaii
Sandra Song	1st Vice Chair / Chair Hilo	Hawaii
Karen Kimmerle	2nd Vice Chair / Hilo	Hawaii
Maryetta Scuitto	1st Vice Chair/Chair Maui	Hawaii
Ivan Komoda	2nd Vice Chair Maui	Hawaii
Julius Klehm	Chair	Houston
Marilyn Holloway	Vice Chair	Houston
Dr. Craig Plahn	Chair	Mid-America
Joe Lankton	Vice Chair	Mid-America
Paul Sheetz	Chair	Mid-Atlantic
Walter Off	Vice Chair	Mid-Atlantic
Rob Griesbach	Chair	National Capital
Ken Meier	Vice Chair	National Capital

Elections in November

Maynard C. Michel	Center Chair /Chair Oakland	Pacific Central
C. Todd Kennedy	1st Vice Chair Oakland	Pacific Central
Japheth Ko	Center V.C /Chair San Francisco	Pacific Central
Terry Boomer	2nd Vice Chair San Francisco	Pacific Central
William Zimmerman	Center Chair /Chair Tacoma	Pacific Northwest
James Huffman	Center V.C./Vice Chair Tacoma	Pacific Northwest
Russ Volker	1st V. Chair / Chair Vancouver	Pacific Northwest
Betty Berthiaume	2nd Vice Chair Vancouver	Pacific Northwest
Tom Etheridge	1st Vice Chair / Chair Oregon	Pacific Northwest
Linda Mitchell	2nd Vice Chair Oregon	Pacific Northwest
Greg Truex	Center Chair /Chair San Marino	Pacific South
Doug Overstreet	V.Chair San Marino	Pacific South
HelmutRohrl	1st V.C./Chair Long Beach	Pacific South
Karen Muir	2ndVice Chair Long Beach	Pacific South
Loren Batchman	1st V.C./Chair Encinitas	Pacific South
Fred Clarke	2ndVice Chair Encinitas	Pacific South
Bryce Augustine	1st V.C./Chair Santa Barbara	Pacific South
Jim Sloniker	2nd Vice Chair Santa Barbara	Pacific South
Marilyn Stark	Chair	Rocky Mountain
Marion Allen	Vice Chair	Rocky Mountain
Byron McGraw	Chair	Shreveport
Lena Parker	Vice Chair	Shreveport
Peter Poot	Center Chair /Chair Toronto	Toronto
Terry Kennedy	2ndVice Chair Toronto	Toronto
Howard Ginsberg	Center 1stV.C/Chair Montreal	Toronto
Andre Levesque	2ndVice Chair Montreal	Toronto
Dorothy Bennett	Chair	West Palm Beach
Bonnie Riley	Vice Chair	West Palm Beach

Proposed list not approved by board. Awaiting one center completion and one center reconsideration. Board to reevaluate in December.

VII. Old Business

JC chair to send all chairs electronic copies of the species identification forms and to have placed with the other forms in the future.

VIII. New Business

A. Brainstorming Session: How can we redirect the focus of the annual special awards to reflect plant/flower excellence rather than the aesthetics of the photographic images?

This was deferred and will be the subject for the next Judge's Forum and will then be discussed at the JC Brainstorming Session the following day.

B. AQ Plus subscriptions for emeritus judges

Emeritus judges will receive their AQ Plus in recognition of their service to AOS. This is effective January 2010. Handbook changes will be needed.

Approved by Board of Trustees

C, Application for an additional Florida Caribbean judging site in San Juan,

Puerto Rico. Approved by Board of Trustees

D. No confidence vote for JC chair – Motion by Ken Roberts and second by Julius Klehm. Motion to table by Lowell Jacks and second by Aileen Garrison: 14 to table and 7 not to table. Motion tabled.

E. 2008 Special Annual Awards – Taylor Slaughter

Jesup Botanical Trophy – Embreea herrenhusana ‘Castle’, FCC/90

Butterworth Prize – Doritaenopsis E-Hsin Angel ‘Kimo’, CCM/85

W. W. Wilson Award – Paph. Crystelle ‘Awesome Blossom’, FCC/91

Masatoshi Miyamoto Award – Cattleya loddigessii ‘Mai Short Sweetheart’, FCC/90

Herbert Hager Award – Phal. Tristar Harlequin Era ‘Tristar’, AM/84

Carlyle A. Luer Award – Acianthera recurva ‘J & L’, AM/81

Roy T. Fukumura Award – Neofinetia falcata v. Shutennou “High Five”, CCM/88

James and Marie Riopelle Award – Milt. Lennart Karl Gottling ‘Black Ruby’, AM/80

Robert B. Dugger Award – Wilsonara Tiger Brew ‘Janet Bernhardt’, AM/80

Benjamin Kodama Award – Dendrobium aphyllum ‘Wanda Byrd’, CCE/90

Fred Hillerman Award – Angraecum Appalachian Star ‘Darn Tootin’, AM/86

Benjamin C. Berliner Award – Lycaste Always ‘Melissa Inboriboon’, AM/84

Milton Carpenter Award – Trichopilia Comfort ‘Athereal Cloud’, AM/81*

Ernest Hetherington Award – Cycnoderis Jumbo Puff ‘antkaren’, AM/85*

Bill Thoms Award – Bulbophyllum A-doribil Anna Roth ‘Cherry’, AM/81

Merritt W. Huntington Award – Cattleya tigrina ‘SanBar Giant’, FCC/90

Approved by Board of Trustees

*Subsequent disqualification to be reviewed by Board

IX. Announcements

- **Spring 2010 Meeting: April 29, 2010, Oklahoma City, OK – Fall Business Meeting Minutes /Personnel changes/new business/current roster/awards totals/center sponsor due NLT March 1, 2010**

X. Adjournment

Respectively submitted,

Gary Kraus

Chair

October 2009 Trustees Meeting

**Handbook changes approved by Board of Trustees
including partial portions of larger paragraphs**

Mission Statement

1.1 Mission

The American Orchid Society Judging System, as implemented by this Handbook, is designed to provide a process to its members, affiliated societies and orchid growers everywhere by which their orchids can be evaluated and judged for American Orchid Society awards. The AOS judges provide this service at AOS sanctioned shows, the various AOS judging centers regularly scheduled judging sessions and other AOS sanctioned events. This process is designed to recognize quality orchid plants, exceptional cultivation, significant advancements in breeding and artistic design. All orchid growers are encouraged to take advantage of this service.

Approved by Board of Trustees

1.3 Judging Centers (locations and dates established):

Florida-Caribbean Judging Center

Miami, FL – 1955

Puerto Rico – 2010

1.4 Handbook on Judging and Exhibition

The Handbook on Judging and Exhibition, hereinafter referred to as the Handbook, is the official policy statement of the AOS regarding the operation of its judging system and is published on the AOS website and in AQ Plus. Changes to the Handbook, as adopted from time to time by the JC with the approval of the Board of Trustees, are published on the AOS Web site and in AQ Plus. These changes become effective once published. Observance of the rules stated herein is mandatory upon AOS judges as well as show officials and individual exhibitors. Failure to observe the rules may result in disqualification of judges from service, of shows from the privilege of offering AOS judging, or of exhibitors from eligibility to receive AOS awards. All judges are required to own a copy of the current edition of the Handbook as published.

Approved by Board of Trustees

2.1 Organization

The JC is composed of a chair and three to five additional members appointed annually by the Board of Trustees at their first meeting following each election. The term of the chair is limited to four years. One or more of the members may be designated as JC vice-chair. In addition, the chair of each main judging center shall, by virtue of their office, be participatory voting members of the JC. If the judging center's chair is unable to attend, the vice-chair shall serve as the center's voting alternate. If both the chair and vice-chair are unable to attend, an accredited judge of the center, appointed by the chair to represent the wishes of the center, shall serve as the center's voting alternate.

2.3 Duties and Responsibilities

The JC shall:

- (8) Be responsible, under the direction of the Board of Trustees, for biannual revision of that part of the Handbook which is devoted to judging. The Handbook Task Force shall have the authority to correct typographical, editorial, spelling or other administrative errors, without presenting them to the Trustees for approval, provided that this in no way will change the meaning, intent or substance of the Handbook.

2.5 Judging Policy Task Force

A subcommittee of the JC known as the judging policy task force (JPTF) shall be appointed by the chair to act as an executive task force between sessions of the JC. The chair shall head this task force. The judging policy task

force shall help prepare the agenda for JC meetings, make recommendations to the JC, and make policy decisions which require immediate action. No formal action may be taken on matters pertaining to the status of judges. Decisions shall be made by a majority of the judging policy task force including the chair and shall be reviewed by the JC at its next semiannual meeting

3.1 Organization

- (1) The judging system encompasses 24 judging centers, and 13 additional sites, located in the United States and Canada.
- (2) Each center, including any additional sites, is under the jurisdiction of a center committee comprising its active certified judges. Each center committee is a subcommittee of the JC and each main center chair is a member of the JC. Each center shall have a chair, a first vice-chair, two vice-chairs for each additional site, a secretary, a treasurer, a training coordinator, a clerk, (the secretary may serve as clerk), and one or more photographers. The chair, all vice-chairs and the training coordinator must be accredited judges. The photographers need not be members of the AOS.
- (3) Centers in close geographic proximity may, by application to the JC, merge into a single center with multiple monthly judging dates in additional sites by a vote of two-thirds of the judges serving each of the merging centers.
- (4) Center chairs and vice-chairs are elected for terms beginning January 1, following the trustees' meeting at which they are confirmed. Chairs and vice chairs completing the term of a chair or vice chair that is being replaced, officially take office when confirmed by the trustees.

3.2.1 Chair

(11) Be responsible for AOS slides. Official AOS slides shall be properly stored, used and accounted for at each judging center. When the slides are no longer needed or required by a center, the collection may be destroyed by the center. In order to do so, the center chair must send a notice to the awards registrar, with a copy to the JC chair, explaining why the center wishes to destroy the slides as well as how and when they will be destroyed. Under no circumstances shall a center sell, barter, donate or otherwise disperse any AOS award slide.

