

MINUTES
JOINT MEETING OF THE
AOS MEMBERSHIP AND AFFILIATED SOCIETIES COMMITTEES
2012 SPRING MEMBERS MEETING - WICHITA, KANSAS
THURSDAY, APRIL 26, 2012 9A.M.-12 N

The joint meeting of the AOS Membership and Affiliated Societies Committees was called to order by Chairs Barbara Noe and Lynn Fuller at the Spring AOS members meeting in Wichita, KS on Thursday April 26, 2011 at 9 a.m.

Members of the AOS Membership Committee present: Barbara Noe, Chair; Howard Zoufaly, Lois Dauelsberg, Charlie Wilkins,

Members of the Affiliated Societies Committee present: Lynn Fuller, Chair; Betty Kurpa, Mario Ferrusi, Bob Henley, Jean Hollebone, Johnita Turner, Wayne Marine

Guests: Jeanne Buchanan and Ron Gil

Absent: (to be added later from the membership list)

1. Barbara Noe and Lynn Fuller opened the meeting. In her opening remarks, Barbara welcomed members and indicated that she would not be continuing as Chair of the Membership Committee. She thanked all the members of her committee for their input and help. Howard Zoufaly expressed his thanks on behalf of the Committee to Barbara Noe for all the many hours and great effort she had put into the committee, and Lois thanked her for her infectious enthusiasm. Committee members agreed.

2. Minutes of the Membership and Affiliated Societies joint committee meetings from San Antonio were approved. (Mario Ferrusi moved, Lois Dauelsberg seconded, all in favour).

3. The Affiliated Societies Committee recommended the following two societies for membership in the American Orchid Society: The Meeting of Friends (MOOF), Lincoln, Nebraska, and Nucleo de Orquidofilos de Gramado, Brazil. The Committees agreed, moved by Mario Ferrusi, seconded by Bob Henley, carried, that the Committee prepare and present an action item for approval of these societies at the Trustees meeting on Friday. In the discussion that followed it was agreed that Howard Zoufaly would contact the Nebraska Orchid Society in order to try to increase AOS memberships in that society (currently 3 of 272 members). It was agreed a welcoming package of information re AOS services and information should also be provided to the new societies.

4. In the round table discussion, speaking for the Governance Committee, Mario Ferrusi indicated that a job description for the AOS representative would be written to help the representative understand their roles and responsibilities. Lynn Fuller indicated that one had been drafted.

Ron Giles indicated he has joined the BOT, concerned about membership, indicating marketing and improved personal service activities, in his experience, substantially

increased membership at the Ohio Evansville Zoo and Brooklyn Botanic Garden: they became more than just IT providers , they evolved into IT-service providers, e.g improved a user-friendly web site, developed programs that provide for automatic notification (of events, etc.) , improved marketing targeted to current trends (native plants), personal contact with each member including a birthday card, etc. These combined with a marketing strategy based on people-driven service turned these organizations around.

5. The following suggestions for improvement were discussed: the need to increase face to face conversations of ASC members with AOS representatives so they understand what the AOS has to offer and can in turn inform their membership; the need to clarify who is getting AS information and how it is being used and processed in societies, need for an AOS data base that can keep track of Affiliated Society contacts (president, AOS rep and newsletter editor), AOS Directory needs constant updating, needs to be also available on line and able to be updated as changes are received.

Jeanne Buchanan indicated communications is an issue for AOS and suggested that time (one meeting per year, or minutes per meeting) be devoted to streaming AOS information to society members, such as a virtual tour of the AOS web site, a CD tour which could encourage use and interest in AOS membership; AOS Corner is a good source of information and should be continued/enhanced. The need to market the AOS continuously to get information across to societies was emphasized. The importance of personal contact, face to face, was emphasized: for example a new member kit, welcome and follow up emails or telephone calls, sign up for free newsletter at Shows which could lead to new members, and retain them later, making people feel comfortable at meetings leads to participation and retention; using Show table to educate as well as winning, making it participative rather than competitive.

When asked what is most needed improvement to enhance membership growth and adhesion, committee members indicated that web site improvements are needed to improve access and user satisfaction and these need to be fixed on a priority basis.

6. The Committees identified the following as possible future projects: identify non-affiliated societies by region and target for membership emphasizing AOS benefits; identify, and target for membership non-AOS members in AOS affiliated societies; update AOS representative JD; develop a blurb on what the AOS does for you for AOS corner, AOS reps; reciprocal memberships with other like minded organizations such as gardens and garden clubs; real demonstration of AOS benefits, *e.g* bring an AOS judging to a local society meeting and describe what it takes to become a judge; free webinars on selected subjects.

7. The Committees developed a list of relevant questions in order to encourage useful feedback from members at the ASC breakfast.

8. The meeting adjourned at noon.

Respectfully submitted,

Jean Hollebone
(Temporary) Committee Recorder

Topics for Discussion
AOS Affiliated Societies Breakfast – Wichita, April 2012

Each table was presented with a question for discussion then a representative from that table reported on their discussions.

1. What ideas can you share which attract new members to your society, and then keep them as active participating members?
 - Their local show recruits members yearly
 - Society Facebook page with activities, information and links
 - Get members involved in a committee or society function
 - Orchid Festival with vendors (get members involved) and judging done as an educational activity for members and community attendees
 - Members are mentors to new members
 - -Plant clinic for advice before each meeting
 - Have plant sales as part of the monthly meeting
 - Get the society's presence at other 'flower' events in community

2. What part of your meeting do members like the most?
 - Show Table
 - Speaker
 - Auction once a year – largest attendance and good food at event
 - -“Green growers session prior to meeting – talks about growing problems
 - -Vendors – have 8 vendors at every meeting
 - -Special summer meeting –SummerFest – judging, speakers, sales (Speakers only)
 - Raffles
 - One society had a 'town hall meeting' when a speaker cancelled
 - Plant table ribbons – no judging is better than judging

3. How active is the AOS representative in your society and what is the most successful role/ service the AOS rep provides?

4. What can we do and where to make the AOS web site more user friendly?
 - Good search engine – current site doesn't find keywords: e.g., show schedule and members meetings
 - Non judges – online reference service manned by volunteers, knowledgeable done by email
 - Members section
 - Make it easier to pay for membership – do gift memberships
 - Ease of login a solution to login errors – resetting is difficult

- Bulletins on progress of transition
 - Boxes to update members on 'what is going on'
5. How do societies welcome new members at their meetings?
 6. Do you provide opportunities on a regular basis to talk about the opportunities the AOS has to offer orchid growers?
 7. What extraordinary or unique activities do you do/have beyond the usual meeting activities to interest your members?
 - Facebook – social media advertising, update 2-3 days a week
 - Speaker oriented
 - Repotting clinics or culture classes in community
 - A discussion about one society's show: A society spent \$7,000 on advertising in newspapers, radio, billboards, banners, internet, etc. They polled the attendees on how they heard about the show – 50% hear about the show from internet
 - Hold a meeting after sponsoring shows – lots of people
 - Share speakers among societies
 - Separate meetings – different nights (i.e., general meeting one night, next night a novice meeting)
 - Rambles or field trips and tours
 - Stump the expert
 - Extensive e-mail list
 8. What can the AOS do for Affiliated Societies to make them interested in the AOS?
 9. Are you aware of any unaffiliated societies in your region that we could approach to become members of the AOS?

Report to the Board of Trustees of the
Joint Meeting of Affiliated Societies Committee and Membership Committee
Wichita, Kansas - April 26, 2012

The general business of both committees was conducted. It was announced that Barbara Noe was not continuing as Chair of the Membership Committee and she thanked her committee members for all their hard work and dedication. Howard Zoufaly expressed his thanks and that of the entire Membership Committee for all Barbara's leadership, hard work and enthusiasm to their Committee.

The Affiliated Societies Committee discussed and approved the presentation of an action item at the meeting Board of Trustees of the AOS affiliation of following two new societies: The Meeting of Friends (MOOF) of Lincoln Nebraska and Nucelo de Orquidofilos de Gramado, Brazil.

Various committee projects were discussed. Some of the discussions involved improvements of communication between the AOS and its affiliated societies, the Governance Committee rewriting the job description of the AOS Representative to promote the responsibilities of the representative, the Committee's task of continuing to maintain and update the affiliated societies listing (including a wish list that the ASC could have access to that data in the AOS files), improvements to the AOS website access and user satisfaction, and the need for more promotion among the societies of the benefits of membership in the AOS.

The committees developed questions for the discussion topics at the Affiliated Societies Breakfast.

Conservation Committee - Report to the Board of Trustees
November, 2011 – April, 2012

As was the case prior to the San Antonio meetings most taskforce activities have slowed for a variety of reasons. The notable exception has been the Conservation Calendar taskforce headed by Leon Glicenstein charged with producing text and images for the 2013 AOS Calendar which will focus on orchids in their habitats. Leon's report follows:

Report of the 2013 Conservation Calendar Task Force of the Conservation Committee

Honorable Conservation Committee Chairperson,

The 2013 Conservation Calendar Task Force has finished its collection part of the calendar. We, along with Jim Watson, have selected 16 beautiful images of orchids in habitat from around the world from eight international photographers. Each photographer has submitted a short caption for each of the images. I had hoped that we would have more photographers and countries represented, but it was not to be. Queries had been sent out to about 20 photographers in various countries. There are images from Ecuador, United States, Papua New Guinea, Viet Nam, Mexico, Guatemala, China, Europe, Australia, and Venezuela. The thoughtful conservation essay that goes along with the calendar was written by Conservation Committee chairperson David Horak. Jim now has all the parts to the calendar and we hope to see a proof as soon as the move into the new facilities is settled down and the next issue of Orchids is taken care of.

A precedent was established by the trustees for the last Conservation Calendar that \$2.00 of each calendar sold was to go to the Conservation Committee for grants. I do hope that the present trustees will continue with this tradition. If they should like to raise the amount from the calendar for the committee grants, that would be welcomed.

Respectably submitted,

Leon Glicenstein

My report for San Antonio included some of the images that had been submitted and were under consideration at that time. Since receiving Leon's report, a preliminary proof has been produced and hopefully a second closer to print-ready proof will be available to attach to this report. As Leon noted, when the last conservation calendar was produced, \$2.00 from the sale of each calendar was allocated to be used for conservation grants with some \$7000 having been raised. We would respectfully ask the

Trustees to again allow a sum or percentage of the calendar sales to be specifically used for conservation purposes.

As reported last fall, the August 2011 issue of Orchids magazine introduced the concept of crowd funding and the opportunity for the AOS community to collaborate with the Nature Conservancy to help protect the orchid rich Myrtle Head Savanna in North Carolina. Unlike our typical solicited and vetted grant proposals this project was intended to allow AOS members to directly support this project. The overall participation and response has remained meager at best but the appeal remains open with some recent activity. As of April 11, \$5,883 had been raised toward the goal of \$10,040. I am aware of donations since then that would bring the total to at least over \$6,000. Achieving the target amount remains an import goal. We need to demonstrate some success if we want to try to engage the membership in conservation efforts in the future. I sincerely want to thank those from the AOS membership, local orchid societies, Officers and members of the Board, the Conservation Committee and other committee chairs who have generously contributed thus far and for their support of this effort. I also want to give special and ongoing thanks to Ron McHatton, Greg Allikas and Susan Wayman in consideration of the extra work this has imposed on them.

Taskforce on Institutional Collections

In the context of my work with and belief in the importance of institutional collections, I thought it would be a good idea to make sure the inventory catalog of the AOS Live Orchid Collection was as accurate and up-to-date in its nomenclature as possible prior to moving to Fairchild. Over the course of the winter the hieroglyphic listing of some 2600 live plant accessions was largely deciphered and updated to the greatest degree possible. Hopefully it will assist the Fairchild staff and make the integration of these plants into their collection an easier process. I will be returning to the multi-institution orchid database project, which has been on hold, after the Wichita meetings.

Conservation Grants and Funding

In my 2011 Spring report for the Shreveport meetings I expressed the following:

“If the AOS continues to hold that orchid conservation is an important cornerstone of who we are, it is increasingly clear that regardless of all the other conservation activities we as volunteers pursue, the AOS, as an organization, needs to be a frontline agent for finding ways to financially support meaningful conservation efforts; it does come down to money and using our insight to see that it is used productively and intelligently. “

In the past year, and particularly these last few weeks, it has become clearer to everyone at the committee level that the way in which our grant funding process has functioned up to now is no longer appropriate or tenable in the changing world of conservation need and the current state of the AOS . There are two aspects that should be strongly considered for change:

- 1) Since I have been chair, no one that I have spoken with – including long time committee members, Officers or Trustees – has had a clear understanding of what monies exist to fund

grants or how the grant funding process actually works. As I spoke to more people there were either conflicting opinions or no sense of whether a fund for conservation grants exists, if there was an annual allocation for grants, how much if any restricted money exists, etc. A real problem has been that members giving donations for conservation could not be shown the status of their gifts in a context of overall giving to conservation. The status of monies allocated from the last conservation calendar still remain a mystery as to whether they still exist or were distributed as part of funded grants. Whenever anyone has asked about the mechanics of funding so that the committee could act more responsibly in making recommendations- actually utilize its insight as to how the AOS might best allocate available resources effectively - the answer has always been: The ConsCom makes recommendations to the Board and the Board funds proposals; and the Board has always funded the proposals that have been recommended by the committee.

The committee is only recently aware that for many years individual members of the Board and others have stepped up, somewhat anonymously, to cover the costs of funding recommended conservation projects on behalf of the AOS. I am the first to offer my thanks and sincerest gratitude for their genuine generosity and desire to put the AOS in the forefront in the funding process. If this approach to funding really has been the basis for past grant funding it has had the unfortunate consequence of contributing to a sense of general mistrust at the membership level that we are still fighting today. The perceived lack of transparency and vague answers regarding finances and conservation has created a profound sense that something was wrong even if the method and motivation were honorable. This became an increasingly serious contradiction in the last three years as the AOS presented a message of serious money problems but continued to solicit and fund grants. At the committee level the contradictions have created a profound sense of frustration because the committee is committed to doing whatever it can to advance real orchid conservation and be responsible to the overall welfare and interests of the organization.

While not supported specifically by a vote, my sense is that the general feeling is that we should stop any solicitation or acceptance of conservation proposals until there is a tangible and stable source for funding. To this end the Conscom has overwhelmingly voted to recommend that the Trustees authorize the creation of a specific fund or endowment for conservation. We ask for this only as a commitment with the understanding of specific goals and timelines to be determined later. The goal is in creating transparency in the process for the membership and for the committee to pursue this activity effectively and responsibly. If the Board agrees I would recommend that a joint taskforce of Conscom members and leadership address how this might best be accomplished.

- 2) The second part of this is that the funding guidelines, restrictions, goals and overall structure of grant funding for conservation need to be reviewed and revised. We need to be able to adapt to the changes that have taken place in the AOS and the world of conservation if we are to have a positive impact. As a first step, a taskforce from within the committee could make specific

recommendations on restructuring this aspect of the committee's mandate for further Board review.

Crucial to these two recommendations are whether the leadership believes that the AOS should continue to fund grants for conservation in pursuit of its mission. If that answer is yes, then we would strongly encourage the Board to pursue these recommendations.

If the Board should decide that awarding grants is no longer possible or consistent with the goals of the organization then it questions the justification for having a conservation committee. My personal belief is that there are meaningful activities that can be done and that can positively contribute to orchid conservation without spending money. But it has also become clear to me in my time as chair that many of these things depend on individual commitments rather than as charges to the committee. Additionally because the AOS has numerous other competing needs and interests such as judging, research and education for example, our dilution of energy and resources makes it more difficult to be as effective as a group whose only focus is conservation. I strongly feel that vetting grants is the most consistently meaningful activity for the talents of the ConsCom. If that assessment is correct, then in the absence of money the function of the committee as anything but occasionally advisory would be in question.

Standing AOS Conservation Awards

The AOS has two different AOS awards to honor and recognize conservation leadership. As described on the AOS website:

“To recognize and reward individuals, groups and Affiliated Societies for outstanding work in the field of orchid conservation, the AOS sponsors an annual Conservation Recognition Award. The Conservation Committee can award up to two first prizes annually of US\$500 each. At least one of the prizes is designated to recognize efforts benefiting the conservation of orchid species native to Canada, the United States or Mexico. One of the prizes need have no geographical limitations. An additional two runner-up awards of US\$250 each may be given if judged appropriate. A previously awarded project is not excluded from consideration. Self-nominations are not accepted. Winners and their projects will be featured in Orchids magazine.

Philip Keenan Award

This prestigious award is intended to recognize the work of an individual in the study or preservation of native orchids of North America north of Mexico. Applicants may be students, amateurs or professionals actively engaged in the study or conservation of native orchids. Prior achievements in these fields will also be considered. Individuals may apply on their own behalf or on that of another they feel is worthy of consideration.

Nominations

Application for these prestigious awards should include a nomination statement, a short biography of the proposed recipient when it concerns an individual's efforts, or a short history of the nominated

group, organization or Affiliated Society. A concise description (no more than two pages) of the project or endeavor and its effectiveness must be submitted along with the nomination, as well as no more than three letters of confirmation from individuals who are familiar with the work. The contests' period begin January 1 each year. Nominations and supporting materials for these prizes should be submitted not later than September 1 to the Awards Registrar, American Orchid Society, 16700 AOS Lane, Delray Beach, FL 33446-4351. Nominations are reviewed by members of the Conservation Committee at their Fall meeting, and thereafter a recommendation is directed to the Trustees.”

I was reminded of these awards by Lynn Fuller as a possible joint effort between the Affiliated Societies Committee and the Conservation Committee as a way to draw attention to conservation and energize, recognize and reward members whose efforts actually contribute to orchid conservation. Previously, Ron McHatton indicated that we could proceed with soliciting nominations but then a subsequent decision to wait seemed prudent. While the amount of money any or all of these awards might cost would be relatively humble, we would like the Trustees to advise whether potential funding for any of these awards is possible within the AOS budget at this time.

Respectfully Submitted

Dave Horak, Committee Chair

Minutes of the Conservation Committee

San Antonio, Texas

October 27, 2011

The meeting was called to order at 9:03 am by Dave Horak

Members in Attendance: Anita Aldrich, Steve Beckendorf, Ted Green, John Sullivan, Dave Horak

Approval of Shreveport Meeting Minutes:

No Shreveport minutes were kept as only two committee members able to attend: Anita Aldrich and Dave Horak. An informal conservation discussion was held.

New Business and Old Business: The only topic on the agenda was a discussion of the “Relevance and future of the Conservation Committee”. Communication from members prior to the meeting and at the meeting itself focused on a variety of aspects relating to the relevance of the committee and its ability to pursue its stated objectives if there is no money. Further discussion focused on the commitment, possibilities, limitations and effectiveness of the individual committee members toward alternative approaches in an environment of little or no specific funding resources. While frustrated by the funding situation, the conversation was broad in scope and pointed at times but ultimately positive. The most significant aspect was when the Committee on Special Funding came in to sell raffle tickets and one of the members related their own remarkable efforts to protect a population of native orchids. Ensuing conversation discussed how we might recognize and energize individuals and groups such as local orchid societies working to advance conservation in their own ways. While specific conservation award possibilities already exist, if there were no funds to actually award, what other motivations and recognitions might be possible. As this happened near the end of the meeting, this was left for a later discussion.

Dave asked for a motion to adjourn.

