

**Minutes Of The
AOS Trustees Meeting
Wilmington, Delaware
Saturday October 18, 2008**

The spring meeting of the American Orchid Society was called to order at 9:36 AM, in the Conservatory at Longwood Gardens by President Carlos Fighetti.

Proof of due notice was demonstrated on page 492 of the July 2008 issue Orchids. Secretary Will Riley called the roll.

Officers Present: Carlos Fighetti, Norman Fang, Lowell Jacks, Karen McBride, Chris Rehmman, William Rhodehamel, William Riley

Trustees Present: Howard Bronstein, Jim Butler, Dennis Dayan, Gail Furniss, Harry Gallis, Aileen Garrison, Dean Hall, Bob Henley, Carol Holdren, Terrie Hunt, Alan Koch, Nancy Mountford, Ben Singer, Taylor Slaughter, Max Thompson, Linda Wilhelm

Trustees Excused: Regina Wilson

Trustees Not Excused:

Staff Present: Susan Cupp, Ron McHatton, Jim Watson

Secretary Riley declared a quorum.

President Fighetti welcomed the visitors, including past president (Milton Carpenter, Art Moore), Honorary Vice Presidents (Ann Jessup, Phil Jesup, Tom Sheehan), committee chairs (Melba Butler, Leon Glicenstein, Ted Kellogg, Lois Holmes, and Ma'Lyn Sheehan), and incoming committee chairs (Greg Allikas, Gary Kraus, Sandy Svoboda, Rhonda Heide, and Cindy Van Der Wiele).

President Fighetti then asked for any additional corrections to the minutes from the Spring Meeting in Miami, FL on January 21, 2008. There being none the President called for a motion to approve the minutes.

**Upon a motion duly made and seconded, the Trustees
Unanimously VOTED to approve the minutes of the
January 21, 2008 members meeting in Miami, FL as provided.**

President Fighetti then asked for any additional corrections to the minutes of the third Strategic Planning Retreat held on August 23-24, 2008. There being none the President called for a motion to approve the minutes.

**Upon a motion duly made and seconded, the Trustees VOTED
to approve the minutes of the third Strategic
Planning Retreat held August 23-24, 2008.**

President's Report

Carlos Fighetti

No report.

Finance Committee Report

Lowell Jacks

Lowell mentioned that the organization was had many outstanding monetary pledges, some of which were more than ten years old. It was suggested that we develop a formal policy for accepting pledges, carrying pledges on books, and a timeline for writing off uncollected pledges. It was decided that a task force be created to compose a policy to be presented to the Board for adoption.

It was moved to give this propose to the Development Committed (headed by Chris Rehmann) to write a policy for Board approval. The President called for approval of the motion.

Upon a motion duly made and seconded, the Trustees unanimously VOTED to approve the proposal that the Development Committee create a formal policy for monitoring pledges.

The remainder of the Finance Committee's report dealt with the status of our investments. It was noted with concern that the organization has been withdrawing money from our investments to cover operating expenses. Jim Jordan presented a plan to reduce money operating costs to a meeting of the Finance Committee the previous evening. Each item was discussed with great interest as to the impact of such cuts to the organization.

| 2008/2009 Budget Reductions | | | |
|------------------------------------|----------------------------|--------------------|---|
| Expenses | 8 Month Impact (\$) | Annual (\$) | Rationale |
| Cost of Goods Sold | 20,000 | 20,000 | More consignment selling, better turnover in turnover |
| Garden & Orchid Supplies | 5,000 | 5,000 | Garden supplies |
| Publications | 8,900 | 13,400 | Change cover coating, reduce magazine width |
| AQ Plus | 12,000 | 12,000 | AQ, no hard copy for Dec, Mar, June |
| Special Events | 16,000 | 16,000 | Holiday Light Festival cancelled |
| Salaries | 72,000 | 125,000 | Elimination of 3 FT and 1 PT position |
| Salaries | 12,500 | 16,000 | No merit increases |
| Insurance | 5,000 | 8,000 | Renegotiate insurance policies |
| Printing, Postage, Office | 30,000 | 30,000 | Move mailing inhouse |
| Travel & Entertainment | 20,000 | 20,000 | Less travel |
| Repairs & Maintenance | 6,000 | 6,000 | Forego routine maintenance |
| Advertising & Promotion | 30,000 | 45,000 | Eliminate PR agency; reduce direct mail |
| Grant Writing | 11,900 | 20,000 | Eliminate grant writer |
| | \$249,300 | \$336,400 | |

The Finance Committee had accepted the cuts and asked Jim to expand the cuts to \$300,000 by the end of this fiscal year. Lowell presented the plan to the Board. President Fighetti called for a motion to accept the recommendation to reduce the operating expenses by \$300,000 by the end of this fiscal year.

Upon a motion duly made and seconded, the Trustees unanimously VOTED to accept the Finance Committee's recommendation for cutting operating expenses by \$300,000 by the end of this fiscal year.

STAFF REPORTS:

Executive Director

Jim Jordan

State of the Society

As I mentioned in my report on the iMIS implementation, this past fiscal year has been one of the most challenging I have encountered in my professional career. The problems we encountered affected us

financially and operationally and we are only now seeing our way through that morass. If there is any good news to report, the fact that the system is starting to deliver the efficiencies and the services you hoped for when you approved the investment is welcome. Obviously, there is a human tendency to look at the glass being half empty. However, despite these challenges there has been some good news and things we should be proud of:

- We had our first Annual Meeting held at our Headquarters in Delray Beach and were able to expose many Members to the beauty of what they own here.
- We followed that up with participation in the World Orchid Conference that included a trade show presence and a reception at our Headquarters that introduced a lot of international visitors to our facility. We also attracted over 3400 renewals and new Members during the time our WOC special was being offered.
- Our development plan saw contributions increase by almost 134 % over the budget for the year.
- Orchids magazine, the flagship of the Society, was delivered on time and advertising revenues increased to help our bottom line
- Our Director of Education visited over 57 affiliated societies around the country spreading the good word about what we are trying to accomplish and creating a positive image of what the new direction is all about.
- We raised over \$7000 for our conservation efforts through the sale of our 2008 calendar
- We introduced a new website and formed a Web Committee that is responsible for content that attracted over 26,000 unique visitors in September. The visitors continue to rise as we introduce new relevant content and features to the site.
- Admissions revenue increased by 33% over 2006/2007.
- We unveiled a children's education curriculum that saw over 300 grade school children and groups learn more about our botanical gardens and orchids
- Retail sales increased to \$422,024 which represented an increase of 25% over the previous year.
- Special events revenue increased to \$196,123- an increase of 181%
- We introduced AQ Plus and were able to secure 1300 subscribers who are now able to access one of our greatest assets, our valuable image library that includes over 40,000 images.
- We secured a grant from the Palm Beach County Cultural Council for over \$20,000.
- Over 200 Members are registered for the Longwood meeting.
- Through the efforts of our public relations agency, we appeared on five radio programs around the country and had feature story exposure in six newspapers.
- We processed 1,934 awards this past year an increase of 118 over the previous year.
- Our popular Wine & Jazz event series gave the local community an opportunity to experience the beauty of what we have here and we made money.
- We began an effort to put together a long term strategic plan that will hopefully guide our activities and add value to our Membership as we move forward

The point I am trying to emphasize is that we are making progress albeit more slowly than I thought. The current economic situation is presenting us with stiff challenges that we need to address. However, I am still confident that we are on the right track. The fact that the Board took the strategic planning seriously from day one is a positive step that we can get it done if we put our minds to it. However, we need to think differently. The over used cliché "thinking outside the box" is very appropriate here. We simply cannot stand by and hope that things will change as time passes. As Pete Silas, who was Chairman of Conoco, once said, "We can't wait for the storm to pass over. We have to learn to work in the rain". What my intent is for the remainder of this report is to give you an understanding of where we are and then share with you my recommendations that I would like you to consider that will start us on that process.

Financial Situation

This past fiscal year has seen its fair share of challenges. The delays in the implementation of iMIS caused us to throw more resources at the problem which hampered our efforts to implement new initiatives that would have benefited the Membership. As I mentioned in my iMIS report our investment in iMIS will exceed \$550,000. It was originally budgeted for approximately \$300,000. The lack of real time financials made it almost impossible to manage the business. However, we had other challenges that lead to almost a \$1 million dollar shortfall:

- Membership numbers continue to decline though at a much slower rate than in previous years. We were 14% under budget in the area of membership. This amounted to over \$173,000. The WOC special promotion saw us attract close to 1380 new Members but also saw us process over 2047 renewals at the reduced price which cost the Society in excess of \$25,000.
- Though the gift store showed an increase of over 25%, we were still under budget due to the fact that the revenue we included for e-commerce sales never materialized due to the challenges with iMIS.
- Our gross profit amounted to approximately 55% which is an improvement over the previous year but still under our budgeted 62% gross margin target.

On the overhead side of the expenses, we had a number of areas that were off plan.

- Salaries and benefits were almost \$116,000 over budget representing almost 8% of the budgeted amount. This was mainly due to overtime and temporary help in the financial and membership areas. In addition, we were hit with a 40% increase in our health care costs due to our employee profile related to gender and age that affected two months of the year.
- Printing, Office, and Postage expenses were almost 50% over budget. A lot of this was directly related to the new logo, the WOC special membership promotion which was offered to the entire membership, the October membership meeting and the new special events that we introduced this past year.
- Repairs, Maintenance and Vehicle expenses were almost 40% over budget. This was an increase of \$15,536 mainly due to preparation of the facility for the October's Members Meeting and trying to catch up on routine maintenance that was delayed since the facility opened.
- Utilities expenses were almost \$18,000 over budget due to a larger than anticipated FPL increase that was unplanned and an increase in internet related charges due to our reliance on our new MIS system which is housed in Virginia.
- Advertising & Promotion expenses were over \$30,000 higher than budget which represents a 20% increase over the approved budget. This was largely due to increased advertising for special events, higher than anticipated expenses for the WOC show and membership special, and agency expenses.
- Special Event expenses show that they were over budget by \$44,000. However, the increased revenues in this area more than made up for the overage.

The fact that our bottom line is showing a \$1 million loss (including depreciation) cannot be simply brushed aside. Looking at our AOS General Fund that is held by Sun Trust, our September 30, 2008 balance was \$1,773,001.24. This represents a calendar year to date loss of over \$824,000 in this account. Some of this is a direct result of market performance, but most of it (nearly \$712,000) is a result of us having to tap reserves to cover operating expenses. Since September 30, 2008, the market has obviously lost a significant amount of value which has made our portfolio, made up of 50% equities, worth less on paper.

Obviously, we need to make some drastic changes in order to keep the investment you have in the Society viable. What this translates into is that we have to do a number of things immediately to help in our decision making:

1. **Finish the Strategic Plan**-Ever since I arrived here, we have always gravitated to a tactical approach to solve our financial problems. When the Board approved the development of a long term strategic plan, I was ecstatic because it would serve to guide our decision making and more importantly provide benchmarks for measurement of success. The point I am trying to emphasize is that we really do not know where we are, where we want to go, and how we are going to get there. It is natural for many Boards to view financial problems as isolated when in fact the financial state of any business relies on understanding the inter-relationship between all the various components. Look at our actions over the course of the past two years. We have simultaneously talked about a library including a feasibility study for the remodeling of headquarters and the Heritage Collection with a potential six figure auction here at Longwood. Recognizing there are no secrets in this organization, word of our actions have filtered out and has raised serious questions about our decision making process. Wouldn't it make sense to get

our house in order, before we publicize our vision of the future? Or at the very least, have as our first goal to make sure we are financially stable and publicize that?

We need to concentrate all of our efforts on getting our priorities straight. One of the first steps is to take a look at the income statement and the balance sheet of the society and see how we compare with similar size organizations. With this in mind, I have worked with Rachlin and will present a document that will accomplish this recommendation. However, by way of example, I have prepared an analysis of the Gross Margins that we are experiencing in the Visitors Center for the past four years. As you will readily see, the gross margins have improved each year with the 2008/2009 budget showing the same trend. Gross margin simply shows what is left over after you subtract or cover your variable expenses. In order to show if we are making money with these activities, we then have to subtract operating and administrative expenses such as heat, lights, salaries, insurance, etc. This is where we lose money in this area. Up until 2007/2008, we were not covering our direct personnel related costs in this area. However, in 2007/2008, we are able to cover all direct personnel salaries including all benefit expenses for the staff that directly work in this area and actually create a margin to help with some of the other overhead expenses. Unfortunately, it is not enough to cover their share of the other expenses to help support the Society. But the point is that it is headed in the right direction.

| <u>Visitors Center Key Metrics</u> | | | | |
|------------------------------------|------------------|------------------|------------------|--------------------|
| | 2005/06 | 2006/07 | 2007/08 | 2008/09* |
| REVENUE | | | | |
| RETAIL | \$439,092 | \$336,303 | \$422,024 | \$549,500 |
| ADMISSIONS | \$58,737 | \$79,727 | \$106,331 | \$209,980 |
| SPECIAL EVENTS | \$49,299 | \$69,813 | \$196,123 | \$249,000 |
| TOTAL | \$547,128 | \$485,843 | \$724,478 | \$1,008,480 |
| DIRECT EXPENSES | | | | |
| COST OF GOODS | \$236,852 | \$176,127 | \$223,191 | \$242,935 |
| GARDEN SUPPLIES | \$44,512 | \$31,694 | \$32,006 | \$28,000 |
| SPECIAL EVENTS | \$7,953 | \$15,580 | \$20,070 | \$53,350 |
| TOTAL | \$289,317 | \$223,401 | \$275,267 | \$324,285 |
| GROSS PROFIT | \$257,811 | \$262,442 | \$449,211 | \$684,195 |
| % | 47% | 54% | 62% | 68% |

*Budgeted

This is why the importance of this strategic plan cannot be underestimated. For example, the plan that the Public Garden Committee has recommended will help improve revenues that will hopefully cover more of our operating and administrative expenses. The same can be said for the Society activities covering membership, awards, publications, and judging. We could go through the same exercise and develop individual plans that will drive the activities for staff and create measurements and accountability. Also, as part of any sound plan, we need to have alternatives identified including the shuttering of the Visitors Center if we are not able to reach our goals. This would include a timeline and specific steps. For example, you could keep publications, awards, judging, and affiliated societies and then outsource membership, administration, member service and finance. This would be part of the plan.

2. **Reduce Expenses-** The challenge we have in the short term is very real. No one has a crystal ball and can predict where the economy is going or what consumer confidence will be. Projections for Palm Beach County show visitor revenue dropping by as much as 25% this season. While we have already taken some steps to reduce our cash flow needs, we have to do more. I will share with you specifics of the reductions at our Meeting in Longwood but I am

recommending a total reduction in expenses that will amount to over \$250,000. I will share the specifics in a budget worksheet that I will attach to this report.

This is just a first step. If we continue to fall short of revenues, we will need to make additional cuts almost on a real time basis. The need for timely financial reporting is critical and I recognize that is my responsibility.

3. **Develop a Comprehensive Membership Plan-** Our membership numbers through the end of September 2008 are now at 16,933. I am firmly convinced that in order for us to be successful we need to concentrate on the value we bring to the Membership. To achieve growth and maintain a membership program, we need to look at all we are doing to add value to what we offer. We need a plan that will give us a step by step roadmap to achieve success. We can't simply go about offering a free book or \$10 off and expect us to be successful. I would like to recommend that we get outside help to complete an audit of what we are offering, compare us against other membership organizations, and recommend a specific plan that we can follow that will guide us into the future.

In closing, I am far from satisfied with my performance thus far. When I met with your Search Committee, I was convinced that I could help you achieve your vision. Despite the challenges and the setbacks I have encountered along the way, I am still committed to achieving your goals and objectives. Together with a very dedicated staff, we will continue to give 110% to make this organization deliver on the promise that was first stated back in 1921.