(18) Send a copy of the judging center award totals, including shows in the center's jurisdiction, for preceding year in the appropriate format to the chair of the JC at least 60 days prior to the spring meeting of the Board of Trustees

3.2.1.1 Removal of the Center Chair

In the event a center chair does not comply with the requirements of this Handbook and specifically paragraph 3.2.1, the Chair of the Judging Committee shall place an item on the agenda for the next scheduled Judging Committee meeting to review the performance of the center chair. The chair in question will be invited to present his/her case or mitigating circumstances to the Judging Committee. After review, should, the majority of

the Judging Committee members, via secret ballot, determine that the center chair in question is in non-compliance then a recommendation to the Trustees shall be made to remove the center chair.

3.3 Meetings.

Regular monthly meetings shall be scheduled for the judging of orchid plants and flowers. The dates of these meetings are published on the AOS web-site. Once published, they may not be changed without the approval of the JC. The agenda at these meetings may also include discussion of judging procedures and problems, review of minutes of meetings of the JC, viewing images of recent awards from other centers and such other educational activities as the judging center committee may determine. No formal action may be taken, however, on matters pertaining to the status of judges, recommendations to JC, or other substantive matters, which are reserved for duly called business meetings.

3.8 Center Representation

Representation of a center at JC is vital to the administration of the judging system. All centers shall be represented by their chair, (or vice-chair as alternate) at each JC meeting. If both the chair and vice-chair are unable to attend, an accredited judge of the center, appointed by the chair to represent the wishes of the center, shall serve as the center's voting alternate

If a center is not represented by its chair, vice-chair or appointed alternate at two consecutive JC meetings and the absences are not excused, the center shall forfeit its representation until such time as a new chair is elected.

4.2.1 Student Judge

Any person aspiring to become an AOS judge and fulfilling the requirements thereof, regardless of his/her place of residence, may apply to any center for appointment as student judge and upon satisfactory completion of the requirements as provided in this chapter ultimately may become an accredited judge. A student judge is expected to participate in the judging center's training program and upon demonstration of satisfactory completion of this training may be eligible for consideration for appointment as probationary judge. A student judge's training period is a minimum of three years and a maximum of five years following their appointment by the board of trustees and expiring at the end of the tenth regular semiannual trustees meeting following their appointment. If a student judge fails to be advanced at the end of five years of service in this grade, the student shall no longer be permitted to judge and he/she shall be terminated as a student judge. A student who resigns may reapply to any judging center committee for reappointment as a student after a minimum waiting period of one year. Any previous time served shall not be reinstated.

Approved by Board of Trustees

4.2.1.2 Qualifications

Candidates for student judge must:

(9) Maintain membership in the AOS, and subscribe to AQ Plus.

(11) Be able to meet the requirements of the judging system with respect to available time, language skills, ability to travel, physical and mental fitness, and participation in training and judging activities.

4.2.1.3 (10) Do you own a copy of the latest edition of the Handbook on Judging and Exhibition? DELETE

4.2.2 Probationary Judge (Paragraph one)

Candidates for probationary judge must have served as a student judge for a minimum of three years determined by the sixth regular semiannual trustees meeting following their appointment and must be nominated by one or more accredited judges for consideration by the judging center committee. The judging center committee shall vote on the student judges they propose for advancement, at the center committee business meeting prior to the trustees meeting at which the judges will be eligible for advancement. The requirements for a quorum and voting procedures for business meetings of the judging center's committee are specified in paragraphs 3.3.1.1 and 3.3.1.2). Candidates recommended for appointment as certified judges will be required to sign an appointment acceptance agreement provided by the AOS, in the form approved by the JC.

4.2.3 Accredited Judge

Candidates for accredited judge must have served a minimum of three years as a probationary judge, determined by the sixth regular semiannual trustees meeting following their appointment. Judging center committees shall vote on the judges they propose for advancement, at the center committee business meeting prior to the trustees meeting at which the judges will be eligible for advancement. The procedure for nomination for advancement is the same as for probationary judge. The requirements for a quorum and voting procedures for business meetings of the judging center's committee are specified in paragraphs 3.3.1.1 and 3.3.1.2. Candidates recommended for appointment as certified judges will be required to sign an appointment acceptance agreement provided by the AOS, in the form approved by the JC.

4.5 Knowledge and Abilities

(10) A judge must possess sufficient command of the English language so that he/she can understand the Handbook on Judging and Exhibition and AQ Plus, can understand and write descriptions, make and understand comments being made about any plant, and respond to questions.

4.8 In addition, all AOS judges shall:

(3) Avoid making demeaning comments publicly concerning other judges, judging team support personnel, orchid plants, orchid exhibits, exhibitors or the American Orchid Society.

4.9.4 Suspension, termination and other disciplinary actions.

A certified judge may be suspended terminated or disciplined either for cause, as set forth in Paragraph 4.9.4.1, or automatically, as set forth in Paragraph 4.9.4.2.

4.9.4.2 Automatic Suspension or Termination

(1)(e) failure of a probationary judge or student judge to be advanced at the end of five years of service in their respective grade.

(2) In each instance outlined in (1) (a) through (d) above, an initial notice or invoice (as appropriate) shall be sent to the judge. If the judge has not executed the required waiver or paid the required fees within 30 days from the due date of the notice or invoice, a second notice or invoice shall be sent via certified mail with return receipt requested. A copy of this notice shall be sent to the center chair, who shall acknowledge receipt of the notice and shall insert a copy of it in the judge's personnel file. A copy of this notice shall also be sent to the JC chair. The second notice shall state that if full payment or the signed waiver is not received within 60 days from the date of the notice the judge shall be placed automatically on suspension for a period of 60 days. The second notice shall also inform the judge that if he/she is ultimately placed on suspension, he/she may not judge, present plants and/or cut flowers for AOS judging, and at the end of the 60 day suspension if the payment or waiver has not been received, he/she will be permanently terminated as an AOS judge.

~~(5) In the event that any of the failures discussed above in paragraphs 4.9.4.2 (1), (2), (3) or (4) involve the judging center chair, the chair shall be disqualified from performing the functions cited in those sections. Those functions then shall be performed by the first vice-chair of the judging center. If both the chair and the first vice-chair are involved, the chair of the JC shall perform those functions or shall appoint another accredited judge from that judging center committee to do so. DELETE~~

5.5.2.1 Judging - Procedure

(5) Taxonomic verification of all previously unawarded species is required, no matter what award is granted. Although taxonomic verification need not be presented prior to an award's being granted, if it was previously obtained, it should be accepted when the plant is judged. Awards will be held in a provisional status until identification is complete. Once an award has been cleared it will be allowed to stand, regardless of subsequent name changes resulting from taxonomic changes or award challenges.

(10) No quality award, excluding a cultural award which goes to the grower, shall be granted to a previously awarded cultivar unless the new flowering is notably superior to that under any previous award.

5.5.3 Recording the Results of Judging

(1) For each award made, the following steps are necessary:

(a) An entry form in triplicate shall be prepared in proper English, providing a description of the flower with exact measurements and other data as required, including the cultivar name, and the owner's name, address, phone number and e-mail address.

(5) The required images, film and/or digital, as specified by the Awards Registrar, properly labeled with the judging entry number of each awarded plant, shall be made and submitted to the appropriate center chair or designee no later than 14 days from the date of judging. Each photographer who agrees to take the official images of awarded orchid flowers and plants, by so doing, gives permission to the AOS to use the submitted images for the Society's purposes and programs. In the event that images are lost or inadvertently destroyed and are not received by AOS, the chair of the JC may waive the image requirement to avoid nullifying the award. In such an instance, a comment shall be added to the award description concerning the absence of the images. Images of poor quality or incorrect images shall not be published and shall not affect the status of the award.

5.5.3.1 Provisional Awards

When an exhibitor has fully met the conditions of a pending provisional award, the chair of the center holding the records of the provisional award shall prepare an electronic submission as described in paragraph 5.5.3(2) and send it to the AOS for processing and billing for the required award fee(s). The cost of awards photography at a show is a show expense payable by the sponsoring society

5.6.1 American Orchid Society Sanction of a Show

An Affiliated Society wishing AOS judging at a show must do the following:

(7) The required fees, for the judging supplies and the show trophy, if desired,...completion.

5.6.2 Judging Supplies

The judging supplies for AOS authorized orchid shows include the following:

(1) Entry forms.

(2) Ballots for the AOS show trophy.

(3) Judging summary sheets.

(4) Score sheets for all point scales.

(5) Award seals for all types of awards.

(6) Awards photography guidelines, SITF measurement forms and information sheets and other ancillary material.

6.2.9 Certificate of Horticultural Merit (CHM)

Awarded to a cultivar of a species or natural hybridAlthough taxonomic verification need not be presented prior to an award being granted, if it was previously obtained, it should be accepted when the plant is judged. Once an award has been cleared it will be allowed to stand, regardless of subsequent name changes resulting from taxonomic changes or award challenges. If such verification is not received within one year, the judging center chair must disallow the award unless there is satisfactory evidence that the question of verification is being actively pursued by a taxonomist. A species or natural hybrid shall not receive a CBR and a CHM at the same judging.

6.2.10 Certificate of Botanical Recognition (CBR)

Awarded to a cultivar of a species, subspecies, variety or natural hybrid deemed especially worthy of recognition for rarity, novelty or educational value previously unrecorded by AOS..... No award of any kind may have previously been made to the taxon. A taxon may be granted a second CBR only to correct a clear taxonomic error in the record and the description of such an award should clearly state the reason for the second award. Once an award has been cleared it will be allowed to stand, regardless of subsequent name changes resulting from taxonomic changes or award challenges. No point scale is used, but the award shall be granted only by the affirmative vote of at least two-thirds of the judging team assigned. A species or natural hybrid shall not receive a CBR and a CHM at the same judging.