**Upon a motion duly made and seconded, the Committee
VOTED to adjourn the meeting
at 12:05 PM.**

The minutes respectfully submitted

David Horak, Chair

**MEMBERS' MEETING
APRIL, 2011
WICHITA, KS
EDUCATION COMMITTEE REPORT**

Strategic Plan for the AOS Education Committee:

To implement the mission of the AOS to enhance the educational opportunities for our members and members of local orchid societies.

Charge: To increase member educational benefits and help in marketing the AOS to new members.

Goal: Work collaboratively within the AOS committee structure, Board, Staff and community organization to increase membership opportunities.

ONGOING PROJECTS ADDRESSED AT SAN ANTONIO MEETING:

1. PROJECT and SCOPE: Developing Children's material for orchid education

- ✓ TASK FORCE MANAGER: Sandy Stubbings
- ✓ MEASURABLE GOALS: Develop and implement children's material and make available for Affiliated Societies

- Develop an orchid badge for Girl Scouts
- Develop material for activities for a Children's Corner at orchid shows

✓ ACTIVITIES:

- Girl Scout Badge or Patch
 - ❖ No activities
- Materials for a Children's Corner at Affiliated Society Orchid Shows
 - ❖ We are setting up a table to try out different ideas to put on the AOS website for clubs to use. I've got a very enthusiastic committee working on it.
 - ❖ "Photo wall" was created by Susan Dally and the Stubbings. There are two ultimate goals; one to put the instructions for constructing the "wall" on the web site, and two to make this "Wall" available to the AOS shows in the future
 - ❖ I also have several activities ready to use at our April table: coloring pages, a set of materials to put together pictures at the show kids can use in a scavenger type hunt for the plants in the show, and a sorting activity kids where kids can either sort photos in to boxes by color, etc., or type of orchid. We are going to award (used) ribbons for the activities and I hope we have kids wandering the show wearing yellow, blue and red ribbons, just like the winning plants. We'll see how all these activities pan out and hopefully work it up into a set of ideas/instructions the AOS can put on the website.

See Below:



© 2012 Greg Allikas - www.orchidworks.com

- Develop Orchid Videos for Children
 - ❖ Cindy Coty will contact the producers of Dora the Explorer to develop an orchid-themed program.
 - ❖ No activities

- 2. PROJECT and SCOPE: Update slide sets available to Affiliated Societies and create programs with voice over
 - ✓ TASK FORCE MEMBERS: Steve Fisher and Jeanne Rhinehart
 - ✓ MEASURABLE GOALS:
 - Number of updated programs available
 - Number of societies requesting programs
 - ✓ ACTIVITIES
 - ❖ None

- 3. PROJECT and SCOPE: Increase and improve educational content of the website.
 - ✓ MEASURABLE GOALS:
 - Number of new educational materials added to the website
 - Number of items that are Members' Only content
 - ✓ ACTIVITIES:
 - Six Spanish language culture video have been produced and edited by John and Sandy Stubbings with Salvador Ortiz from Clow Alley Orchids. The topics include three in Spanish: repotting cattleyas, phalaenopsis, and dendrobiums. In English new programs have been added covering repotting phalaenopsis and dendrobiums.

Respectfully Submitted,
Sandra Tillisch-Svoboda
AOS Education Committee Chair

Governance Committee Report to the Trustees of the American Orchid Society
April 27, 2012

With the approval of the Board and Individual Trustee job descriptions on October 28, 2011, the committee began work on the job descriptions for most of the committees and the committee chairs, and for the Secretary and Treasurer. The job descriptions are intended to go in the Policy and Procedures Handbook to serve as a guide to incoming Board members, officers and committee chairs. These guidelines have the virtue of being easily modifiable as necessary. The job descriptions sent to the Board on April 17, 2012, including the ones for committees/committee chairs, Secretary and Treasurer, are presented for the Board's approval today, April 27, 2012.

ACTION ITEMS:

1. Approve the Job Descriptions distributed as part of the Governance Committee published report, sent out on April 17, 2012.

APPROVED

Thank you very much. We now will begin working on those for the other committees, President, Vice Presidents, Immediate Past President and Assistant Treasurer. The Committee has also been charged with assisting with the orientation of new Board members, which the committee has been doing for the last two election cycles. We expect to refine this process in the coming years.

On a personal note, as I complete my term as chair of this committee, I would like to take a brief moment to thank the people who have been part of this first ever Governance Committee. To Harry Gallis, Deane Hall, Max Thompson, Will Rhodehamel, Mario Ferussi, Tom Etheridge, and Jean Hollebhone, this committee would have fallen flat on its face without your knowledge, support, willingness to write, critique, take criticism, and persevere in the establishment and work of this committee.

**MEMBERS MEETING, WICHITA, KANSAS – APRIL 5 DRAFT
JUDGING COMMITTEE AGENDA — HARRY GALLIS, CHAIR
MEETING: THURSDAY, APRIL 26, 2012 — 9:00 AM – 12 PM**

I. Roll call and introduction of guests

Substitutes: Karen McBride representing Chicago, Chris Rehmann representing Mid-Atlantic, Maynard Michel representing Pacific Central. In addition, the following members of the committee are representing their centers as well: Harry Gallis/Carolinas, Lynn O'Shaughnessy/Great Lakes, Taylor Slaughter/National Capitol, and others to be reported at the meeting.

II. Minutes of JC meeting of Thursday, October 27, 2011, San Antonio, TX (sent in advance)

III. Task Force Reports: 9:10-9:40

A. Challenged Awards Task Force – No report

B. Species Identification Task Force – Sent by Patricia Harding - Attachment A

- o Proposal to increase amount of time that identifications may remain in process prior to 'nullification', basically that awards to species submitted to SITF not expire as long as they are active on the website. Rationale: frequently these are new species that require publication or more information before they can be identified. This takes time.

C. Center Program/AQ Plus/Orchids Plus – Howard Bronstein

D. Training Coordinator– Lynn O'Shaughnessy

- o We have a new training Power Point by Tom Harper on Judging Phalaenopsis, thanks to efforts of Bill Thoms to put these together

E. Handbook Task Force* – Glen Brown

- o Judging Exhibits – The AOS Show Trophy to continue as is or to be awarded to the 'Best Exhibit in a show' – open discussion with directive to develop proposal to HBTF
- o Labels and the AOS Show Trophy – Attachment B
- o New photography guidelines via Greg Allikas – Attachment E

F. Ethics Task Force* - No Report

G. Delinquent Awards Subcommittee – Bob Winkley

- o Similar issue as SITF above – nullified awards are lost to our awards system and we should have greater leeway, specifically the current policy of requiring payment for delinquent awards AND nullifying them does not make sense.

H. Judging Policy Task Force (JPTF)* - Harry Gallis

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

****Previously approved by JC and Trustees, information only**

**IV. Personnel Recommendations (Require JC Recommendation to Board of Trustees)
9:40-10:00**

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

Gilberto Arrieche	Toronto
Jeanne Buchanan	Alamo
Jim Newsome	Atlanta
Joanna Eckstrom	Northeast
Joyce Medcalf	Toronto
Karlene Sanborn	Great Plains
Michael Sinn	Florida North Central
Gail Schwartz	Toronto

Carol Zoltowski

Pacific Central

B. Elevation of Students to Certified Judge, Probationary:

James Lurton	Cincinnati
Kevin Fox	Dallas
Barbara Podmore	Pacific Northwest
Sarah Pratt	Great Plains
Bryan Ramsay	National Capital
David Taylor, Ph.D.	Mid-America
Craig Williams	Pacific Northwest

C. Accepted as Students in these Centers:

Carol Beule	Pacific South
Carol Butcher	Toronto
Christelle Kapfer	Toronto
Nancy McClellan	California Sierra Nevada
Judy Mezey	West Palm Beach
Richard Schmidt	Houston
Brian Spitler	Cincinnati
Dennis Tomjack	Houston
Ed Weber	Mid Atlantic
John Whitney	Central

D. Request for change in status to Senior Judge:

Dennis Dayan	Northeast
John Doherty	Toronto
Patricia Harding	Pacific Northwest
Marilyn Levy	Pacific South
Linda Mitchell	Pacific Northwest
William Mitchell	Pacific Northwest
Tilden Miguel	Hawaii
Anne Safarewitz	Northeast
Ken Slump	West Palm Beach

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

Francisco Baptista	Pacific Central
---------------------------	------------------------

F. Request for change in status to Retired Judge:

Margaret Baird	Toronto
Jean Metcalf	Great Lakes

G. Request for reinstatement of Retired Judge to Certified Judge, Probationary

Jim Williams (A-Ret)	Dallas
-----------------------------	---------------

H. Request for change in status to Judge Emeritus: Attachment G

Marv Ragan (A)	Florida North Central
-----------------------	------------------------------

I. Request for change in status to Retired Judge Emeritus

J. Termination for cause

V. Personnel Notifications received by the Judging Committee (Do Not Require Recommendation to Board of Trustees)

A. Granted leaves of absence in these Centers:	Length of time & Start
Gilberto Arrieche (P/A) Toronto	6 months (December 2011)
Cynthia P. Fleig (A) Pacific Central	1 year (January 2012)
Paula Bannon (A) National Capital	1 year (November 2011)
Andrew Fontaine (S) Mid Atlantic	1 year (November 2011)
Joe Gordy (P) Atlanta	1 year (October 2011)
Pam Norberg (A) Great Plains	6 months extension
Charles Sims (A) California Sierra Nevada	6 months (June 2011) extension
Brian White (P) Houston	1 year (November 2011)

C. Returned from leaves of absence in these Centers:	
Bruce Bradham	Dallas
Paul Batz (S)	Toronto
Mark Stroube (A)	Great Plains

C. Resigned in these Centers:	
Yu-Wen Chen (S)	Hawaii
Larry Desiano (S)	Northeast
Robert Harris (S)	Hawaii
Joseph Linger (S)	Northeast

D. Automatic Termination in these Centers: None

E: Dropped:	
Roger Gage (S)	Alamo
Jean Whiting (S)	Dallas

E. Transferred in these Centers:
Marian Morton (A) from Great lakes to Pacific Northwest
Greg Truex (A) from California Sierra Nevada to Pacific South

F. With regret, the deaths of the following judges are noted:	
Emily Clarkson (A)	Florida North Central
Al Gugeler (E)	Great Lakes
Dr. William Gray (R)	Hawaii
Loren Batchman (E)	Pacific South

VI. Newly Elected Center Chairs: Fall Meeting

VII. Judging Center Status

VIII. Special Awards – Fall Meeting

IX. Award Summary for 2011 – Provided separately as Excel spread sheet - Chair

X. New Business

- a. **Motion: Pacific Central will petition the Judging Committee of the AOS to modify the status of Oakland as the regional center; it recommends that San Francisco be the regional center with no supplemental center. Oakland would be one of 2 or 3 rotating centers for judging within the region**
- b. **Questions from Hawaii:**

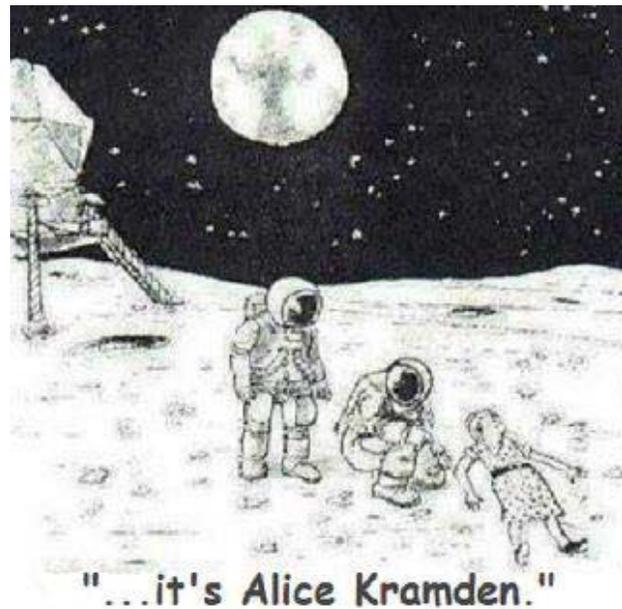
1. How are we to know which plants are illegal and the documents required for giving awards. A request is going to be made to the JC to find an easy way to keep the Judges informed in a timely fashion.
 2. Another question brought up with no clear answer. Why are *Paph. hangianum* and hybrids awarded in Taiwan? They are illegal in the States and Taiwan is not a signature of the CITES.
- c. From the Chair: Disciplinary actions and other performance issues within the judging system – Attachment B
 - d. From the Chair: We need a better system for the aggregation of data for this meeting. I had meant to set up an online meeting of the JC via GoToMeeting but time ran out. I plan to do this over the rest of the spring and summer.
 - e. Award descriptions – we have continuing issues with regard to the adequacy of descriptions. Since each center has different mechanisms for submission, it is difficult to monitor problems. This is our responsibility and we need to do a better job! In addition, we are not uniformly submitting show trophies within the award system.
 - f. Review task force functions and current composition

- XI. Announcements –
- XII. Adjournment at 12:00 PM

Humor for the meeting



"It's an orchid, but it never *does* anything"



SITF Report

“As of today (April 5, 2012) we have confirmed or obtained correct identification for 372 submissions (52 since last meeting and 156 since January 1, 2011). We have 32 submissions we are working on that are unverified that have accumulated since our onset, one third are current, one third are species that are new and need to be described, and one third are waiting for better pictures or more information to be presented. We post the submissions to a blog that the public can view. Some of the public have posted there, but this has been very few. However, since the blog began it has been viewed over 25,000 times, with 2600 views in the last month. <http://speciesidentificationtaskforce.blogspot.com/> is the URL. There one can also find a list of members of the SITF, and instructions for submission and various forms one can use to aid in gathering information we may need. Patricia Harding”

Attachment B

The Atlanta Center recommends that paragraph 7.3.3(4) of the Handbook on Judging and Exhibition be amended by the Handbook Committee. Labels are a means to educate the general public. While judging personnel may understand what generic abbreviations mean, lower case names indicate a species, *etc*, the average person viewing an exhibit does not. How in the world are most people going to have a clue that *Pths. arachnion* is a species that is correctly *Pleurothallis quadricaudata* or that it comes from SW Colombia to NW Ecuador unless the information is supplied on the label. The label for this species should look something like

Pleurothallis quadricaudata **Species from SW Colombia to NW Ecuador**

Wouldn't *Ascocenda* Yip Sum Wah (*Vanda* Pukele X *Ascocentrum curvifolium*) be far more informative than *Ascda.* Yip Sum Wah or *Ascda.* Yip Sum Wah (*V. Pukele* X *Asctm. Curvifolium*). Granted some labels might not be able to contain as much information as one would like without making them obtrusive, but abbreviations should not be allowed unless the entire name has been spelled out earlier on the label. Exhibitors should also have to ensure the font size on their labels allows people to readily read the information no matter where the label is in the exhibit.

Here is what the Atlanta Center judges feel should be considered in the point scale for labels.

No abbreviations
Proper spelling
Highly legible
+ Proportion font to distance
Unobtrusive
Species
+ ID as (species)
+ Country of Origin
Hybrid
+ ID parentage
Pedigree

Issues for JC Discussion

Perhaps in Executive Session

1. Centers – centers for which we receive recurring complaints
 - a. Fairness, negative attitudes
 - b. Bias of certain judges or groups of judges for or against certain exhibitors
 - c. Relationships between judges and commercial entities that warrant recusal from the judging process
 - d. Championing of plants for various reasons
 - e. Behaviors that cause some judges to resign
 - f. Long standing chronic dissention among judges
2. Individual judges
 - a. Negative attitudes
 - b. Assigning clonal names that deride judging process or outcomes
 - c. Refusing HCC's or other awards (is this actually happening?)
 - d. Nastiness in interpersonal relationships
 - e. Perpetuating oppressive attitudes toward trainees (now it's my turn to make them suffer)
 - f. Unethical behavior
 - i. Is it appropriate to refer to the 'cojones' of the JC Chair? Other sexual analogies
 - ii. Is it appropriate to refer to the JC Chair as an "AOS lackey"?
 - iii. Nasty nicknames for certain judges
 - iv. Derogatory comments about AOS leadership or policies or other centers' awards
3. Problems
 - a. "He said, she said"
 - b. Litigation, or threatened litigation
 - i. We are not in the business of controlling free speech or determining libel or slander
 - ii. Free speech has its consequences
 - iii. We are in the business of continuing or terminating Judges' appointments, plain and simple. Judges serve at the pleasure of the Trustees and may be dismissed at their 'displeasure' for behaviors detrimental to the judging system and the AOS.
 - c. If we don't enforce everything we see, we won't enforce anything
 - d. Our center chairs are going to need to step up to the plate, but they are going to have to do it right.
 - e. Too much negative and attacking 'conversation' occurs in public spheres (forums, blogs, mass emails, etc.) – it's the way America has gone and it is unfortunate but it is ill advised in these types of issues.

Attachment D

Note to Center Chairs re: Items to submit to the JC Chair: For your files

- a. **Fall and Spring:** The chair should provide a copy of the minutes of the most recent center business meeting and personnel meeting and the current roster. The most efficient way to submit the roster is to download it from the current AQ plus and notate any changes in red or some way that they stand out (technique if you don't know it – open your center's roster in the judges' section, highlight the entire roster, press ctrl C, open a blank document in Word, and press ctrl V. Save this as your new roster and send to JC Chair). Make sure your changes are highlighted in a different color, or with 'track changes' or in italics so that the JC Chair can pick them out easily and enter them into a master roster.

- b. For the **spring meeting only** the chair should also send a list of all of the center and show stats in the format of the previous year and also the name of the center's sponsoring affiliated society including the name, address and email address of its president.

- c. For the **fall meeting** only the chair should submit a list of the center officer nominations for the next year and the center's nominees for the annual special awards as requested by the person organizing the data.

9.4 Guidelines on Orchid Awards Photography

High quality digital image files of awarded orchid flowers and the right of the AOS to use these photographs for its purposes are essential to the proper functioning of the AOS judging system and the carrying out of the AOS's purposes. These pictures provide the only photographic documentation of awarded plants, making possible a comparison of developments in orchid standards over the years; they also provide a basis for the unification of orchid judging standards throughout the vast territory in which AOS judging is conducted.

While it may not be practical to hire a professional to make award photographs, judges or others responsible for these pictures should seek the services of the most competent and experienced photographer available. In fact, the serious amateur photographer with a good general knowledge of orchids may produce more satisfactory pictures than the full-fledged professional unfamiliar with his subjects. Before undertaking this important assignment, the newcomer to orchid photography, whether amateur or professional, should carefully study the awards photography guidelines that accompany all AOS judging kits. The photographer might also benefit from studying the books, *Garden Photography* and *Orchid Photography*, and by analyzing some of the outstanding examples of award photography published in *Orchids* and *AQ Plus*. The ultimate goal should be to achieve the highest standards of quality in all award photographs.

9.4.1 Equipment

The basic equipment needed for awards photography is a high quality digital camera with macro capabilities, a sturdy tripod, portable lighting equipment and material suitable for creating neutral backgrounds. A separate light meter may be helpful in some situations as is an adjustable stand for posing the plants and flowers.

A digital single lens reflex camera (DSLR) or electronic view finder camera (EVF) are the most practical for awards photography. Their chief advantage is that composing, focusing, etc., are done directly through the lens that actually takes the picture. A competently used DSLR equipped with a macro lens or an EVF with suitable close-up range can produce pictures of excellent quality.