Re: iMIS

As most of you who have dealt with me over the course of the past year and a half, I am a great believer in open and honest communication. I firmly believe that the secret to success of any organization is directly dependent on the ability of the organization to communicate clearly. In various communications to the Board, I have related the difficulty of the challenge we have had transitioning to a new management information system. It has dominated our activities. It has taken our concentration off of improving critical revenue sources for the organization. It has forced us to use precious resources most notably our reserves to meet our obligations. It has prevented the Board and Committees to fulfill their oversight responsibilities to help ensure the fiscal health of the organization. For all of these shortfalls, I take responsibility. While it is true that no one could foresee the challenges of converting the existing databases into a single integrated system, I made the recommendation and I am responsible to make it happen. Despite the challenges we went through, I still firmly believe that the system that we recommended was the right choice and that the benefit to the Membership will be realized for years to come. As I have mentioned, it has not been because a lack of effort on the part of any who have been involved. Your staff has worked practically around the clock to get us back on track. ASI, even though we are involved in a dispute resolution, has been there and continues to provide support for the product. The question now becomes where we are in terms of iMIS.

• iMIS

- **Investment-** The investment in iMIS will be approximately \$550,000. If you recall, we had accepted a proposal that called for an approximate \$300,000 that included the MIS system, website, e-store, and POS system. They had estimated based on their due diligence a total of 502 hours for the implementation. Obviously, the challenge was grossly underestimated. By way of information, all of the prospective system providers refused to submit a fixed price bid. All cited the problems that occur in the conversion of existing data and systems as being a very difficult task to estimate and that by submitting a fixed price contract they would be overcharging for all unknown factors that have yet to be identified.
- **Progress-** Despite the challenges of the implementation, we currently are beginning to realize the benefits of an integrated system. Member service is much more focused. Applications are being processed real time with no need for additional manpower. Management reports are now available for the development area, the gift store, events, and membership
 - Advertising- We are processing all advertising sales in iMIS including payments, reporting and billing.

- Awards-We are processing all awards in iMIS currently. When e-orders debuts later this month Award payments will be able to be taken on the web
 - Events- We are using the events module to create and book classes and events. Nearly 70% of all registrations for Longwood were taken over the web.
 - Development- We have been using the iMIS Fundraising module right from the start. We input donations/pledges as well as payment. We also are able to produce management reports.
 - Membership/AQ+-The membership area is processing renewals and new applications within a day of receipt. We also process AQ + orders using the membership module.
 - Orders/POS- The orders module is up and running and is used by awards, advertising, and the gift store. The new POS system is up and running and the only challenge we currently have is the deferred income in the area of advertising and special events.
 - Website- We currently are working on version 3.0. The Web Committee has concentrated on content while staff concentrates on functionality. In the next release we should have a searchable Orchids A to Z and a glossary debuting.
 - Banner advertising- Banner advertising will go live this month. We are also concentrating on page sponsorships and OSD rankings to generate more value.
- **Dispute Resolution-** We are proceeding with a dispute resolution as outlined in our master services agreement with ASI, the parent company of the iMIS product. The basis of our dispute is that as a result of ASI advice that we were not able to realize the productive use of the system. By following the advice of our ASI consultants, we agreed to modify the functionality of the programs only to find that this caused more problems down the road which required us to purchase additional consulting hours to remedy the problem. We estimate that there were over 120 hours of additional consultant time that we had to purchase as a result of task orders that would not have been required if we were given proper advice. Dispute resolution is the first step in remedying the conflict. If it is not settled in our favor and we wish to pursue it further, we would have to bring suit in the state of Virginia. Obviously, there is no guarantee if we do this and the expense could make this prohibitive.

The President called for a motion to accept the ED's report and plan.

**Upon a motion duly made and seconded, the Trustees unanimously
VOTED to accept the ED's report.**

Chief Development Officer

Susan Cupp

American Heritage Collection:

The Feasibility Study Report is complete and has been mailed to all board members for review prior to the meetings in Longwood. This report is a compilation of the responses and data from the survey. While there are constituents that completed the survey that are not on the Board of Trustees, the Findings are submitted only to the Board. It is incumbent upon the Board to consider the Conclusions and Recommendations in the report and make decisions on how to move forward on this project. Those decisions made by the Board will then be communicated to the constituency at large. As you will note on the cover of the report, it is "Not for Public Distribution". This is in compliance with the guidelines of the Association of Fundraising Professionals (an international professional association with approximately 30,000 members world wide).

American Heritage Collection Brochure:

This project was placed on hold awaiting decisions from the Board of Trustees regarding the Feasibility Study Report.

2008 Annual Report

This report is still being developed in line with the timeline in the overall Development Plan of FY08-09. The critical path on this project is the timeliness of the completion of the audit for FY07-08.

Revenue Status for 1st Quarter FY-8-09:

Development records reflect the following:

| | |
|------------------------------------|--------------|
| Total Revenues to date all sources | \$56,879.00 |
| Outstanding Pledges FY07-08 | \$40,000.00* |
| New Pledges FY08-09 | \$45,000.00 |

Total Revenues reflected on balance sheet: \$146,879.00

*outstanding pledges from FY 07-08 only

Board Participation FY08-09 to date:

9/25 = 36%

August Direct Mail Donor Acquisition Piece:

Revenues generated from this appeal total \$14,000

Average Gift per Donor: \$88.00

Number of Gifts: 158 (response rate: 158/13520 = 1.1% which falls within the usual and customary response rate of 1% to 1.5%)

Expenses for Appeal: \$12,077 for 13,520 pieces = \$.89/ea. including postage.

Note: While in direct marketing efforts it is usual and customary to calculate a return on investment. Professional Guidelines in the non-profit arena recommend that the investment is categorized as return on prospect. The premise for this recommendation is that fundraising in non-profits is a relationship based effort. Newly acquired donors and repeat donors responding to appeals are positioned for future donor development with a strategy to increase the level of giving of each donor over his or her lifetime.

McQuerry Property Status:

The personal representatives of the McQuerry Estate have signed a contract in August 2008 to sell the property for \$180,000 to the parent company of Dollar General Stores. The AOS holds a one-quarter interest in this property. The contract provides a ten months fulfillment clause as to the useability of the land for the buyer's purposes. Jacksonville University, the co-beneficiary of the McQuerry Estate, has agreed to the sale. There is approximately \$45,000 in the estate account. Projected revenues from the sale of the property and half the estate balance total approximately \$65,000 - \$70,000.

DeGarmo Bequest/Charitable Gift Annuity:

Discussions continue with Lloyd DeGarmo as to the format he wishes his gift to be in. Initially, he made the provision in his will to leave the estate to the AOS. During the visit in August, he expressed his interest in gifting \$900,000 to the AOS during his lifetime.

Grant/Proposal Directory Update:

| Foundation | Contact | Support | Ask Amount | Status |
|---------------------------------|-----------------|--------------|------------|--|
| Charles Stewart Mott Foundation | Proposal | Conservation | \$15,000 | 7/1/08: Not funding New organizations at this Time – apply again next Next year |
| Quantum Foundation | Online Proposal | Child. Educ. | \$150,000 | Qualified. Proposal submitted 9/2/08 |
| Margolis Foundation | Ltr. Of Inquiry | Educ/Repairs | \$10,000 | Follow up calls made; No response to date |

| | | | | |
|--------------------------------------|-----------------|----------------|-----------|---|
| AGL Resources Private Foundation | Proposal | Conservation | \$25,000 | Proposal Sent 9/24/08 |
| Pew Charitable Trusts | Ltr. Of Inquiry | Education | \$25,000 | Follow up calls made; No responses to date |
| Souder Family Foundation | Proposal | Gen Op | \$15,000 | Proposal sent 7/10/08 No response; No contact available |
| Rich Family Foundation | Proposal | Educ & Gen Op | \$10,000 | Proposal sent 7/10/08 No response; No contact available |
| Stanley Smith Horticultural Trust | Proposal | Educ & Repairs | \$15,000 | Proposal sent 7/18/08 No response to date |
| Bauman Family Foundation | Proposal | Am Her | \$297,000 | Proposal hand delivered July 2008; Principal awaiting Findings of Feasibility Study |
| Lattner Family Foundation | Proposal | Child Educ. | \$150,000 | Proposal sent 8/28/08; Request no phone calls |
| Batchelor Foundation | Proposal | Child Educ. | \$150,000 | Proposal sent 9/16/08 CEO Anne Batchelor Very involved in grant Making decisions |
| Cowles Charitable Trust | Proposal | Child Educ. | \$20,000 | Proposal sent 9/16/08 |
| Conese Foundation | Proposal | Child Educ. | \$10,000 | Proposal sent 9/16/08 |
| DAKK Foundation | Ltr of Inquiry | Education | \$10,000 | |
| MacArthur Foundation | Apply to submit | | | Phone contact with Richard Kaplan, Grants Manager – no decision yet |

TOTAL FUNDING REQUESTS SUBMITTED: \$902,000

Proposals Pending for Submission:

| | |
|---|-----------------------|
| McCormick Tribune Foundation | Child Educ. |
| Elizabeth Morse Genius Charitable Trust | Education |
| Colonel Stanley S. McNeil Foundation | Education |
| Alvin H. Baum Family Fund | Child Educ. |
| Brinson Foundation | Education |
| Grace A. Bersted Foundation | Child Educ. |
| Blowitz-Ridgeway Foundation | Horticultural Culture |
| John R. Halligan Fund | General Operating |
| Barbara Notz Hines Foundation | Education |
| Walter S. Mander Foundation | Youth Education |

The President called for a motion to accept the CDO's report.

Upon a motion duly made and seconded, the Trustees unanimously VOTED to accept the CDO's report.

The Heritage Collection

Following Susan Cupp's report, the Board discussed the feasibility study for establishing the Heritage Collection. It was agreed that although this project was important more work needed to be done to define this project in context of the strategic plan and the current financial situation of our Society. A motion was made to create a taskforce to review this project.

Upon a motion duly made and seconded, the Trustees unanimously agreed to create a taskforce to review this project in context of the strategic plan.

Director of Education and Regional Operations

Ron McHatton

Outreach Efforts

Year to date, I have represented the American Orchid Society at 56 events. These have included speaking engagements at the World Orchid Conference, both Mid-America Orchid Congresses, both SWROGA semi-annual shows, the Joint Presidents Council Speakers Day in Newark, a Speakers Day in Denver organized by Alan Koch, several regional shows and events such as the Santa Barbara Orchid Fair, San Francisco Show, both the spring and fall Chicago shows, and the San Diego Spring Show, three radio interviews (New York, a West Palm Beach garden talk-show and a local NPR affiliate in Delray Beach) along with a sizable number of local affiliated societies meetings, judging center business meetings and training forums. In addition, I have taught at least one class at AOS Headquarters each quarter of the year.

The last of this calendar year's Speakers Days will be the Huntington Memorial Symposium in Virginia Beach the second weekend in November. The AOS will be represented by me as well as Frank Smith and David Mellard, a probationary judge from the Atlanta Center.

The feedback I've been receiving continues to be overall good. I still get the usual negative comments but it appears that our efforts are appreciated by regional organizations and local societies. This is sort of like farming in that it will take some time for the efforts to pay off but we are planting the seeds. The most common negative themes continue to involve both the magazine and the website. The general theme is that we continue to try to appeal to everyone through a single outlet. The result is that the very experienced grower doesn't find much and the true beginner is left out as well. The website is viewed as either a wonderful improvement or abysmal depending on who you ask and both sides appear to be about equally balanced.

In addition to the regional events for 2009, the current budget includes two new, AOS weekend events that are conservatively budgeted to break even. One of these will be part of the Sacramento Speakers Day in conjunction with Alan Koch and the second one may take place in New York with the New York Botanical Garden or possibly in the Philadelphia area. The plan is to hold an informal dinner/mixer event on Friday evening with the local Directors and local society representatives (officers, AOS reps, etc. their choice) to discuss best practices, a lecture series on Saturday geared to those who've been growing orchids and a set of hands-on demonstrations/lectures geared for the very beginner on Sunday. The Saturday session will also include time on the schedule to provide people an opportunity to ask us questions/offer suggestions/voice concerns along the lines of the open microphone opportunity provided at the Denver Members Meeting.

Regional Network

I'm still looking for the Mid-America Orchid Congress to suggest a couple more people to include in our Regional Directors network but we are pretty well covered with my personal contacts and selected Directors.

West

Ron Kaufmann – San Diego County, CA
Denise Claycomb – Orange County, CA
Robert Lauri – Southland Orchid Show Committee, 17 metro LA orchid societies
Gene Boyd – Thousand Oaks to Arroyo Grande, CA
Carol Zoltowski – Bay Area of California
Jim Rassmann – connection to Oregon and Washington
Abu Sahle – Contact with the Vancouver Judging area
Mark Van der Woerd – Denver area and MAOC

SWROGA

Mavis Klehm – Texas and the SWROGA president-elect
Alice Barrios – Louisiana
Ronnie Brandenburg – Texas
Karen Armstrong, - Louisiana and Arkansas
Lowell McCabe – Oklahoma
Tom Larkin – Arkansas

Mid-America

Pete Peterson – Chicago Judging Center
Tom Kolina – Chicago Judging Center
Doris Asher – upper eastern MAOC
Tim Brooks – eastern MAOC

Northeast

Rita Cohen – Joint Presidents Council
Dennis Dayan – Joint Presidents Council

Mid Atlantic

Arthur Katz
Tom Ward

Southeast

Carol Holdren – SF Leadership Council contact
Joe Bryson – Central Florida Eastern Coast

Hawaii

Mike Blietz – Maui
Ben Lyda Oliveros – Big Island

In addition to those specifically listed above, I've developed a significant number of local contacts throughout the country as a result of society visits and regional events.

AQ Plus

I continue to maintain synonymy with regard to awarded plant names and am working on a pronunciation guide incorporated into the genus list in AQ Plus. We have a firm commitment from the Taiwan Orchid Growers Association and the Taiwan Paphiopedilum society to share their award images and information with us for incorporation into AQ Plus. We had hoped to have the first images in the December 08 update but it appears it will take longer than we had expected. All the award information is in Chinese and it is taking them longer than they expected to translate it to English. We also appear to be very close to a similar agreement with the Japan Orchid Growers Association for their award images as well.

At the APOHR meeting in May, John David discussed with me the possibility of our signing a no-cost license agreement regarding use of the hybrid registration database. At the present we have a sort of gentlemen's agreement regarding its use and we maintain our database by hand from printed copies of the Orchid Review Supplements; a difficult task and one that exposes us to significant potential typographical errors and errors of omission. In exchange for the license agreement, Dr. David agreed to provide us with a copy of their Access database. Shortly after the meeting, Dr. David and Julian Shaw

did provide such a copy but unfortunately, we've had the same problem with this copy as we had with an earlier copy several years ago and it appears to be linked to a missing file that makes copying the database difficult to impossible. At the ASOHR (now Advisory Sub-committee on Orchid Hybrid Registration) meeting last week I discussed the problems with Julian and Dr. David and we feel the best approach will be for them to have a copy of the SQL database that now drives their website search engines made for us. We do owe them action on the license agreement and a copy is attached to this report. The agreement is a simple no-cost use agreement that limits our use to Society purposes, does not allow us to transfer the license or sell it to a third party or to engage in a profit-making venture with it.

I respectfully ask the Trustees to approve this license. At present we say on the AQ Plus splash page that we use Sander's List of Hybrids courtesy of the RHS. If we can arrange this license agreement the language would change to "under license by" and there would no longer be any question of our legal use. In addition, we could arrange to obtain electronic database updates rather than the paper ones we get today.

There was a general discussion regarding the need to accept the licensing agreement with RHS. President Fighetti called for a motion to accept the licensing agreement RHS as outlined in Ron's Report.