6.3.7 Silver Certificate

The Silver Certificate shall be awarded to the exhibit that wins the AOS Show Trophy if the average of all scores is between 85 and 89 points. Any accredited judge may nominate another exhibit(s) for a Silver Certificate to be scored according to the Point Scale used for the AOS Show Trophy, paragraph 7.3.3, and all eligible judges or, in a large show, where there are many judges, an appointed team of at least five accredited judges may score it. Any exhibit that is scored an average of at between 85 and 89 points on this Point Scale shall be awarded a Silver Certificate.

An exhibit or group of orchid plants or cut-flower exhibit may also be nominated by an accredited judge for a Silver Certificate on the basis that it is exceptional, unique or worthy of high recognition but that it does not meet the usual requirements of the Show Trophy. Educational value and creativity may be part of the consideration. It is preferable that all eligible judges vote; however, in a large show the chairman may appoint a team of at least five judges to vote on the nomination. A Silver Certificate shall be awarded by a positive vote by at least $\frac{3}{4}$ of those voting. An award description shall be written that describes the reasons for this prestigious award.

Part II, Exhibition

VI. AOS Judging Centers and Affiliated Societies

After a judging center, supplemental judging center or additional judging site has existed for a number of years, this obligation may be forgotten. More importantly, newly affiliated societies may not even be aware of this responsibility. The AOS does not fund the operating costs of judging centers; these costs are borne entirely by the centers. If renting a location for judging is necessary, the expenses may be considerable. Other regular expenditures include the purchase of library reference materials, projection equipment for reviewing images of awards granted in the other judging centers, training and educational seminars, and supplies and postage for judging center correspondence and record keeping.

In addition to providing AOS judging for society shows and the contributions of the individual judges to Affiliated Society activities and meetings, the presence of an AOS judging center, supplemental judging center or additional judging site is a vital stimulus for orchid growing in any area. Affiliated Societies are encouraged to check periodically with the chair of their area judging center to ascertain the needs of the center and how the society may be of assistance.

Fall 2009 Trustees Meeting

Additional Handbook changes approved by Board of Trustees

1.) 1.3 Judging Centers (locations and dates established):

Rationale: This change was generated by the approval of a new judging site in Puerto Rico..

Proposed 1.3 Judging Centers (locations and dates established) Insert as noted.

Florida-Caribbean Judging Center

Miami, FL – 1955

Puerto Rico – 2010

2) Paragraph 4.8 (3) Demeaning comments

Rationale: This proposed change had been requested by a number of trustees a few months before the meeting and was included in the JCETF report which was withdrawn from the JC agenda and was deferred until next spring. Many trustees requested that this be presented directly to the board for possible implementation at the fall meeting.

There is a basic principle to foster fairness to all and prevent destructive behavior from overturning the common good. This is also the intent of the Handbook on Judging. Those who complain about trampled freedom of speech often neglect the right of members of a club to maintain order and decency to allow them to accomplish securely the organization's goals, work to create dignity and decorum and to protect members from attack. Constructive criticism is often beneficial.

AOS judges are valuable ambassadors of AOS. Public vilification of AOS by a judge is confusing and damaging and should not be condoned. If avoiding demeaning comments about judges, support staff, plants, exhibits or exhibitors is acceptable, then avoiding demeaning comments about AOS per se also should be acceptable and appropriate.

Proposed: 4.8 (3) Insert “American Orchid Society” as noted

Avoid making demeaning comments publicly concerning other judges, judging team support personnel, orchid plants, orchid exhibits, or exhibitors **or the American Orchid Society**.

4.8 (3) Avoid making demeaning comments publicly concerning other judges, judging team support personnel, orchid plants, orchid exhibits, exhibitors or the American Orchid Society.

Fall 2009 Trustees Meeting

Judging Policy Task Force proposed changes returned to TF for clarification and issues not included in the Handbook

1) 5.5.3.1 **Provisional Awards** returned to JPTF for clarification

2) 5.5.2.1 (5) **Varietal Forms** returned to JPTF for clarification

3) **Quorum**

3.3.1.1 Notice of Meeting and Quorum, 3.3.1.2 Voting Procedures (first 7 lines), 4.9.4.1 states in paragraph 5 and in 4.9.4.1 (4), 3.3.1.1 Notice of Meeting and Quorum returned to JPTF for clarification

4) **Conference Calls**

It has been suggested that center business meetings be allowed to be held by conference call or other electronic means.

It was the feeling of the task force that the physical meeting of a center is important to its functioning and that face-to-face meetings are especially important for those judges still in training. (No vote needed)

5) **Special Awards**

The issue of divulging point scores when selecting the winners of AOS special awards and the definition of "the most outstanding example" was raised by one center.

It was the unanimous opinion of the JPTF that divulging point scores is neither new nor inappropriate and that all pertinent information, including the point score, should be included in the special awards selection process. Also, it was the unanimous opinion of the JPTF that "the most outstanding example" means "the best". (No vote needed)

This will be the subject of the next Judge's forum and then ideas discussed at the next JC brainstorm

6) **Too Wide Point Spread**

On occasion a judge's point score is significantly divergent from the range of the other members of the judging team and the judge does not wish to rescore. If this occurs at a small show, although the plant could go to another team to be judged, there may not be another team and the award would not be granted. This often is resolved by the judge involved withdrawing from judging the plant in question. However, many judges refuse to do this and cite the fact that there is no reference to this in the Handbook. They compare this to other actions, which are not permitted, such as eliminating the high and low point scores

It was the feeling of the JC that this was best resolved at the center level. (No vote needed)

7) **Sub-division of the AM and the FCC**

One center suggested Sub-division of the Award of Merit (AM) and the First Class Certificate (FCC) into two parts each:

AM (80-84 points), Superior AM (85-89 points), FCC (90-93 points), Superior FCC (94 points & higher)

This was discussed by the WTF who were unanimous in finding no compelling reason to recommend this change.
(No vote needed)

8) No-name plants

It was the feeling of the task force that having no-name plants in an exhibit was acceptable provided they are ineligible for any AOS awards. (No vote needed)



AMERICAN ORCHID SOCIETY, INC.
FLORIDA NORTH-CENTRAL JUDGING CENTER
TAMPA, FLORIDA



June 20, 2009

Subject: Recommendation for Mr. William Guthrie to be elevated to Judge Emeritus

Bill started growing orchids in 1978, after being introduced to the hobby by Waverly and Dot Fant. He became one of those avid enthusiasts who could not get enough orchids. Bill purchased Fort Caroline Orchids in November 1982. He and his family exhibited at approximately twenty shows per year, both AOS and non-AOS sponsored shows. He closed the business in September 1991.

Bill has served diligently in many different capacities involving orchids. He was president of the Allied Orchid and Bromeliad Exhibitors Inc., which is a group of thirty or more commercial growers throughout the state of Florida. Bill has been a member of the Jacksonville Orchid Society for more than twenty years. During that time, he served as its president and as its show chair on many occasions.

Bill entered the Florida North Central student judging program in November 1985. The AOS Trustees approved his elevation to Probationary Judge on March 3, 1989 and to Accredited Judge March 3, 1992. He attended most of the AOS Trustee meetings since his elevation to certified judge.

Bill served as the chair of the Florida North Central Judging Center for a period of five years (2002 through 2006). Under his leadership, the Orlando Judging Site was established in 2004. He has served as the Treasurer of our center since 2007.

Bill has been a member of AOS for more than thirty years. In 2002 he began serving as a member of the Judging Committee and was part of the Ethics Task Force as well as a Task Force that resulted in the adoption of the Kew Monocot List that the AOS Trustees approved as a standard for AOS. He served on numerous committees for varying periods, including Education, Finance, Audit, Nominating, and Strategic Long Range Planning. Bill served as an AOS Trustee in 2005 and 2006, during which time he chaired an ad hoc Insurance Task Force, which was instrumental in securing an appraisal for AOS' overseas and domestic libraries. The result being, coverage was obtained for the overseas library and upgraded for the domestic.

The Florida North Central Judging Center recommends Mr. William Guthrie for elevation to Judge Emeritus.

Respectfully submitted,

2009 Fall JC Agenda

GREAT PLAINS JUDGING CENTER

RAYMOND GABALDON, CHAIRMAN

OKLAHOMA CITY, OKLAHOMA

On 18 July 2009, judges of the Great Plains Judging Center voted to recommend John Charles Kramer, M.D. for emeritus status. Below is information about John's long service to the orchid community.

While at a medical meeting in Miami, Florida in 1952, started it all with Dr. John Kramer, while on this trip he saw the Orchid Jungle, visited with Tom Fennell, and took a group of orchids plants back to Harvard with him and the rest is history. Since that event, John has exhibited dedication and commitment to the orchid community that is second to none.

John's record of service to AOS and the orchid community is lengthy and impressive spanning 50+ years, starting with his membership in AOS in 1967.

John served two terms as an AOS Trustee; one of those terms (1983-1985) was during the tumultuous times of moving the AOS headquarters from Boston to West Palm Beach and hiring a new Executive Director.

John began his judging career as a student at the Mid-America Judging Center in St. Louis, MO; as a resident of Tulsa, OK, John made a very substantial "round trip" monthly commitment. After two years at the St. Louis Center, John transferred to the San Antonio Center, another sign of his devotion, dedication, and commitment. He becomes acquainted with the judges who would start the Great Plains Judging Center and spends the succeeding two years traveling monthly to San Antonio. When the Great Plains Judging Center officially opened in 1980, John transferred to Oklahoma City where he was known and was elevated to accredited judge status. Dr. John has attended the judging sessions in Oklahoma City for the 29 years it has been open.

Speaking of dedicated attendance, John has attended all of the World Orchid Conferences, except the one in Kuala Lumpur, which involved the State Department warning. John has assumed valuable leadership positions in the Tulsa Orchid Society where he served four terms as President and three terms as Vice President. In addition, he has served three terms as Chair of the GPJC, six terms as Vice Chair/training Coordinator, President of the SWROGA (Southwest Regional Orchids Growers Association) two times, and several AOS Committee positions including the development of the Conservation Committee and Awards Committee.

Even though John has been in ill health for the past several years, his attendance at regional, national, and international events has continued without interruption.