Through the lens metering (TTL) is the preferred setting when using flash. It is strongly recommended that photographers do not use the camera's built-in pop-up flash. A separate, external flash that fits the camera's hot shoe will provide far better results, especially if a light modifier is used. The use of an 18 percent gray card can help ensure proper exposure under any light source as well as provide a reference for minor color correction. If a separate hand held meter must be used, incident light measurement will prove to be more reliable than reflected light readings. Since awards photographers usually have only one opportunity to photograph awarded clones, they must be thoroughly familiar with their equipment. The camera's self-timer can be used to minimize camera motion during long exposures.

9.4.2 General Setup

Generally it is unwise to schedule awards photography outdoors, owing to the impossibility of controlling the environment (sunlight, wind, etc.). Be prepared to select an indoor site, free from drafts and breezes, and preferably somewhat secluded to avoid interference by onlookers. There should be enough room to permit efficient and comfortable working conditions and accommodation of large culture awards. The camera should be tripod-mounted, and the tripod itself should stand on a firm surface for maximum steadiness.

Always avoid background materials having color or texture that may compete or even clash with the flower colors. A medium gray or even a black backdrop of non-reflective material, such as photographer's seamless paper, works very well and will not affect the color rendition of the subjects. No light should be

reflected from the brightly colored objects nearby, so that the color tones of the flowers will not be affected. In general, light colors (white, yellow, pastels) are best photographed against dark backgrounds, while very deep reds, purples, etc., are seen to best advantage against a background of medium density. Again, avoid any background with a definite pattern or distracting colors, such as wallpaper. Always place the subject far enough away from any background to eliminate shadows.

Pose the plant on a table or stand which places the inflorescence at a comfortable working height appropriate to the camera/tripod elevation. Empty clay flower pots or wooden baskets make useful plant stands for posing orchids at the proper height or angle. If such props cannot be eliminated from the picture area, camouflage them with a swatch of black velvet, or with some of the same material used for the backdrop. Likewise, remove or hide any plant labels, ties or other items that would distract the viewer's eye.

9.4.3 Lighting

Circumstances (power failure, equipment failure, etc.) may arise in which the photographer has no choice but to use natural sunlight. When shooting color it is best to avoid the overly warm (reddish) daylight normally encountered during the first two hours after sunrise and the last two hours before sunset. To soften harsh, dark shadows common in sunlit photographs, use one or more reflectors to bounce light back inside the face of the flower. Crinkled aluminum foil spread over cardboard, collapsible light disks, or an 8x10 inch piece of white matte board or foam core all work well. Obviously, outdoor photography demands the most sheltered location possible. Small lens apertures and slow shutter speeds require a motionless subject.

For artificial light, there are three traditional choices: photoflood, quartz-halogen and strobe. Newer light sources include LED's and daylight-balanced fluorescent. Be certain that the correct white balance (WB) setting is selected for the light source to be used. Conduct tests with any new light source before doing actual award photography. Whenever using existing light, each setup is likely to present its own individual problems requiring step-by-step solutions.

Successful flower portraits involve almost the same general lighting principles as good people portraits. The basic light should be placed near (but not on) the camera. A key light of slightly greater intensity is usually placed at a diagonal in the camera plane, off to the side and somewhat above the subject, for modeling. Usually a third light can be used to great advantage, placed well above and slightly behind the subject, to create a luminous effect and separate it from the background. The use of diffusion material with any light source (and especially with strobes) is highly recommended. Shadow-lines will be softened, the rendition of textural features will be enhanced, and a more pleasing natural effect is produced.

9.4.4 Posing the Flower

The awards photographer's challenge is to capture the features of a plant or flower that led the judging team to grant it an award. The photographer should ask a member of the judging team that granted the award to view the posed picture to assure that the proper flower(s) is being photographed and that the picture will show the plant to its best advantage.

The emphasis must be on photographic technique rather than on artistry. While the judges can examine a flower from any angle, the camera can record it from only one. The selection of viewing angle thus becomes crucial. In most cases the important features of a flower can only be recorded from head on, although in some cases a particular subject may require the photographer to shift his camera a few degrees away from perpendicular (plumb). Proper adjustment of camera height will usually place the flower in proper perspective

Since orchids are three-dimensional, severe depth of field problems are encountered at close range. By keeping the camera parallel to the major vertical and horizontal planes of a flower, most of its elements can usually be brought into focus. Flower elements that lie outside these planes can then be dealt with by

stopping down the lens aperture as necessary (f-16 to f-32 are common settings). Any system of incandescent lighting will generate extreme heat which may wilt the flowers, or worse, burn the plant. It is good practice to place your hand over the plant at the point nearest the light source; if the heat feels uncomfortable, the light is too close.

9.4.5 Shooting the Picture

Always use that highest image quality and size settings that the camera is capable of. Award images must be a minimum of 6 megapixels (2000 x 3000 pixels), larger is preferred. Digital cameras have far more settings than film cameras. Check all of them before shooting any awarded orchids. Particularly, be sure that the camera's white balance is set for the light source being used.

Flower portraits should fill the frame as much as possible. First, make certain that you are satisfied with the flower pose, the lighting, the background, the camera settings and all the other elements of the picture. Next make an initial exposure and carefully study the image on the camera's LCD screen. Look for unnecessary distractions. Is the pot visible? Does the background cover the entire frame? Can you see any labels, tags, ribbons, stakes, etc.? In short, is anything distracting in the picture? Is focus sharp? Correct any problems before committing to final exposures. Even with the ability to somewhat correct exposure with digital image files, it is still a good idea to bracket exposures. Finally, take three at least three pictures, one at the nominally correct exposure setting and one at a lower and one at a higher f-stop. The image will look different on a computer monitor than on the camera's LCD. Do not rely on post processing to correct mistakes, get it right the first time!

Award image files should be named using the official award number as it appears on the summary sheet, saved as either TIFF or high quality JPEG and burned to optical disc to be returned to the chair of the judging center. DO NOT send RAW files to the AOS.

9.4.5.1 Awards Photography Bulletins

The JC may issue interim information bulletins governing awards photography practices and procedures as needed.

Attachment F

2.3 Duties and Responsibilities

The JC shall:

- (1) Supervise the AOS judging system under the direction of the Board of Trustees of the AOS.
- (2) Establish uniform standards for the acceptance and training of judges.
- (3) Receive from the judging centers all nominations for new candidates for judge, notification of new students accepted into the judging centers' training programs and changes in the status of current judges, and after review of the centers' recommendations, make its independent recommendations to the Board of Trustees. Additionally, and with the approval of the Board of Trustees, the JC may initiate any action it deems necessary for the proper and ethical administration of the judging system, including suspension or termination of a judge, as described in paragraph 4.9.4.
- (4) Along with the Awards Registrar of the AOS, be responsible for maintaining a current list of the judges
- (5) Through its chair, be responsible for the day-to-day interpretation of judging rules, the enforcement of the Handbook on Judging and Exhibition and the maintenance of any records necessary for efficient monitoring of the judging system.
- (6) Have the right to rescind any award which either through error or lack of knowledge was granted in violation of the rules.
- (7) Make recommendations to the Board of Trustees with regard to the future development of the AOS judging system.**
- (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.

2.4 Duties and Responsibilities of Chair

The chair shall:

- (1) Preside at all meetings of the JC. In the chair's absence the vice-chair shall preside. If both are absent, a temporary chair shall be elected by the members present.
- (2) At each biannual meeting, report to the Board of Trustees on JC activities and recommendations.
- (3) Make a report at each annual meeting of members of the AOS.
- (4) Arrange for minutes of meetings to be sent to all JC members. The minutes shall contain a full and complete record of the meeting so members shall be able to participate in the work and decisions of the JC.
- (5) Preside at any duly called general meeting of AOS judges.
- (6) Appoint a national training coordinator. (See paragraph 4.7.1)

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.

2.6 Judging Ethics Task Force

- (1) A Judging Ethics Task Force (JETF) shall be appointed by the JC chair.
- (2) The JETF shall recommend Handbook additions or changes on any issue involving judges' ethics and submit them in its reports to the JC.

Current composition of Task Forces and Sub-Committees

Handbook TF: *Chair, Glenn Brown, Gary Kraus, Bill Zimmerman, Marilyn Stark, Peter Poot, Ray Gabaldon, Susan Wedegaertner*

Judging Policy TF (Working TF – need to get name change in HB – index in HB refers to this as Working Task Force): *Chair, Harry Gallis, Anita Aldrich, Aileen Garrison, Gary Kraus, Bob Winkley (I had initial philosophy of having several past JC chairs on this TF – We too often lose ‘institutional memory’)*

Judging Ethics TF: *Chair, Harry Gallis, Gary Kraus, Paul Bechtel, Sue Eloe*

Delinquent Awards Sub-Committee: *Chair, Bob Winkley, , Judy Cook, Glenn Brown*

Species Identification Task Force: *Chair, Patricia Harding, Steve Beckendorf, Jay Norris, Jean Stefanik, Ron McHatton, Tom Mirenda*

Attachment G



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



February 9, 2012

Subject: Recommendation for Marv Ragan's Elevation to Judge Emeritus

Marv Ragan first started growing orchids in 1965, joining the American Orchid Society that same year.

Marv entered the AOS Judging Program and started MAJ Orchids in 1969.

As owner of MAJ Orchids, along with his wife (also an accredited AOS Judge), for more than 30 years he exhibited all over the Southeastern United States, garnering more than 190 AOS awards.

Marv has registered 80 orchid hybrids, including two new notho-genera and line bred over 70 different rare species, producing thousand of plants for distribution to orchid growers in the USA and many overseas countries.

Marv served as Center Chair for the Florida North-Central Judging Center for 5 years (all that was allowed at that time) and 11 years as Vice Chair of the Orlando judging location. He was also a member of the AOS Judging Committee for five years. He was a regular participant in the Florida North-Central Judging Center Study Group for over 11 years, offering expert advice on orchids and judging to numerous Student Judges passing through the Center's extensive judging training program.

He served on the AOS working committee approving taxonomist for the AOS award system and as a recognized taxonomist himself, performed these duties on numerous occasions for the AOS and other individuals.

As a recognized expert on orchids he has authored numerous articles and papers, some of which were published in the *American Orchid Society Bulletin* (now *Orchids Magazine*), *Orchid Digest* and others. He has, over a 40 year period, given numerous programs to orchid societies on varying topics dealing with orchid hybridization, taxonomic studies and orchid cultivation.

He has been a featured speaker at three World Orchid Conferences (WOC).

At the 20th WOC he was in charge of all speakers, including invitation, assignment of time slots, and managing the speakers at the conference. He was also a member of the 20th WOC Education Committee.

Marv has been a world ambassador for orchids, participating in AOS judged off shore orchid shows, often serving as Judging Chair.

He has proven his dedication to orchids by visiting numerous countries in Asia, Australia, South America, Central America and the Caribbean over the last 40 years to observe orchids in their native habitat, their special growing conditions, variability within species and variability of the number of species in a particular location.

The Center unanimously recommended Marv Ragan for elevation to Judge Emeritus!

JC Agenda, Wichita, KS, April 26, 2012

Respectfully submitted,

Glenn Brown PhD
Chairman, Florida North-Central Judging Center

2010 AWARDS SUMMARY

	2011 AWARDS TOTALS						
	# CENTER	# CENTER	# SHOW	# SHOW	# SHOW	# TOTAL	Key
JUDGING CENTER	ENTRIES	AWARDS	ENTRIES	NOMINATIONS	AWARDS	AWARDS	
Alamo	53	6	537	5	5	11	Red = Dec
Atlanta	190	47	2,717	193	50	97	Gr = Inc
California Sierra Nevada	82	39	1,325	64	25	64	Black = nc
Carolinas	137	36	1,920	113	37	73	vs 2010
Chicago	156	20	3,798	188	38	58	
Cincinnati	163	44	1,605	87	25	69	
Dallas	150	20	392	8	2	22	
Florida-Caribbean	117	34	4,141	397	217	251	
Puerto Rico	299	73	3489	153	63	136	
Florida North Central-Tampa	193	51	6,168	175	34	139	
Orlando	221	54					
Great Lakes	95	15	3,569	139	35	50	
Great Plains	159	53	284	32	19	72	
Hawaii-Honolulu	232	9	1,175	20	8	17	
Big Island Hilo	235	53	1004	19	11	64	
Maui	424	20	501		3	23	
Houston	162	30	2,104	150	34	64	
Mid-America	78	18	1,076	86	25	43	
Mid-Atlantic	221	79	3,000	49	16	95	
National Capital	141	54	1,993	83	67	121	
Northeast-Elmsford	37	7	2,523	68	18	38	
Boylston	31	13					
Pacific Central-Oakland	43	14	3247	92	36	68	
San Francisco	18	8					
Pacific Northwest-Tacoma	92	18	895	29	11	29	
Oregon-Silverton	188	23	2187	111	24	47	
Vancouver-Richmond	116	12	1990	77	21	33	
Pacific South-San Marino	94	27	7,751	247	60	196	
Encinitas	85	35					
Long Beach	74	41					
Santa Barbara	100	33					
Rocky Mountain	99	26	1,276	74	22	48	
Shreveport	120	31	747	50	8	39	
Toronto	65	24	1,550	53	21	45	
Montreal	190	60	3,700	102	39	99	
West Palm Beach	254	105	13,185	384	122	227	
2011 AOS TOTALS	5114	1232	79849	3248	1096	2338	

2010 AWARDS SUMMARY

		2010 AWARDS TOTALS						
		# CENTER	# CENTER	# SHOW	# SHOW	# SHOW	# TOTAL	Key
JUDGING CENTER		ENTRIES	AWARDS	ENTRIES	DOMINATION	AWARDS	AWARDS	
Alamo		87	7	474	12	2	9	Red = Dec
Atlanta		188	45	2,491	152	43	88	Gr = Inc
California Sierra Nevada		103	44	5,121	66	32	76	Black = nc
Carolinas		113	29	1,585	76	18	47	vs 2009
Chicago		145	30	3,360	178	50	80	
Cincinnati		183	51	1,567	96	29	80	
Dallas		140	19	314	14	2	21	
Florida-Caribbean		63	20	7,458	303	136	238	
Puerto Rico		248	50	1428		32		
Florida North Central-Tampa		96	26	5,206	179	37	92	
Orlando		125	29					
Great Lakes		88	8	3,608	131	32	40	
Great Plains		148	60	902	87	20	80	
Hawaii-Honolulu		210	1	1,199	19	12	13	
Big Island Hilo		254	44	1499	23	7	51	
Maui		305	11	413	14	8	19	
Houston		126	10	1,553	127	42	52	
Mid-America		56	25	1,304	83	18	43	
Mid-Atlantic		175	71	1,800	44	14	85	
National Capital		90	43	2960	101	41	84	
Northeast-Elmsford		59	18	5,940	94	32	64	
Boylston		43	16					
Pacific Central-Oakland		43	18	2,855	117	34	71	
San Francisco		57	19					
Pacific Northwest-Tacoma		65	15	1093	49	16	31	
Oregon-Silverton		182	36	3120	107	23	59	
Vancouver-Richmond		135	22	1911	92	24	46	
Pacific South-San Marino		104	40	8,539	327	53	223	
Encinitas		123	36					
Long Beach		109	39					
Santa Barbara		213	48					
Rocky Mountain		44	8	1,062	48	11	19	
Shreveport		113	36	954	51	12	48	
Toronto		145	35	3,518	105	30	65	
Montreal		49	21	1,484	55	16	37	
West Palm Beach		239	83	11,650	402	147	230	
2010 AOS TOTALS		4666	1113	86368	3152	973	2091	

Issues discussed since our last JC meeting:

1. Voting responsibilities with regard to substitute members – what happens when an existing member of the committee (non-center chair) is representing their center as well as themselves? Does that individual carry two votes or one vote? The overwhelming response is each person has only one vote and the substitute should represent their center. In addition, according to section 3.8 of the Handbook, the JC representative should represent the opinions or decisions of a majority of their center and if not, should so identify their opinion.
2. The role of the appointed members of the JC and how we arrived at the current JC structure (I reviewed Editions Eight through Eleven).
3. It is my intention that, in the interim between the spring and fall meetings this year we will institute interim meetings via the Internet. This will allow us to have more substantive discussion and dispense with some routine issues that will allow the JC to act in a more strategic manner.
4. We discussed the behavioral issues that led to Attachment C in the agenda for Wichita

Handbook: Section 3.8

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. The center's representative, including the chair and vice chair, must vote in a manner that he or she believes reflects the opinions of a majority of the judges of their center. Any comments of discussion at the JC meeting by the center's representative which does not reflect such an opinion must be so identified.

American Orchid Society Judging Committee

Job Description

April 2012

Applicable Bylaws

Article 6.1 - Committees The Board shall establish such committees as are necessary to advise the Board on policy matters and help carry out the operations of the Society. The President, during the Annual Meeting of the Board or as soon thereafter as practical, and with the approval of the Board, shall appoint the chairs of these committees. The President, with the agreement of the committee chairs, shall approve all appointments to the committees.

No person, unless provided otherwise by the Board, shall serve as Chair of any committee for more than four (4) consecutive years.

Judging Committee – The Judging Committee was formally established by the Board in 1949. The structure and governance of the Judging Committee are specified in the current issue of the Handbook on Judging and Exhibition of the American Orchid Society. Elected Chairs of the AOS Judging Centers comprise the membership of the committee (pending approval by the Trustees) as well as up to 5 members appointed by the President.

Charge

The Judging Committee is charged with overseeing and maintaining the orchid judging system of the American Orchid Society.

- Maintain Regional Judging Centers
- Oversee of integrity of judging process and awards system
- Select nominees for national awards

Scope of Authority and Lines of Accountability

The Judging Committee reports to the Board of Trustees. The Judging Committee shall consist of no more than 30 members, including the chair.

Duties of the Judging Committee

- Supervise the AOS judging system under the oversight of the Board of Trustees.
- Establish uniform standards for the acceptance and training of judges.
- Make recommendations with regard to appointment, promotion or termination of judges for approval by the Board.
- Oversee the maintenance of a current list of judges.
- Through its chair oversee the day-to-day interpretation of the judging rules and maintain records necessary for efficient monitoring of the system.

- Have the right to rescind any award which either through error or lack of knowledge was granted in violation of the rules.
- Make recommendations to the Board with regard to the future development of the AOS judging system.
- Oversee, under the direction of the Board, periodic revisions of that part of the Handbook which is devoted to judging.
- Present nominations to the Board for the Special Annual Awards of the AOS.
- Contribute to AOS publications and the web page.