Upon a motion duly made and seconded, the Trustees unanimously VOTED to approve the licensing agreement with RHS.

Nomenclature – APOHR

Progress is being made regarding the sinking into synonymy of *Sophronitis* into *Cattleya* agreed to at the IOC meeting in January. Cassio Van den Berg has published the first paper transferring all the species not already transferred and has the second paper transferring all the natural hybrids in preparation. Cassio missed a few complications created by priority and these will have to be addressed but in general they are minor problems. For instance, *Sophronitis milleri* transferred to *Cattleya* as *Cattleya milleri* is invalid because that combination is a synonym of some other *Cattleya* species already described. Genera Orchidacearum V will publish the changes as an addendum and the RHS will, as soon as possible, begin making the necessary changes to the hybrid database. The Committee suggested that the now "new old names" such as *Rhynchosophrocattleya* be retained as synonyms and should be searchable in the database. This will take some programming to allow but the RHS has agreed to make them so.

Genera Orchidacearum V should publish in the first half of next year and about 6 months following publication, names in the Oncidiinae will also change. The significant changes are an expanded *Gomesa* and sinking of *Odontoglossum* into *Oncidium*.

We as an organization need to discuss how we are to handle names below species rank (i.e., *Laelia purpurata* var. *werkhauseri*). The problem is multi-fold. First, our awards records have become increasingly loaded with names that have never been validly described. For instance, there are virtually no blue forms of *Cattleya* species validly published and using the name *C. warneri* var. *coerulea* is technically not correct. This creates the obvious immediate problem but also creates a secondary problem of synonymy when someone does validly describe one of these forms and chooses not to use the obvious epithet. Take for example the white forms of *Paphiopedilum delenatii*. For years we've awarded these allowing the name *Paph. delenatii* var. *album* (not a valid name) to be published. Recently, Dr. Braem validly published this form using the name *Paph. delenatii* f. *albinum*, reasoning that since the flower isn't pure white but has a yellow splash on the staminode then *albinum* (a white flower with either yellow or green markings) should be used. We now have to link all these previous awards to a correct name. Second, when genus names change, transfer of a species from one genus to another does NOT automatically transfer all of the previously published varietal and *forma* names. For instance, when *Laelia purpurata* was transferred to *Sophronitis*, that became the only validly published name in that genus and the use of *Sophronitis purpurata* var. *werkhauseri* is unacceptable. The RHS has a policy of using names only if they are validly published names. For instance in their awards system, *Paph. delenatii* f. *albinum* would be used but *Sophronitis coccinea* var. *alba* would not. They would simply call the latter *Sophronitis coccinea*. To make searching awards for particular color forms workable, it would be acceptable to use color group designations, i.e., *Sophronitis coccinea* (yellow color group).

At the present time, I remove unpublished varietal names and insert color group designations if appropriate and explain to the center chair and exhibitor to the best of my ability why, but we have not

established policy that I am aware of. I would recommend that it be the policy of the AOS to follow the taxonomic literature with respect to awarded plant names. I am not suggesting that we go back through the record and purge unpublished names but rather that we not continue to add to the problem. AQ Plus gives us the electronic mechanism to link all appropriate awards as long as color group designations are used.

Respectfully submitted,

Ron McHatton, DERO

The President called for a motion to accept the DERO's report.

**Upon a motion duly made and seconded, the Trustees unanimously
VOTED to accept the DERO's report.**

Reports of Standing Committees:

World Orchid Conference Trust

Peter Furniss

No actionable items – see attached report for detailing other activities of this committee.

Board Committee Reports:

Conservation Committee

Dr. Leon Glicenstein

Leon outlined some of the issues relating to this committee's future direction. Following a general discussion, the President called for a motion to accept this report.

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

See attached report for detailing other activities of this committee.

Education Committee

Sandy Svoboda

It was announced that this committee will be divided into two distinct committees, each with their unique, but related focus (Education and Web). The Education Committee will focus on developing an educational curriculum.

No actionable items – see attached report for detailing other activities of this committee.

The President called for a motion to provide to accept this report.

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

Research Committee

Dr. Cynthia Van Der Wiele

No actionable items – see attached report for detailing other activities of this committee.

See attached report for detailing other activities of this committee.

The President called for a motion to provide to accept this report.

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

Governance Committee

Taylor Slaughter

Taylor outlined the future goals of this new committee.

The President called for a motion to provide to accept this report.

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

Judging Committee

Aileen Garrison

Several actionable items were presented to the BOT. See attached report for details of all the activities of the JC.

Challenged Awards – Aileen presented recommendations from the JC for the challenged awards. President Fighetti called for a motion to approve recommendation from the JC for the challenged awards.

**Upon a motion duly made and seconded, the Trustees VOTED
to accept the recommendation from the JC for the challenged awards.**

Aileen requested approval of personnel changes detailed in the attached report. President Fighetti called for a motion to approve all the personnel changes proposed by the JC.

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

The new regional chairs/vice chairs were presented. President Fighetti called for a motion to approve the new regional officers.

**Upon a motion duly made and seconded, the Trustees unanimously
VOTED to approve the proposed Center Chairs and Vice-Chairs.**

Aileen noted that the JC was presented with requests from four Judging Centers to elevate five judges to Emeritus status. Recommended were:

| | |
|--------------------------------|-----------------------|
| Miller, Dr. Jacqueline W. (Sr) | Florida-North Central |
| Pigors, Hermann (A) | Chicago |
| Webster, Robert (A) | Alamo |
| Wilson, Dr. Kenneth (A) | Houston |
| Wilson, Regina (A) | Houston |

President Fighetti called for a motion to approve the status change to judge emeritus for these five judges.

**Upon a motion duly made and seconded, the Trustees unanimously
VOTED to grant emeritus status to the five judges.**

Aileen noted that JC had approved the changes outlined by its Ethics Task Force. These are outlined in the attached minutes from the Judging Committee. President Fighetti called for a motion to approve all the revised changes to the submitted by the Ethics Task Force.

**Upon a motion duly made and seconded, the Trustees VOTED
to approve the Ethics Proposal as amended and recommended by JC.**

The Judging Committee Working Task Force presented a list of changes to the Handbook on Judging and Exhibition. These are outlined in the attached minutes from the Judging Committee. President Fighetti called for a motion to approve the changes to the Handbook on Judging and Exhibition.

Upon a motion duly made and seconded, the Trustees unanimously VOTED to approve the changes to the Handbook on Judging and Exhibition.

Aileen noted that the Awards Registrar has had significant difficulties receiving timely submission of award summaries from the Cincinnati, Hawaii, and Pacific South Judging Centers. The impact of this lack of service to the exhibitor was noted by the Trustees.

President Fighetti called for a motion to approve the decision of the JC to place these Judging Centers on a six-month probation. This period will allow these Judging Centers the time to correct any problems that might prevent good service to the exhibitor.

Upon a motion duly made and seconded, the Trustees unanimously VOTED to place the Cincinnati, Hawaii, and the Pacific South Judging Centers on six-month probation pending correction of issues related to submission of awards beginning October 18, 2008.

The annual awards were presented to the Board of Trustees. President Fighetti called for a motion to approve all the annual awards.

Upon a motion duly made and seconded the Trustees unanimously VOTED to approve the proposed annual awards.

Aileen noted that Florida North-Central Judging Center had requested that Ron McHatton be granted a waiver for his requirements regional judging attendance for 2008. This request was based on the fact that due to Ron's numerous travel requirements on official AOS business, he is often unable to meet attendance requirements as prescribed by the *Judging Handbook*.

Upon a motion duly made and seconded the Trustees unanimously VOTED to waive the annual judging requirements for Ron McHatton for 2008.

Operational Committee Reports:

It was announced that all reports from the Operational Committees will go first to Jim Jordan. He will present them as needed to the BOT.

Affiliated Societies Committee

Melba Butler

The following dates and sponsors were reviewed with the BOT.

April 22-26, 2009 – Hilton Houston North (formerly Wyndham Greenspoint Hotel), Houston, Texas - Houston Orchid Society

Oct. 14-18, 2009 - Huntington Library and Botanical Garden, San Marino, CA - Southland Orchid Show Committee

April 14-18, 2010 – Clarion Hotel, Oklahoma City - Oklahoma Orchid Society

The committee received requests from three societies (two domestic and one international) to affiliate with the AOS. Applications were from the Nutmeg State Orchid Society, Inc., The Upper Keys Orchid, Fern and Bromeliad Society; and Circulo de Amigo Orquidistas de Puerto Rico.

President Fighetti called for a motion to accept the affiliation of these three organizations with AOS.

Upon a motion duly made and seconded, the Trustees unanimously VOTED to accept the affiliation of these three organizations.

See attached report for detailing other activities of this committee.

Information Committee**Ted Kellogg**

No actionable items – see attached report for detailing other activities of this committee.

Library/Archives Committee**Lois Holmes**

Lois reported that the AOS Library has three full sets of the Reichenbachia series. We also have three quarters of another set. The Committee recommends the sale of one full copy and the partial set.

A motion was made to approve selling the aforementioned Reichenbachias.

**Upon a motion duly made and seconded, the Trustees unanimously
VOTED approve selling the aforementioned Reichenbachias.**

Since the motion failed further discussion determined that the COO would be capable of providing this information.

See attached report for detailing other activities of this committee.

Membership Committee**Norman Fang for Frank Smith**

No actionable items – see attached report for detailing other activities of this committee.

Publications Committee**Greg Allikas**

See attached report for detailing other activities of this committee.

Greg reported that the Committee requested that the monthly page dedicated to happenings at headquarters (Headquarters' Section) be reinstated in the magazine.

A motion was made for reinstating the Headquarter's section to Orchids magazine.

**Upon a motion duly made and seconded, the Trustees unanimously
VOTED reinstate the Headquarters' section in Orchids magazine.**

Special Funding Committee**Marion Sheehan**

Ma'Lyn reported that the Special Funding Committee raised \$300.00 from ticket sales and the auction for this meeting.

Web Committee**Sandra Svoboda**

No actionable items – see attached report for detailing other activities of this committee.

It was mention that Jim Jordan will provide oversight for this committee as well as the Web Committee.

Unfinished Business

None

Communications

710 new members have joined AOS since the Delray Beach meeting.

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

The President called for any other business to come before the Board of Trustees. There being no further business and

**Upon a motion duly made and seconded, the Trustees unanimously
VOTED to adjourn the Fall 2008 meeting of the
American Orchid Society's Board of Trustees.**

The meeting was adjourned at 2:58 PM

Respectfully submitted,

William Riley, Secretary

Date

Attachments:

World Orchid Conference Trust

Peter Furniss

The 19th World Orchid Conference in Miami was a wonderful event and the organizers and volunteers all deserve hearty praise for their hard work.

Planning for the 20th World Orchid Conference in Singapore is progressing nicely and has been set to be held from the 3rd through the 10th of September 2011. The World Orchid Conference Trust trustees met in Singapore during the 2nd Singapore Garden Festival in July 2008. While there we visited the proposed site of the 20th which is to be the Gardens by the Bay (South). The Gardens by the Bay project is a massive undertaking and is under the able leadership of the other AOS World Orchid Conference Trust trustee, Dr Kiat Tan. Unless the world financial situation dictates, the project should be completed in time to host the event. If it is not, the site will be the Suntec Convention Center in the heart of Singapore and the site of the Garden Festivals.

The 21st World Orchid Conference has been tentatively awarded to Pretoria, South Africa. This will take place in 2014.

If anyone has any questions, please do not hesitate to see me in Wilmington or e-mail me at sweetbayfarm@charter.net.

Respectfully submitted.

Peter R. Furniss

Research Committee

Dr. William Goldner

Members in attendance: Bill Goldner; Rob Greisbach; William Norris; Nancy Mountford; Cynthia Van Der Wiele; Tom Sheehan; John Stewart

AOS Research Grant Proposals

Cowden and Gannicott: *Floral fragrance variation and reproductive success in *Cypripedium parviflorum* var. *pubescens* populations*

Committee Recommendations: FUND at \$6,565.76. Tweak the experimental design; consult with Norris Williams. Cost of Tenax traps appears high. See reviewer comments for more detail.

Badamo: *The Role of Symbiotic Fungi in Enhancing Orchid Cultivation*

Committee Recommendation: SOME MERIT. Respond to reviewers' comments and resubmit. Include a more robust experimental plan.

Cameron: *Falling Atmospheric CO₂ and the Evolutionary Rise of Mycoheterotrophy in the Orchidaceae*

Committee Recommendation: SOME MERIT. Respond to reviewers' comments and resubmit. Need to revise introduction/premise rather than focus on cretaceous. Is there evidence/preliminary data that higher CO₂ will affect mycorrhizae?

Chinsamy: *A Pharmacological Assessment of Various South African Orchid Species*

Committee Recommendations: SOME MERIT. Respond to reviewers' comments and resubmit. Specify who will run the assays. Can more focused targets be identified?

Dahya: *Micropropagation of indigenous terrestrial orchids of South Africa*

Committee Recommendations: DO NOT FUND. No evidence that this hasn't been done before. Resubmission is not encouraged. See reviewer comments for more detail.

Hill: *Survey of micorrhizae associated with the *Oncidium ensatum* in a Long Pine Key Hammock of Everglades NP*

Recommendations: DO NOT FUND. If the goal is species reintroduction, why do not do it asymbiotically? Resubmission is not encouraged. See reviewer comments for more detail.

Thomas: *Intra and inter generic hybridization and molecular characterization in monopodial orchids*

Committee Recommendations: DO NOT FUND. AOS will not fund plant purchases for a commercial breeding program. Resubmission is not encouraged. See reviewer comments for more detail.

Huber: *Ovule and seed development in *Cypripedium montanum* and endangered species of Pacific NW*

Committee Recommendations: DO NOT FUND. Funds would support commercial enterprise; scientific study portion is weak. Resubmission is not encouraged. See reviewer comments for more detail.

AOS Furniss Fellowships: Decided neither one was sufficiently worthy to be funded.

Discussion on the AOS Furniss Fellowships

Goal: Increase the number of students working on orchids. Fellowship is intended to cover tuition, stipend, and fees.

Problem: Want to receive more submittals of higher quality.

Recommendations: Talk to Pete Furniss about increasing amount to \$27k per year for a 3-year period (\$24k for graduate support and \$3k for supporting research costs); only have available once every three years.

Discussion on Future AOS Research Committee Meetings

Grants to be reviewed once per year; change requirements for progress reports to one time per year.

- The spring meeting will be the annual review/funding of grant proposals which will have been sent ahead to members electronically for reading. There will be no pre-screening of proposals by non-Research Committee members/chair other than for completeness.

- The fall meeting will consist of other non-grant review business. For the upcoming AOS Fall meetings, these will be held at a botanical garden (e.g., Longwood Gardens, PA).

Research Committee Strategic Planning Session

1. Strategies to increase the Research & Education Fund.
 - The current level is approximately \$300K in temporarily restricted funds. The Research Committee (RC) can not direct how funds are invested since they are part of overall budget within AOS. The Committee decided to continue funding grants while the funds increase.
 - Donors could designate their funds for research. However, without a strategic plan for targeting particular research areas, it is difficult for Susan Cupp to work towards increasing funds...
 - Many donors prefer to have named grants rather than give to an anonymous endowment.
2. Advertisement of AOS research fund opportunities, Requests for proposals (RFPs).
 - Funding opportunities are presently listed in Orchids, AOS website (?), and by soliciting particular universities. Cynthia Van Der Wiele suggested listing AOS research grant opportunities via Community of Science <http://www.cos.com/> and The Foundation Center <http://www.foundationcenter.org>. Listing with COS could also result in higher quality proposals. Some discussion that listing could bring in more proposals than would be able to be funded. It is a “chicken and egg” issue, but could be solved by listing priority areas, an approximation of the total amount of funds available, listing “floors” and “ceilings” of awards, etc. (see: <http://www.ncsu.edu/wrri/cfp/index.html>). RC Chair bill Goldner brought up the issue of an *a priori* knowledge of funds available for funding research in a given year at the Board of Directors Meeting. The Board decided against providing the RC with a specific amount available, stating that The Board would find a way to fund recommended projects. This topic should be revisited, as drafting an RFP without providing guidance as to reasonable limits is compromised by the current approach.
 - Funding opportunities should also be sent to the American Society of Plant Biology, American Society of Horticultural Science, Botanical Society of America, and college and university Plant Biology and Horticulture Departments for posting.
 - A downloadable.pdf AOS Research Brochure should be developed. If funds allow, the Brochure could be printed for distribution at headquarters and at meetings.
3. Funding ideas: In-house vs. outside research ideas: We will look for funding on specific projects of interest to assist the Development Director (Susan Cupp) in soliciting funds for research. Some suggestions for priority areas include:
 - The complete genome sequence for the *Phalaenopsis*.
 - The genetics of cold tolerance in *Phalaenopsis*.
 - Practical/horticultural research: Fertilizer vs. media types.