In addition, to show that John practices what he preaches, he holds approximately 70 AOS quality awards among which was his Paph. Susan Booth, FCC (90 pts) winner of the first WW Wilson award.

Dr. Kramer is a Graduate of Harvard University, a Pediatric Pulmonologist, and Board certified in both Pediatrics and Pulmonology. And, John still maintains his medical practice.

The Great Plains Judging Center respectfully requests the Judging Committee to bestow the honor of emeritus on Dr. John Kramer.

Raymond H. Gabaldon III

GPJC - Chair

Library Archives Committee

John Ingram, Chair

Minutes

Library/Archives Committee Meeting, AOS Members Meeting, The Huntington Library, San Marino, California, October 15, 2009

Present: Doris Asher, Christine Chowning, Diana Dunn, Robert Fuchs, Gail Furniss, John Ingram, Norito Hasegawa

Absent: Lloyd DeGarmo, Al Gugeler, Ernest Hetherington, Lois Holmes, Carlos Ossenbach, Francis Plimpton, Chris Rehmann, Tom Sheehan, Ben Singer, Marilyn Stark, and Casimir Zawadecki.

After roll call, the committee reviewed, edited, and approved the amended minutes from the April 23, 2009 members meeting held at Houston, Texas.

Updates:

Tom Sheehan and John Ingram have completed assigning and updating insurance values to the book collection at Delray Beach through author's last name beginning with 'G' (about one-third of the collection.)

Since Chris Rehmann was attending to other AOS business, there were no updates on the McQuerry estate loan.

Gail Furniss updated the committee on information from the previous day's Trustees and Committee Chairs Planning Session.

The winter work week dates were not set, but it was suggested that the work week coincide with the Ft. Lauderdale show.

Individual reports/comments:

Housekeeping updates re: sending more timely minutes to committee members, including those who are absent; review members' contact information; Bob Fuchs: the 19th WOC has wrapped up business; remaining materials to be sent (?) to AOS. Twenty copies of the Proceedings to be given to AOS for fundraising activities/auctions; Bob to organize exhibit of his orchid-related porcelain collection (to be located - most likely - in the gift shop. Bob will rent exhibit cases; needs to check his schedule for possible dates. [Related note: Bob to send samples of Cattleya illustrations on napkins (to AOS?)

General discussion: duplicate serials (journals/magazines) to be listed on AOS website for sale OR to be offered to judging centers if the center will pay for the shipping.

Action item: need to write policy re serials and number of copies to be retained at AOS. Could adjust existing gift policy for books? [Related issue: how to train volunteers to work functionally and set/meet goals and objectives for both archives and library.]

Bob Fuchs: suggestion to expand the responsibilities of the Library/Archives Committee to include handling three-dimensional art objects. Set up a task force to address.

Nelly Roberts's watercolor paintings of orchids that are held by the AOS: is there a commercial advantage from making use of these illustrations? John Ingram to bring the topic of Nelly Roberts to the Art and Fine Arts School at the University of Florida as a possible topic for research.

Action item: Assign \$5,000 from the Library restricted funds to be used annually for the purchase of newly published books on

the topic of orchids in any language. Book titles to be selected by John Ingram, current chair of the Library and Archives Committee. Moved and unanimously passed by the members of the Library/Archives Committee on October 15, 2009.

Committee adjourned at 11:25.

Dutifully submitted

John E. Ingram
Senior Associate Dean of University Libraries
535 Library West
P. O. Box 117000
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Research Committee

American Orchid Society, Inc. Research Committee

<u>Thursday, October 17</u>	<u>Agenda Items</u>	<u>9:00 a.m. – 12:00 p.m.</u>
9:00 - 9:10 a.m.	Introductions, Approval of Spring 2008 Minutes + Progress Reports	
9:10 - 9:45 a.m.	State of the AOS & Restructuring —update by Nancy Mountford	
9:45 - 10:30 p.m.	"Blue Sky" Brainstorming / Strategic Planning <u>Increasing Research Funding and Creating New Opportunities</u>	

Potential Topics:

- Current research budget; how to proceed in interim
- Naming opportunities for research grants
- Undergraduate & masters level opportunities (summer internships, fieldwork, scholarships, senior honors projects, thesis research)
- Leveraging limited funds/increasing visibility of AOS through partnerships—discuss further with Conservation Committee
- Best Student Paper/Poster Awards
- Other ideas

Promoting AOS Research / Engaging Members

Potential Topics and Strategies:

- *Orchids*—feature articles; researcher spotlight
- AOS-Affiliated Society Talks—develop PowerPoint on the RC and AOS-funded research

- Events—Symposium of AOS-funded research at AOS Meetings, poster session with hors d'oeuvres
- AOS Website changes
- Press releases from AOS to media (US & International)
- *Lindleyana*—move to online journal (e.g., Hydrology and Earth System Sciences-- An Interactive Open Access Journal of the European Geosciences Union
http://www.hydrol-earth-syst-sci.net/volumes_and_issues.html
- Other ideas

10:30-12:00

Joint Meeting with Conservation Committee

12:00 p.m.

Adjourn

AOS RESEARCH COMMITTEE [RC] MEETING

23 APRIL 2009

Attendance: Cynthia Van Der Wiele [chair]; Nancy Mountford, and Tom Sheehan

Minutes from the last meeting were accepted.

FURNISS FOUNDATION FELLOWSHIPS—follow up

Murielle Simo and Lorena Endara both sent in excellent progress reports. However it is unclear whether the new contract letter ¹went out by Jim Jordan or if that fell by the wayside.

Six-Month Progress reports from currently-funded researchers : All have been received. Historically, there has been no follow-up done to catch missing reports and currently no mechanism to remind grantees to send in reports. Also, there is no leverage to get reports or papers into *Lindleyana*.

NOTE: Van Der Wiele had reported this to the AOS BOT and followed up with e-mails to Ron McHatton, Carlos Fighetti, et al. requesting permission to send letters on behalf of AOS COO or for his signature with no response to date.

NEW BUSINESS

After discussion of the Fellowship applicants, discussion turned to the future of the RC and Strategic Planning. Interest in participation in the Research Committee is waning; it is unclear whether current members wish to continue.

Strategic Plan for RESEARCH COMMITTEE

In June 2009, the AOS BOT adopted a strategic plan for the committees. However, this plan was not the one developed by the committees. It is unclear what transpired. As a result, a **new strategic plan will need to be**

¹ Cynthia Van Der Wiele revised to reflect our expectations (e.g., a presentation at an upcoming members meeting and publication in *Lindleyana* and/or *Orchids*; also try to encourage them to submit links to their webpage, blogs, etc. that would be of interest to AOS members).

developed by the Research Committee either during or before the Spring 2010 meeting. Your participation is urged.

Update on LINDLEYANA

LINDLEYANA, the scientific journal, will be published as a publication within a publication in 2009. In 2010, it will be a stand-alone publication, perhaps as an online journal with a minimum number of print copies.

Joint Session with Conservation Committee

The RC met with the CC for about an hour to discuss ways in which the two committees could collaborate. We are exploring the feasibility of working with AOS-affiliated societies to screen proposals they may be willing to fund. Both RC and CC see this as a way that AOS can serve local societies through our expertise and independent review.

Promoting AOS-Funded Research and Engaging Members on a Shoe String—RE-CAP

Currently, we still do not know what funding will be available for AOS-sponsored research. The following Strategic Plan was developed so that we maintain our viability and visibility as a main mission of AOS.

YEAR 1: 2009-2010 STRATEGIC ACTION PLAN

1. **American Society for Horticultural Science 2010 (???) Conference:** sponsor the “best student poster and/or paper award” related to orchid research. Award amount proposed: \$500. This was presented to the AOS Board the following day and approved at the Spring 2009 meeting. Norman Fang will sponsor; Ron McHatton will present award. *Van Der Wiele sent numerous e-mails to AOS but this was during much turmoil at HQ and did not occur. It is unclear whether or not AOS leadership wishes this to occur during 2010.*
2. **1st International Orchid Symposium, ISHS, January 2010, Taiwan [http://hrt.msu.edu/IOS/]:** AOS will sponsor the “best student poster award” at this conference. Award amount proposed: \$1000. Norman Fang agreed to fund when this action item was presented at the AOS Board meeting in Houston, TX. This helps to spread the AOS name internationally; Taiwan has been doing significant research. *To date there has been no response from AOS or Norman Fang; it is unclear whether or not contact has been made by AOS to the ISHS.*
3. **FALL 2010 AOS Members Meeting—Poster sessions:** suggested having at next year’s AOS Members Meeting in Virginia Beach during the preview party. This could be done jointly with Conservation and Education Committees. We could give award for best poster and present at the closing banquet. This helps to put our sponsored researchers in front of AOS members and a chance to meet them. *This will require coordination with AOS Board, Affiliated Societies, Education, Conservation Committees and host society.*
4. **Fund 1-5 Undergraduate Senior Honors Projects:** In coordination with the Education & Conservation committees, RC proposed this as a way of gaining younger members and supporting the research efforts of undergraduates. Proposed award amounts: \$1000-\$1500 each.
5. **Lindleyana and Orchids articles:** follow up with AOS-sponsored researchers is essential. Also, we must coordinate with Ron McHatton, Jim Watson, and Publications Committee. Unsure whether Ron will request assistance with peer-reviewing or whether those submitting manuscripts must furnish potential reviewers. *Van Der Wiele will follow up on Lindleyana; Carol Zoltowski was unable to work on writing short articles on past research (previous 5 years) for Orchids. To date, this initiative has stalled.*

6. **Communicating the results of RC Actions:** We [Research Committee] WILL put one-page article into *Orchids* on what research proposals were awarded each year. ***Van Der Wiele sends short summaries to Jim Watson.***
7. **AOS Website Content:** Absolutely essential!!! Coordinate with Web committee (and possibly Education committee). ***We must supply content for them.*** Communicating what AOS is doing with regard to research is essential. ***This is one way you can participate on the RC without incurring travel expenses.***
8. **AOS Affiliated Societies Talk:** Work with Ron McHatton to develop a PowerPoint presentation about research suitable for giving as a guest speaker at affiliated society meetings. This could serve to better inform and engage society members on what AOS is doing.