Duties of the Chair of the Judging Committee

- Prepare an agenda and preside at all meetings of the JC. In the chair's absence, the vice-chair shall preside. If both are absent a temporary chair shall be elected by the members present.
- At each semi-annual meeting report to the Board on JC activities and recommendations.
- Make a report to the membership at each annual meeting.
- Arrange for minutes of meetings to be sent to all JC members and to the Board. Minutes should contain a full and complete record of the meetings.
- Preside at all duly called general meetings of AOS judges.
- Appoint a national training coordinator.
- Assure that the business of the JC is continued in the interim between semi-annual meetings.
- Maintain close communication with the AOS President with regard to issues that could adversely affect the AOS or the judging system.
- Oversee the nomination process for AOS Special Annual Awards.
- Appoint Judging Policy Task Force (JPTF) – Section 2.5
- Appoint Judging Ethics Task Force (JETF) – Section 2.6
- Appoint Judging Handbook Task Force (JHTF)

MEMBERS MEETING, WICHITA, KANSAS
JUDGING COMMITTEE MINUTES — HARRY GALLIS, CHAIR
SUSAN WEDEGAERTNER, SECRETARY/VICE CHAIR
MEETING: THURSDAY, APRIL 26, 2012 — 9:00 AM – 12:05 PM

I. Roll call and introduction of guests

Substitutes: Karen McBride representing Chicago, Chris Rehmann representing Mid-Atlantic, Maynard Michel representing Pacific Central, Will Riley representing West Palm Beach, Carlos Fighetti representing Florida-Caribbean, Don Maples representing Houston. In addition, the following members of the committee are representing their centers: Harry Gallis/Carolinas, Lynn O'Shaughnessy/Great Lakes, Taylor Slaughter/National Capitol, and Susan Wedegaertner/California Sierra Nevada.

Not attending: Frank Smith

II. Minutes of JC meeting of Thursday, October 27, 2011, San Antonio, TX (sent in advance)

**Corrections: Carol Baughman (correct spelling of name) coming off of a leave.
Minutes approved with the above correction.**

III. Task Force Reports:

A. Challenged Awards Task Force – No report

B. Species Identification Task Force – Sent by Patricia Harding - Attachment A

- Proposal to increase amount of time that identifications may remain in process prior to 'nullification', basically that awards to species submitted to SITF not expire as long as they are active on the website. Rationale: frequently these are new species that require publication or more information before they can be identified.
- The JC members were advised to notify the SITF of the existence of any other taxonomists that might assist, photographs need to close enough to show lip anatomy, and should be dissected as necessary.

C. Center Program/AQ Plus/Orchids Plus – Howard Bronstein

Beta testing for Orchid Plus to begin within the next few weeks. There will be 4.5 for AQ Plus. It is being compiled now to be sent out shortly. All centers are on the new JC program for awards submission. Jose Izquierdo, student in Puerto Rico, is available to help. We have appointed a 'support group' of users to assist judges having difficulty to attempt to decrease the questions to Ron or Mitch (Winkley, Cook, Zimmerman, and Peterson).

D. Training Coordinator– Lynn O'Shaughnessy

- We have a new training Power Point by Tom Harper on Judging Phalaenopsis, thanks to efforts of Bill Thoms to put these together
- Lynn O'Shaughnessy has asked to be replaced as National Training Coordinator. She was thanked for her service and input will be sought for recommendations for a replacement.

E. Handbook Task Force* – Glen Brown

- Judging Exhibits – The AOS Show Trophy to continue as is or to be awarded to the 'Best Exhibit in a show' – open discussion with directive to develop proposal to HBTF Harry suggested that Glenn come up with 3 different scenarios to resolve the PR problems, and how do we now treat the show trophy.

- Labels and the AOS Show Trophy – Attachment B
This is just for consideration, not a requirement, (per Aileen) to make exhibits more informational for the public. Clonal name and award should be included on the label to prevent judges from pulling the plant for consideration for awards.
- New photography guidelines via Greg Allikas – Attachment E
Accepted by JC. Motion for approval to the Trustees

F. Ethics Task Force* - No Report

G. Delinquent Awards Subcommittee – Bob Winkley

- Similar issue as SITF above – nullified awards are lost to our awards system and we should have greater leeway, specifically the current policy of requiring payment for delinquent awards AND nullifying them does not make sense.

A motion was made and approved: There should be a single fee of \$36 for members and non-members.

Motion made to make the new fee reactive to the current delinquent list. There are currently 69 delinquent awards.

Motion seconded and approved.

H. Judging Policy Task Force (JPTF)* - Harry Gallis - accepted

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

****Previously approved by JC and Trustees, information only**

IV. Personnel Recommendations (Require JC Recommendation to Board of Trustees)

9:40-10:00

Entered executive session (11:15)

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

Gilberto Arrieche	Toronto
Jeanne Buchanan	Alamo
Jim Newsome	Atlanta
Joanna Eckstrom	Northeast
Joyce Medcalf	Toronto
Karlene Sanborn	Great Plains
Michael Sinn	Florida North Central
Gail Schwartz	Toronto
Carol Zoltowski	Pacific Central

Motion made, second, and approved

B. Elevation of Students to Certified Judge, Probationary:

Andre Coutere	Toronto
James Lurton	Cincinnati
Kevin Fox	Dallas
Barbara Podmore	Pacific Northwest
Sarah Pratt	Great Plains
Bryan Ramsay	National Capital
David Taylor, Ph.D.	Mid-America
Craig Williams	Pacific Northwest

Motion made, second, and approved

C. Accepted as Students in these Centers:

Carol Beule	Pacific South
Carol Butcher	Toronto
Christelle Kapfer	Toronto
Nancy McClellan	California Sierra Nevada
Judy Mezey	West Palm Beach
Richard Schmidt	Houston
Brian Spitler	Cincinnati
Dennis Tomjack	Houston
Ed Weber	Mid Atlantic
John Whitney	Pacific Central

Motion made, second, and approved

D. Request for change in status to Senior Judge:

Dennis Dayan	Northeast
John Doherty	Toronto
Patricia Harding	Pacific Northwest
Marilyn Levy	Pacific South
Linda Mitchell	Pacific Northwest
William Mitchell	Pacific Northwest
Tilden Miguel	Hawaii
Anne Safarewitz	Northeast
Ken Slump	West Palm Beach

Motion made, second, and approved

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

Francisco Baptista	Pacific Central
--------------------	-----------------

Motion made, second, and approved

F. Request for change in status to Retired Judge:

Margaret Baird	Toronto
Jean Metcalf	Great Lakes

Motion made, second, and approved

G. Request for reinstatement of Retired Judge to Certified Judge, Probationary

Jim Williams (A-Ret)	Dallas
----------------------	--------

Motion made, second, and approved

H. Request for change in status to Judge Emeritus: Attachment G

Marv Ragan (A)	Florida North Central
----------------	-----------------------

Motion made, second, and approved

I. Request for change in status to Retired Judge Emeritus

J. Termination for cause

V. Personnel Notifications received by the Judging Committee (Do Not Require Recommendation to Board of Trustees)

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

Gilberto Arrieche (P/A) Toronto	6 months (December 2011)
Cynthia P. Fleig (A) Pacific Central	1 year (January 2012)
Paula Bannon (A) National Capital	1 year (November 2011)
Andrew Fontaine (S) Mid Atlantic	1 year (November 2011)
Joe Gordy (P) Atlanta	1 year (October 2011)
Pam Norberg (A) Great Plains	6 months extension
Charles Sims (A) California Sierra Nevada	6 months (June 2011) extension
Brian White (P) Houston	1 year (November 2011)

C. Returned from leaves of absence in these Centers:

Bruce Bradham	Dallas
Paul Batz (S)	Toronto
Mark Stroube (A)	Great Plains

D. Resigned in these Centers:

Vanessa Castleberry (S)	Alamo
Yu-Wen Chen (S)	Hawaii
Larry Desiano (S)	Northeast
Robert Harris (S)	Hawaii
Joseph Linger (S)	Northeast

D. Automatic Termination in these Centers: None

E: Dropped:

Roger Gage (S)	Alamo
Jean Whiting (S)	Dallas

E. Transferred in these Centers:

Marian Morton (A) from Great lakes to Pacific Northwest
Greg Truex (A) from California Sierra Nevada to Pacific South

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

Emily Clarkson (A)	Florida North Central
Al Gugeler (E)	Great Lakes
Dr. William Gray (R)	Hawaii
Loren Batchman (E)	Pacific South
Carl Withner (E)	Pacific Northwest

- VI. Newly Elected Center Chairs: Fall Meeting**
- VII. Judging Center Status – see below**
- VIII. Special Awards – Fall Meeting**
- IX. Award Summary for 2011 – Provided separately as Excel spread sheet – Chair – no action required**

- X. New Business**
 - a. Motion: Pacific Central will petition the Judging Committee of the AOS to modify the status of Oakland as the regional center; it recommends that San Francisco be the regional center with no supplemental center. Oakland would be one of 2 or 3 rotating centers for judging within the region.**

This is to start in January 2013.
A formal request will be submitted for approval at the Fall Meeting

b. Questions from Hawaii:

1. How are we to know which plants are illegal and the documents required for giving awards. A request is going to be made to the JC to find an easy way to keep the Judges informed in a timely fashion.

Can we get a list of illegal plants? Per Ron, list was sent in October.

2. Another question brought up with no clear answer. Why are *Paph. hangianum* and hybrids awarded in Taiwan? They are illegal in the States and Taiwan is not a signature of the CITES.

The ones in AQ Plus are prior to the JC taking action. We do not do this anymore. Bill Zimmerman and Mike Blietz are to take the lead and make some recommendations.

c. From the Chair: Disciplinary actions and other performance issues within the judging system – Attachment C

These issues were discussed in executive session. No direct action was taken other than to reiterate adherence to the Ethics requirements in the Handbook.

Out of executive session (12:00pm)

Motion made to approve all actions made during the executive session.

- d. From the Chair: We need a better system for the aggregation of data for this meeting. I had meant to set up an online meeting of the JC via GoToMeeting but time ran out. I plan to do this over the rest of the spring and summer.**

See comments above

- e. Award descriptions – we have continuing issues with regard to the adequacy of descriptions. Since each center has different mechanisms for submission, it is difficult to monitor problems. This is our responsibility and we need to do a better job! In addition, we are not uniformly submitting show trophies within the award system.**

- f. Review task force functions and current composition – postponed to fall meeting.**

XI. Adjournment at 12:05 PM

**JUDGING COMMITTEE MINUTES — HARRY GALLIS, CHAIR
SUSAN WEDEGAERTNER, SECRETARY/VICE CHAIR
MEMBERS MEETING, WICHITA, KANSAS
MEETING: THURSDAY, APRIL 26, 2012 — 9:00 AM – 12:05 PM**

I. Roll call and introduction of guests

Substitutes: Karen McBride representing Chicago, Chris Rehmann representing Mid-Atlantic, Maynard Michel representing Pacific Central, Will Riley representing West Palm Beach, Carlos Fighetti representing Florida-Caribbean, Don Maples representing Houston. In addition, the following members of the committee are representing their centers: Harry Gallis/Carolinas, Lynn O'Shaughnessy/Great Lakes, Taylor Slaughter/National Capitol, and Susan Wedegaertner/California Sierra Nevada.

Not attending: Frank Smith

II. Minutes of JC meeting of Thursday, October 27, 2011, San Antonio, TX (sent in advance)

Corrections: Carol Baughman (correct spelling of name) coming off of a leave.

Minutes approved with the above correction.

III. Task Force Reports:

A. Challenged Awards Task Force – No report

B. Species Identification Task Force – Sent by Patricia Harding - Attachment A

- Proposal to increase amount of time that identifications may remain in process prior to 'nullification', basically that awards to species submitted to SITF not expire as long as they are active on the website. Rationale: frequently these are new species that require publication or more information before they can be identified. SITF should be notified if another taxonomist has had input and information should be forwarded to SITF.
- The JC members were advised to notify the SITF of the existence of any other taxonomists that might assist, photographs need to close enough to show lip anatomy, and should be dissected as necessary.

C. Center Program/AQ Plus/Orchids Plus – Howard Bronstein

Beta testing for Orchid Plus to begin within the next few weeks. There will be 4.5 for AQ Plus. It is being compiled now to be sent out shortly. All centers are on the new JC program for awards submission. Jose Izquierdo, student in Puerto Rico, is available to help. We have appointed a 'support group' of users to assist judges having difficulty to attempt to decrease the questions to Ron or Mitch (Winkley, Cook, Zimmerman, and Peterson).

D. Training Coordinator– Lynn O'Shaughnessy

- We have a new training Power Point by Tom Harper on Judging Phalaenopsis, thanks to efforts of Bill Thoms to put these together
- Lynn O'Shaughnessy has asked to be replaced as National Training Coordinator. She was thanked for her service and input will be sought for recommendations for a replacement.
- A plea by the host at Wichita was made to try to attract more Student and Probationary Judges to the semiannual meetings

E. Handbook Task Force* – Glen Brown

- Judging Exhibits – The AOS Show Trophy to continue as is or to be awarded to the 'Best Exhibit in a show' – open discussion with directive to develop proposal to HBTF Harry suggested that Glenn come up with 3 different scenarios to resolve the PR problems, and how do we now treat the show trophy.
- Labels and the AOS Show Trophy – Attachment B – see agenda This is just for consideration, not a requirement, (per Aileen) to make exhibits more informational for the public. Clonal name and award should be included on the label to prevent judges from pulling the plant for consideration for awards.
- New photography guidelines via Greg Allikas – Attachment E
Accepted by JC. Motion for approval to the Trustees - Adopted

F. Ethics Task Force* - No Report – See Attachment C which was discussed at JC and with Trustees

G. Delinquent Awards Subcommittee – Bob Winkley

- Similar issue as SITF above – nullified awards are lost to our awards system and we should have greater leeway, specifically the current policy of requiring payment for delinquent awards AND nullifying them does not make sense.

A motion was made and approved: There should be a single fee of \$36 for members and non-members. Adopted

Motion made to make the new fee reactive to the current delinquent list. There are currently 69 delinquent awards after the awards prior to 2006 have been removed. Motion seconded and approved. –

Rejected by trustees, feeling that it was not equitable to those who had already paid.

H. Judging Policy Task Force (JPTF)* - Harry Gallis

Issues discussed since our last JC meeting:

1. Voting responsibilities with regard to substitute members – what happens when an existing member of the committee (non-center chair) is representing their center as well as themselves? Does that individual carry two votes or one vote? The overwhelming response is each person has only one vote and the substitute should represent their center. In addition, according to section 3.8 of the Handbook, the JC representative should represent the opinions or decisions of a majority of their center and if not, should so identify their opinion.
2. The role of the appointed members of the JC and how we arrived at the current JC structure (I reviewed Editions Eight through Eleven).
3. It is my intention that, in the interim between the spring and fall meetings this year we will institute interim meetings via the Internet. This will allow us to have more substantive discussion and dispense with some routine issues that will allow the JC to act in a more strategic manner.
4. We discussed the behavioral issues that led to Attachment C in the agenda for Wichita

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. The center's representative, including the chair and vice chair, must vote in a manner that he or she believes reflects the opinions of a majority of the judges of their center. Any comments of discussion at the JC meeting by the center's representative which does not reflect such an opinion must be so identified.

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

****Previously approved by JC and Trustees, information only**

IV. Personnel Recommendations (Require JC Recommendation to Board of Trustees)

9:40-10:00 – All personnel actions accepted by Trustees

Entered executive session (11:15)

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

Gilberto Arrieche	Toronto
Jeanne Buchanan	Alamo
Jim Newsome	Atlanta
Joanna Eckstrom	Northeast
Joyce Medcalf	Toronto
Karlene Sanborn	Great Plains
Michael Sinn	Florida North Central
Gail Schwartz	Toronto
Carol Zoltowski	Pacific Central

Motion made, second, and approved

B. Elevation of Students to Certified Judge, Probationary:

Andre Coutere	Toronto
James Lurton	Cincinnati
Kevin Fox	Dallas
Barbara Podmore	Pacific Northwest
Sarah Pratt	Great Plains
Bryan Ramsay	National Capital
David Taylor, Ph.D.	Mid-America
Craig Williams	Pacific Northwest

Motion made, second, and approved

C. Accepted as Students in these Centers:

Carol Beule	Pacific South
Carol Butcher	Toronto
Christelle Kapfer	Toronto
Nancy McClellan	California Sierra Nevada
Judy Mezey	West Palm Beach
Richard Schmidt	Houston
Brian Spitler	Cincinnati
Dennis Tomjack	Houston
Ed Weber	Mid Atlantic
John Whitney	Pacific Central

Motion made, second, and approved

D. Request for change in status to Senior Judge:

Dennis Dayan	Northeast
---------------------	------------------

John Doherty	Toronto
Patricia Harding	Pacific Northwest
Marilyn Levy	Pacific South
Linda Mitchell	Pacific Northwest
William Mitchell	Pacific Northwest
Tilden Miguel	Hawaii
Anne Safarewitz	Northeast
Ken Slump	West Palm Beach

Motion made, second, and approved

E. Request for change in status from Senior to Accredited Judge:
Francisco Baptista Pacific Central

Motion made, second, and approved

F. Request for change in status to Retired Judge:

Margaret Baird	Toronto
Jean Metcalf	Great Lakes

Motion made, second, and approved

G. Request for reinstatement of Retired Judge to Certified Judge, Probationary
Jim Williams (A-Ret) Dallas

Motion made, second, and approved

H. Request for change in status to Judge Emeritus: Attachment G
Marv Ragan (A) Florida North Central

Motion made, second, and approved

I. Request for change in status to Retired Judge Emeritus - None

J. Termination for cause - None

V. Personnel Notifications received by the Judging Committee (Do Not Require Recommendation to Board of Trustees)

A. Granted leaves of absence in these Centers:	Length of time & Start
Gilberto Arrieche (P/A) Toronto	6 months (December 2011)
Cynthia P. Fleig (A) Pacific Central	1 year (January 2012)
Paula Bannon (A) National Capital	1 year (November 2011)
Andrew Fontaine (S) Mid Atlantic	1 year (November 2011)
Joe Gordy (P) Atlanta	1 year (October 2011)
Pam Norberg (A) Great Plains	6 months extension
Charles Sims (A) California Sierra Nevada	6 months (June 2011) extension
Brian White (P) Houston	1 year (November 2011)

C. Returned from leaves of absence in these Centers:

Bruce Bradham	Dallas
Paul Batz (S)	Toronto
Mark Stroube (A)	Great Plains

D. Resigned in these Centers:

Vanessa Castleberry (S)	Alamo
-------------------------	-------

Yu-Wen Chen (S)	Hawaii
Larry Desiano (S)	Northeast
Robert Harris (S)	Hawaii
Joseph Linger (S)	Northeast

D. Automatic Termination in these Centers: None

E: Dropped:

Roger Gage (S)	Alamo
Jean Whiting (S)	Dallas

E. Transferred in these Centers:

Marian Morton (A) from Great lakes to Pacific Northwest
Greg Truex (A) from California Sierra Nevada to Pacific South

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

Emily Clarkson (A)	Florida North Central
Al Gugeler (E)	Great Lakes
Dr. William Gray (R)	Hawaii
Loren Batchman (E)	Pacific South
Carl Withner (E)	Pacific Northwest

- VI. Newly Elected Center Chairs: Fall Meeting**
- VII. Judging Center Status – see below**
- VIII. Special Awards – Fall Meeting**
- IX. Award Summary for 2011 – Provided separately as Excel spread sheet – Chair – no action required**
- X. New Business**
 - a. Motion: Pacific Central will petition the Judging Committee of the AOS to modify the status of Oakland as the regional center; it recommends that San Francisco be the regional center with no supplemental center. Oakland would be one of 2 or 3 rotating centers for judging within the region.**

This is to start in January 2013 after formal request will be submitted for approval at the Fall Meeting
 - b. Questions from Hawaii:**
 - 1. How are we to know which plants are illegal and the documents required for giving awards. A request is going to be made to the JC to find an easy way to keep the Judges informed in a timely fashion.**

Can we get a list of illegal plants? Per Ron, list was sent in October.
 - 2. Another question brought up with no clear answer. Why are *Paph. hangianum* and hybrids awarded in Taiwan? They are illegal in the States and Taiwan is not a signature of the CITES.**

The ones in AQ Plus are prior to the JC taking action. We do not do this anymore. Bill Zimmerman and Mike Blietz are to take the lead and make some recommendations.
 - c. From the Chair: Disciplinary actions and other performance issues within the judging system – discussed above as Ethics TF report - Attachment C**

These issues were discussed in executive session. No direct action was taken other than to reiterate adherence to the Ethics requirements in the Handbook. This document was discussed in executive session by the Trustees who were in general agreement with addressing these issues. There was no approval sought other than agreement with the enforcement of Sections 4.8 and 4.9 of the Handbook.