See as an example: <http://www.ncsu.edu/wrri/cfp/2008-09Priorities.pdf>. This RFP was worded to the effect that proposals that address these particular areas would be given priority, but that other proposals that address areas that the Institute funds would also be considered (not a guarantee, but at least it leaves the door open to other worthwhile research topics).
4. Other ideas for making research more visible to AOS members:
 - AOS Website: Create a world map to indicate where AOS-sponsored research and conservation projects are taking place [e.g. see <http://nicholas.duke.edu/career/current/2007internshipmap.html#>]
 - Get a volunteer to scan *Orchids* magazines for “Classic articles of Orchid literature” (e.g., the first tissue culture procedures; the greenpod techniques; some of Tom Sheehan’s articles, etc.)
 - AOS-sponsored speakers from grantees
 - AOS-sponsored student paper and/or poster award for papers funded by AOS presented at a scientific meeting
 - Form partnerships with institutions such as: Smithsonian’s Panama facility or other botanical garden (e.g. Atlanta Botanical Garden); the Organization for Tropical Studies, Flora and Fauna International, The Nature Conservancy; Conservation International, etc. and fund

student internships. The aim is to leverage AOS' limited funds, create more visibility for AOS, and create additional opportunities for student research/field studies related to orchids.

- University of Florida and USFWS have formed a partnership with the same mission of “education, conservation, and research” with regard to orchids. AOS could get in on this by providing funding for summer internships for undergraduates, graduate students.
- Revive the AOS Affiliated Societies fellowship.
- Fund students to attend the WOC to present AOS-sponsored research via poster presentations (current deadline has officially passed for 19th WOC, but could probably be extended).
- Presentation of AOS-funded research via posters and/or papers at AOS Spring and/or Fall meetings.
- Publicizing AOS-funded research and requirements for grantees: This is essential! Since research is at the core of the AOS mission, greater visibility/publicity needs to be given to currently-funded research activities on the AOS website. This will demonstrate to current AOS members how/where funds are being distributed and attract new members / donors to AOS.

The Committee recommends the following initiatives for grantees accepting AOS funding [although we acknowledged that it may be difficult to enforce other than to restrict future funding]:

- Publish in *Orchids* magazine / *Lindleyana* (already a requirement for grant recipients, but not necessarily adhered to).
- Sending Virtual ‘postcards’—images and/or video clips
- Create a blog on the AOS website—reports from the field; a day in the life of a researcher, etc.

[See: <http://www.nicholas.duke.edu/news/blogs.html> for some examples of student blogs; internship postcards <http://www.nicholas.duke.edu/marinelab/news/postcardsfromfrance.html>, and video clips <http://www.nicholas.duke.edu/news/multimedia.html>].

- Alternatively, AOS webmaster could create a hotlink on AOS website to scientist’s website.
- Request that AOS is named/included in press releases on any research funded wholly or partially by AOS. NOTE: There was a lost opportunity when Leonid Averyanov publicized his recent findings in Vietnam and was picked up by major media outlets—BBC international news website, NPR radio, Yahoo, etc.—and WWF received full credit and was hotlinked from the story/slideshow pages.

Of note is Kathryn Theiss—a doctoral student funded via the Furniss Fellowship—who is conducting her research in Madagascar. She will have a 2nd field season this spring (according to her annual report), so this is not a lost opportunity! Contact info: E-mail:

kathryn.theiss@uconn.edu

Mailing address:

Kathryn Theiss
The University of Connecticut
75 N. Eagleville Road, Unit 3043
Storrs, CT 06269-3043, U.S.A.

5. Taxonomic Authority and Qualifications: there was much discussion. The RC decided to shift responsibility to the Judging Committee. Subsequently, the Board of Trustees decided that the responsibility should remain with the RC.
6. *Lindleyana*: will be kept as is as part of *Orchids*, however, after a discussion with Jim Watson, will be re-numbered as a separate publication within *Orchids* so as to be able to reference as *Lindleyana*. This small step will incur no extra cost to AOS, but is enormously important so as to ensure recognition as a scientific, peer-reviewed publication for grant recipients.
 - AOS Research Committee members agreed to assist in the peer-review manuscript submissions to *Lindleyana*, where appropriate.
 - AOS Research Committee will begin compiling a list of qualified *Lindleyana* peer-reviewer contact and expertise information for use by the editor.
 - Discussed (but no clear decision) whether to require a list of names for peer review along with other submittal requirements.

- Discussed (but no clear consensus) on whether Ron McHatton will also peer review manuscripts submitted to *Lindleyana*.
- Further discussion is needed concerning identifying and funding a permanent editor for *Lindleyana*. The editor would solicit manuscripts from the scientific community and oversee peer-review.

Respectfully submitted: William Goldner, Ph.D. and Cynthia F. Van Der Wiele, Ph.D.

Friday, October 17 Research Committee Meeting 1:00 p.m. – 4:00 p.m.

1:00 - 1:15 p.m. **Introductions and Approval of Spring 2008 Meeting Minutes**
 1:15 - 1:45 p.m. **State of the AOS & Restructuring**

Carlos Fighetti, President or Jim Jordan, Executive Director

1:45 - 3:45 p.m. **“Blue Sky” Brainstorming / Strategic Planning**
 Session 1 Developing a Research Agenda / Implementation

Potential Topics:

- Applied research topic priorities for next 1-3 yrs
- Focal areas for basic research
- Other areas/joint areas with Conservation Comm.

Session 2 Increasing Research Funding and Opportunities

Susan Cupp, Director of Development, AOS

Potential Topics:

- Current research budget; how to proceed in interim
- Move to Pre-proposals; screen and invite for full proposal
- Naming opportunities
- Undergraduate & masters level opportunities (summer internships, fieldwork, scholarships, senior honors projects, thesis research)
- Leveraging limited funds/increasing visibility of AOS through partnerships—see previous Minutes; Organization for Tropical Studies, IUCN, WWF, Brooklyn Bot Garden, others?
- Other ideas

Session 3 Promoting AOS Research / Engaging Members

Potential Topics and Strategies:

- AOS-Affiliated Society Talks—develop PowerPoint on the RC and AOS-funded research
- Events—Symposium of AOS-funded research at AOS Meetings, poster session with hors d'oeuvres
- AOS Website changes;
- Press releases from AOS to media (US & International)
- Better use of *Orchids*—feature articles; researcher spotlight
- *Lindleyana*—move to online journal (e.g., Hydrology and Earth System Sciences-- An Interactive Open Access Journal of the European Geosciences Union

http://www.hydrol-earth-syst-sci.net/volumes_and_issues.html

3:45-4:00 p.m. **“Blue Sky” Brainstorming Wrap Up and Next Steps**
 4:00 p.m. Adjourn

Conservation Committee

A Minority Report

Anita Aldrich
Paul Bechtel
Ned Nash

Dr. Leon Glicenstein

In Fall 2007, Conservation Committee (ConsCom) Chair Leon Glicenstein assigned a task force in response to a committee conference call discussion regarding the importance of a Director of Conservation for AOS.

The intent of the following is to complete the task force report to the committee and the subsequent committee report to the board, which, we feel, failed to reflect the interest and enthusiasm for broad interaction with the conservation world and the attendant need for a Director of Conservation as expressed by a majority of the task force. Other issues discussed in correspondence between and within the Task Force are also briefly addressed.

First of all, we believe that We, the AOS, are judged on our actions, not our intents. This will be the guiding principal behind all that is written and suggested here.

The revised Mission Statement is clear:

- A) To encourage the preservation of orchids,
- B) To promote conservation of and advocacy for habitat, and
- C) To influence global regulations on orchids

Reasonable can-do goals, all.

The construction of a realistic, top-down program for Conservation needs to be one of the AOS leadership's top priorities. The Trustees must give not just their implicit blessing, but their heartiest support to what could prove to be the blue print for the survival of the AOS as something more than a tourist attraction or a footnote in history. With the orchid hobby and the associated traditional orchid industry in a state of change unseen since WWII, it is time for the AOS to reinvent itself. Not just as the purveyor of a magazine, but as a true not-for-profit organization with honest, action-oriented programs in Conservation, Education and Research.

Sadly, there appears to be a disconnect between what the Society says it does, what the members say they want and support, and what is actually done. If, as we have been told, Conservation ranks as number one in membership desires, why has the ball been dropped by Trustees in terms of commitment and funding? The Society's leadership is choosing to fund cosmetic measures in the -- if history guides our thinking -- ineffective attempt to garner funding for programs that we "intend" to institute. This may seem the wisest course, given the lack of any concrete actions/products lately as well as limited resources, but actually it is very shortsighted.

DIRECTOR OF CONSERVATION

Anita noted in an earlier iteration to the task force:

"What are our strengths?"

Plain and simple...the vast wealth of knowledge and expertise of AOS members on which to draw, and our position as the world's largest "storehouse" of orchid information. This has always been our forte and should not be abandoned in an effort to be what we aren't or what we think others might want us to be. BUT to coordinate and effectively disseminate this expertise requires clear minded advice, vetting of ideas and promotion of our strength. A Director of Conservation."

In the past, the Director of Conservation, as a key staff member, served as the institutional memory, the contact between outside organizations and the Society, the facilitator, the carrier of ideas between Committee and Trustees, the communicator of actions to the Membership and public, the "voice" of the Society in conservation matters. While there have been Committee Chairs effective in some or all of

these roles, the ephemeral nature of the Chair position leaves this solution less than ideal. There MUST be continuity if our efforts are to be effective.

Also, whatever will be done in the name of Conservation for the AOS will have to be done remotely, not at biannual meetings, which have proven to be ineffective at best. The Dir Cons would coordinate conservation activities for the Society, with the increased participation of interested and knowledgeable Committee members, who can participate from their homes via cyberspace, and not have to worry about bearing the very real expense, both financially and temporally, of attending biannual meetings in today's economic climate.

Finally, we believe that if actions, rather than intents, are to guide our goals, the appointment of a Director of Conservation to guide our restructured and revitalized Conservation program would send precisely the sort of message the members and the world at large are looking for. Surely the Trustees will agree that supporting the actions of the Conservation Committee with a Director of Conservation is the best and highest use of our dwindling resources and the best approach to reestablishing our credibility as a conservation-minded organization.

CONSERVATION RELATED ACTIONS

Concrete suggestions for AOS conservation actions should be formulated by an *ad hoc* task force aided by a Director of Conservation. Some suggestions rising from the task force's discussions include:

- Review and revision if/where/as necessary of the AOS White Paper on Conservation.
- Build a stronger conservation record.
- Produce a "resume" of ConsCom accomplishments.
- Identify and support local groups seeking to support rain forest or cloud forest either to preserve orchids or just to save the forest.
- Apply for funds from foundations that support conservation. [Note:-We have a development director for general funds (and perhaps she can solicit a cut for conservation), but we think the Dir Cons should be the person who establishes the relationships with like-minded organizations. He/she would be able to approach them and talk with them on equal terms and not just from the looking-for-money angle. As agreements are reached, the DoD can take care of the details.]
- Partner with orchid societies around the world in developing conservation strategies and information resources.
- Stress to range countries and the public, whose input may be able to influence their policies and performance, that without long-term preservation of their habitats, the extreme restriction of trade of CITES Appendix 1 species is likely fruitless and should be lifted; without viable homes for them, plants will surely be lost if kept largely out of cultivation.
- Serve as a repository of expert information.
- Consider suspension of grants at least for the present. Some points of discussion were:
 - discontinue grants until we have definite goals to stimulate meaningful projects that meet these goals
 - encourage projects through truly prestigious awards with stringent guidelines for consideration
 - think in terms of smaller "seed money" grants
- Set up a separate account for conservation monies received through allocation or donations so we know what we have to work with (as is done for research).

In summary, this minority report reflects the task force's overwhelming support of a staff position of Director of Conservation, whose duties will include providing continuity, a sense of history, a face and a voice to the AOS's conservation agenda. He/she should provide the leadership to move the organization toward a more proactive role in orchid conservation.

We should capitalize on our strengths by serving as the preeminent repository of orchid information and seek synergistic partnerships with larger conservation organizations such as The Nature Conservancy, Rainforest Alliance and others.

Note: Recently the president of the Nature Conservancy called to other organizations "...We cannot tackle [these goals] alone. ...Let's harness a thousand Nature Conservancies by reaching out to the entities that can help us protect lands and waters all over the world" [Stephanie Meeks, *Legacy*, Winter 2008.]

A recent report from a small non-profit (not unlike AOS) made the statement in it's annual report which seemed germane to our situation: "...We're still small in relation to the size and gravity of our mission. So we make the concept of synergy our chief leveraging strategy. Leverage multiplies a small force into a big impact..." [Compassion and Choices, *Annual Report 2007*.]

Finally, the concept of working together was expressed well by Accio'n [*Ventures*, Spring 2008]: "...The challenge is massive, and we can't do it by ourselves. [We] will only succeed in [our] mission if we're able to catalyze action by like-minded others."

Report of the Taskforce on Institutional Collections

When Leon first assigned me this taskforce quite some time ago it coincided with an especially challenging personal schedule. While not lacking the will to follow through, things did not happen. Fortunately, I now have a bit to report. Trying to keep this from being an overly long document, I have kept this somewhat limited to a couple of tangible items, so everyone might get through it.

As a reminder of history, my original, offhanded comment that the Conservation Committee/AOS should investigate how we might create a database of what orchid species are already in cultivation in institutional collections as a basis for understanding what is really happening on that front is what spurred the creation of this taskforce. The truth is, that obtaining the cooperation of botanic gardens and other institutions that might grow orchids and then creating a common platform for them to share the information is a much bigger goal than it might seem. Fortunately, the American Public Garden Association (APGA) was thinking along the same lines and obtained a three year grant to create this capability. Now nearing the end of the grant period this is nearly a reality.

The program is called "PlantCollections", which is a trademarked name. The following is a description from their website.

"The Chicago Botanic Garden, in collaboration with APGA, the University of Kansas, and 15 public gardens nationwide, is developing ***PlantCollections***, a distributed database system for web-based querying that will allow information from multiple institutions currently in a variety of incompatible database formats to be accessed and integrated into comprehensive inventories. The results can then be analyzed to identify gaps and redundancies within the combined holdings, a first step in coordinating a continent-wide approach to plant germplasm preservation. This 3-year project will strengthen relationships among the participating institutions and foster the sharing of information with the public.

The system will be designed to allow each data provider to maintain control of its own data. It will link databases using an open source data-sharing protocol developed for biological collections. The application of this open-source web-based software with an active user community will ensure support for forward mobility to new technology in the future. The decentralized structure of the network places data updates directly in the hands of plant records managers at each institution, ensuring accurate, current information."