End of Year report: many of these initiatives did not come to fruition.

YEAR 2: 2010-2011 STRATEGIC ACTION PLAN

1. **Scientific Symposium on Research & Conservation:** In coordination with AOS Conservation & Education committees, host a symposium at Spring 2011 AOS Members Meeting to be held at Longwood Gardens. Paul Redman, Director of Longwood, wishes to have such a forum. This serves to connect AOS members to the work that AOS supports via the RC.
 - a. ***Undergraduate honors project recipients would be invited to attend and present posters of their work.***
 - b. ***Furniss Foundation Fellowship and Masters students would be invited to attend and present papers.***
 - c. ***Non-AOS funded researchers will be invited to present their work.***
2. **Fund new research:** In order for AOS to thrive, we will need the ability to fund research proposals.
ISSUES THAT NEED TO BE RESOLVED YET:
 - a. Committee needs a timeline of when RFP's should go out; when they are due, etc. (see Pam for dates). Within 2 weeks of the Spring AOS RC meeting, letters informing applicants of the RC's decision need to be in the hands of the Exec director.
 - b. Total budget, anticipated number of awards, floor/ceiling: This is not an unreasonable expectation when a researcher is reviewing an RFP...The RC would like to be able to achieve the following in terms of funding:
 - i. Award at least \$50-\$75k per year for research proposals,
 - ii. Award several undergraduate senior capstone projects (1-2/year at \$1000 each), and
 - iii. Increase the 3-year doctoral Furniss Foundation fellowship to \$15-20k per year for a total of \$45-\$60k.
 - c. **Priority Topics for Funding (listed in the Request for Proposals)**
 1. Anything related to the ecology; (pollination; conservation of N. American species).
 2. Conservation biology of orchids.
 3. Integrated Pest Management for Orchids: Pest control, what products are safe for orchids. There is a research funding for small market/specialty crops in USDA-CSREES program.
 4. Detection and prevention of viruses in orchids.
 5. Developing the next generation of sustainable potting media and containers (e.g., pots that last more than a year, but are biodegradable).

NOTE: If you have additional topics you would like to see added, please e-mail Cynthia Van Der Wiele (and the other members) so that we can start a dialog between meetings.

3. **Add Director of Conservation and Research to AOS staff:** work with Conservation committee. RC must develop a description of the duties we would like to see performed.

YEAR 3: 2011-2012 STRATEGIC ACTION PLAN

1. **Scientific Symposium on Research & Conservation:** In coordination with AOS Conservation & Education committees, hold a symposium at Spring 2011 AOS Members Meeting to be held at Longwood Gardens. Paul Redman, Director of Longwood, wishes to have such a forum. Further, it would be an excellent way for AOS members to connect with Furniss Foundation fellowship recipients and other AOS-sponsored researchers, along with internationally-recognized orchid researchers. *It may be possible to shift this to the Fall 2010 AOS meeting at Virginia Beach, VA in association with the Merritt Huntington Symposium.*
2. **Fund 4-6 new research proposals:** Fund [non-student] research in the amount of \$10-20k. This will require a budget of \$50k to \$80k.

ITEMS TAKEN TO AOS BOARD (16 OCTOBER 2009)

- Follow through on the decision by BOT to fund AOS Best Student Poster award for orchid research at 1st International Orchid Symposium, International Society for Horticultural Science in January 2010, Taiwan (\$1000).
- Advocate for a Research & Conservation Symposium at Longwood Gardens (Spring 2011) and/or Virginia Beach, VA (Fall 2010) similar to the 3rd Scientific Conference on Andean Orchids (Quito, Ecuador in February 2009).
- Voiced the need for HQ-level support in correspondence to AOS-sponsored researchers (either enable Chair to send letters on behalf of AOS on AOS letterhead or AOS COO follow up by sending letters drafted by RC Chair).
- Advocated for the need for restricted funding for sponsored research.

AOS Members Meeting, Houston

CONSERVATION COMMITTEE AGENDA

Thursday, October 15, 2009

Roll Call and introduction of guests

Approval of minutes from Houston meeting April, 2009

Conservation comments from international visitors

Task Force report updates if applicable

Old business

New Business

Announcements

Second Half of Meeting to be a joint session with the Research Committee

Possible areas of joint interaction and collaboration

Adjournment

David Horak
Chair

American Orchid Society

Conservation Committee Report

October 2009

The activities of the Conservation Committee since the Houston meeting in April have been limited due to three prevailing factors: the uncertainty of the AOS's financial status, a reassessment and review of the existing composition of the committee, its capabilities relative to the timeline and goals of the Strategic Plan, the individual interests of the members and finally my own personal distractions that limited my ability to expedite many of the intended goals.

The particularly uncertain financial situation of the AOS through mid-summer required that we step back from implementing or even beginning some of the simpler goals and projects that I had hoped we could begin. Until some sense of clarity appeared I did not ask the committee to potentially waste time and efforts that might further undermine morale. Compounding this, without specific comment at this time, was a frustrating lack of communication and responsiveness at a variety of levels and which prevented movement on some things that might otherwise have been possible. I was also part of this impediment.

Consistent with the timeline of the Strategic Plan an effort to look at the expectations and capabilities of the current composition of the committee and a subsequent reorganization was begun. My own time constraints delayed beginning this but a survey was conducted via a web-based Survey Monkey of the members to measure their specific interests, expectations of activity parameters and the amount of time that they were willing or able to commit to committee activities or taskforces. This process revealed that a significant reevaluation of the committee well beyond what was anticipated has needed to take place. This is currently in process and will be crucial to progress on stated goals.

Finally, as most of the burden of the committee's activities was dependent on processes that I needed to oversee, the inconvenience of my own personal and work related distractions during this period were also a factor in our slower than anticipated progress.

A recommendation to the Board in Houston that a letter be sent expressing concern and support for The Botanical Garden of the Vrije Universiteit (Free University) of Amsterdam, the Netherlands, which was slated to be closed, was subsequently composed by Jim Jordon with committee input. A follow-up on whether the letter was indeed sent and the status of the garden is not known at this writing but will be pursued prior to the meetings in October.

In June the committee actually demonstrated a wide degree of group participation in the evaluation of a proposal to have the AOS embrace a habitat conservation project that was being promoted by Tropicana orange juice. The debate revealed the considerable need and importance of in-depth scrutiny of possible projects that the organization might consider for affiliation. The range of new conservation initiatives, organizations and the various approaches that are being pitched to the public is expanding exponentially and are increasingly complex. It is clear that the benefits and liabilities of the AOS affiliating itself with any of these needs to be approached very carefully. This will be addressed as a new outreach taskforce is assembled and organized. While the committee was not unified in its response to the proposed participation, the consensus was that this particular initiative was not in the Society's best interests. It also revealed the need to present and explain some of the more well publicized and championed concepts, such as carbon offsets and carbon trading, to the membership and what they may mean to orchid conservation and protecting bio-diversity. This will be addressed in articles for either or both the website and Orchids prior to the Spring meeting.

However, while a variety of uncertainties need to be resolved, several at least some of the anticipated near term goals and projects are actually on the cusp of beginning. Committee reorganization should be in full, painful, swing by mid October and the expectation of getting a grant vetting mechanism in place for anyone seeking to directly support orchid conservation or research should be in place before the end of the year, if not much sooner. Conservation content for the website should also be available shortly as well.

Respectfully Submitted

David Horak, Chair, of the Conservation Committee

AOS Education Committee Report

October, 2009

Pasadena, California

Education Committee Members: Father Ted Baenziger, Amilcar Castellano-Sanchez, M.D.

Bill Ellis, PhD, Lynn Fox, Rhonda Heide, Chairperson, Clare Hermans, David Hogaboom, Jean Laidman, Bernice Magee, Louise Roesser, Lauris Rose (Corresponding), Jim Williams

EDUCATION COMMITTEE GOALS: this committee is committed to providing the following to membership:

- ❖ A comprehensive education program for youth and adults
- ❖ Dynamic web content for societies, educators, and youth
- ❖ Recognition program that recognizes youth exhibitors
- ❖ Support societies in their educational outreach effort
- ❖ Educational programs and events for membership and the general public

In an effort to comply with staff/BOT directives, the Education Committee spent the bulk of the Houston meeting finalizing a three year strategic plan. That plan was submitted shortly thereafter (attached.) The committee felt as a whole that efforts should continue towards working across committee lines to further the mission of the AOS. The goal for the next six months was to work with the Public Garden Committee, the Special Funding Committee and the Affiliated Societies committee.

A proposal was submitted by the committee to the BOT in Houston. A Youth Achievement Ribbon was proposed and approved by the BOT. As the financial scenario of the organization has deteriorated in the past six months, it was prudent to hold off on implementing a proposal that would require both an immediate expenditure as well as long-term funding to continue. The committee will look for outside funding or a donor to start this program at the earliest possible opportunity.

The committee has faced challenges in the past six months. First and foremost, the attached strategic plan that was presented to the BOT by staff in June was in no way reflective of the plan developed and submitted by the committee in Houston. As a result, it has been difficult for the group to move further without direction from the BOT. Many of the tasks outlined in the BOT approved plan were specific to the Delray garden and the committee feels like they belong under the Public Garden umbrella. The committee requests the BOT/EC relook at the attached plan to determine if the plan should be revised.

In a continued effort to work with other committees, the Education Committee is happy to announce that we will be working in collaboration with Public Garden, Special Funding and Affiliated Societies to provide The Orchid Express. The Orchid Express will be a series of bus rambles from the Delray facility to shows in the region. The committee will secure knowledgeable volunteers to make an educational presentation on the trip to the event and will provide culture tips on any purchases made at the show (flyer attached.)

In an effort to continue to support education at Delray, an Education Committee member has volunteered to coordinate/recruit classes at the Garden. Thanks to Dr. Amilcar Castellano-Sanchez for his efforts.