Out of executive session (12:00pm)

Motion made to approve all actions made during the executive session.

- d. **From the Chair: We need a better system for the aggregation of data for this meeting. I had meant to set up an online meeting of the JC via GoToMeeting but time ran out. I plan to do this over the rest of the spring and summer. See comments above**
- e. **Award descriptions – we have continuing issues with regard to the adequacy of descriptions. Since each center has different mechanisms for submission, it is difficult to monitor problems. This is our responsibility and we need to do a better job! In addition, we are not uniformly submitting show trophies within the award system.**
- f. **Review task force functions and current composition – postponed to fall meeting.**

XI. Adjournment at 12:05 PM

Attachment A

SITF Report

“As of today (April 5, 2012) we have confirmed or obtained correct identification for 372 submissions (52 since last meeting and 156 since January 1, 2011). We have 32 submissions we are working on that are unverified that have accumulated since our onset, one third are current, one third are species that are new and need to be described, and one third are waiting for better pictures or more information to be presented. We post the submissions to a blog that the public can view. Some of the public have posted there, but this has been very few. However, since the blog began it has been viewed over 25,000 times, with 2600 views in the last month. <http://speciesidentificationtaskforce.blogspot.com/> is the URL. There one can also find a list of members of the SITF, and instructions for submission and various forms one can use to aid in gathering information we may need. Patricia Harding”

Attachment C

Issues for JC Discussion

Perhaps in Executive Session

1. Centers – centers for which we receive recurring complaints
 - a. Fairness, negative attitudes
 - b. Bias of certain judges or groups of judges for or against certain exhibitors
 - c. Relationships between judges and commercial entities that warrant recusal from the judging process
 - d. Championing of plants for various reasons
 - e. Behaviors that cause some judges to resign
 - f. Long standing chronic dissention among judges
2. Individual judges
 - a. Negative attitudes
 - b. Assigning clonal names that deride judging process or outcomes
 - c. Refusing HCC's or other awards (is this actually happening?)
 - d. Nastiness in interpersonal relationships
 - e. Perpetuating oppressive attitudes toward trainees (now it's my turn to make them suffer)
 - f. Unethical behavior
 - i. Is it appropriate to refer to the 'cojones' of the JC Chair? Other sexual analogies
 - ii. Is it appropriate to refer to the JC Chair as an "AOS lackey"?
 - iii. Nasty nicknames for certain judges
 - iv. Derogatory comments about AOS leadership or policies or other centers' awards
3. Problems
 - a. "He said, she said"
 - b. Litigation, or threatened litigation
 - i. We are not in the business of controlling free speech or determining libel or slander
 - ii. Free speech has its consequences
 - iii. We are in the business of continuing or terminating Judges' appointments, plain and simple. Judges serve at the pleasure of the Trustees and may be dismissed at their 'displeasure' for behaviors detrimental to the judging system and the AOS.
 - c. If we don't enforce everything we see, we won't enforce anything
 - d. Our center chairs are going to need to step up to the plate, but they are going to have to do it right.
 - e. Too much negative and attacking 'conversation' occurs in public spheres (forums, blogs, mass emails, etc.) – it's the way America has gone and it is unfortunate but it is ill advised in these types of issues.

**JUDGING COMMITTEE AGENDA — HARRY GALLIS, CHAIR
MEMBERS MEETING, WICHITA, KANSAS – APRIL 5 DRAFT
MEETING: THURSDAY, APRIL 26, 2012 — 9:00 AM – 12 PM**

I. Roll call and introduction of guests

Substitutes: Karen McBride representing Chicago, Chris Rehmann representing Mid-Atlantic, Maynard Michel representing Pacific Central, Will Riley representing West Palm Beach, Carlos Fighetti representing Florida-Caribbean, Don Maples representing Houston. In addition, the following members of the committee are representing their centers as well: Harry Gallis/Carolinas, Lynn O'Shaughnessy/Great Lakes, Taylor Slaughter/National Capitol, and Susan Wedegaertner/California Sierra Nevada.

Not attending: Frank Smith

II. Minutes of JC meeting of Thursday, October 27, 2011, San Antonio, TX (sent in advance)

Corrections: Carol Baughman (correct spelling of name) coming off of a leave.

Minutes approved with the above correction.

III. Task Force Reports: 9:10-9:40

A. Challenged Awards Task Force – No report

B. Species Identification Task Force – Sent by Patricia Harding - Attachment A

- o Proposal to increase amount of time that identifications may remain in process prior to 'nullification', basically that awards to species submitted to SITF not expire as long as they are active on the website. Rationale: frequently these are new species that require publication or more information before they can be identified. This takes time.

The question was asked that if the identification is in limbo at SITF does that preclude the Center from finding another authority to identify the plant. Ron says it should be identified by SITF but if another authority can identify the plant please send the information on to SITF. Ron cautioned that the photos need to be close up to show lip, etc., for proper identification. Plus take the flower apart and take photos of the flower parts. Images need to be better when submitting to SITF.

C. Center Program/AQ Plus/Orchids Plus – Howard Bronstein

Beta testing for Orchid Plus to begin within the next few weeks. There will be 4.5 for AQ Plus. It is being compiled now to be sent out shortly.

JC program everyone is on the new program. Howard said there are problems and most are from the learning curve. Mitch is helping people who are having problems to get Centers up and running on the new JC program. There is a student in Puerto Rico that can make the new JC program 'sing'. Jose Izquierdo will be going through the back log to look over the problems and will be contacting the Centers to get the missing information so the award can be processed. Adding visiting judges to the program is low on the priority list. We are wondering why this information is added or if it is needed. Once you are finishing entering the data, please send Ron an email stating you are done editing the event and ready for processing. The Florida judges showing up on the program will not show up on your information, per Ron, so the person entering the data does not need to delete those judges just enter your judges that attended the event.

Harry suggested that a few people who can make the JC program 'sing' be an advisor group for people to contact before asking the AOS. The 'super group' who volunteered are Bob Winkley, Judy Cook, Bill Zimmerman and Joe Peterson. Please email them with your questions and concerns before contacting AOS.

D. Training Coordinator– Lynn O’Shaughnessy

- We have a new training Power Point by Tom Harper on Judging Phalaenopsis, thanks to efforts of Bill Thoms to put these together

Lynn asked that Harry find someone to be National Training Coordinator for the next term. Harry thanked her for her service.

Ray mentioned that we need to get our students and probationary judges to the AOS meetings. The turnout for this meeting had only 2 probationary judges and 4 students attending. Need to work on this within our Centers.

E. Handbook Task Force* – Glen Brown

- Judging Exhibits – The AOS Show Trophy to continue as is or to be awarded to the ‘Best Exhibit in a show’ – open discussion with directive to develop proposal to HBTF
Is this a national award or local award? Is there a national standard for AOS show trophy? We have standards for flower awards, but not for the show trophy. The show trophy is treated like a ribbon judging per the discussion. No descriptions are needed but there are suppose to be photographs of the winning AOS show trophy display.

Discussion included eliminating the score sheet, deleting the minimum point score of 80 points. If the Society pays for the award, most felt it should be given (good PR). Some Centers use this for training and feel that it is important to keep the score sheet, but changing it would be fine. Should the score sheet be modified? Include the condition of the plants? Look for the Fuchs’s article he did so we are not re-inviting the wheel.

Design a talk to be given to the various Societies. Helping people on good design, flow and what we are looking for in giving the show trophy.

Harry suggested that Glenn come up with 3 different scenarios to resolve the PR problems, and how do we now treat the show trophy.

- Labels and the AOS Show Trophy – Attachment B
This is just for consideration, not a requirement, (per Aileen) to make exhibits more informational for the public. Clonal name and award should be included on the label to prevent judges from pulling the plant for consideration for awards.
- New photography guidelines via Greg Allikas – Attachment E
Moved, accepted and approved, discussion was that it was very well written. It was suggested that each Center send their Center’s photographers the attachment for their information/knowledge. The images need to be sent to the Center Chair to be loaded into the new JC program so the award is complete.

F. Ethics Task Force* - No Report

G. Delinquent Awards Subcommittee – Bob Winkley

- Similar issue as SITF above – nullified awards are lost to our awards system and we should have greater leeway, specifically the current policy of requiring payment for delinquent awards AND nullifying them does not make sense.
Any awards prior to 2006 had been deleted from the list. If an award on the delinquent list is paid, it is published. It does cause problems, looking into old files. In the new program it is easier to re-create. Should there be one fee for member and non-member? Non-member awards are approximately 5%. The award fees are \$36 for members and \$60 for non-members. Changing the fees to one for all, needs to come out of the JC for vote on by the Trustees

Motion made there be a single fee of \$36 for members and non-members. Discussion, per Ron, the \$36 will cover the cost of processing the award. Motion approved.

Motion made to make the new fee reactive to the current delinquent list. There are currently 69 delinquent awards. Motion seconded and approved.

Is this delinquent list sent out regularly? No, per Ron.

H. Judging Policy Task Force (JPTF)* - Harry Gallis

This group discusses issues before being sent out to the Center Chairs. Do discussions via go-to-meeting between the AOS members meeting to get administrative issues resolved. Agendas will be sent out first so we are prepared. We will be voting on issues (if quorum is reached) to get issues resolved.

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

****Previously approved by JC and Trustees, information only**

IV. Personnel Recommendations (Require JC Recommendation to Board of Trustees)

9:40-10:00

Entered executive session (11:15)

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

Gilberto Arrieche	Toronto
Jeanne Buchanan	Alamo
Jim Newsome	Atlanta
Joanna Eckstrom	Northeast
Joyce Medcalf	Toronto
Karlene Sanborn	Great Plains
Michael Sinn	Florida North Central
Gail Schwartz	Toronto
Carol Zoltowski	Pacific Central

Motion made, second, and approved

B. Elevation of Students to Certified Judge, Probationary:

Andre Coutere	Toronto
James Lurton	Cincinnati
Kevin Fox	Dallas
Barbara Podmore	Pacific Northwest
Sarah Pratt	Great Plains
Bryan Ramsay	National Capital
David Taylor, Ph.D.	Mid-America
Craig Williams	Pacific Northwest

Motion made, second, and approved

C. Accepted as Students in these Centers:

Carol Beule	Pacific South
Carol Butcher	Toronto
Christelle Kapfer	Toronto
Nancy McClellan	California Sierra Nevada
Judy Mezey	West Palm Beach
Richard Schmidt	Houston
Brian Spitler	Cincinnati
Dennis Tomjack	Houston
Ed Weber	Mid Atlantic
John Whitney	Pacific Central

Motion made, second, and approved

D. Request for change in status to Senior Judge:

Dennis Dayan	Northeast
John Doherty	Toronto
Patricia Harding	Pacific Northwest
Marilyn Levy	Pacific South
Linda Mitchell	Pacific Northwest
William Mitchell	Pacific Northwest
Tilden Miguel	Hawaii
Anne Safarewitz	Northeast
Ken Slump	West Palm Beach

Motion made, second, and approved

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

Francisco Baptista	Pacific Central
--------------------	-----------------

Motion made, second, and approved

F. Request for change in status to Retired Judge:

Margaret Baird	Toronto
Jean Metcalf	Great Lakes

Motion made, second, and approved

G. Request for reinstatement of Retired Judge to Certified Judge, Probationary

Jim Williams (A-Ret)	Dallas
----------------------	--------

Motion made, second, and approved

H. Request for change in status to Judge Emeritus: Attachment G

Marv Ragan (A)	Florida North Central
----------------	-----------------------

Motion made, second, and approved

I. Request for change in status to Retired Judge Emeritus

J. Termination for cause

V. Personnel Notifications received by the Judging Committee (Do Not Require Recommendation to Board of Trustees)

A. Granted leaves of absence in these Centers:	Length of time & Start
Gilberto Arrieche (P/A) Toronto	6 months (December 2011)
Cynthia P. Fleig (A) Pacific Central	1 year (January 2012)
Paula Bannon (A) National Capital	1 year (November 2011)

Andrew Fontaine (S) Mid Atlantic	1 year (November 2011)
Joe Gordy (P) Atlanta	1 year (October 2011)
Pam Norberg (A) Great Plains	6 months extension
Charles Sims (A) California Sierra Nevada	6 months (June 2011) extension
Brian White (P) Houston	1 year (November 2011)

C. Returned from leaves of absence in these Centers:

Bruce Bradham	Dallas
Paul Batz (S)	Toronto
Mark Stroube (A)	Great Plains

D. Resigned in these Centers:

Vanessa Castleberry (S)	Alamo
Yu-Wen Chen (S)	Hawaii
Larry Desiano (S)	Northeast
Robert Harris (S)	Hawaii
Joseph Linger (S)	Northeast

D. Automatic Termination in these Centers: None

E: Dropped:

Roger Gage (S)	Alamo
Jean Whiting (S)	Dallas

E. Transferred in these Centers:

Marian Morton (A) from Great lakes to Pacific Northwest
Greg Truex (A) from California Sierra Nevada to Pacific South

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

Emily Clarkson (A)	Florida North Central
Al Gugeler (E)	Great Lakes
Dr. William Gray (R)	Hawaii
Loren Batchman (E)	Pacific South
Carl Withner (E)	Pacific Northwest

- VI. Newly Elected Center Chairs: Fall Meeting**
- VII. Judging Center Status -**
- VIII. Special Awards – Fall Meeting**
- IX. Award Summary for 2011 – Provided separately as Excel spread sheet - Chair**

X. New Business

- a. Motion: Pacific Central will petition the Judging Committee of the AOS to modify the status of Oakland as the regional center; it recommends that San Francisco be the regional center with no supplemental center. Oakland would be one of 2 or 3 rotating centers for judging within the region.**

This is to start in January 2013. This needs to be a formal request. Defer to the fall meeting.

- b. Questions from Hawaii:**

1. **How are we to know which plants are illegal and the documents required for giving awards. A request is going to be made to the JC to find an easy way to keep the Judges informed in a timely fashion.**

Can we get a list of illegal plants? Per Ron, list was sent in October.

2. **Another question brought up with no clear answer. Why are *Paph. hangianum* and hybrids awarded in Taiwan? They are illegal in the States and Taiwan is not a signature of the CITES.**

The ones in AQ Plus are prior to the JC taking action. We do not do this anymore. Bill Zimmerman and Mike Blietz are to take the lead and make some recommendations.

- c. **From the Chair: Disciplinary actions and other performance issues within the judging system – Attachment C**

Letters are with Ron and a lawyer for suggestions about termination if behavior is not rectified. If Harry hears about a problem, he will be calling a Center to see if what he is hearing is true and needs to be resolved. Harry needs data/substantiation to be able to take action. It is a privilege to be an AOS judge, not a right.

If you are speaking at a Society and they know you are an AOS judge, you need to act as an AOS judge (above reproach).

Need to read and understand 4.8 in the handbook.

Perfect quote - *Attitude is the crayon that colors our life.*

Out of executive session (12:00pm)

Motion made to approve all actions made during the executive session.

- d. **From the Chair: We need a better system for the aggregation of data for this meeting. I had meant to set up an online meeting of the JC via GoToMeeting but time ran out. I plan to do this over the rest of the spring and summer.**

See comments above

- e. **Award descriptions – we have continuing issues with regard to the adequacy of descriptions. Since each center has different mechanisms for submission, it is difficult to monitor problems. This is our responsibility and we need to do a better job! In addition, we are not uniformly submitting show trophies within the award system.**

- f. **Review task force functions and current composition**

XI. **Announcements –**

XII. **Adjournment at 12:00 PM**

Humor for the meeting



"It's an orchid, but it never *does* anything."



"It's an orchid, but it never *does* anything"

Attachment A

SITF Report

"As of today (April 5, 2012) we have confirmed or obtained correct identification for 372 submissions (52 since last meeting and 156 since January 1, 2011). We have 32 submissions we are working on that are unverified that have accumulated since our onset, one third are current, one third are species that are new and need to be described, and one third are waiting for better pictures or more information to be presented. We post the submissions to a blog that the public can view. Some of the public have posted there, but this has been very few. However, since the blog began it has been viewed over 25,000 times, with 2600 views in the last month. <http://speciesidentificationtaskforce.blogspot.com/> is the URL. There one can also find a list of members of the SITF, and instructions for submission and various forms one can use to aid in gathering information we may need. Patricia Harding"

Attachment B

The Atlanta Center recommends that paragraph 7.3.3(4) of the Handbook on Judging and Exhibition be amended by the Handbook Committee. Labels are a means to educate the general public. While judging personnel may understand what generic abbreviations mean, lower case names indicate a species, *etc*, the average person viewing an exhibit does not. How in the world are most people going to have a clue that *Pths. arachnion* is a species that is correctly *Pleurothallis quadricaudata* or that it comes from SW Colombia to NW Ecuador unless the information is supplied on the label. The label for this species should look something like

Pleurothallis quadricaudata
Species from SW Colombia to NW Ecuador

Wouldn't *Ascocenda* Yip Sum Wah (*Vanda* Pukele X *Ascocentrum curvifolium*) be far more informative than *Ascda*. Yip Sum Wah or *Ascda*. Yip Sum Wah (*V. Pukele* X *Asctm. Curvifolium*). Granted some labels might not be able to contain as much information as one would like without making them obtrusive, but abbreviations should not be allowed unless the entire name has been spelled out earlier on the label. Exhibitors should also have to ensure the font size on their labels allows people to readily read the information no matter where the label is in the exhibit.

Here is what the Atlanta Center judges feel should be considered in the point scale for labels.

- No abbreviations**
- Proper spelling**
- Highly legible**
 - + Proportion font to distance
- Unobtrusive**
- Species**
 - + ID as (species)
 - + Country of Origin
- Hybrid**
 - + ID parentage
- Pedigree**

Attachment C

Issues for JC Discussion

Perhaps in Executive Session

1. Centers – centers for which we receive recurring complaints
 - a. Fairness, negative attitudes
 - b. Bias of certain judges or groups of judges for or against certain exhibitors
 - c. Relationships between judges and commercial entities that warrant recusal from the judging process
 - d. Championing of plants for various reasons
 - e. Behaviors that cause some judges to resign
 - f. Long standing chronic dissention among judges
2. Individual judges
 - a. Negative attitudes
 - b. Assigning clonal names that deride judging process or outcomes
 - c. Refusing HCC's or other awards (is this actually happening?)
 - d. Nastiness in interpersonal relationships
 - e. Perpetuating oppressive attitudes toward trainees (now it's my turn to make them suffer)
 - f. Unethical behavior
 - i. Is it appropriate to refer to the 'cojones' of the JC Chair? Other sexual analogies
 - ii. Is it appropriate to refer to the JC Chair as an "AOS lackey"?
 - iii. Nasty nicknames for certain judges
 - iv. Derogatory comments about AOS leadership or policies or other centers' awards
3. Problems
 - a. "He said, she said"
 - b. Litigation, or threatened litigation
 - i. We are not in the business of controlling free speech or determining libel or slander
 - ii. Free speech has its consequences
 - iii. We are in the business of continuing or terminating Judges' appointments, plain and simple. Judges serve at the pleasure of the Trustees and may be dismissed at their 'displeasure' for behaviors detrimental to the judging system and the AOS.
 - c. If we don't enforce everything we see, we won't enforce anything
 - d. Our center chairs are going to need to step up to the plate, but they are going to have to do it right.
 - e. Too much negative and attacking 'conversation' occurs in public spheres (forums, blogs, mass emails, etc.) – it's the way America has gone and it is unfortunate but it is ill advised in these types of issues.