Participating Institutions:

Phase 1

Chicago Botanic Garden
Ganna Walska Lotusland
Huntington Library, Museum and Botanic Garden
Mt. Cuba Center Inc.
Missouri Botanical Garden

Phase 2

Arnold Arboretum of the Harvard University
Landis Arboretum
Norfolk Botanical Garden
San Francisco Botanical Garden
Santa Barbara Botanic Garden

North Carolina Arboretum
The Morton Arboretum
United States National Arboretum

Scott Arboretum of Swarthmore College
UC Davis Arboretum
University of Washington Botanic Gardens

This platform is an effort that has been built on a Google base. It will be accessible to the public directly without having to go through any individual parent institution though there are some things to work out. At the moment only a maximum of 1000 hits/records would be available which would preclude, for instance, a search based on a criteria such as "Orchidaceae", the entire orchid family. For that matter it would not give a comprehensive view of all holdings such as the genera *Bulbophyllum* or *Dendrobium* as well. This is being worked out, as are some other issues. Undoubtedly there are many things that have to be resolved, but this holds great promise for both big and small picture views of cultivated species status.

They are working in cooperation with a couple of other software companies as well to make sure that the program can interface with the many types of database systems that are being used, from the most sophisticated to things like MS Access. Kerry Walter (whom many of you will know more familiarly as an orchid taxonomist in an earlier life) of BG Base, which is the most widely used software program used by botanic gardens for record keeping. The existing schema has exceedingly broad capabilities for up to 161 fields of information, though much fewer are likely to be available. This means that almost any search criteria that might be desired: taxonomic, geographic nativity, regional botanic garden groupings, collector, etc. could be supported. However, the amount and accessibility of information is up to the transparency of every participating institution. Hopefully, the number of participating botanic gardens will quickly expand to give a much broader cross-section of what orchids exist in US gardens. As the AOS is a member of APGA it is assumed that in the future the collections in Del Ray Beach will be available as well.

Available online right now in its beta iteration <http://plantcollections.pathf.com/>, check it out. It is expected to be available in a much more completed state within about 6 months, with broad capabilities. If you use a search criteria such as "Cattleya" you get hits for who has what. What will have to follow, among other things, is an improvement in the accuracy of name/records among all participating gardens. It is a beginning. At this time we are attempting to put together a think tank sort of meeting with APGA folks to discuss cooperation and how we might work together to make this more efficacious for our community and the member botanic gardens, as well as how it might intermesh with the American Heritage Collection initiative. As the primary APGA contact lives in Wilmington, we may be able to meet during the period of the October AOS meetings. She is now in contact with Ron McHatton and we will see where this goes.

A further inquiry was the prospect and willingness of the APGA to make member lists and contacts available (as well as any other help, suggestions, or information that they might provide) for us to do an outreach survey to find out what the real needs, problems, benefits, etc. are for botanic gardens in trying to make orchids a more significant part of their efforts and missions. Money aside, many institutions face a variety of issues that the AOS could easily help them with that would not necessarily involve significant costs and could be very effective at improving the ability of botanic gardens to improve as a tool in conservation and outreach education. Whether through headquarters or through local society assistance we are in a position to work together with botanic gardens to help them with culture, acquiring plants, recommended approaches to greenhouse systems, etc. A survey would be the necessary first step in the process.

I will be expanding on some suggestions in a separate document with a larger scope than just botanic gardens, but we might consider putting together a brochure or package to outline a variety of ways that the AOS can assist botanic gardens that can broaden the context of how we think of conservation in this context. If we work in conjunction with the Affiliated Societies Committee we may be able to reach out to gardens from the national level to then help connect local societies to the institutions. Often local societies or individual members may have attempted to interface with institutions-successfully or unsuccessfully-but the AOS itself has the stature to create a more substantive common ground that might make this interaction more attractive to institutions. Botanic gardens are often wary of individuals and small groups

as we all have had...problems working together. The AOS can grease the wheels and act as a facilitator to help with info, competent volunteers, conduct workshops for kids. There are many overlapping ways that the broad messages of the AOS: horticulture, conservation and education can all work to the same end if we reach out to what have routinely been perceived as the weak link in conserving orchids.

This is enough for this report. More suggestions and info will be forthcoming.

Respectfully submitted.

Dave Horak

INTERFACE TASK FORCE

SUMMARY OF ACTIVITIES: The 'new' AOS website is now up and running. The webmaster is Greg Allikas. I contacted Jim Jordan, AOS Executive Director, to find out the procedure for getting Interface Task Force material on the web site. (See Activities.)

We continue to prepare short articles which will increase public awareness about orchid conservation activities

ACTIVIES: Jim Jordan stated that a Web Material Committee has been created to decide what should be included under the three major areas of interest: conservation, education and research. Together with the individual whom AOS plans to hire as Director of Conservation, they will establish the procedure to submit conservation material for the web site. Once this group is in place, we can work with them to get 'conservation material from our group on the website.

At this time, I already have some articles which may need to be adapted for presentation. I am looking forward to some additional suggestions regarding points of interest for the site.

TOPICS: Until we hear otherwise, plans remain in place to continue to include conservation topics created from larger articles to whet the interest of those viewing the web site or those members whose interest is conservation needs cultivation.

This includes periodic inclusion of projects funded by the AOS Committee and impact, articles on habitat destruction/modification, conservation efforts both in the United States and abroad, and highlighting specific endangered orchid species

SOURCES/METHODOLIGY: includes interviews, and summaries of printed articles with author permission to edit and reprint material for web.

Submitted by: Marilyn Shapiro
mlshap2@juno.com

Library/Archives Committee

Lois Holmes

Affiliated Societies Committee

Melba Butler

The Affiliated Societies Committee met with eleven members present: Tim Brooks, Melba Butler, Dennis Dayan, Bob Henley, Dot Henley, Carol Holdren, Betty Kurka, Lucille Maffei, Gladys Roudel, Peggy Shaw, and Will Riley. Jim Clarkson, Maureen Ferrara, Gail Freeman, Bill Thoms, Susan Taylor and Pat Dunn were excused. Ruth Lazarowitz of National Capital Orchid Society and Lois Dahlsburg of the AOS Publications Committee were visitors and the Special Funding Committee visited briefly.

Minutes of the January 19, 2008 ASC meeting in Miami, Florida were approved.

The following previously approved future AOS meeting sites and dates were reviewed:

- April 22-26, 2009 – Hilton Houston North (formerly Wyndham Greenspoint Hotel), Houston, Texas - Houston Orchid Society
- Oct. 16-18, 2009 - Huntington Library and Botanical Garden, San Marino, CA - Southland Orchid Show Committee
- April 14-18, 2010 – Clarion Hotel, Oklahoma City - Oklahoma Orchid Society

No new nominations for the AOS Distinguished Affiliated Society Service Award (DASSA) had been received. ASC remains receptive to future nominations and encourages submission of nominations. Nominations are generated by individuals for achievements of AOS affiliated societies or organizations that support and sponsor their local, regional, and national orchid shows and events; educational projects; conservation efforts; support of an AOS judging center; and the publication of an outstanding newsletter.

Although the Education Committee is responsible for the AOS Slide program collection, an ASC member is continuing development of an automated *Bulbophyllum* program.

Applications for two domestic and one international organization were presented and approved for AOS affiliation and are expected to be approved by the AOS Board of Trustees: Nutmeg State Orchid Society, Inc.; The Upper Keys Orchid, Fern and Bromeliad Society; and Circulo de Amigo Orquidistas de Puerto Rico.

Although ASC's main topic for the next Affiliated Societies Breakfast scheduled for the spring 2009 in Houston, Texas will feature the presentation of the DASSA to the Tampa Orchid Club, it was determined that the topic of "Success at Auctions" will be presented by two ASC members.

Recent contact experiences with affiliated society AOS Representatives were discussed around the table. ASC task force assignments for communications with AOS Representatives will be scrutinized, with some areas being reassigned. Recruitment of additional corresponders will be necessary. The Committee discussed individual experiences and exchanged ideas for effectively communicating and administering to organizations for keeping their society membership fees current.

ASC task forces will continue the work of monitoring the Newsletter Editors section of the AOS Web site; distributing the monthly "AOS Corner" article to newsletter editors and providing articles and/or authors for the quarterly Society Page of *Orchids* magazine.

Respectfully submitted,

Melba Butler, Chair
AOS Affiliated Societies Committee

Publications Committee

Greg Allikas for Sandra Svoboda

Report from the Publications Committee, October 18, 2008
Wilmington, Delaware

The meeting of the Publications Committee was productive and satisfying. We discussed the following items.

- Interfacing with the Conservation Committee for exchanging reciprocal ads with like-minded orchid conservation groups.
- Tom Miranda's monthly column commitment is for six months but we have requested Jim Watson to seek to extend this popular column at least until the end of 2009.
- Orchids Indoors task force leader Rosalie Dixler is running out of sources and new concepts for articles so we will be publishing these features quarterly instead of bi-monthly.
- We discussed the revised primary goal of our committee to be mainly responsible as content providers for Orchids magazine. We evaluated various ways to effectively solicit articles and "close the deal". Content guidelines for authors already exist and suggestions for additions were brought up.
- The need for editorial accuracy was stressed and several potential proofreaders were suggested.
- Committee member assignments were reviewed and revised.
- The Publications Committee is planning a 96pg Special Award issue for 2009 that will include both the FCC's of 2008 and the endowed awards of 2007. The focus of the issue will be awards and will also include articles on preparing plants for exhibition, history of judging, "A Day at Judging" (Houston) showing a typical regional judging session, articles on- select CCE's and their culture and more!

The Committee has two action items to present to the Board of Trustees:

- 1) We request that the monthly page dedicated to happenings at headquarters be reinstated in the magazine. The Committee unanimously felt that it is appropriate to publish hours, directions and events happening at the VCBG. In lieu of the ban on this page by the trustees, staff had been giving comp half-page ads to exhibiting artists to fulfill contractual obligations. We feel it would be better to publish this information editorially than with free \$900 ads.
- 2) The Committee requests that the trustees elect to continue publishing the hard copy awards descriptions, twice a year, for at least the next five years, to be reevaluated at that time.

Finally, I request that the president appoint today's guest, Jeanne Buchanan, to the Publications Committee. Her knowledge, experience and enthusiasm will be a great asset to our committee.

Respectfully submitted,
Greg Allikas

The Publications Committee shall be responsible for actively soliciting articles for ORCHIDS.

CULTURE CORNER TASK FORCE: GREG ALLIKAS AND DON GHIZ

CHARGE:

Develop a monthly Culture Corner Column for ORCHIDS aimed at intermediate growers.

PROJECT SCOPE:

Culture articles will appear monthly in ORCHIDS.

Develop author guidelines and standards to enable to task force to evaluate articles.

MEASURABLE GOALS:

- Number of articles solicited.
- Number of articles received
- Number of articles publishes
- Outcome of evaluation of articles to meet objective.

ACTIVITIES:

- Solicit articles.
- Work with author to develop content and photography.
- Work with author to ensure that they meet deadlines.
- Evaluate articles to ensure that they meet task force developed standards.
- Evaluate reader response

BREEDERS' NOTES SERIES TASK FORCE: HELMUT ROHRL

CHARGE:

Submit for publication a series of twenty – thirty articles of breeder's notes focused on *Oncidinae* and other genera of interest to appear in ORCHIDS four to five a year.

MEASURABLE GOALS:

- Number of articles submitted
- Evaluate reader response

ACTIVITIES:

Helmut Rohrl will write the articles and submit four to five a year for publication and provide images to accompany this series

NOMENCLATURE NOTES - TASK FORCE – WESLEY HIGGINS

CHARGE:

Submit for publication articles regarding nomenclature changes aimed at the general readership of ORCHIDS

MEASURABLE GOALS:

- Number of articles submitted
- Evaluation of reader response.

ACTIVITIES:

- Solicit articles.
- Work with author to develop content and photography.
- Work with author to ensure that they meet deadlines.
- Evaluate articles to ensure that they meet task force developed standards.
- Evaluate reader response

HOW I GREW THIS PLANT INTERVIEWS TASK FORCE – JOHN NAUGEL,

CHARGE:

Interview and develop culture articles about winners of CCEs, CCMs, and FCCs with images for publication in ORCHIDS.

MEASURABLE GOALS:

- Number of articles submitted
- Evaluation of articles published

ACTIVITIES:

- Develop interview instrument
- Develop evaluation tool
- Interview growers of CCE, CCM, and FCC awarded plants
- Submit interview for publication
- Evaluate reader response

Orchids Indoors Task Force – Rosalie Dixler

CHARGE:

Solicit articles about growing indoors, e.g., under lights, windowsill.

PROJECT SCOPE:

Articles will appear six times a year in ORCHIDS.

Develop author guidelines and standards to enable to task force to evaluate articles.

MEASURABLE GOALS:

- Number of articles solicited.
- Number of articles received
- Number of articles publishes
- Outcome of evaluation of articles to meet objective.

ACTIVITES:

- Solicit articles.
- Work with author to develop content and photography.
- Work with author to ensure that they meet deadlines.
- Evaluate articles to ensure that they meet task force developed standards.
- Evaluate reader response

ORCHID ARTICLE EVALUATION

CHARGE:

Develop an evaluation tool for committee members and readers of ORCHIDS

MEASURABLE GOALS:

- Evaluation of reader response
- Evaluation of committee members

ACTIVITIES:

- Develop an evaluation tool for on-line reader evaluation of ORCHIDS
- Develop an evaluation tool for committee members

Information items:

We are switching the polybag Orchids mails in from clear to opaque white. We thought this change would begin with the November issue, but Allen Press is still installing/mastering the new equipment. Therefore, we'll continue w/the clear polybag and mail sheet with the November issue. The white opaque polybag should begin with the December issue. When we switch to the white opaque plastic, the label data will be printed onto the plastic and we will no longer have a mail sheet.

Editorial Deadlines for 2008 Issues of ORCHIDS

| <u>Issue</u> | <u>Deadline</u> |
|--------------|-------------------|
| January | November 1, 2007 |
| February | December 3, 2007 |
| March | January 2, 2008 |
| April | February 1, 2008 |
| May | March 3, 2008 |
| June | April 1, 2008 |
| July | May 1, 2008 |
| August | June 2, 2008 |
| September | July 1, 2008 |
| October | August 1, 2008 |
| November | September 2, 2008 |
| December | October 1, 2008 |

Conservation Calendar: - \$2 from each calendar sold will go toward conservation efforts. Copies can be ordered on line. Cost is \$12.95. Encourage your local orchid society to buy in bulk and get a reduced rate.

Articles solicited by the Publications Committee

CULTURE CORNER TASK FORCE: GREG ALLIKAS AND DON GHIZ

Clarke, Fred. Catasetinae Plant Culture. May, 2007. Sidebar: Gallery of Catasetinae Grown by Fred Clarke

Koch, Alan. My Addiction to Miniature Cattleyas. June 2007. Sidebar: Hybridizing Miniature Cattleyas for Hobby Growers.

Brinkman, Becky. The Fuqua Orchid Center., July 2007

Tall, Beverly. Orchids in the Desert. August 2007

Neptune, Wilford. Greenhouse Wonders. September 2007

Leathers, John. Masdevallia coccinea. October 2007.

BREEDERS' NOTES SERIES TASK FORCE: HELMUT ROHRL

Rohrl, Helmut. Breeder's Notes 1: Oncidium Leucochilum. July 2007. The Species and Its Hybrids. Sidebar: Growing Oncidium leucochilum.

Rohrl, Helmut. Breeder's Notes 2: Odontoglossum Cirrhosum. The Species and Its Hybrids. October 2007. Sidebar: Growing Tips.

NOMENCLATURE NOTES - TASK FORCE – WESLEY HIGGINS

Carr, George F. Carriella. May, 2007

Gonscalves, Cezar. Adamantina. June 2007.

Balistreieri, Carlo. Draconanthes. July 2007.

Baptista and Neto. Coppensia. August 2007.

O'Shaughnessy, Lynne. Acronia. September 2007.