The committee will not meet in Pasadena. Committee members indicated that the meeting either conflicted with personal commitments or was cost prohibitive to attend. As a result, the committee will work via email/conference call in the interim and will plan on convening at the spring meeting once direction is received from the EC and/or BOT.

Respectfully submitted,

Rhonda Heide, Committee Chair

AOS Botanical Garden Committee

Deane Hall, Chair

**Report for AOS Fall Meeting
in Pasadena, October 2009**

The Garden Committee has been working with Ron McHatton and other staff members to assist with collecting pledges from the spring campaign to save the Garden (quite successful so far) and for planning a variety of activities to bring visitors and particularly to increase income during the fall/winter/spring season.

As this is being written, Committee members are working with staff to reach out to entice new volunteers at a special volunteer sign-up event scheduled for October 7. The Committee, as well as the AOS Headquarters staff, will need many more volunteers than we have had in the past during the upcoming “busy season.”

Some of the upcoming planned activities include:

— October 2009: the first of the season AOS Orchid Express bus trips, going first to the East Everglades Show. Additional AOS bus trips to orchid shows will be planned if this activity shows prospects for attracting participants and making money for AOS.

— November 2009 AOS Fall Orchid Show: A joint effort between AOS staff, the Special Funding Committee, and the Garden Committee. Looking having a cocktail party on Saturday night in conjunction with the show (or having another type of activity) to thank donors for their Garden pledges.

— December 2009, Holiday Orchid

Affiliated Societies Committee Report

Carol Holdren, Chair

Southland Orchid Show

October 15, 2009

Attending : Carol Holdren (chair); Joan Bailey, Melba Butler, Jim Clarkson, Rosalie Dixler, Pat Dunn, Mario Ferrusi, Bob Henley, Dot Henley, Marilyn Lee, Charles Pikcunas.

Guest: Carlos Cruz of the Orchid Society Southern California

Not attending: Marion Allen, Manuel Aybar, Maureen Ferrara, Gail Freeman, Candance Hollinger, Betty Kurka, Jose Nieves, Lucille Maffei, Gladys Roudel, Peggy Shaw, Cathy Sullivan and Susan Taylor.

Future Meetings:

Spring 2010 Oklahoma Orchid Society, OKC, OK - Approved

Fall 2010 Merritt Huntington Memorial Symposium - Approved

Spring 2011 Invitation from Shreveport Orchid Society

Fall 2011 Open

Spring 2012 Invitation from Kansas Orchid Society

The committee approved the invitations from Shreveport Orchid Society and Kansas Orchid Society; the next step is for the AOS board to accept them.

New Society Affiliates: 4 applications for new affiliated societies.

Taiwan Pot Plant Growers application rejected June, 2009

Taiwan Orchid Breeders Society

East Texas Orchid Society

Brookside Gardens Orchid Club

Associacao Orquidofila Piracicabanao

The Committee approved all 4 applications and the AOS board also accepted them.

Fundraising Efforts: The ASC has been advertising the AOS circle pin for \$25, includes shipping. Approximately 100 have been sold. They are being promoted through orchid society newsletters, handouts, AOS web site and the magazine.

AOS Rep/Liaison: Each orchid society is assigned to a member of the committee who has the responsibility of making sure the information on the AOS web site is correct and current. The societies number about 400.

Newsletter Editor Task Force: Susan Taylor is doing an excellent job of providing this service. Susan will not be at the Huntington but here is her report:

We currently have 285 email addresses which are included in our monthly distribution of AOS Corner and occasional other orchid-related information of interest to Affiliated Societies. As a result of the new assignments from our committee, many of the members are double checking the identity of the newsletter editors and sending in updates as well as information on those who are not currently on our lists. This is very helpful in keeping the mailing list up-to-date, please keep the information coming. The number of societies who are currently posting their newsletters on the AOS Forum has increased and I'm pleased to report that we now have the Townsville,

Australia, newsletter included among these. As you speak to your AOS Reps, please encourage them to have the newsletters posted so all of us can see what is going on around the country and the hard work can be appreciated.

DASSA: no applicants

ASC Breakfast: We will have a breakfast in OKC.

Orchid Show in a Box: Manny Aybar was not present but he has taken on the project of updating the Deep Cut Orchid Society Orchid Show in a Box. Manny expects to have the cd ready for distribution at the OKC meeting

Carlos Cruz discussed how societies might better use the internet Carlos Cruz through use of:

Facebook for Orchid Societies

Google Libraries

Craigslist

Forums

Flicker

The ASC agreed that we would like to see "Find a Local Orchid Society" prominently listed on the AOS web site. Presently just the words, "Affiliated Societies" is listed.

Carol Holdren, Chair

Publications Committee Reports

San Marino, CA – October 15, 2009

Greg Allikas, Chair

Publications Committee Agenda

- 1. Call to Order**
- 2. Roll Call and Introduction of Guests**
- 3. Discussion of Jim Watson's Report**
- 4. Report from Columnists & Regular Contributors**
- 5. Lindleyana: December = Last appearance in Orchids magazine, Can we help suggest sources for on-demand printing?**
- 6. Orchids Magazine**
 - a. **APPOINT: committee members to find foreign publishers to print our camera-ready files of Orchids magazine, Australia/New Zealand first, then South America and Asia**

- b. **SET POLICY:** Produce Orchids magazine solely in Adobe inDesign as of January 2010 resulting in money-saving, camera-ready PDF files.
- c. **SET POLICY:** Should AOS continue accepting submission of photography as 35mm slides? We pay Allen Press \$20 per to scan and place. Example: Fordyce article ran \$1400. Jewel Orchid series to run much higher. What kind of policy can we create?
- d. **CREATE GUIDELINES:** For deciding whether content goes in magazine or on website? Should we develop content/length criteria?
- e. **DISCUSS:** How can we best handle nomenclature issues to avoid articles being broken up with parenthetical synonymy? Should we create guidelines to follow in determining whether synonyms are embedded or in a table or sidebar?
- f. **DISCUSS:** What can the committee do to help the editor deliver an on-time magazine?
- g. **Latouria Dendrobium article; can we do a single-topic issue?**
Plan to run this as the only article (save for columns) in January.
- h. **Award Issue; Gone but not Forgotten**

7. Status Report of Pending Assignments & New Assignments

8. Other Business

9. Adjournement

Greg Allikas, Chairman - graphicgreg@orchidworks.com

In spite of losing sixteen pages of our magazine, it looks as if the Editor and Publications Committee will be closing out 2009 with a strong volume of content-packed issues. After seeing what the new 64-page saddle-stitched magazine looked like in January, the Committee created policies that were implemented by the Editor over several months and resulted in regaining 3-5 editorial pages (depending on season). The contents page was consolidated with the Publication information, Membership information was consolidated with Directory of Services (with website services being added), Judging Calendar and Preview were moved to website, seasonal limits were put on show schedule (less pages in summer, more in winter-spring), and AOS house ads were cut to a minimum.

Additional tacit polices were implemented to publish much of the “AOS Organization’s” content on the website and bring the AOS magazine back to being an orchid magazine for the orchid grower. Articles that are not directly related to orchids and their botany or culture (such as artist profiles) will be limited to once per year. Newsletter services developed by the Director of Education and Website Committee also serve to deliver AOS-specific content directly to the membership, or potential membership as desired.

Toward President Carlos Fighetti's goal of having the Committee's primary activity be providing quality content for the magazine, we have made outstanding progress. Based on conversations that I personally had with Bob Sprague, the AOS has formed a synergistic relationship with the Native Orchid Conference which provides exposure for their organization, and conservation-related content for Orchids magazine four times a year. Publication Committee members take their duties seriously and have worked hard to procure such blockbuster feature articles as:

March: *Hidden Delight*, Bill Bartlett's Hidden Paradise in the Heart of Houston

April: *Quest for Perfection*, Creating the Ideal Environment for Miltoniopsis and Pleurothallids

May: *Orchids in the Big Easy*, How Growers Cope with Challenging Climates in New Orleans

June: *Growing for Awards*, A Hobbyist Reaps Benefits with Quality Orchid Plants (same issue as the FCC review)

July: *Hidden Jewel* and *A Ghostly Pursuit*; habitat and culture articles on *Dendrophylax lindenii*

August: *Vanda Trifecta*, How to Grow Vandas in Any Climate

September: *Cypripediums in the Garden*, Cultivating Lady's Slipper Orchids in the Home Landscape

In addition to the above, the magazine has had additional features covering important shows (Taiwan), breeding trends (*Phrag. caudatum*), overviews of genera or sections (*Coelogyne-cool*), Special Awards, Nomenclature (Oncidiinae Nomenclature), Breeder's Notes (*Ada*) and personality/historical articles (Robert H. Gore). But the foundation of the magazine must certainly be the content from our columnists and regular contributors. Tom Mirenda, Ken Slump and Marni Turkel deserve a round of applause for providing entertaining and informative articles month after month.

Two new magazine features have been instituted this year. Beginning in June, the back page of the magazine was re-purposed to be a "Parting Shots" page. The intent is to use the page as an anything-goes platform for our members. So far we have had photography, poetry and an insightful essay on breeding. In August we began a "Spotlight" centerfold-type spread to showcase exceptional orchid plants and flowers accompanied by comments from the grower, a judging team member, taxonomist or other interested party. We have been able to produce both features on a monthly basis and will continue to do so as long as content is available.

Working together, the Editor and Committee have made significant strides to turn the magazine into what our readers have told us they want. We believe that by doing so we are doing the best thing we can for the health of the American Orchid Society. We realize one tiny flaw can overshadow all the good and we are working to develop practices that will deliver and on-time, accurate, cost-effective magazine to our members.

I personally thank the Editor and all the members of the Publications Committee for their conscientiousness, hard work, and mostly, for their interest in serving the AOS in a meaningful manner. Congratulations to Jeanne Buchanan on her first article appearing in November and welcome aboard to Cynthia Hill.