Attachment D

Note to Center Chairs re: Items to submit to the JC Chair: For your files

- a. **Fall and Spring:** The chair should provide a copy of the minutes of the most recent center business meeting and personnel meeting and the current roster. The most efficient way to submit the roster is to download it from the current AQ plus and notate any changes in red or some way that they stand out (technique if you don't know it – open your center's roster in the judges' section, highlight the entire roster, press ctrl C, open a blank document in Word, and press ctrl V. Save this as your new roster and send to JC Chair). Make sure your changes are highlighted in a different color, or with 'track changes' or in italics so that the JC Chair can pick them out easily and enter them into a master roster.

- b. For the **spring meeting only** the chair should also send a list of all of the center and show stats in the format of the previous year and also the name of the center's sponsoring affiliated society including the name, address and email address of its president.

- c. For the **fall meeting** only the chair should submit a list of the center officer nominations for the next year and the center's nominees for the annual special awards as requested by the person organizing the data.

Attachment E

9.4 Guidelines on Orchid Awards Photography

High quality digital image files of awarded orchid flowers and the right of the AOS to use these photographs for its purposes are essential to the proper functioning of the AOS judging system and the carrying out of the AOS's purposes. These pictures provide the only photographic documentation of awarded plants, making possible a comparison of developments in orchid standards over the years; they also provide a basis for the unification of orchid judging standards throughout the vast territory in which AOS judging is conducted.

While it may not be practical to hire a professional to make award photographs, judges or others responsible for these pictures should seek the services of the most competent and experienced photographer available. In fact, the serious amateur photographer with a good general knowledge of orchids may produce more satisfactory pictures than the full-fledged professional unfamiliar with his subjects. Before undertaking this important assignment, the newcomer to orchid photography, whether amateur or professional, should carefully study the awards photography guidelines that accompany all AOS judging kits. The photographer might also benefit from studying the books, *Garden Photography* and *Orchid Photography*, and by analyzing some of the outstanding examples of award photography published in *Orchids* and *AQ Plus*. The ultimate goal should be to achieve the highest standards of quality in all award photographs.

9.4.1 Equipment

The basic equipment needed for awards photography is a high quality digital camera with macro capabilities, a sturdy tripod, portable lighting equipment and material suitable for creating neutral backgrounds. A separate light meter may be helpful in some situations as is an adjustable stand for posing the plants and flowers.

A digital single lens reflex camera (DSLR) or electronic view finder camera (EVF) are the most practical for awards photography. Their chief advantage is that composing, focusing, etc., are done directly through the lens that actually takes the picture. A competently used DSLR equipped with a macro lens or an EVF with suitable close-up range can produce pictures of excellent quality.

Through the lens metering (TTL) is the preferred setting when using flash. It is strongly recommended that photographers do not use the camera's built-in pop-up flash. A separate, external flash that fits the camera's hot shoe will provide far better results, especially if a light modifier is used. The use of an 18 percent gray card can help ensure proper exposure under any light source as well as provide a reference for minor color correction. If a separate hand held meter must be used, incident light measurement will prove to be more reliable than reflected light readings. Since awards photographers usually have only one opportunity to photograph awarded clones, they must be thoroughly familiar with their equipment. The camera's self-timer can be used to minimize camera motion during long exposures.

9.4.2 General Setup

Generally it is unwise to schedule awards photography outdoors, owing to the impossibility of controlling the environment (sunlight, wind, etc.). Be prepared to select an indoor site, free from drafts and breezes, and preferably somewhat secluded to avoid interference by onlookers. There should be enough room to permit efficient and comfortable working conditions and accommodation of large culture awards. The camera should be tripod-mounted, and the tripod itself should stand on a firm surface for maximum steadiness.

Always avoid background materials having color or texture that may compete or even clash with the flower colors. A medium gray or even a black backdrop of non-reflective material, such as photographer's seamless paper, works very well and will not affect the color rendition of the subjects. No light should be reflected from the brightly colored objects nearby, so that the color tones of the flowers will not be affected. In general, light colors (white, yellow, pastels) are best photographed against dark backgrounds, while very deep reds, purples, etc., are seen to best advantage against a background of medium density. Again, avoid any background with a definite pattern or distracting colors, such as wallpaper. Always place the subject far enough away from any background to eliminate shadows.

Pose the plant on a table or stand which places the inflorescence at a comfortable working height appropriate to the camera/tripod elevation. Empty clay flower pots or wooden baskets make useful plant stands for posing orchids at the proper height or angle. If such props cannot be eliminated from the picture area, camouflage them with a swatch of black velvet, or with some of the same material used for the backdrop. Likewise, remove or hide any plant labels, ties or other items that would distract the viewer's eye.

9.4.3 Lighting

Circumstances (power failure, equipment failure, etc.) may arise in which the photographer has no choice but to use natural sunlight. When shooting color it is best to avoid the overly warm (reddish) daylight normally encountered during the first two hours after sunrise and the last two hours before sunset. To soften harsh, dark shadows common in sunlit photographs, use one or more reflectors to bounce light back inside the face of the flower. Crinkled aluminum foil spread over cardboard, collapsible light disks, or an 8x10 inch piece of white matte board or foam core all work well. Obviously, outdoor photography demands the most sheltered location possible. Small lens apertures and slow shutter speeds require a motionless subject.

For artificial light, there are three traditional choices: photoflood, quartz-halogen and strobe. Newer light sources include LED's and daylight-balanced fluorescent. Be certain that the correct white balance (WB) setting is selected for the light source to be used. Conduct tests with any new light source before doing actual award photography. Whenever using existing light, each setup is likely to present its own individual problems requiring step-by-step solutions.

Successful flower portraits involve almost the same general lighting principles as good people portraits. The basic light should be placed near (but not on) the camera. A key light of slightly greater intensity is usually placed at a diagonal in the camera plane, off to the side and somewhat above the subject, for modeling. Usually a third light can be used to great advantage, placed well above and slightly behind the subject, to create a luminous effect and separate it from the background. The use of diffusion material with any light source (and especially with strobes) is highly recommended. Shadow-lines will be softened, the rendition of textural features will be enhanced, and a more pleasing natural effect is produced.

9.4.4 Posing the Flower

The awards photographer's challenge is to capture the features of a plant or flower that led the judging team to grant it an award. The photographer should ask a member of the judging team that granted the award to view the posed picture to assure that the proper flower(s) is being photographed and that the picture will show the plant to its best advantage.

The emphasis must be on photographic technique rather than on artistry. While the judges can examine a flower from any angle, the camera can record it from only one. The selection of viewing angle thus becomes crucial. In most cases the important features of a flower can only be recorded from head on, although in some cases a particular subject may require the photographer to shift his camera a few degrees away from perpendicular (plumb). Proper adjustment of camera height will usually place the flower in proper perspective

Since orchids are three-dimensional, severe depth of field problems are encountered at close range. By keeping the camera parallel to the major vertical and horizontal planes of a flower, most of its elements can usually be brought into focus. Flower elements that lie outside these planes can then be dealt with by stopping down the lens aperture as necessary (f-16 to f-32 are common settings). Any system of incandescent lighting will generate extreme heat which may wilt the flowers, or worse, burn the plant. It is good practice to place your hand over the plant at the point nearest the light source; if the heat feels uncomfortable, the light is too close.

9.4.5 Shooting the Picture

Always use that highest image quality and size settings that the camera is capable of. Award images must be a minimum of 6 megapixels (2000 x 3000 pixels), larger is preferred. Digital cameras have far more settings than film cameras. Check all of them before shooting any awarded orchids. Particularly, be sure that the camera's white balance is set for the light source being used.

Flower portraits should fill the frame as much as possible. First, make certain that you are satisfied with the flower pose, the lighting, the background, the camera settings and all the other elements of the picture. Next make an initial exposure and carefully study the image on the camera's LCD screen. Look for unnecessary distractions. Is the pot visible? Does the background cover the entire frame? Can you see any labels, tags, ribbons, stakes, etc.? In short, is anything distracting in the picture? Is focus sharp? Correct any problems before committing to final exposures. Even with the ability to somewhat correct exposure with digital image files, it is still a good idea to bracket exposures. Finally, take three at least three pictures, one at the nominally correct exposure setting and one at a lower and one at a higher f-stop. The image will look different on a computer monitor than on the camera's LCD. Do not rely on post processing to correct mistakes, get it right the first time!

Award image files should be named using the official award number as it appears on the summary sheet, saved as either TIFF or high quality JPEG and burned to optical disc to be returned to the chair of the judging center. DO NOT send RAW files to the AOS.

9.4.5.1 Awards Photography Bulletins

The JC may issue interim information bulletins governing awards photography practices and procedures as needed.

Attachment F

2.3 Duties and Responsibilities

The JC shall:

(1) Supervise the AOS judging system under the direction of the Board of Trustees of the AOS.

(2) Establish uniform standards for the acceptance and training of judges.

(3) Receive from the judging centers all nominations for new candidates for judge, notification of new students accepted into the judging centers' training programs and changes in the status of current judges, and after review of the centers' recommendations, make its independent recommendations to the Board of Trustees.

Additionally, and with the approval of the Board of Trustees, the JC may initiate any action it deems necessary for the proper and ethical administration of the judging system, including suspension or termination of a judge, as described in paragraph 4.9.4.

(4) Along with the Awards Registrar of the AOS, be responsible for maintaining a current list of the judges

(5) Through its chair, be responsible for the day-to-day interpretation of judging rules, the enforcement of the Handbook on Judging and Exhibition and the maintenance of any records necessary for efficient monitoring of the judging system.

(6) Have the right to rescind any award which either through error or lack of knowledge was granted in violation of the rules.

(7) Make recommendations to the Board of Trustees with regard to the future development of the AOS judging system.

(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.

2.4 Duties and Responsibilities of Chair

The chair shall:

(1) Preside at all meetings of the JC. In the chair's absence the vice-chair shall preside. If both are absent, a temporary chair shall be elected by the members present.

(2) At each biannual meeting, report to the Board of Trustees on JC activities and recommendations.

- (3) Make a report at each annual meeting of members of the AOS.
- (4) Arrange for minutes of meetings to be sent to all JC members. The minutes shall contain a full and complete record of the meeting so members shall be able to participate in the work and decisions of the JC.
- (5) Preside at any duly called general meeting of AOS judges.
- (6) Appoint a national training coordinator. (See paragraph 4.7.1)

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.

2.6 Judging Ethics Task Force

- (1) A Judging Ethics Task Force (JETF) shall be appointed by the JC chair.
- (2) The JETF shall recommend Handbook additions or changes on any issue involving judges' ethics and submit them in its reports to the JC.

Current composition of Task Forces and Sub-Committees

Handbook TF: *Chair, Glenn Brown, Gary Kraus, Bill Zimmerman, Marilyn Stark, Peter Poot, Ray Gabaldon, Susan Wedegaertner*

Judging Policy TF (Working TF – need to get name change in HB – index in HB refers to this as Working Task Force): *Chair, Harry Gallis, Anita Aldrich, Aileen Garrison, Gary Kraus, Bob Winkley (I had initial philosophy of having several past JC chairs on this TF – We too often lose ‘institutional memory’)*

Judging Ethics TF: *Chair, Harry Gallis, Gary Kraus, Paul Bechtel, Sue Eloe*

Delinquent Awards Sub-Committee: *Chair, Bob Winkley, Judy Cook, Glenn Brown*

Species Identification Task Force: *Chair, Patricia Harding, Steve Beckendorf, Jay Norris, Jean Stefanik, Ron McHatton, Tom Mirenda*

Attachment G



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



February 9, 2012

Subject: Recommendation for Marv Ragan's Elevation to Judge Emeritus

Marv Ragan first started growing orchids in 1965, joining the American Orchid Society that same year.

Marv entered the AOS Judging Program and started MAJ Orchids in 1969.

As owner of MAJ Orchids, along with his wife (also an accredited AOS Judge), for more than 30 years he exhibited all over the Southeastern United States, garnering more than 190 AOS awards.

Marv has registered 80 orchid hybrids, including two new notho-genera and line bred over 70 different rare species, producing thousand of plants for distribution to orchid growers in the USA and many overseas countries.

Marv served as Center Chair for the Florida North-Central Judging Center for 5 years (all that was allowed at that time) and 11 years as Vice Chair of the Orlando judging location. He was also a member of the AOS Judging Committee for five years. He was a regular participant in the Florida North-Central Judging Center Study Group for over 11 years, offering expert advice on orchids and judging to numerous Student Judges passing through the Center's extensive judging training program.

He served on the AOS working committee approving taxonomist for the AOS award system and as a recognized taxonomist himself, performed these duties on numerous occasions for the AOS and other individuals.

As a recognized expert on orchids he has authored numerous articles and papers, some of which were published in the *American Orchid Society Bulletin* (now *Orchids Magazine*), *Orchid Digest* and others. He has, over a 40 year period, given numerous programs to orchid societies on varying topics dealing with orchid hybridization, taxonomic studies and orchid cultivation.

He has been a featured speaker at three World Orchid Conferences (WOC).

At the 20th WOC he was in charge of all speakers, including invitation, assignment of time slots, and managing the speakers at the conference. He was also a member of the 20th WOC Education Committee.

Marv has been a world ambassador for orchids, participating in AOS judged off shore orchid shows, often serving as Judging Chair.

He has proven his dedication to orchids by visiting numerous countries in Asia, Australia, South America, Central America and the Caribbean over the last 40 years to observe orchids in their native habitat, their

JC Agenda, Wichita, KS, April 26, 2012

special growing conditions, variability within species and variability of the number of species in a particular location.

The Center unanimously recommended Marv Ragan for elevation to Judge Emeritus!

Respectfully submitted,

Glenn Brown PhD
Chairman, Florida North-Central Judging Center

American Orchid Society
Library/Archives Committee
Members Meeting, April 26, 2012
Wichita, Kansas

MINUTES

Present: Doris Asher, Robert Fuchs, Gail Furniss, John Ingram, Marian Stark. Marian Sheehan and Tom Sheehan.

Excused: Lois Holmes, Norito Hasegawa

Absent: Diana Dunn, Kathy Higgins, Carlos Fighetti

- The agenda and Minutes from October 27, 2011 meeting in San Antonio, Texas were approved
- John Ingram updated the committee on the packing and transport of the library and archives materials to the University of Florida Libraries for a period of temporary storage until the new library and archives facility is available at Fairchild Tropical Botanical Gardens
- Work week is to be scheduled for a week in late summer at Gainesville. Activities could include unpacking and shelving the book collections; addressing storage issues for the archives collections. Updating the inventories of holdings. Applying book plates to the library collections. Other projects.
- There were updates from the Trustee Planning Session

- John Ingram reported on his visit with Ben Singer. Ben continues to add materials, including books and journals. John updated the book inventory with Ben's new acquisitions.

- Updates on McQuerry and other Library/Archives restricted funds: the McQuerry and other Library/Archives restricted funds were made whole.

- Old business
 - Preparing articles for *Orchids*: no update
 - Impact of electronic versions of *Orchids* magazine: Additional discussions with committee members to email John with comments on value of print and electronic versions of the magazine

- New business: We need to recruit new members: suggestions are welcome.
- Suggest that membership information on joining the FTBG be sent to all committee members and BOT so that we learn about and show support for our new partner institution.
- As the building program for the library and archives building progresses, we plan to issue updates and bulletins for the magazine and the website on the project's process.
- Discussion of an online referral service to be hosted on AOS website with AOS volunteers responding to members' queries on orchids.

MINUTES

Membership Committee San Antonio 2011 Fall Members Meeting

The joint meeting of the AOS Membership and Affiliated Societies committees was called to order by Chairs Barbara Noe and Lynn Fuller at the fall AOS Members Meeting in San Antonio, Texas on Thursday, October 27, 2011 at 9 AM.

Members of the AOS Membership Committee present: Barbara Noe - Chair, Howard Zoufaly, Jeff Bradley, Tim Brooks, Lois Dauelsberg, Karen McBride, Alexa Noel and Sarah Waddoups. New Committee Members announced - Charles Wilkins and Nile Dusdieker. Membership members excused: Jim Butler, Laura DeCarlo, Maurice Garvey, Mary Jo Gilsdorf, Dot Henley, Jayme Hennek, Susan Heuer, David Janvrin, Kim Livingston, Wayne Louie, Ron Midgett, Ty Triplett, and John Whiting.

Members of the AOS Affiliated Societies committee present: Lynn Fuller - Chair, Mario Ferrusi, Bob Henley, Jean Hollebone, and Marilyn Lee.
Affiliated Societies members excused: Pat Dunn, and Candice Hollinger.

Guests: Chris Rehmann, Ron McHatton, and Jose Oliveras-Laguna.

Minutes of the Membership and Affiliated Societies committee meetings in Shreveport were approved.

The Affiliated Societies Committee recommended the following societies for membership in The American Orchid Society: Association Orchidees d'Haiti; Asociacion de Orquidistas del Sur, Ponce, Puerto Rico; Mayaguez Orchid Society Mayaguez, Puerto Rico; Orquidistas de Borinquen Inc. San Juan, Puerto Rico; Puerto Rico Orchid Growers Association, Bayamon, Puerto Rico; Puerto Rico, Orchid Society, San Juan, Puerto Rico. The committee will prepare and present an action item for approval at the trustees meeting on Friday.

AOS President Chris Rehmann presented a report to the committees concerning the future of the AOS. Membership has decreased to 10,500 members. It is a daunting task to stop the decline when people don't understand the value of knowing others who share the same passion around the world.

Changes in the website are coming, but most of the work has to be done with volunteers. Our staff is very small now. The headquarters building is being sold. There is one condition. The Slomin Foundation has to get a zoning change. The zoning board has approved the property for use as a school for the Autism Family Foundation. Today the Palm Beach County Commissioners are to vote to approve the zoning

board's recommendation. The Site Plan has been developed. Closing could occur on November 30th.

The request for a strategic partner has been answered by Fairchild Gardens and Longwood Gardens. A rental property would be a third choice. Fairchild has expressed an interest in housing AOS immediately. Longwood has a more conservative approach and negotiations are ongoing. Lois expressed concern that plants and other items that were donated to the headquarters would be left and the members making those donations would be upset. Chris feels that those donations are going to a "higher cause" in helping children with autism. Frustration is understandable, but unavoidable. Mario expressed the need to move forward into the future. The sale of the building will mean 3.1 million dollars so when all of the borrowed restricted funds are repaid we will have 1.2 million dollars to carry out our mission. Concerns about leaving the headquarters building were expressed, but the necessity to streamline and go forward into the future is acknowledged by all.