Orchids Indoors Task Force – Rosalie Dixler

Kleiman, Diana. Greenhouse in the Basement. October 2007.

Respectfully submitted,
Sandra Svoboda, Chair

Technology & Information Committee

Ted Kellogg

The technology committee has continued to work on a variety of tasks - some successful, others not so. Brief summaries of these efforts are listed below. As work has progressed, or not, on these tasks it is apparent two issues, described in the first section below, dominate the efforts of the technology committee.

The AOS is making insufficient investments in its technological infrastructure and in its technology staff.

1. The technology infrastructure is insufficient to support on-going efforts, much less needed future programmatic improvements. For example, we do not have equipment to support periodic upgrades to Portfolio, our image management software. We are unable to support programmatic and web development efforts of volunteers. We do not have the equipment to support image servers, web servers, and fully integrated data systems. Our existing servers are past their useful/dependable life spans.

2. The technology staffing is inadequate to accomplish most of our programmatic efforts. The shortage of technology staff is two dimensional, we need both additional technology staff and all existing AOS staff must become more efficient in using technology and demanding technological improvements. Shortage of technology staff has resulted in a situation in which any technology based effort must get prioritized. This priority setting has infinitely delayed (effectively killing projects) such as the Award System redesign, any internet based social networking around orchids, web based judging tool development, a 'mobile' AOS, or even a wireless system for staff and visitors.

All AOS staff should be actively using technology in their work and should be strongly encouraged to 'conceive of' and 'demand enhancements' to whatever technology is being used. At this time, the staff efforts in using technology are not at the part of the forces driving our technology future.

The lack of this internal drive toward continued improvement through better uses of technology by all staff greatly hampers our technology advancement and strains our existing technology staff.

Activities of the Technology Committee. The following is a partial list of activities of the technology committee.

A. Awards System Data Base. The effort to integrate the Awards data base, the image data base and the information in the iMIS system is waiting on action by AOS staff. This project began at the January 08 meeting, and both Howard Bronstein and Ted Kellogg prepared materials for the AOS staff. While the project was promised action in August, nothing has occurred (due to internal priority setting) at AOS.

B. Judging tools on the Web. A project by Frank Slaughter is ready to be mounted on a server and is in need of the integrated awards data base so that it can stay current. It is now waiting on AOS.

C. Other Web efforts. For whatever reasons, no technology committee member is on the Web committee. Technology Committee members have consulted with individuals frustrated by the processes of getting web content into place (adding web content to our web pages uses processes from the early 1980's). Someone ought to be reviewing this Web development process and determining if the current web hosting process is an effective method, or would other services and software be better for developing and delivering of our services.

D. Bulletin on a CD. The technology committee members have been consultants to the Executive Director as he has developed a new RFP and worked with vendors to develop responses to this RFP.

E. Image recovery effort. About 1200 images have been recovered from the Photo-cd's, but this effort has slowed greatly.

F. Award Recovery effort. As part of integrating image data and award data in AQ Plus, it was discovered that about 600 award records were not in the award data base. With the combined efforts of Ron McHatton, Howard Bronstein and Ted Kellogg, and a group of volunteers from around the country, this data is almost completely added to the awards data. Bill Bannon's data for the Fisher Bishop index was an excellent foundation for the analysis effort that occurred.

G. The technology committee will not be meeting face-to-face during the Members meeting but will instead attend various committee member meetings and listen for areas where technology ought to be used to accomplish committee projects. We will meet on-line after the Members meeting.

Respectfully submitted,

Ted Kellogg

Education / Web Committee

Regina Wilson / Rhonda Heidi

- I. Call to order
- II. Roll call and introduction of committee members, guests and AOS staff members
- III. Announcements
- IV. Discussion of mission and goals for Education and Website Committee
- V. Committee member activity reports
- VI. Development of Task force assignments, charges, and activities
- VII. Task force breakout session
- VIII. Task force updates
- IX. Other business
- X. Adjournment

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

The Committee has been divided into two sections – **Web Development** and **Curriculum Development**.

Web Development Committee Members:

Kathy Figiel
Sandy Stubbins
John Stubbins
Cathy Sullivan
Bev Tall
Randy Young

Web Development Committee Charge:

Because of the importance of the internet and education and the mission of the AOS to promote and support the passion for orchids through education, the web development committee will focus on web site content. The goal is to have the AOS web site be the portal to reliable, excellent, and extensive orchid information. The committee will develop web content and assist in web design.

Activities over the past six months:

- The committee chair met in Florida with Brian Swanson, Chris Rehmann, Greg Allikas, Kathy Figiel, Howard Bronstein, Ron McHatton to discuss web development and processes.
- Ron McHatton and Sandra Svoboda met for a week in Santa Barbara to develop material for the ORCHID BASICS section. This section will address the needs for those who say “Now That I Have This Plant, What Do I Do With It?” Please check out the web site to see what has been added. Greg Allikas has been responsible for adding the text and pictures to the web site.
- ORCHID RESOURCES is being developed with re-organization of the material and additional material.
- Biweekly conference calls are being held with Greg Allikas, Brian Swanson, and Sandra Svoboda. A ‘Content Schedule’ (attachment 1) and ‘Schedule for 3.0 Build Out’ (Attachment 2) have been developed and discussed. Both documents are attached for your review.
- Greg Allikas has developed AOS Website Content Guidelines. These will be distributed to the AOS reps., regional directors, and on the website to help people with content writing. A copy of this document is attached (attachment 3).
- One of the goals of the website is to encourage participation by members. A proposal has been submitted for a AOS Website Digital Photo of the Week, attachment
- Contact has been made with the AOS Director of Development to investigate possibilities of getting funding from foundations to develop the web site.

Curriculum Development Members:

Ted Baenziger

Amilcar Castellano-Sanchez, M.D.
Bill Ellis, PhD
Lynn Fox
Rhonda Heidi
Clare Hermans
David Hogaboom
Jean Laidman
Bernice Magee
Louise Roesser
Lauris Rose
Jim Williams

Curriculum Development Charge:

Because of the importance of education a younger generation to develop a love of orchids and the mission of the AOS to promote and support the passion for orchids through education, the focus of the curriculum development at this stage will be youth programs. A curriculum will be developed that can be used in numerous settings. See attachment 5 for outline of steps in development and implementation.

Activities over the past six months:

- Add experts in the field of curriculum development to the Education committee.
- The first step is to determine what has already been developed. The AOS regional reps and committee members have been asked to survey orchid societies in their areas to determine what youth oriented orchid programs have already been developed.
- The committee members have reviewed "Youth in Museums and Libraries: A Practitioner's Guide" developed by the INSTITUTE OF MUSEUM AND LIBRARY SERVICES as well reviewed the web sites of the National Gardening Association's Kids Gardening at <http://www.kidsgardening.com/> and Junior Master Gardener at <http://www.jmgkids.us/>. These programs can help us in determining how to develop our program.
- Contact has been made with the AOS Director of Development to investigate possibilities of getting funding from foundations to develop the web site.

Other Education Committee activities:

- Jim Williams sent material regarding implementing orchid art programs in the schools. Copy attached (Attachment 6)
- Joe Bryson updated the process for managing the AOS Masters' Scholarships, sponsored by Norman Fang. Copy attached (attachment 7). The guidelines are also attached (attachment 8). We need to appoint a task force to handle the awarding and monitoring of the scholarship program.
- Mark Youngquist of [Youngquist & Company](#) have submitted a plan and bid for developing a DVD on orchid information. The proposal is attached (attachment 9). The cost for this proposal remains to be determined based on content.

Respectfully submitted,
Sandra Svoboda, Chair

AOS ACTIVE EDUCATION GRANTS

(Effective October 2008)

INVESTIGATOR/AMOUNT FUNDED TITLE

*TURLAND, NICHOLAS J.

RAVEN, DR. PETER H.

Missouri Botanical Garden

PO Box 299

Saint Louis, MO 63166-0299

Nicholas.turland@mobot.org

S06

\$18,290.00 (paid in full, 10/04/06, ck

31433)

FINAL REPORT

Flora of China Orchidaceae.

Education Committee Comment:

We applaud the AOS for supporting this endeavor and certainly recommend approval of the report and their progress to the trustees. This work, by some of the world's greatest authorities, which will be published in 2009, will include a major revision of all the orchidaceae of China. It should be included in every serious orchidist's library when available.

INVESTIGATOR/AMOUNT FUNDED TITLE

*YEN, CHRISTINE

Dept. of Horticultural Sciences

Texas A & M University

College Station, TX 77843

chrixina@tamu.edu/b89608015@ntu.edu.tw

S06

\$5,000 paid 05/18/06, ck 30964

\$5,000 paid 04/30/07, ck 32130

FINAL REPORT

Effects of Nutrient Supply and Cooling on Growth, Flower Bud Differentiation, and Propagation of the Nobile Dendrobium Orchid

Education Committee Comment:

She will be notified that an article based on her research is due to "Orchids" magazine.

INVESTIGATOR/AMOUNT FUNDED TITLE

*DUTRA, DANIELA

University of Florida

College of Agricultural and Life Sciences

Dept. of Environmental Horticulture

PO Box 110675

Gainesville, FL 32611-0675

ddutra@ufl.edu

S07

\$5,000 paid 5/18/07, ck 32267

\$5,000 paid 3/31/08, ck 36254

Conservation of an Endangered Florida

Orchid *Cyrtopodium punctatum* Lindley.

Education Committee Comment:

Reviewers commented that the investigator never observed pollination by Carpenter Bees. She observed them visiting the flowers and taking away pollen but she never observed pollen transfer. Observing flower visitation isn't the same as observing the pollination. It is entirely possible that Carpenter Bees visit the flowers and take away pollen but can't physically match the pollen to the stigmatic cavity on another flower, i.e., they aren't the pollinator. It seems the report may be shallow in details, and there is a long way between growing a few *C. punctatum* in the greenhouse and solving the conservation problem, including the source(s) of the problem and reintroducing the species to environment. The Director of Education will be asked to speak again to the investigator about the concerns of the committee. Full payment has been paid to the investigator.

AOS Website Content Schedule - Date 10/08/08

| Content | Description | Location | Timing | Owner | Content Editor | Status |
|---------------------------|---|----------------------------------|--------------------------------------|---|-----------------------|--|
| Affiliate News | Outreach | Home page | First week of the Month or as needed | Committee chair | Greg Allikas | Committee chair will be notified and give content guidelines |
| AOS Events | List of events happening at the AOS over the next 3 months. Displays on Events page. | Events page | Bi-Monthly | Valerie Smith | Brian Swanson | In progress |
| Conservation News | | About - Conservation & Home page | First week of the Month | Conservation chair | Greg Allikas | Committee chair will be notified and give content guidelines |
| DateLine | Outreach update | Home page | Daily or as needed | Ron Mc Hatton | Greg Allikas | In progress |
| Education News | | About - Education & Home page | First week of the Month | Education Chair | Greg Allikas | Committee chair will be notified and give content guidelines |
| International Orchid News | Orchid news - International shows, international orchid society news, other news of interest | Home page | monthly or as news develops | Internation member | Greg Allikas | Internation member to be identified. |
| Judging news | Monthly collection of news from Judging events and judging centers | About - Judging & Home page | First week of the Month | Judging chair | Greg Allikas | Committee chair will be notified and give content guidelines |
| Native Orchids | Feature native orchid - weekly | Orchid Information landing page | Weekly | Web Committee members | Greg Allikas | Web committee members to be identified |
| News/Events | Any news items or events (i.e. Longwood) | Home page | As needed | Ron Mc Hatton, Web committee members, committee chairs, board members | Greg Allikas | In progress |
| Orchid of the week | Highlight non-professional member orchid growers and pictures. AOS reps can bring attention to the society members. | Home page bottom column | Weekly | Greg Allikas | Greg Allikas | Greg will receive photos, review and place on web. |

| | | | | | | |
|---------------------------|--|--|--------------------------|--|--------------------------------|--|
| ORCHIDS Magazine | Monthly Preview and selected material to supplement ORCHIDS | | Last week of month | Jim Watson/Jane Mengel | Jane Mengel/ Brian Swanson | In progress |
| President's Communication | Monthly message from Carlos to membership. Written by Carlos, delivered by Jim Watson. | Home page | First week of the Month | Carlos, Jim Watson | Jane Mengel/ Brian Swanson | In progress |
| Q&A | Questions and Answers. Where and how will this be on the ORCHID INFORMATION PAGE? | Home page & Orchid Information Page | Weekly | Greg Allikas has compiled 6 months+ of these to be quod on the website | Brian Swanson | Committee chair will be notified and give content guidelines |
| Reseach News | | About - Judging & Home page | First week of the Month | Research chair | Greg Allikas | To be developed |
| Shop Specials | List of specials in the gift shop for order through the web store. | Shop landing page and occasionally on home page | First of the Month | Robin Gogliormella | Brian Swanson | To be implemented once e-commerce store on-line |
| Show Schedule | List of society shows schedule out as far as we receive notice. Need to remove old information monthly | Show schedule in Events section | Last day of the Month | Pam Guist/Jane Mengel | Brian Swanson | In progress. Need to remove old information monthly. |
| Support/Development | Monthly development message highlighting/supporting any current or coming appeals. | Support page & occasionally on home page | Second week of the Month | Susan Cupp | Brian Swanson | Susan contacted by e-mail to determine when she will begin this writing. |
| Video training | There are five that have been filmed by Greg and Ron. Will ask Technology committee to edit. Videos will remain on the web site. | | As developed | Ron McHatton, Greg Allikas, Ted Kellog and technology committee. | Brian Swanson | Developed, need editing and date for placement on web |
| What's in Bloom | Monthly description of what is in bloom in the AOS botanical garden. | Integrated in with the Virtual Tour and also on the bottom of the home page. | First week of the Month | Garden committee member & volunteers already filming for the garden and greenhouse tour on VISIT section | Brian Swanson/ Greg Allikas | To be developed |

| Web 3 | Completion Dates | Status | Person | Comments |
|--|---------------------------|----------------------|--|--|
| Task | | | | |
| • 1) Access to eCM for content editors | Beginning of November | pending | Brian Swanson | Training of select staff members and web development committee members. Advanced training for Greg Allikas |
| • 2) Web Style Guide | | | | |
| • 2.1) Story board layout types and templates | End Nov. | | Brian Swanson | Pre-format guidelines |
| • 2.2) Setup image templates | End Nov. | | Brian Swanson | Photoshop files |
| • 3) Content Schedule | | In process | Sandra Svoboda | See attached content schedule |
| • 3.1) Develop formal schedule | | In process | Sandra Svoboda | |
| • 3.2) Develop content guides for each type of content on schedule | End of September | Completed | Greg Allikas & Sandra Svoboda | Brian will put on web by end of October - link at bottom of home page |
| • 4) Functional support documentation | End of December | In process | Brian Swanson | how to update programming and hard coded |
| • 5) Orchid Information Build Out | | | | |
| • 5.1) Orchids Basics Section | End of September | First stage complete | Greg Allikas, Ron McHatton, Sandra Svoboda | Additional information will be added to include videos, ORCHIDS articles that will increase the depth of the information. |
| • 5.2) Orchids Resource | End of October | Pending | Greg Allikas, Ron McHatton, Sandra Svoboda | Awaiting ORCHIDS articles in WORD doc. |
| • 6) CSS update Improvements | | In process | Brian Swanson | |
| • 7) Components/Layouts | | | | |
| • 7.1) Clean up of components/layouts | | In process | Brian Swanson | |
| • 7.2) Top left content area on home page | | In process | Greg Allikas and Brian Swanson | Brian code to enable Q&A to go. Q&A is related to work on CSS update improvements |
| • 7.3) Home page picture content area | | In process | Greg Allikas and Brian Swanson | |
| • 7.4) Education/Conservation/Research sub pages/tag content | | | | |
| • 8) Clean up of site tagging and content folders | | in process | Greg Allikas and Brian Swanson | |
| • 9) Banner ads | | | | |
| • 9.1) Launch of banner ads with Lindsay and JimW | | Completed | Lindsay, Jim Watson, Brian Swanson | Launched. Sample AOS ads are being designed and will be placed on line soon. The charge of \$125/week is a stumbling block at the moment |
| • 9.2) Build out of sponsorship banner | January 09 | | Lindsay, Jim Watson, Brian Swanson | Sponsors for specific sections of the web site |
| • 9.3) Build out of Orchid Source Directory ranking | 1st Quarter of 09 | | Lindsay, Jim Watson, Brian Swanson | For a fee, commercial growers can change can become one of three to be at the top of the list rather than listed by state alphabetically |
| • 10) Web 3.0 | Completes Jan 1st quarter | | | <i>Web 3.0 project starts Oct 1st and Completes Jan 1st quarter</i> |
| • 10.1) Orchids A to Z Database Project | | | | A to Z need programming assistance. |