Respectfully submitted,

Greg Allikas

Report from the Publications Committee

San Marino, October 15, 2009

The Publications Committee had a productive meeting. The AOS is fortunate to have the hardworking and dedicated individuals who have agreed to serve on this committee and I personally thank each of them for their contributions. I especially thank Don Ghiz for chairing this committee meeting in my absence. The Publications Committee is dedicated to the goal of providing AOS members the finest orchid publication in the world and believe that in doing so, we can best serve the organization by giving orchid hobbyists a reason to join and existing members a reason to stay.

The following report is based on personal communication with Don Ghiz. Please see the attached agenda for discussion items.

As presented to the Board of Trustees in Houston on April 24, 2009, the December issue of ORCHIDS magazine will be the last issue to contain a Lindleyana insert. The Publications Committee feels that the AOS needs to continue publishing our scientific journal and is committed to assisting the Research Committee in any way we can to make that a reality. We are prepared to research sources for on-demand and short run printing.

One of the main items on this meeting's agenda is the in-house production of ORCHIDS magazine. Current industry standard calls for submitting publications as high-res, press-ready Adobe PDF files and the software commonly used for that purpose today is Adobe InDesign. Despite staff training in this software by Allen Press in January of this year, we continue to produce our magazine in Pagemaker, which not only incurs thousands of dollars in additional production costs monthly, but is no longer supported. The Publications Committee recommends that the Board of Trustees mandate that ORCHIDS magazine be totally produced using InDesign and submitted as PDF files to Allen Press by January 2010. If additional staff training is required then a budget for such will be submitted to the EC for approval. By making this move we will not only see huge cost savings, but open up such possibilities as online magazine memberships and offshore printing.

In a related vein, the committee discussed the continuing acceptance of 35mm slides for which we pay Allen Press \$25 each to scan and proof. To produce press-ready files in-house, we should ideally have digital image files of all article photography. The committee concluded that we need to continue accepting slide photography but will seek alternate sources for digitizing. Two of these sources might be a photo lab in West Palm Beach or have volunteers scan slides using the AOS's high quality Epson 4990 scanner.

Also related to the recommended magazine production change is the potential for offshore printing to save foreign members the ever-escalating cost of US postage. Glen Decker has agreed to follow up on having ORCHIDS magazine printed in Australia for Australian and Asian members.

Editorial Guidelines:

The committee discussed how to best handle nomenclature issues in ORCHIDS magazine. Articles on complex breeding programs such as the one by Frank Fordyce in October can be marred by an abundance of parenthetical synonyms. We have come up with preliminary guidelines and will draft a recommendation for the Director of Publications. We will also have preliminary guidelines and will draft and submit recommendations for determining whether content is best suited for the website or the magazine.

Respectfully Submitted,

Greg Allikas & Don Ghiz

Technology Committee Reports

Technology Committee Agenda Fall AOS Meeting – October 15, 2009

Huntington Library, Art Collections and Botanical Gardens.

1. Introductions

2. Discussion of technology status and needs at AOS (Mitch Vogler).

Topics that may be included; bring your own questions.

Status of IMIS for AOS needs.

Technology needs at AOS.

How can the technology committee help.

3. Brief Updates on items in #3 Houston meeting report.

- a. Information on Affiliated Societies
- b. Quality of data in IMIS and how to maintain
- c. Email newsletters
- d. Developing a Technology Plan
- e. Tracking technology problems
- f. Quality of fiscal data.
- g. Relation to technology needs of other committees
- h. Ted's recruitment article
- i. AQ Plus improvements.
- j. Center program update/online?
- k. FTP site for images.

4. Demonstration by Frank Slaughter of 'AOS Orchid Explorer'

Technology Committee Meeting Report

October 15, 2009

Present: Ted Kellogg, Frank Slaughter, Lois Dauelsberg, Deane Hall, Mitch Vogler.

Excused: Eliot Atstupenas, William Bannon, Milton Carpenter, Judy Cook, Ken Jacobsen, Lois Posey, Paul Wetter

1. Mitch Vogler led a discussion and answered questions about the status of technology that found upon arrival at AOS. He described that tasks he has been involved in and his anticipated efforts during the next 15-18 months. A partial summary of this discussion follows.

A. IMIS. Mitch has not yet looked into IMIS in detail. IMIS is a large-scale system that has many large-scale users. It is customizable to an organization's needs. It appears our implementation was not done in a way that complies with our needs. When Mitch undertakes further study of IMIS he expects to better define our expected services and redefine our relationship with the company. Generally, up to now we have let IMIS define how we can serve them, now we need to define how they can serve us. As Mitch examines IMIS, he will consider if other services or programs can or should be used in conjunction to IMIS. Mitch will be providing further details on IMIS as he becomes more engaged with it.

B. Server upgrade. Mitch has overseen the purchase of a new 2.5 terabyte server. The server will be installed in parallel to the existing equipment and processes will be ported to the new server. As the new server is set up, changes will be made to the internal network to increase its efficiency, and the external network connections reevaluated. Eventually the Mac server will be the primary storage location for our digital resources.

C. Wireless access. A network to provide wireless access in the building is being installed, and could, for reasonable cost, be expanded to provide wireless access to the Garden area. The wireless network is separate and secure from our internal network.

D. Redesign of the awards system. Mitch described his ideas to make the awards system automated so that it was nearly seamless from granting an award to the eventual publication of that award. The basic system will be web based with the ability to distribute DVD's of AQ Plus to those who do not have adequate web access.

E. FTP site for collecting images. Ted will work with Mitch to set up a FTP site for receiving award images and processing.

F. A discussion of AOQ presence in new media/systems. The AOS is not well connected to many environments, such as YouTube, MySpace, Facebook, Webinars, Flickr, Twitter, etc. In some cases, our

representation might be enhanced through metadata, non-profit status, linkages, etc. In others, we may not want or need a presence. Overall, the committee lacks members with experience and knowledge in these environments.

The committee was excited by the professional and knowledgeable view that Mitch brought to the discussions of these issues.

2. Update items from Houston. Below are comments on items from the Spring Meeting (Houston). AQ Plus and FTP Site are described above.

A. Information on Affiliated Societies. Data on Affiliated Societies and reps have been a continuing problem. It is now known that Affiliated Society reps should have a unique email address from their personal membership email address. Much of the problems result from a design fault in setting up IMIS with email address a defining link for membership. This problem will be considered as attention is given IMIS; it is unknown if this can be resolved.

B. Quality of data in IMIS and how to maintain. Mitch will consider if it is possible for AOS members to have access to more of their data in IMIS and allow them to make more changes without 'hand processing' each item.

C. Email newsletters. A good start and well received by member. But, we a simpler way for members to know of and chose specialized newsletters.

D. Develop a Technology Plan. The Trustee's have continued to approve budgets without an investment in our technology infrastructure. The Trustee's have asked for detailed information on costs and the committee will work with Mitch to develop a Technology Plan document so that AOS can begin to budget for these expenses.

E. Quality of fiscal data. There appears to be continuing, large staff time and consultants in management of fiscal data that should be automated to produce timely, periodic reports while requiring less investment.

F. Relation to technology needs of other committees. While this has been a concern of the technology committee for some time, there was agreement to have a 'Council of Chairs' which would meet electronically every two months to allow chairs to share information. The Council may help fill the information gap in this area. It was also noted that many technology based activities function outside of the committee – the web committee has explored many new ideas and Greg Allikas is continually enhancing our web services.

G. Ted's recruitment article is stuck at the concept stage!

H. The center program has been updated and is available from the web site.

3. The Strategic Plan.

The Strategic Plan submitted to the Trustee's by Jim Jordan is substantially different than the one submitted by the committee to Jim. After the plan was approved by the Trustees they discovered that the efforts of the committee's work and Jim's edits were not well aligned. The pre-meeting on Wednesday focused on this problem and did not provide a means to resolve these differences. It is in the interest of our committee to review the two documents and settle on what we feel is our direction.

It is not clear that there is a difference in operating committees and Board committees. (I personally feel there is – the Board's committees need to help set policy and the operating committees need to help get the work of the organization done. The operating committees were to report to the EO, but it is not clear this is the current policy. Hopefully, these issues will be clarified in the near term – maybe through the Council of Chairs)

Ted will shortly be sending committee members copies of the two versions and a draft of a synthesized document. Please review, comment, edit...

4. Frank Slaughter demonstrated software he has developed including the software used for the award image review and the 'AOS Orchid Explorer' and discussed the directions forthcoming in these products.

Technology Committee Report

September 2009

This report summarizes events that have affected the technology committee since the April Houston meetings and some of the work of committee members. It includes the agenda for the Oct 15, 2009 meeting.

1. Technology events since April 2009 AOS meetings. At the Houston meeting the technology committee agreed to a series of steps to try to improve the technology services existing at AOS. The focus ranged from developing a technology plan for AOS to specific technology needs as known to the technology committee. As part of that process an agreement was reached for a visit to AOS by a team from the technology committee. This strategy was developed in part because almost all prior efforts to improve resources and services had met internal resistance. As this process was being implemented, the AOS Board, facing major financial problems, made major staff reductions – including the Executive Director and the Technology Coordinator. Members of the Technology Committee and the Web Coordinator met with the Technology Coordinator and others to assist AOS in making a major shift in its technology resources.

Shortly thereafter, a volunteer (Mitch Vogler) joined the staff to provide leadership in technology – with the immediate task of working out problems and promises of the IMIS system, assisting in updating our technology resources and helping us to plan our future technology efforts. In the short time Mitch has been at AOS he has shown the skills to accomplish these tasks.

In early 2010, it is our intent to begin work on the restructuring of the awards data system and programs with the help of Mitch and a team from the Technology Committee. Included in this conversion and rebuilding would be the actual supporting databases, the Registrar's Awards program, an on-line Judging Center program for submitting award summaries and images, an interactive image recovery system, and the rebuilding and reprogramming of AQPlus to the latest state-of-art design and technology.

2. (Update, Item 1 – April 23rd report). Agreement has been reached with both the prior Executive Director and the current Chief Operating Officer on making a hard copy version of Bill Bannon's updated Fisher Bishop available on an on-demand basis. The mechanics of completing this task to be worked out – as do the necessary parts of the IMIS system so that people could purchase this on demand.