Sarah expressed the need for a new vision for AOS. She believes we should strive to be the definitive source for information about orchids.

Ron McHatton reported on progress (or lack thereof) in implementing the membership tiers that were accepted at the October 2010 Members Meeting in Virginia and the new OrchidCare magazine that was approved at the Shreveport 2011 Spring Meeting . Ron walked us through the pricing and the dilemma we face. Using Ron's very recently put together information he had discussed with only the EC regarding the multiple levels of membership and publications for each level, the Membership Committee considered and tweaked this previously unseen information since it is expected that our committee present an action item the trustees on Friday. Ron, Lynn and Barbara will caucus later today to prepare the action item for tomorrow incorporating input from our committee.

Level One: \$25 membership including quarterly electronic Orchid Care (add \$10 for print) – changed to either/or at \$35.

Level Two: \$65 membership including Orchids in print (Orchid Care electronic or in print could be added for a fee)

Judges would be required to be Level Two members with Orchid Care extra.

Each member of each committee expressed ideas and shared information.

Jeff Bradley made 150 calls to non-renewals and got 110 responses. Most of the complaints were about accessing the website. Hopefully the problems will be fixed.

Bob Henley reported that Dot said many of her calls to non-renewing members indicated they had lost interest or were on fixed incomes and could not afford membership in this economy.

Jean Hollebhone reported on a Lecture Series for local horticulture programs, encouraging students to clerk in shows.

Karen McBride expressed excitement about Orchid Care and working on the AOS meeting in 2014

Tim Brooks is working on communicating with Agriculture Schools. Maybe AOS could offer guidelines for incorporating orchids into curriculum. He wants local societies to work with schools to nurture students. Local society members could approach professors offering programs on orchid culture.

Alexa Noel outlined the new Student Membership offered by the Greater Cincinnati Orchid Society.

Barbara Noe informed the group of the availability of excellent new novice culture sheets on the website that are very useful at membership initiatives.

Mario Ferrusi gave results of his phone calls. The results were: the magazine is great. Those who did not renew because of economic problems. Mario reminded us to take brochures when we do talks at societies.

Jose Oliveras-Laguna was happy to observe saying all societies have the same problems.

Reminder that the Philadelphia Flower Show is the first weekend in March. Please come if possible. The show is Hawaiian Orchids Aloha. Volunteers will get free entry. Logistics are available from Barbara and Lynn.

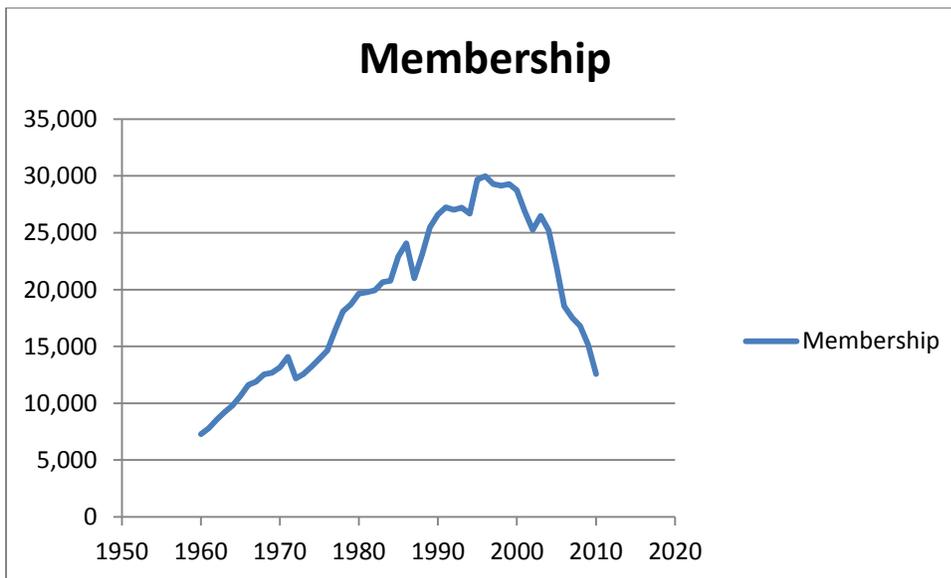
The meeting adjourned at Noon.

Respectfully Submitted
Alexa Noel
Committee Recorder

Membership overview which will perhaps be helpful to discussions with FTBG – we start with Ron McHatton’s report to the Board last October:

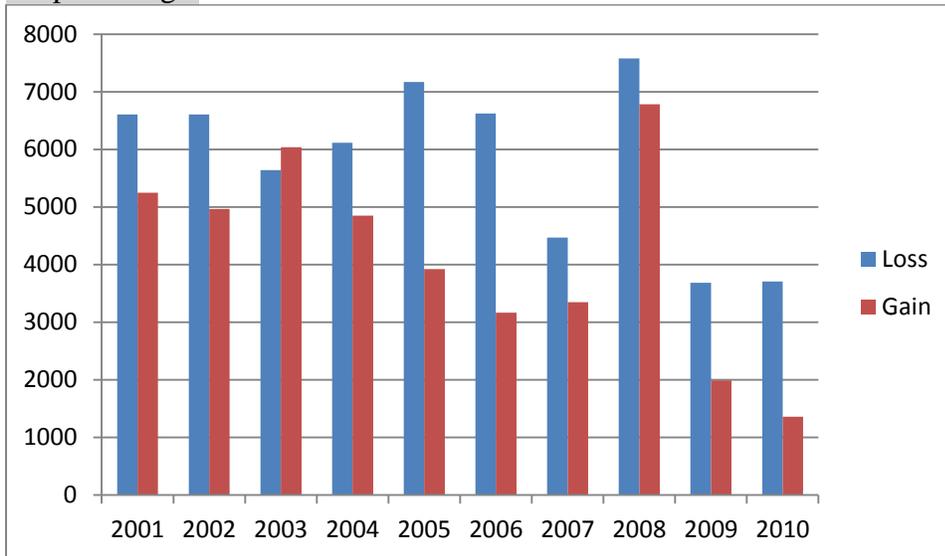
Membership retention and new member recruitment continue to perform poorly. In the first three months of the fiscal year we’ve experienced a net decrease in membership of 583 people. Buried in that net number are 811 members who chose not to renew offset by 228 new members. Later in this meeting you will hear me report that only 521 new members have joined in the six months since our Shreveport meeting. For perspective, it has not been that long ago when we saw monthly new membership numbers of 200 or more and less than four years since we had monthly new membership numbers of 500 or more.

The graph below was included in my report at the Virginia Beach meeting a year ago. I’ve updated it to reflect the actual membership decrease for 2010 and the current forecast for 2011. At the current rate of decrease, you need to go back to 1964 to find a membership level similar to our 2011 year-end number.



There is a tendency to view membership statistics as static numbers. In reality they are the result of dynamic changes in new members and existing members choosing either to leave or renew. We have always had what some organizations would call a membership retention problem but it’s generally been ignored until recently. For as far back as I can readily find accurate data, any group of incoming new members has suffered a 55% non-renewal at the first renewal; i.e., if 100 members join this month, 55 of them will not renew a year from now. The difference between periods of growth and periods of contraction have hinged on the number of new members joining. For instance, during the increasing years of the 80’s and early 90’s, it was not uncommon to see 700-900 new members each month offset by 500-700 members not renewing producing a net GROWTH of 200 members/month. During the five year period from 1995 to 1999 when membership hovered in the 29,000 to 30,000 members, the noteworthy change was the decrease of new members to a level that essentially leveled the membership number not a decrease in the number of members choosing not to renew. As we entered the last decade, new

membership numbers began to fall significantly resulting in a decline in membership numbers. Of course the absolute number of existing members choosing not to renew has dropped but not the percentage.



Number of new members and non-renewing members/year

For perspective, just over 34,300 people have joined the AOS and left since January of 2003.

Comments From Barbara Noe, Current Membership Committee Chair

In my view, the last sentence from Ron McHatton's October 2011 Report (in red by me above) is key to our membership situation. It tells us that we have consistently bought in new members regardless of prevailing economic conditions, leadership decisions within our organization and other factors but we are not retaining these members. Why? Everyone has a different answer. A few of these are:

1. Cost too much.
2. So much free orchid information available on the Internet.....why bother?
3. Our website has been difficult to navigate in order to reach the good information there.
4. We are not giving beginning to intermediate growers the level of information they want in our monthly magazine.
5. Younger people don't join organizations as previous generations did and when they do join, they become bored or disenchanted because we seem stodgy.
6. Our membership is getting older becoming less interested or able to take care of their orchids; they have less income so cannot afford membership dues or are dying off.
7. At one time we were heavily discounting memberships to gain new members then they expected the same in the future so would not rejoin without this reduction.
8. Our renewal process was difficult online.
9. Loss of interest in orchids....have new interests.
10. Internal politics are a turn-off.
11. Concerned about the future of the organization.
12. Etc's could go on and on.....

Get them.....keep them.....bring them back.....

In an effort to ‘get them’ and ‘keep them’, I can only speak with confidence on our efforts since mid-December 2009 when I became Chair of the Membership Committee.

- I have been a part of the membership committee since October 2008 becoming active immediately as a part of the task force appointed to look at new membership levels. We worked on these for over a year and I understand that many committees before us had done the same thing to no conclusion.
- In April 2010 we presented well defined membership levels to the Board and the following October they were passed by the Board however absolutely nothing was done toward their implementation.
- When the Board met in April 2011 we were still waiting for the new levels to begin but yet another membership magazine/level was then proposed. This was labeled OrchidCare to appeal to the beginner to intermediate grower and apparently was suggested in an effort to take the pressure off ORCHIDS magazine to deliver appealing material to this segment of our membership.
- As a result of the introduction of the possibility of OrchidCare plus upgrading of our website, the levels were again put on the back burner. Unfortunately, between May 2011 – October 2011 no progress was made on any of the aforementioned membership level changes including OrchidCare.
- At our October 2011 Board Meeting, an abbreviated version of the April 2010 membership levels (Board approved October 2010) was hastily put together by Ron McHatton and Sandra Svoboda with a little input from the Executive Committee but no input from the Membership Committee for presentation to the Board. The passage of this new group of levels resulted in a tie with our President breaking the tie by voting against this..
- By this time, our headquarters has been sold and we were working toward a new life at FTBG and have been told that we should forget about any changes to our membership levels until guidance is given by FTBG personnel well versed in these matters.
- It has been a long curvy road and we are definitely ready for some assistance.

It should be noted that we have not stood still during the last 26 months while waiting for new membership levels and other support to assist us in going forward.

1. Beginning in December 2009, we immediately started revamping the make-up of the Membership Committee to have representation in as many areas of the US and Canada as possible.
2. Outreach was extended to all upcoming orchid shows and events worldwide.... providing them with information and membership materials, PowerPoint presentations, sign-up sheets to collect email addresses to receive our monthly educational newsletters.
3. We traveled the country attending major orchid events setting up information tables at each of them and personally greeting attendees extolling the benefits of joining the AOS.
4. We divided up new member lists to make calls welcoming them to the AOS, making sure they had received their new member packet and were receiving their monthly ORCHIDS in a timely manner. In addition, we would encourage them to become a part of the members only section of our website. After answering any questions....addressing any

problems they may mention.....we would encourage them to hook up with one of our nearby Affiliated Societies.

5. During their first year of membership, we also periodically emailed them about new features on our website and other interesting AOS information....in an effort to keep in touch.....letting them know we care about them all of the time.....not just at renewal time.
6. We promptly answered every communication that came to the AOS Membership Email Address....helping them solve whatever problem they had or passing their requests on to someone who could help them.
7. We've worked with Commercial Orchid Growers encouraging them to have our information available at their sales tables during events, in their places of business and to send it in their shipments. We accepted their offers of plants as incentives to membership when we are at shows. We have encouraged them to give discounts to AOS members.
8. Our efforts to 'bring them back' have been far too few in my view. Our President encouraged each trustee to call a list of non-renewals.....this met with limited acceptance and yielded little success. Our COO says he has sent a couple of email blasts to groups of non-renewals. But the bottom line is that not nearly enough emphasis has been put on this important group.

Almost every idea or effort has been stalled due to the lack of funds and/or manpower to drive them or a united desire to make anything positive happen. Under these circumstances, the Membership Committee has done the best it can and the results have not been good enough.

Trends from the past – provided by Jeff Bradley, Trustee

Bulletin Subscriptions (highest level in one month)

1990 27,196

1991 27,338

1992 27,165

1993 27,487

1994 29,123

1995 30,291

1996 30,270

1997 29,698

1998 29,423

1999 29,322

2000 28,737

2001 27,800

2002 26,543

2003 26,491

2004 26,681

2005 24,861

2006 20,530

2007 18,434

Membership and Publication Revenues

2003 1,545,826-1,457,826

2004 1,459,207-1,359,207

2005 1,163,982-981,599

2006 1,096,916-967,982

2007 1,217,178-972,385

2008 1,194,317-953,054

Advertising revenues

2002 360,557

2003 364,755

2004 ??

2005 344,355

2006 314,700

2007 ??

2008 291,500

**Membership (DOES NOT INCLUDE A COUPLE OF QUARTERLY HIGHS BUT
RATHER YEAR END TOTALS...provided by Jeff Bradley)**

1960 7,287

1961 7,824

1962 8,544

1963 9,200

1964 9,800

1965 10,627

1966 11,621

1967 11,890

1968 12,528

1969 12,692

1970 13,153

1971 14,074

1972 12,187

1973 12,566

1974 13,200

1975 13,900

1976 14,629

1977 16,451

1978 18,087

1979 18,709

1980 19,640

1981 19,771

1982 19,927
1983 20,666
1984 29,780
1985 22,936
1986 24,083
1987 21,000
1988 23,124
1989 25,485
1990 26,606
1991 27,223
1992 27,013
1993 27,222
1994 26,683
1995 29,664
1996 29,978
1997 29,282
1998 29,149
2000 28,787
2001 26,870
2002 25,247
2003 26,491

From Ron McHatton's 12-31-11 Report

2004 25, 226
2005 21,980
2006 18,528
2007 17,406
2008 16,612
2009 14,916
2010 12,580
2011 10,165

ADDITIONAL MISC. NOTES FROM JEFF BRADLEY

2003 THE BULLETIN BECAME ORCHIDS WHEN THE LARGER FORMAT WENT INTO PLACE.

IT WAS ANNOUNCED IN 2005 THAT IN 2006 DUES WOULD INCREASE TO \$60.00 FROM \$46.50 (THE LARGEST JUMP IN OUR HISTORY. IN NOVEMBER OF 2005 WHEN THE RATE INCREASE WAS FIRST ANNOUNCED WE IMMEDIATELY HAD 1,934 NON RENEWING MEMBERS AND THEN IN DECEMBER 2005 WE HAD ANOTHER 999 NON-RENEWING MEMBERS....ALMOST 3,000 IN TWO MONTHS.

2009 JUNE TRUSTEES VOTES ANOTHER \$5 INCREASE BRINGING US TO OUR CURRENT BASE RATE OF \$65.00. APPROXIMATELY ANOTHER 2500 MEMBERS FAILED TO RENEW IN 2009.

IN 2003 WHEN WE WENT TO THE NEW MAGAZINE FORMAT, THE POSTAGE ALONE CHANGED AS FOLLOWS 24,489 COPIES (DECEMBER 2002...THE LAST OF THE BULLETIN) \$7,772.35 TO \$12,936.66 FOR 23,780 COPIES IN JANUARY 2003 (THE FIRST OF ORCHIDS)

.....end of information from Jeff Bradley

Most Recent Membership Level Suggestions Provided to President Chris Rehmann FROM THE MEMBERSHIP COMMITTEE DECEMBER 2011

AOS Tiered Membership Level Follow-up

I. Preface

5 key elements we feel could contribute to the success of long overdue changes to our membership level structure:

1. Understanding the concept of customer service. The AOS must focus on the customer (our members, potential members, orchid community at large) in fresh new ways but above all be mindful of the old adage - 'the customer is always right'. We must try to avoid the 'blame game' always finding excuses rather than reasons why things do not go well. Where possible, the AOS should strive to give the customer what they feel they need/want.

2. Work to have whatever tools we need/whatever it takes to reach our goal.....to satisfy our customer and to move forward. Don't allow stumbling blocks to stop our progress. Try to remove 'No' and 'we cannot do this' from our vocabulary. Instead figure out how to make lemonade out of lemons.

3. Aim to be great. Just 'good' is the enemy of great. Complacency is the arch enemy of greatness. AOS needs to remember that we are the best resource for orchid information, education, conservation and research.....head and shoulders above all others. 'If we've got it – flaunt it!.....use our assets to the max as we work to build on our greatness.

4. Always work toward growth. We either go forward or backward. Standing still is not an option. AOS should always be growing in our quest to deliver the very best in orchid information, education, conservation and research to all orchidists. AOS must strive to embrace, nurture and encourage those beginning their orchid journey as we continue to walk with those who are well on their way or have reached their ultimate goal in their orchid experience. All orchid enthusiasts from rank beginners to jaded professionals should feel welcome and well fed at the AOS trough.

5. Maintain passion – a genuine love for what we do. Is there any doubt AOS members have great passion for our amazing flower? However, we must remember passion is personal – each will have their own level of zeal for the orchid but we cannot forget it is the glue that binds all of us.

With all this in mind, we would like to present our plan for moving forward; addressing the acute need to give needed attention to those who have the passion but fail to find enough support in the tools we are currently providing with an AOS membership. Remember that perception controls our reality, we must be open to new possibilities and opportunities.....continuing to celebrate what is right with our organization while we fix the wrong.

II. The Plan for Membership Levels

AOS OrchidCare - \$35 per year (Prevailing postal rates will apply to international membership mailings)

- **AOS OrchidCare (quarterly cultural magazine) in print or electronic (choice of one)**
- **Website access to Members Only section**
- **Monthly e-Newsletter**
- **Orchid Source Directory (if print selected)**
- **Discounts at select gardens and arboreta in USA**
- **Discounts from participating commercial vendors**
- **Discount on AOS online e-store purchases**
- **Voting privilege**

ORCHIDS Membership - \$65/yr individual; \$80/yr. joint*

***Joint membership is for two individuals residing at the same address, receiving one copy of ORCHIDS magazine. (Prevailing postal rates will apply to international membership mailings)**

- **ORCHIDS magazine (print or electronic)**
- **Website access to Members Only section**
- **Monthly e-Newsletter**
- **Orchid Source Directory (if print selected)**
- **Discounts at select gardens and arboreta in USA**
- **Discount on AOS online e-store purchases**
- **Discounts from participating commercial vendors**
- **Volunteer leadership opportunities throughout the AOS organization**
- **Voting privilege**

Sustaining Membership - \$400 minimum (Prevailing postal rates will apply to international membership mailings)

- **ORCHIDS magazine print (mailed first class) and/or electronic**
- **Option to also receive the AOS OrchidCare (quarterly cultural magazine) in print (mailed first class) and/or electronic**
- **Website access to Members Only section**
- **Monthly member e-Newsletter**
- **Orchid Source Directory (if print selected)**
- **OrchidsPlus Award's Data and Orchid Information Program**
- **Discounts at select gardens and arboreta in USA**
- **Discount on AOS online e-store purchases**

- Discounts from participating commercial vendors
- Annual tax statement for value above cost of membership. These additional funds will go to support of American Orchid Society programs.
- Volunteer leadership opportunities throughout the AOS organization
- Voting privilege

Young Orchid Growers Alliance - \$25.00 (youth and student – valid school id required – annual renewal required). (Suggested age limit of 30.)