| | | | |
|--|---------------------|--|--|
| • 10.1.1) Data structure for Culture Sheet | In process | Brian Swanson & Greg Allikas | An Access table will be build for the data. Kathy Figiel will insert sample data to include with the RFP. |
| • 10.1.2) Functional requirements | In process | Brian Swanson & Greg Allikas | Will review structure and functionality. |
| • 10.1.3) Buildout | | Brian Swanson | RFP will be sent out by the end of October to programers to build database and responses due by 2nd week of November. |
| • 10.1.4) Testing | | Brian Swanson & Greg Allikas | |
| • 10.1.5) Entry of data | | Kathy Figiel & volunteers if she desires | |
| • 10.1.6) ***Go Live*** | 1st quarter of 2009 | | |
| • 10.2) Glossary | Complete | Brian Swanson & Greg Allikas | An Access table will be build for the data. Kathy Figiel will insert sample data to include with the RFP. |
| • 10.2.1) Data structure for glossary | In process | Brian Swanson & Greg Allikas | An Access table will be build for the data. Kathy Figiel will insert sample data to include with the RFP. |
| • 10.2.2) Functional requirements | In process | Brian Swanson & Greg Allikas | Will review structure and functionality. |
| • 10.2.3) Buildout | | Brian Swanson | RFP will be sent out by the end of October to programers to build database and responses due by 2nd week of November. |
| • 10.2.4) Testing | | | |
| • 10.2.5) Entry of data | | | |
| • 10.2.6) ****Go Live**** | 1st quarter of 2009 | | |
| • 10.3) e-Store | November 08 | In process | Brian Swanson, Director of Accounting, and Robin Gogliormella |
| • 10.4) Image Gallery | In process | Greg Allikas & Ted Kellogg | Point of Sale, one component of the e-store was tested and went live this week. Accounting and inventory problems have delayed the completion of this project. |
| • 10.5) Video content | | Greg Allikas & Ron McHatton & Ted Kellop | Several filmed, need editing by technology committee to prepare for the web. |

Education Committee Meeting Report October 17, 2008

Present: Bill Ellis, Lynn Fox, Rhonda Heide, Dave Hogaboom, Angie James

The committee took a few moments to discuss backgrounds and interests.

The meeting opened with the distribution of materials for review. The committee had been asked to asses the Junior Master Gardener website prior to the meeting, and the hard copy versions of

the JMG curriculum was distributed for examination. In addition to the JMG material, a sample teacher's guide, curriculum rubric, and downloadable materials from the Fairchild Garden website were also reviewed.

Early discussion focused on how much is probably already going on around the country within societies and current garden programs. Carlos had requested materials in his monthly communication in Orchids magazine, but response was low. It was decided that aggressive information gathering would be the priority for the next six months. This would include tapping into Ron McHatton's growing network of society contacts, the AOS website, a possible request through Orchids magazine, and within the committee members' network of contacts.

In an effort to capitalize on what is already in place for children's initiatives, it became apparent that the JMG program is facilitated through the Texas A&M University. The JMG materials do not contain information on orchids, but the university has a history of funding orchid research. The committee felt that possibly Ron McHatton might have the ability to make the proper connections in an effort to create a connection within the two programs resulting in orchid information within the already nationally distributed JMG program.

The School District of Palm Beach County has an arts education program rubric that the committee determined was concise and comprehensive. It was decided that it would be a useful guide as the committee develops a children's curriculum. As an added benefit, if the rubric is successfully addressed, the AOS public garden would become eligible for public transportation funding allowing children to participate in field trips to AOS at no cost.

Fairchild Gardens has an exceptional education component to their website. Examples of both their web site schematic and downloadable materials were reviewed. Like JMG, it is a widely used resource. It did not include materials specific to orchids. Discussion followed that not only should AOS provide an education section on our own website, but it would further our cause by making the committee's work available to other public gardens.

In addition to information gathering, the group spent some time brainstorming about elements that would be needed to comprehensively coordinate an educational curriculum for the AOS. The brainstorming was extremely productive and included ideas such as:

- Identifying goals, strategies, and outcomes for downloadable materials
- Connecting the curriculum with national and state educational standards
- Developing a cadre of mentors for high school/college students through societies across the country
- Providing materials and resources for **societies** to deliver services to children in schools
- Connecting **public gardens** with educational materials to distribute to children as part of a field trip
- Make AOS materials, once developed, available to local **4H organizations**
- Connect with local **ag agencies** and **master gardener programs** to deliver materials
- Providing professional development for **teachers** to effectively deliver the information
- Develop a list of **public gardens** that include tropical collections and/or orchid related activities/materials and include in the curriculum.
- High School Senior Projects
- Science fair projects (Grades 3 – 12)

For the next six months, each committee member will actively gather information from any and all sources available to bring back to the spring meeting. It was the group's firm conviction that recreating what may already be out there would be counter-productive. Materials will be organized in the following categories: Preschool – 2, Grade 3 – 5, Grade 6 – 8, Grade 9 – 12, Adult Education, and Professional Development.

The committee will examine the materials and begin comprehensive curriculum development for a section that the most information is available from. The committee will then work to customize/modify material for each level, tying in state and national standards to the activities.

Within the adult education piece, there was discussion on incorporating the current AOS culture sheets and possibly modifying them for indoor/windowsill growing, outdoor growing, or growing under lights. Culture sheets could also be translated into Spanish or other languages. The education class topics at the AOS HQ could be organized and made available to societies to deliver at their local garden. Also, any and all materials developed would be made available to the Public Garden Committee for their use at the AOS HQ.

The meeting was adjourned at 4:00.

Membership Committee

Norman Fang

The meeting was called to order by Norman Fang, Vice Chair, at 1:10 PM.

Members Present: Norman Fang, Carol DiBiase, Art Moore, Jackie Wood, Carri Raven-Riemann, Maurice Garvey, Lori Grasselli-Grunes; Guests: Judy Cook (Technology Committee), Barbara Noe, Mary Beth Clarke

Members Absent: Frank Smith, John Burg, Emily Clarkson, Doris Dukes, Karen McBride, Lena Parker, Adrian Winheim, Howard Zoufaly

Norman announced that AOS membership has dropped below 17,000 and cited possible reasons: state of the economy, increased use of the internet to access orchid information, and difficulty in attracting young new growers. He also reported that AOS is experiencing an 80% non-renewal rate after a member's first year of membership, suggesting that they don't feel they're receiving value for their dollar.

Discussion focused on the effectiveness of the AOS Reps in actively giving the AOS a "face" and providing a strong liaison at society meetings. Since there are currently no suggestions for Reps to follow or tools for them to use, many have been ineffective in promoting the AOS and providing a caring link. It was suggested that a Power Point presentation about the benefits of AOS membership could be a useful tool to that end, along with other AOS promotional aids beyond simply providing them with membership forms.

Art Moore suggested that the AOS Rep program should be dissolved and re-structured to be more dynamic. Carri Raven-Riemann made a motion to re-define, restructure and refine the program on a new and more effective level by thinking outside our usual "rep" box. Motion seconded by Lori Grasselli-Grunes and passed unanimously by all members present. Carri suggested that we might want to consider giving the reps the title of "AOS Liaison", further underlining their function as a conduit between the AOS and the local societies.

To increase AOS Membership:

- A) Discussion moved to the potential to gain new members at local orchid shows, with the following ideas:
- 1) A limited number of gift plants could be an incentive to attract new members who join at a major AOS- sanctioned show. These would be given on a "first come, first serve" basis. Norman said he would donate up to 50 near mature size seedlings to this end, details of such a program to be worked out separately.
 - 2) In addition to the gift plant incentive, a \$5 coupon (from participating show vendors) could be given to new members on a purchase of \$25 or more.
 - 3) A rebate on Show Admission could be offered to new members joining at that show.
- B) It was noted that we need to strengthen our partnership with all regional leadership groups such as JPC, DVOG, South Florida Leadership Council, Mid-America, SWROGA, Southlands, and specialty interest groups such as IPA. It was noted that these groups are comprised of the leaders in their geographic area or specialty interest and could be invaluable in recruiting members who would be effective AOS "liaisons" in local societies.
- C) Additional suggestions related to the AOS Web Site: adding "Join AOS" information not only on the Home Page, but also on Culture Sheets, the Gift Emporium and other areas on the AOS website that are heavily visited by the general public. A recommendation was made to be sure the AOS "liaison" presents an AOS membership application and information on the AOS to all new members at local

societies, ideally to be included in a new member packet (if such is provided by the local society to new members). If technologically feasible, they could also be provided with a generic “guest” log-in code so they could view (in full), via the AOS website, a previous copy of Orchids. After logging in, the potential member would have to fill out some information for AOS use in follow-up before being able to view the sample magazine.

Recommendations to improve Membership Retention:

- 1) Melba Butler’s monthly column, “AOS Corner”, should appear in the newsletter of each Affiliated Society – it currently does not.
- 2) AOS should strengthen their renewal notification policy by utilizing earlier reminders with follow-ups via mail, e-mail and personal phone calls.
- 3) AOS should send each new member a listing of links to the society web pages in their area, thus encouraging a closer tie to other growers in their area.
- 4) AOS Affiliated Societies should have a better visibility via a direct link on the AOS web site. A simple zip code search, with a defined radius, could help new members find a local society.
- 5) “Orchids” could focus an additional article(s) for new growers, using older - but still valid - previously- published information in addition to adding “profile articles” on outstanding members.
- 6) Membership Recognition should be brought back with 5-10-25-50 year Membership Pins and AOS Judges’ pins.
- 7) An e-newsletter (on a regional basis) should be sent to new AOS members on a quarterly basis. This can be worked out with Ron McHatton.

Overall consensus was that Membership, Affiliated and Education Committees need to co-ordinate their overlapping areas of effort. The Chair or Vice-Chair of each Committee should meet after each individual committee meeting to co-ordinate overlapping goals and tasks as relate to all three committees.

Carlos Fighetti, present at the end of the meeting, reiterated the importance of retaining new members after their first year of membership.

Notes from the Miami Meeting

Frank Smith (past chair)

As of June 30, 2008, we had approximately 17,332 Members which represented a decline from June 30, 2007 of 509 Members which was the lowest decline in membership for the past four fiscal years. New Members for the fiscal year numbered almost 4500 which were certainly helped by the WOC special membership promotion which attracted 1380 new Members and had over 2047 renewals.

One of our biggest areas of concern is our ability to retain existing Members, particularly those that have less than two years of Membership. There has been much speculation as to why. For example, many say that the most obvious benefit, *Orchids*, is too advanced for the beginning hobbyist. Others lose interest in the hobby and drop out. Still others cite the cost of membership as a deterrent in staying a Member. We believe a lot of these “reasons” are masking a much bigger problem. We do not do a very good job of communicating on an ongoing basis with our membership. If you look at the success of having Ron McHatton on the road and the renewed interest in the website now that is covering the Membership activities, you recognize that if we can somehow concentrate on the value of belonging, we can influence new Members to stay on board.

Additionally, we need to take a look at how we attracted new Members in the past. Here is a brief synopsis of what we have done and the results:

December 2001 Holiday Incentive – Greg Allikas donated a free poster of one of his photos to every new member who joined the AOS in Dec.01 We received 343 memberships from this incentive.

2002 – At Donna Craig's suggestion, and per her article in Orchids, a membership campaign was started for the year 2002 to give bonuses to individuals or societies that referred new members. The incentive for individuals was to extend their AOS membership one month for each member recruited (up to four members allowed) during the year. If five members or more were recruited during the year, a \$25 certificate from the Emporium was earned. If 10 members or more, a \$125 Emporium certificate was earned. For Affiliates, the incentive was to recruit up to 6 new members and the society's membership was extended another year. Recruit 11 new members, and the affiliated society membership was extended two years and also, a one-year AQ subscription was given. Individual members referred 52 new members and Affiliates referred 130 new members.

2003 - A special mailing of the August 2003 issue was sent to all AOS lapsed members in the database at that time for prior years 2000-2001-2002, a total of 12,440 magazines were mailed to lapsed members with a letter encouraging them to re-join and receive 13 issues for the price of 12. A total of 478 members accepted the offer (3.84% of lapsed members).

2005 – Frank Smith offered a free cattleya for every new member who joined. There was no expiration. 557 members joined.

2006 - Member-Get-A-Member campaign by Art Moore – FREE 4-INCH ORCHID PLANT FOR EVERY NEW MEMBER OBTAINED This incentive was very difficult to handle and coordinate since we had no control over the shipments of free plants. The number of new members who joined from this incentive between Jan 06 and May07 was 1,356.

2007 – Incentive mailing sent to USA members who lapsed in 2005-2006 to encourage them to re-join by offering a free tote bag. Approximate mailing was 1,800 and 94 members renewed.

2008- WOC Special. This was a three month promotion that offered membership at \$49.95. The result of this promotion saw over 550 new Members sign up and over 2500 renewals

As you can see from many of these results, the most successful incentive has been the free plant followed by more value-added incentives such as a free month with the magazine or reduced pricing. We believe we need to look at these again in order to build our Membership back up and to incentivize existing Members to stay. Particularly in a troubled economy, people are looking for value. We need to make sure that we are constantly preaching the benefits of membership in the organization and providing our AOS reps in the field with the information they need to attract new Members from affiliated societies.

Respectfully Submitted,

Frank Smith, Chair
American Orchid Society Membership Committee

Judging Committee

Aileen Garrison

Judging Committee: Aileen Garrison, Chair
Date: October 17, 2008
Location: Wilmington, Delaware
Present: All appointees, center chairs or alternates present unless otherwise noted
Absent/Excused: Bill Guthrie, Craig Plahn, Randall Tajima
Absent/Unexcused: None
Guests: Ray Gabaldon, Frank Slaughter
Visitors: Special Funding Committee

Minutes of JC meeting of Sunday, January 20, 2008, Miami, Florida, approved as published.

Task Force Reports:

- Challenged Awards – Aileen presented recommendations of the task force as proposed in Attachment #1. One change was noted with regard to the second item on the list. Challenger requested this award be returned to the judging center for further review.

JC recommended approval of amended report
Approved by Board of Trustees

- Center Program/AQ Plus – Howard Bronstein reported that version 4.1 of the Judging Center Program has been distributed to all center chairs. Program has been improved and simplified. Any center chair currently using an older version of the program must convert to version 4.1 by November 15, 2008. Howard stated again that he is available and willing to help anyone having difficulty understanding and/or using the program.
 - *AQ Plus*, version 3.2.1, has been distributed to all subscribers. Howard reminded everyone of the requirement that all judges must have a current subscription to *AQ Plus*. Aileen advised that records at AOS are currently being reviewed to determine the judges who are delinquent. A list of these names will be provided to the respective center chairs.
- Training Coordinator – Howard Bronstein reported that the Judges Forum would take place on Saturday, October 18, 2008, at 11 am at Longwood Gardens. The program, to be conducted by Gary Kraus, would focus on the new ethics additions to the Judging Handbook, and would include a question and answer period.
- Handbook – Ken Roberts addressed the recommendations contained Attachments #3 and #4. After much discussion, the JC voted to table section 2 pertaining to the Species Identification Task Force (SITF). Members of the JC were concerned that this new procedure was mandated without input from the judging centers. More clarification is needed. As a result, procedure for having awarded species identified will continue as prescribed in the 12th edition of the *Judging Handbook*, with the addition that the SITF may be used for taxonomic identifications.
 - Ethics – Gary Kraus presented recommendations for ethics changes as stated in Attachment #2 to be included in the 12th edition of the *Judging Handbook*.