3. Images have been supplied for *AQ Plus* versions 3.5 and 3.6. Problems on the timely forwarding of images are being addressed with the help of the JC. Frank Slaughter continues to prepare data on hybrids for each release of *AQ Plus*.

4. The technology committee is pleased to note the increasing use of technology-based services to communicate with members. The Member Newsletter, and the Beginner Newsletter are a good start, but issues of content and editorial staffing for these newsletters appear to need additional support. The web pages have continued to improve and provide more information for members. The use of Webinars and YouTube continue to be explored.

4. Frank Slaughter has continued to supply support for the National Awards Presentation and continued development of 'AOS Orchid Explorer' product.

Membership Committee Reports



**AMERICAN ORCHID SOCIETY MEMBERS MEETING
HOST: SOUTHLAND ORCHID SHOW
&
HUNTINGTON LIBRARY & GARDENS
SAN MARINO, CALIFORNIA
OCTOBER 14-18, 2009**

AGENDA

**MEMBERSHIP COMMITTEE
THURSDAY, OCTOBER 15, 2009 — 9 AM
BOTANICAL CENTER BUILDING, CLASSROOMS**

1. Call to Order
2. Roll call
3. Introduction of Guests, if appropriate
4. Acceptance of minutes — Houston, Texas, April 2009
5. Chair remarks
6. Membership Committee Strategic Plan Discussion

7. Task Force Discussions
 - a) Membership Levels
 - b) Commercial Grower/Vendor
8. Other business
9. Committee Member Announcements
10. Adjournment

Tim Brooks, Chair

If you have not already done so, please contact me as to your attendance at this meeting.
timcbrook@aol.com or (859) 268-4567

Membership Committee Meeting

April 23, 2009

Houston Texas

Present: Frank Smith, Chair, Carole DeBiase. Doris Dukes, Emily Clarkson, Norman Fang, Tim Brooks, incoming Chair, Jim Jordan, AOS, Carlos Fighetti, AOS President, Carrie Raven-Riemann, Barbara Noe, Lynn Fuller, Lori Grasselli-Grunes, Jeff Bradley, Mary Beth Clarke

Called to order at 9:10 AM

Strengths & weaknesses of past activities were discussed.

Direct communication with members about the potential closing of the gardens is necessary to maintain fiscal responsibility and maintain positive attitude of members and potential members.

Provide value for membership

Possibly restructure membership types to include internet only membership. Provide more information, possibly 5% discount from vendors for AOS members.

Jim Jordan presented suggested membership types

Concentrate on retention and value

4 classes

Basic as long as member of any affiliated society, member of AOS at no further charge, get elementary basic info free, free advertising for local society shows on web site

Web-based membership \$30 per year, get free admission to gardens, monthly news letter, access to member part of website

Heritage level \$60 per year, get magazine, additional

Burrage level maybe \$1000 per year , maybe additional newsletter, free banquet at meetings,

Founders' recognition for donations

Have pictures of founders in lobby of headquarters members, recognize all large donations in headquarters and communications with members.

Have articles about 'Know Your Grower', about people around orchids, more basics about growing in members' area.

Want to add members to the committee from other areas of the country to increase the representation from all areas AOS serves.

Recommend to the Trustees

1. To make sure growers, members and potential members know the benefits of membership.
2. To establish a tiered membership levels: Starter, Web-based, Heritage & Burrage. Task force of Tim Brooks, Jeff Bradley, Lynn Fuller, Barbara Noe & Jim Jordan will be appointed to define the details prior to the next AOS Board Meeting.
3. To establish a separate Founders' Club for larger donations.
4. To seek out orchid vendors who will provide a minimum 5% discount for AOS members. The orchid vendor will have a link from the AOS Website, listed as preferred vendors.
5. To establish a Committee to promote and improve the relationship of AOS with commercial orchid growers/vendors.

Adjourned at 11:05

Respectfully Submitted,

Emily Clarkson

Recorder

AMERICAN ORCHID SOCIETY

MEMBERSHIP COMMITTEE STRATEGIC PLAN

DRAFT

MISSION: *The American Orchid Society's mission is to promote and support the passion for orchids through education, conservation, and research.*

STRATEGIC DIRECTION: *The vision of AOS establishes the organization's strategic direction to be the leader of the orchid community in orchid education, conservation and research.*

COMMUNITY **EDUCATION** **CONSERVATION** **RESEARCH**

Mission: The mission of the Membership Committee is to increase the participation of the orchid community in the organization and to increase the financial support of the AOS.

Working collaboratively within the AOS committee structure, Board, Staff and community organization, the committee will deliver the following programs to promote, expand and diversify the levels of membership available within the organization:

1. Develop an all-encompassing marketing program to promote AOS membership in all areas of AOS communications, i.e., magazine, website, affiliated orchid societies, visitors, related horticultural societies.
2. Develop and implement additional membership classifications which will provide varying levels of benefits for both the orchid and non-orchid communities.
3. Develop and define membership benefits as they relate to varying levels of membership classifications.
4. Develop and implement incentive and recognition programs to increase membership retention.

Year One Goals

1. Develop, define the benefits, implement and promote the AOS Tropical Garden Membership Program in collaboration with the AOS Public Garden Committee, Board, Staff and Volunteers. (Basically done—except for the promotion)
2. Develop, define the benefits, implement and promote an On-line Membership Program in conjunction with the Technology Committee, Board and Staff. (Conceptionally in the works)
3. Develop, define the benefits, implement and promote a Family Membership Program in collaboration with the Education Committee, Affiliated Societies Committee, Public Garden Committee, Board, Staff and Volunteers.
4. Develop a Membership Recognition Program in collaboration with the Affiliated Societies Committee, Public Garden Committee, Publications Committee, Board, and Staff.

Year Two Goals

Special Funding Committee Report

Spring Members Meeting 2009

Location: Houston, Texas

Members Present: Max Mipro, Alan Koch, Marian Sheehan and Jackie Wood,
newly appointed committee chair

Excused Absences: Judy Paige, Terrie Hunt, Jennifer Reinoso and Marlyn Lee

Guests: Martha Merkel-Banting and George

The committee met at 9:00 am to prepare for the auction and to visit the other committee meetings to sell Raffle Tickets to committee members for the Special Raffle prizes of 3 gift certificates valued at \$300, \$250 and \$200 from 3 different orchid vendors. Jackie Wood was able to meet with those committee members present and to get a brief orientation on the procedures for the Auction and Raffle Ticket Sales.

The committee met again on Saturday at 2:15 pm to set up the auction and raffle items that were donated by show vendors, members and supporters of the AOS.

Raffle tickets on those items were sold for \$2.00 a ticket or an arm's length for \$25 or head to toe for \$50. A total of \$27,736.00 was earned from the two Raffles and the Auction.

Attempts were made in the 5 month period between the Houston meeting and a month before the Huntington Meeting to solicit donations from various hybridizers throughout the country to get donations of pieces of some of their famous breeding stock and all attempts were left unanswered. Trying to get people to respond to emails and phone calls continues to be problem in getting donations far enough in advance that the donations can be publicized in *Orchids* or even on the internet. I have also found a lack of response from committee members when contacted by email.

An article was written and appeared in the September issue of *Orchids* promoting the Auction at Huntington with a general description of some of the promised donations and to generate interest and enthusiasm for the auction and the Members' Meeting. A second article will be on the web-site featuring one of the "special" auction items.

At the Houston meeting, it was agreed that the responsibilities of the Special Funding Committee would be enhanced to include special events and fundraising programs to be held at headquarters in Delray Beach in conjunction with the AOS Botanical Garden Committee. As the new Chair of the Special Funding Committee, Jackie proposed with the approval of Carlos Fighetti the addition of two new members----Michael Coronado from Miami and Judy Bailey from Delray Beach to assist in those efforts along with their participation at the auction on the national level. These events will be coordinated with the efforts of the AOS Botanical Garden Committee, AOS staff and volunteers.

The Fall AOS Orchid Show and Sale is in the planning stages with the event taking place the weekend of November 20-22, 2009. Vendor invitations have been sent out and marketing materials developed and printed. There will be 12 orchid vendors and 4-6 craft vendors, educational lectures throughout the 3 days, exhibits, a raffle and membership drives for both AOS memberships and Garden memberships. A cocktail party is also being planned Saturday evening to thank those donors who pledged funds and completed their donation during the "Save the Garden" Pledge campaign.

A new fundraising program was initiated with the assistance of the AOS Botanical Garden Committee called "The Orchid Express" which consists of providing bus service to the various Orchid Shows that will be taking place during the upcoming season from October through May 2010.

Four Wine and Jazz events have been placed on the calendar starting in January through April 2010 and plans are being made for the Spring Tropical Plant Sale. The Garden Committee is also working on plans for a Holiday Orchid Sale that will take place in the Gift Shop which will

feature a different orchid vendor each week-end between Thanksgiving and Christmas. This event will also include a visit with Santa.

The Special Funding Committee in conjunction with the AOS Botanical Garden Committee, volunteers and staff is making every effort to improve the fundraising capability of the organization. The downturn in the economy along with the elimination and down-sizing of staff has slowed down these efforts, but the enthusiasm is beginning to rebuild and so hopefully will the participation of members and visitors.

Respectfully submitted,

Jacqueline Wood

Web Committee Report

MEMBERS MEETING

OCTOBER, 2009

WEBSITE COMMITTEE AGENDA — SANDRA SVOBODA, CHAIR

- I. Call to order
- II. Roll call and introduction of committee members, guests and AOS staff members
- III. Announcements
- IV. Discussion of Strategic Plan for Website Committee
- V. Website discussion
- VI. Webinar discussion
- VII. Other business
- VIII. Adjournment

Note: If you are unable to attend the meeting, please contact me prior to the meeting date at 805-969-4536 or by e-mail at stillisch@cox.net. Failure to do so may result in an unexcused absence. Two unexcused absences results in removal from the Committee.