- *ORCHIDS* and *AOS OrchidCare* electronic only
- Website access to Members Only section
- Monthly member e-Newsletter
- Discount on AOS online e-store purchases

Upgrades to membership levels:

ORCHIDS membership upgrade to include digital version of *AOS OrchidCare* - \$25 additional

OrchidsPlus - \$50 additional per year

ORCHIDS Level - 2 year upgrade - \$60 additional (includes \$30 off coupon from participating vendors)

III. Discussion

We ask for your consideration of the above tiered membership levels. Proposed tiers were submitted by the Membership Committee and approved by the Board at the Virginia Beach meeting after being originally submitted in Oklahoma, but have continued to be further developed by AOS COO and the EC. The approval we are now seeking from the board is the beginning of a series of tiered memberships to be implemented; some to specifically meet the needs of the less advanced hobbyist or the hobbyist seeking further cultural knowledge at a more basic level. Attached as Exhibit A is a copy of the levels as presented in Oklahoma City April 2010 and approved by the Board of Trustees in Virginia Beach (October 2010).

A. *AOS OrchidCare* Quarterly.

At the Shreveport Trustees meeting, a prototype of this magazine was presented to the board of trustees by the Membership Committee at the encouragement and request of Ron McHatton (see Exhibit B). *Surveys consistently show that orchid hobbyists can't get enough information about growing orchids.*¹ At most of the membership initiatives conducted by Membership Committee members and Trustees, many of the attendees (customers) at the show are looking for more basic cultural orchid information. The comment about our ORCHIDS magazine is usually along the lines of 'it's a beautiful magazine, but most of it is more than I want [need]' or they 'just want to know how to keep [an] orchid alive or the magazine is way over my head.' *The AOS has a rich history of publishing informative, accurate articles on orchid culture.* The Membership Committee believes *AOS OrchidCare* – a compilation of previously published AOS articles – geared to culture would meet the needs of these customers.

1. *Electronic or print.*

a. Originally the concept of an electronic *AOS OrchidCare* publication was not part of the proposal. In spite of the fact it was not a part of the original concept, having both electronic and printed access to

¹ See, www.aos.org, first line of text in the Culture Techniques section.

this publication is now deemed desirable. The level should be presented as a choice between print or electronic putting the same value on the publication delivery method. The choice for the magazine delivery is up to the customer. It is our understanding that the cost figures of print versus electronic have already been vetted by the COO and shared with the Executive Committee in teleconference plus follow-up email prior to San Antonio.

b. The Membership Committee believes that the customer who would be interested in this level would more likely appreciate a hard copy of *AOS OrchidCare* to be able use the publication as an ongoing resource. They would be less likely to take an electronic copy into their growing space or potting area to follow the advice presented in the publication.

c. The print copy could also be available as a stand alone magazine to commercial vendors at their sales tables and/or show rooms as well as to societies or judging centers to use at workshops or at new member classes. They could also be used as a membership incentives or raffles. You cannot hand out electronic copies. Internet access in public areas is not always available thus eliminating many opportunities to show off the publication.

d. On-going access to an electronic subscription after it expires is unknown. If a customer (member) cancelled after a year, would that customer still have access to those issues purchased?

e. It is the opinion of some that electronic delivery of publications such as this would be especially appealing to customers 35 and younger. Conversely, there are others that feel that totally electronic is not an acceptable delivery of publications.

f. Security or sharing issues. The ability of sharing passwords for access to an electronic version is unknown, but certainly a concern.

g. *AOS OrchidCare* electronic version could prove to be a good base line test as to the viability of *AOS* pursuing additional electronic publications.

h. Members who elect to receive the electronic version need to make sure their ISP allows *AOS* communications to go through without error since all communications will be done with them electronically -no postal mail! This includes membership cards, renewal notices, *Orchid Source Directory*, e-Newsletter, as well as the posting email notification of the issue being available online for viewing.

2. *AOS OrchidCare* Membership Fee for Electronic or Print

a. The Membership Committee believes the \$35.00 is the appropriate amount to charge for this. As stated above, it is our understanding that the COO has determined this is a doable price point for the quarterly publication. See discussion above in paragraph A.1.a.

3. *Voting Privileges*

a. According to our Bylaws³, any person who pays membership dues has voting privileges.

4. *International Membership Costs*

a. The level of International membership cost is the same as the domestic membership fee with the prevailing postal rate to their location added. The Membership Committee feels a mechanism needs to be developed for determining that rate for the 'next 12 months'. It's a potential nightmare – a great idea but needs more consideration and refining. We feel a more constant figure for postage needs to be developed.

B. *ORCHIDS* membership

1. *Electronic or print.*

a. See the discussion in *AOS OrchidCare* above.

2. *Volunteer opportunities.* The Membership Committee feels that consistent with the AOS Bylaws “[all Officers, Trustees and Committee Chairs must maintain Full Membership, as defined by the Board of Trustees . . .”² The *ORCHIDS* membership should be considered for this purpose a Full Membership.

ADJUSTMENTS TO THE ABOVE SUGGESTED MEMBERSHIP LEVELS MOST LIKELY HAVE SINCE BEEN MADE BY RON MCHATTON AND SANDRA SVOBODA BUT HAVE NOT BEEN SHARED WITH THE MEMBERSHIP COMMITTEE SO NEW INFO MUST BE PROVIDED BY THEM

We appreciate this opportunity to share with you this historical data and our comments on our membership situation. We can provide you with supporting documents of the types of outreach we’ve done to our new members and the very meager efforts toward outreach to non-renewals.

Ron McHatton should be able to provide you with copies of the type of renewal notices we send as well as any additional mailings he has done to this group.

We will be very eager to hear suggestions and ideas on things we can do to improve our methods.

Sincerely,
Barbara J. Noe
Chairman
AOS Membership Committee

1703 Grove Avenue
Richmond, VA 23220
804-355-2270 – H
804-852-3453 – C
barbara.noe@comcast.net

² AOS Bylaws state:

2.1 - MEMBERSHIP

Membership in the American Orchid Society is open to any person who submits a membership application and timely payment of any required dues at the rate established by the Board of Trustees for any class of membership. Classes of membership shall have rights and privileges as determined by the Board. Each member who pays dues shall be entitled to vote on the election of members to the Board of Trustees or any other matters required by law. Membership shall be open to all persons regardless of age, race, gender, sexual orientation, national origin, religious affiliation, local club affiliation, or interest level.

All Officers, Trustees and Committee Chairs must maintain Full Membership, as defined by the Board of Trustees, in the American Orchid Society.

AGENDA

AOS Membership Committee Meeting

2012 Spring Members Meeting Wichita, KS

Thursday, April 26, 2012 9 AM-12 N

Member Introductions and Welcome Any Guests Present.

Approval of minutes from San Antonio Fall Meeting.

Open roundtable discussion of by all members present of the reports of membership committee business and activities sent prior to this meeting.

Suggestions from each member present to assist in the work of the Membership Committee and Membership Committee Chair going forward.

Please let us know ASAP if you will be in attendance at this meeting. Thank you,

**Barbara Noe, Chair
Membership Committee
barbara.noe@comcast.net**

Where we left off - Fall Members Meeting.....

**Membership Committee Meeting Recap
San Antonio Members Meeting
Thursday, October 27, 2011 9 AM – 12 Noon**

Eight members of our committee joined five members of the Affiliated Societies Committee plus several visitors for a combined meeting where we welcomed AOS President Chris Rehmann who walked us through the then pending sale of the AOS property in Delray to the Slomin Foundation. He covered the events leading up to this necessary move by the AOS and the need to continue our committee's important work no matter where AOS is located and was gracious enough to answer any and all questions posed by the two committees. We appreciate that our President took the time to properly inform these committee members who will be working the front lines at membership initiatives all over the country during this time of transition and beyond.

A robust discussion followed as each person, around the table from both committees, brought to our attention information from their areas or perspectives which promoted good solid information/opinion sharing.

Ron McHatton followed with a presentation of yet another plan of membership levels differing from those the Membership Committee presented in Oklahoma City which finally received approval of during the Board Meeting at the Virginia Beach meetings last Fall. Also, tucked in this presentation was yet another approach for use of the already Board approved OrchidCare Quarterly which he had asked our committee to present to the Trustees in Shreveport. Our committee gave close attention to his presentation and at his suggestion we reviewed the new levels information he and the EC had so very recently crafted so we could prepare the necessary Action Item he wanted presented to the Board the next day.

Due to the last minute nature of all of this, after a quick review of this new material, our committee only slightly tweaked the EC/McHatton proposal. Ron later met for over an hour with Lynn Fuller, Karen McBride and me to review the Membership Committee input one more time before preparation of the final version of the Action Item he expected for presentation to the Board Meeting on Friday. Ron signed off on what we proposed giving it another review as he added his own tweaks on our laptop at that time.

In spite of all of this, the Board failed to approve these membership levels which were essentially a product of an eleventh hour teleconference of the EC promoted by our COO with subsequent back and forth email discussion among the EC just a few days prior to the meetings in San Antonio - without any input from the Membership Committee.

From the time of above report to the present.....March 2012:

At the request of President Chris Rehmann, who seemed determined to soon have membership levels approved post San Antonio, Lynn Fuller and Barbara Noe worked diligently from the San Antonio Meetings.....through Thanksgiving weekend and up until December 18th on yet another version of membership levels which was presented to him and then sent to the Board of Trustees on January 4th.

On January 20th, a special called meeting of the AOS Board of Trustees took place at AOS Headquarters in Delray Beach, Florida. Among the things discussed involving membership but having nothing to do with passing new membership levels: 1. Approval of the printing of a first issue of AOS OrchidCare as a stand-alone publication mainly for use during the Philadelphia Flower Show with remaining inventory to be sold/used at other membership initiatives and for societies or vendors to purchase. 2. An unplanned discussion ensued regarding a long discussed lack of culture information in ORCHIDS magazine. It was decided that, in fact, this lack of information appealing to beginner to intermediate members would be addressed in each issue of ORCHIDS. In time, this should help us with our abysmal retention rate of new members.

In addition, the take-away message from this meeting was that nothing would be done toward the long awaited changing of AOS membership levels hoping for more widespread appeal to prospective/renewing members until discussion and input from Fairchild Gardens takes place. It was decided that a three person group from our Membership Committee (Barbara Noe, Karen McBride and Fred Clarke) would return to Florida for a consultation with Nanette Zapata, Chief Operating Officer of FTBG in the hope of incorporating some of their successful initiatives into our future membership plans. We were asked to provide an overview of AOS membership history and a summary of where we are now. (see attached). It was suggested that this meeting with Nanette take place after our scheduled Feb. 29th move to Fairchild (move later postponed until late March). To this time, no meeting has been scheduled and due to the delay in our moving to FTBG (to the end of March) it is unlikely this will happen any time soon or at all by the people named to this task force. One of the most beneficial things the pros at FTBG could do for us is to guide us in addressing our abysmal retention rate.....it is horrible.....and must be turned around.....it is absolutely killing us!!

Recapping Over-all Membership Committee activity since last October beyond the above outlined efforts:

- ❖ Continued monthly outreach to upcoming orchid events scheduled on the AOS Events Calendar sending them a package of useful files to make their information/membership tables more effective.
- ❖ Provided a Membership Committee Job Description to the Governance Committee.
- ❖ Continued outreach to new members when that information was sent to us.
- ❖ Much discussion took place with the Chair of the Publications Committee and others trying to get more culture information appealing to beginning to intermediate growers in our ORCHIDS magazine and about using a Potting Workshop CD produced by Greg Allikas as a membership tool
- ❖ Hoping to improve our dismal retention rate, we contacted every new member for the past 14 months (if we had their email info) thanking them for their support and reminding them of various perks and new features provided to AOS members and asking if they had time and talent to provide the organization with much needed volunteer assistance. An amazing response resulted and this information was passed on to the EC and specific departments within the AOS for follow through.
- ❖ Continued to answer all inquiries to our committee email address within one day's time and either took care of the requests or passed them on to someone on staff to do so. The vast

majority of these inquiries dealt with member inability to renew online and to get into the Members Only section of our website.

- ❖ We thanked various members of the AOS Board – especially those helping with our membership initiatives during 2011 and also asked them for input as to how we might improve our membership situation. We received some good suggestions which we will share with you in Wichita.
- ❖ Took part in the AOS effort at the Philadelphia International Flower Show helping put in/remove the 750 sq. ft. display for 3 days as well as engage 270,000 attendees for 8 days without a lot of help from AOS volunteers. However, those who did help us were absolutely wonderful in their efforts to engage attendees with our AOS message and educate them with Demos and spontaneous How-To's (over 100 new AOS Members). We also participated in the Longwood International Orchid Show sponsored by SEPOS in Kennet Square, PA late March and were delighted about another 100 new AOS Members. Significant income to AOS was realized from OrchidCare Magazines, AOS Calendars and OSD's as well as McBride/Noe donated merchandise plus AOS Books at Longwood only.
 - ✓ We are now planning for a modest membership table at the upcoming Members Meeting in Wichita and hope that each of you, if attending, will spend time at this table to say 'Thank-You' to AOS members as well as encouraging others attending the show to join the AOS. Please let Ron McHatton know if you have available time to help in this effort.

It has been my privilege to serve on the Membership Committee since October 2008, as Co-Chair beginning August 2009 and as Chair since December 2009. Since our meetings last October in San Antonio, it has been my intention that after our Membership Committee meeting on Thursday, April 26th in Wichita, I would no longer be committee chair. Thank you so much for your support, cooperation and good efforts toward outreach to AOS members and prospective new members during these challenging times the last 2 ½ years. We instituted mega stepped up effort on so many fronts including travel all over the country and in Taiwan trying to improve our membership picture, to this point we are seeing positive yet modest results in acquiring new members and absolutely no encouraging results in our retention rate which, of course, makes for a dismal picture. The reasons for this have been cussed and discussed over and over again....but we remain hopeful that an improved membership situation can soon be a reality due to some of the following:

- ❖ a revived economy
- ❖ the new AOS home giving us more flexibility in efforts and expenditures
- ❖ membership assistance from the professional staff at FTBG
- ❖ the promised passage of long overdue new membership levels including much requested digital only level availability of publications.

- ❖ OrchidCare magazine finally becoming a reality.
- ❖ the increased attention to beginning to intermediate growers in ORCHIDS magazine
- ❖ the constant improvement to our website and especially the exciting project sponsored by Jeff Bradley to bring scans of our earliest AOS Bulletins and other archival material to our website.
- ❖ A promised improved approach to foreign membership digital delivery to make this level more affordable. This alone could dramatically increase AOS membership.

Thank you,

Barbara Noe

Chair, AOS Membership Committee

March 29, 2012

WORLD ORCHID CONFERENCE TRUST REPORT

AOS TRUSTEES MEETING, April 27, 2012

GLORIOUS!!! There is no other way to describe just how fabulous the 20th World Orchid Conference (WOC) in Singapore was. Every comment I've seen or heard has been positive. If there was a downside it is that there was not a single exhibit from the United States. Imagine, the U.S. had more judges than any other country but no displays.

In 2009 the World Orchid Conference Trust designed a limited edition medal that the Trustees could present to deserving individuals who had distinguished themselves in their service to the orchid and/or horticultural world through their professional or personal work. While the general feeling was that the medals should go to people who had a history of long service, it was decided that medals could also be given to individuals who gave dedicated service in a particular area since this would be a good way to show them the appreciation they so richly deserve.

The initial three medals were presented in Singapore. The first was given during the banquet in the new Gardens by the Bay where hundreds of registrants and local citizens, including President Tan (no relation to the recipient), attended. The following is most of the text:

It is my great honor to be able to present the first of these medals tonight to Dr. Kiat Tan who exemplifies a lifetime of service to the orchid world. The Trustees had no trouble in selecting Kiat as the individual whom they felt best represented everything for which the medal should stand and I bet that everyone here who agree that Kiat is the perfect choice. I must explain that, although Kiat is a WOC Trustee, the decision was made without his knowledge so it comes as a surprise to him this evening.

This is not the first time that I have presented Kiat with a prestigious medal. Many years ago at the Orchid Society of South East Asia 75th Anniversary Banquet, it was my pleasure to give Kiat the American Orchid Society Gold Medal of Achievement. During that presentation I outlined his many achievements here in Singapore as well as those when he lived in the United States. He has continued to add to that very long list but I won't detail them all to you since it would make for a very late night!

Since Kiat returned to Singapore in the early 1980s he has excelled at making, "Singapore a city within a garden". The remarkable changes that I have seen in my many trips to Singapore would not have taken place without Kiat's administrative excellence, accomplished leadership ability, and managerial skills.

None of us would be sitting here if he had not been the moving force behind the Gardens by the Bay project. We wouldn't be here if he hadn't spearheaded the bid for Singapore to host the 20th World Orchid Conference. His work on developing the very successful Singapore Garden Festivals gave orchidists the opportunity to have "dress rehearsals" in preparation for the WOC. Any one of

these accomplishments would have proven monumental to anyone else. To Kiat, it seems as if it was just part of his job.

For a long time I looked forward to the day Kiat would move to Florida to retire so I could spend more time with him. Alas, I fear that his talents will ensure that the Singaporean government keeps him working on whatever its next “great project” is.

World Orchid Conference Trust Medal



Reverse Side



Front of Medal

The other 2 medals were given out at the Closing Ceremony. Here is most of the text for those:

I have 2 more to present today. The first of these goes to an individual who sadly is not able to be with us here due to health reasons. Many years ago the Trustees wanted to create a web site as well as manage it so that orchidists could find out more about WOCs as well as being able to get information about hosting a WOC, the history of the conferences, and links to other orchid sites. With the late Joyce Stewart as our liaison, we were able to convince Graham Smith to do both jobs and do them as a volunteer.

The other medal goes to someone who richly deserves to be singled out for his role in the 20th WOC as well as his long time service to the Orchid Society of South East Asia (OSSEA). John Elliott had the unenviable task of heading up the conference portion of this WOC. I cannot imagine how many hours John spent identifying candidates to fill out the outstanding array of speakers that were here as well as coordinating getting them all to Singapore and scheduling the presentations along with all the other allied groups who met during the conference. Yes, he had an extraordinary group of volunteers and professionals to help him but it always came down to “John” for the final decisions. I’m sure that everyone here will agree that this conference has been superb.

Long before John was coerced into his role with the WOC, he was extremely active in OSSEA and served as its President from 1997 until last month. I know he is happy to now be the Immediate Past President but there’s no doubt his successor, Peggy Tan, will look to him for advice and continued service. Amongst many other accomplishments during his tenure, he was editor of Orchid Hybrids of Singapore (1893-2003) which details over 2,100 hybrids made in Singapore; was, for years, editor for the Malayan Orchid Review, the magazine of OSSEA. He also chaired OSSEA judging for a long time. Under his able leadership, the Society flourished.

Also during the Closing Ceremony the Trust confirmed Johannesburg, South Africa, as the site for the 21st WOC scheduled to be held in 2014; and it was announced the Site Selection Committee had recommended and the Trustees approved that the provisional site for the 22nd WOC in 2017 was Guayaquil, Ecuador.

The next meeting of the Trust is to be held in Singapore in July 2012.

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

Respectfully submitted,

PETER R. FURNISS