JC recommended approval of amended changes to *Judging Handbook*
Approved by Board of Trustees

IV.

Personnel Recommendations

- (a) Elevations of Certified Judges, Probationary to Certified Judge, Accredited:
- | | |
|------------------------|-------------------|
| Betancourt, Armando | Florida-Caribbean |
| Betancourt, Carolina | Florida-Caribbean |
| Blankenbiller, Gary | Great Plains |
| Mellard, David A., PhD | Atlanta |
| Naftali, Ines | West Palm Beach |

Norberg, Pamela
Nutt, Matthew
Ritchie, Jennifer
Smith, Gail Robert
Whitfield, Jeff

Great Plains
Mid-America
Pacific Northwest
Florida-Caribbean
Atlanta

Above personnel unanimously recommended by the JC
Approved by Board of Trustees

(b) Elevations of Students to Certified Judge, Probationary:

| | |
|----------------------|--------------------------|
| Arthur, Steve | Carolinas |
| Bell, Nathan | Mid-America |
| Cinert, Lois | Chicago |
| Culbertson, Tim | Pacific Central |
| DuQuesnay, Michael | Florida-Caribbean |
| Hutto, Stan | Carolinas |
| Maples, Don | Houston |
| Morton, Marian | Great Lakes |
| Ricketts, Loretta | Hawaii |
| Rivero, Luis | Florida-Caribbean |
| Romick, Marcia | Pacific Northwest |
| Sanborn, Karlene | Great Plains |
| Santos, Ramon de los | California Sierra Nevada |
| Sinn, Michael | West Palm Beach |
| Stefanik, Jean | Northeast |
| Tremblay, Michel | Toronto |
| Wise, Tom | Carolinas |

Above personnel unanimously recommended by the JC
Approved by Board of Trustees

(c) Change in status to Senior Judge:

| | |
|-------------------|--|
| Banholzer, John | Pacific Northwest |
| Heckerth, William | Pacific South |
| Logsdon, Bert | Pacific Northwest |
| McBride, Thomas | National Capital |
| Mortenson, Robert | Pacific South |
| Ratiner, DeDee | Florida-Caribbean |
| Rowland, Patricia | Pacific South (listed as Retired in error) |
| Weaver, Alicia | Florida-North Central |

Above personnel unanimously recommended by the JC
Approved by Board of Trustees

(d) Request for change in status to Retired Judge:

| | |
|---------------------------|-----------------------|
| Connelly, Patrick (Sr) | Northeast |
| Fant, Dorothy (Sr) | Florida-North Central |
| Gallipeau, George W. (Sr) | Florida-North Central |
| McNerney, Steve (A) | Shreveport |
| Metcalf, Jean (A) | Great Lakes |
| Moody, Dr. James (Sr) | Florida-North Central |
| Roccaforte, Stella (A) | Pacific Central |

Above personnel unanimously recommended by the JC
Approved by Board of Trustees

- (e) Request for change in status from Senior to Accredited Judge: None
- (f) Requests for change in status to Judge Emeritus:
Miller, Dr. Jacqueline W. (Sr) Florida-North Central

Recommended for approval by JC

Pigors, Hermann (A) Chicago

Unanimously recommended for approval by JC

Webster, Robert (A) Alamo

Recommended for approval by JC

Wilson, Dr. Kenneth (A) Houston

Unanimously recommended for approval by JC

- (f) Requests for change in status to Judge Emeritus (continued):
Wilson, Regina (A) Houston

Recommended for approval by JC

All recommendations for Judge Emeritus approved by Board of Trustees

V. Notifications received by the Judging Committee

- (a) Accepted as Students in these Centers:

| | |
|------------------------|--------------------------|
| Campbell, Mae | Northeast |
| Carrillo, Christian | Northeast |
| Chen, Gary | Hawaii |
| Dusdieker, Nile S., MD | Chicago |
| Fox, Kevin | Dallas |
| Harvey, Kathleen | Mid-Atlantic |
| Jackson, Barbara | Pacific Northwest |
| Jasen, Bill | Pacific Northwest |
| Kennedy, Ellen | Northeast |
| Lima, Luiz Hamilton | Florida-Caribbean |
| Llantero, Emmerson | Hawaii |
| Pratt, Sarah | Great Plains |
| Sanders, Bill | California Sierra Nevada |
| Seffernick, Dennis | Great Lakes |
| Swett, Gerald | Pacific Northwest |

- (b) Granted leaves of absence in these Centers:

| | | |
|------------------------|------------------|------------|
| Boyett, AnnaLee (A) | Atlanta | Six months |
| Chevalier, Rene (S) | Toronto | One year |
| Drozda, Stephen (A) | National Capital | One year |
| Miguel, Tilden (A) | Hawaii | One year |
| Mow, Elton (P) | Hawaii | One year |
| Perlite, Thomas (A) | Pacific Central | One year |
| Roy, Nicole (S) | Toronto | One year |
| Thibeault, Jocelyn (S) | Toronto | One year |

- (c) Returned from leaves of absence in these Centers:
Rivet, Marie-Pascale (A) Toronto
- (d) Resigned in these Centers:
Blackmore, Sue (P) West Palm Beach
Cotarelo, Antonio (S) Florida-Caribbean
Dishman, Fred (S) Hawaii
Heineman, Mirta Florida-Caribbean
Johnson, Patricia (S) Florida-Caribbean
Poss, Melinda (S) Alamo
Warner, Greg G. (A) Toronto
- (e) Terminated in these Centers:
Budree, John (S) Florida-Caribbean
Gettel, Steve (A) Pacific Central
Gray, Steve (A) Great Plains
Rockwell, Jack (A) Pacific Northwest
Stillman, Robert (S) Pacific Central
- (f) Transferred in these Centers:
Benzo, David (Sr) Pacific Central to Pacific South
Colbert, Mary Jane (P) Hawaii to California Sierra Nevada
Doherty, John (A) Great Lakes to Toronto
Etheridge, H. Thomas III (A) Pacific Northwest to Northeast
- (g) With regret, the deaths of the following judges are noted:
Brown, Margaret (E) Great Lakes
Curry, Clif C. (E) Florida-North Central
Kamemoto, Kazuo (E) Hawaii
Miller, Berneice, PhD (E) Great Plains
Riley, Leo C. (E) Alamo

VI.

- Center Business
- (a) Newly Elected Center Chairs:
Wayne Marine — Chair Alamo
Sallie Delahoussaye — Vice Chair Alamo
Lowell Jacks — Chair Atlanta
Aileen Garrison — Vice Chair Atlanta
Susan Wedegaertner — Chair California Sierra Nevada
Alan Koch — Vice Chair California Sierra Nevada
Linda Wilhelm — Chair Carolinas
Linda Thorne — Vice Chair Carolinas
James Spatzek — Chair Chicago
Lorraine Heyden — Vice-Chair Chicago
Janice Yates — Chair Cincinnati
Tim Brooks — Vice Chair Cincinnati
Tom Mulhollan — Chair Dallas
Manuel Aybar — Vice Chair Dallas
Diane Davis — Chair Florida-Caribbean
Richard Fulford — Vice Chair Florida-Caribbean
Kenneth Roberts — Chair Florida North Central
Lois Posey — Vice Chair Florida North Central
Marv Ragan — 2nd Vice-Chair/Chair, Orlando Florida North Central
Jim Williams — 3rd Vice-Chair/Vice-Chair, Orlando Florida North Central
Donald Garling — Chair Great Lakes
Joseph Peterson — Vice Chair Great Lakes

| | |
|--|-------------------|
| Ray Gabaldon — Chair | Great Plains |
| Bryon Rinke — Vice Chair | Great Plains |
| Roy Tokunaga — Chair, Honolulu | Hawaii |
| Dale Miyasaki — Vice Chair, Honolulu | Hawaii |
| Mike Blietz — Chair, Maui | Hawaii |
| Thomas Barnes — Vice Chair, Maui | Hawaii |
| Sandra Song — Chair, Big Island | Hawaii |
| Karen Kimmerle — Vice Chair, Big Island | Hawaii |
| Julius Klehm — Chair | Houston |
| Marilyn Holloway — Vice Chair | Houston |
| Craig Plahn — Chair | Mid-America |
| Diana Plahn — Vice Chair | Mid-America |
| Paul Sheetz — Chair | Mid-Atlantic |
| Arthur Katz — Vice Chair | Mid-Atlantic |
| Rob Griesbach — Chair | National Capital |
| Ken Meier — Vice Chair | National Capital |
| Rita Cohen — Chair (& Chair, Elmsford) | Northeast |
| Winkley, Robert — Vice Chair (& Chair, Boylston) | Northeast |
| Gerald Cassella — Vice Chair, Elmsford | Northeast |
| Robert Hesse — Vice Chair, Boylston | Northeast |
| Maynard Michel — Chair, Oakland | Pacific Central |
| Fred Shull — Vice Chair, Oakland | Pacific Central |
| Japheth Ko — Chair, San Francisco | Pacific Central |
| Terry Boomer — Vice Chair, San Francisco | Pacific Central |
| William Zimmerman — Chair | Pacific Northwest |
| James Huffman — Vice Chair, Tacoma | Pacific Northwest |
| Linda Mitchell – 1 st Vice Chair, Oregon | Pacific Northwest |
| David Morris – 2 nd Vice Chair, Oregon | Pacific Northwest |
| Russ Volker – 1 st Vice Chair, Vancouver | Pacific Northwest |
| Betty Berthiaume – 2 nd Vice Chair, Vancouver | Pacific Northwest |
| Cindy Coty — Chair, San Marino | Pacific South |
| Doug Overstreet — Vice Chair, San Marino | Pacific South |
| Loren Batchman — Chair, Encinitas | Pacific South |
| Fred Clarke — Vice Chair, Encinitas | Pacific South |
| David Maurer — Chair, Long Beach | Pacific South |
| Karen Muir — Vice Chair, Long Beach | Pacific South |
| Bryce Augustine — Chair, Santa Barbara | Pacific South |
| Jim Sloniker — Vice Chair, Santa Barbara | Pacific South |
| Marilyn Stark — Chair | Rocky Mountain |
| Marion Allen — Vice Chair | Rocky Mountain |
| Byron McGraw — Chair | Shreveport |
| Lena Parker — Vice Chair | Shreveport |
| Peter Poot — Chair | Toronto |
| Terry Kennedy — Vice Chair | Toronto |
| Howard Ginsberg — Chair, Montreal | Toronto |
| Andre Levesque — Vice Chair, Montreal | Toronto |
| Dorothy Bennett — Chair | West Palm Beach |
| Bonnie Riley — Vice Chair | West Palm Beach |

Above personnel unanimously recommended by the JC
Approved by Board of Trustees

VII. Unfinished Business: Species Identification Task Force (SITF) – This issue was discussed during the report by the Handbook Task Force and generated much discussion. The JC voted to ask the SITF to reformulate their proposal and present it to the JC at the Spring 2009

meeting. It was also suggested that taxonomists currently used by the SITF be added to the AOS approved list.

VIII. New Business

(a) Request for reinstatement to Accredited Judge status after Retired Judge status has been approved by the Board of Trustees. AOS has received a request from a retired judge requesting reinstatement to accredited status. Because this subject is not currently addressed in the *Judging Handbook*, no action could be taken at this meeting. The matter was turned over to Ken Roberts for consideration by the Handbook Task Force.

(b) Timely submission of Summary Sheets and digital images to AOS – Aileen reported that she had been made aware of a marked increase in the number of exhibitors contacting the AOS Awards Registrar asking what had happened to their awards; why hadn't they been billed; and why were their awards not listed in *AQ Plus*? An investigation revealed that, in most cases, summary sheets had not been received from the respective center chairs. As a result, Aileen sent an email to all center chairs on September 2, 2008, reminding them of their responsibilities as prescribed by the *Judging Handbook*. Specifically, Section III, 3.2.1(9) states, under responsibilities of the Judging Center Chair, "Be responsible for certifying the accuracy of summary sheets and proper identification of photographic material and for forwarding these to the AOS no later than three weeks from the date of judging".

- A report provided by the AOS Awards Registrar indicated three judging centers, Cincinnati, Hawaii, and Pacific South, were seriously late in submitting award summaries. The JC was very concerned with this fact because of the potential impact on the entire judging system.
- Probation is the only process mentioned in the *Judging Handbook* to deal with this problem, and probation is what was recommended by the JC for the three judging centers not in compliance with the *Handbook*.
- Probation is viewed as a period of time to allow the respective judging centers to correct the problem. It will have no effect on approved shows, monthly judging or awards, and it is expected that the situation will be resolved by the spring 2009 meeting at which time probation will be rescinded if the centers are in compliance. Those centers unable to correct the situation will be subject to further action.
- The Board of Trustees approved the JC recommendation of probation for Cincinnati Judging Center, Hawaii Judging Center, and Pacific South Judging Center, beginning October 18, 2008. Centers have until the JC meeting in April 2009 to correct the situation. The Board further instructed the JC Chair to send a letter to every judge within the respective judging centers to make them aware of the problem.

(c) Houston Judging Center has requested consideration of the following resolution: "Since going to digital imaging for AOS quality awards, the exhibitor no longer receives a slide, or any image of their award. This is a significant reduction in member benefits. Therefore, the AOS is instructed to email a digital image of the award to the exhibitor after the award fee is paid, and the award is finalized." Chairs from several judging centers expressed the same concerns. Different options were suggested, including emailing award images, but the consensus was to ask the Technology Committee to develop a recommendation and present it to the JC at the next meeting in April 2009. Frank Slaughter, a member of the Technology Committee and guest at this meeting, agreed to work with members of his committee to reach a viable solution.

(d) 2007 Special Annual Awards – Taylor Slaughter presented nominees for the 2007 Special AOS Awards. Winners are:

- Ann and Phil Jesup Botanical Trophy – *Lepanthes telipogoiflora* ‘Solar Place’, AM/AOS, submitted by Pacific Northwest JC, exhibited by Tom Etheridge and Luann Rolley
- Butterworth Prize – *Lycaste macrophylla* subsp. *panamanensis* ‘Nge Hou Lew’, CCM/AOS, submitted by Northeast JC, exhibited by Mae Campbell
- W. W. Wilson Award – *Paphiopedilum* Harold Koopowitz ‘David’s Jade Jewel’, AM/AOS, submitted by Atlanta JC, exhibited by David Kessler
- Masatoshi Miyamoto Award – *Cattleya loddigesii* ‘Puggy Black’, AM/AOS, submitted by National Capital JC, exhibited by Allen Black
- Herbert Hager Award – *Phalaenopsis violacea* f. *alba* ‘Tejas Ghost’, AM/AOS, submitted by Carolinas JC, exhibited by Ken Avant
- Carlyle A. Luer Award – *Trisetella hoeijeri* ‘Vistamont’, CCM/AOS, submitted by Pacific Central JC, exhibited by Cynthia Hill
- Roy T. Fukumura Award – *Vanda merrillii* ‘ORCHIDbabies Black Magic’, AM/AOS, submitted by Cincinnati JC, exhibited by ORCHIDbabies, LLC
- James and Marie Riopelle Award – *Miltonia* Don Egger ‘Occam’s Razor’, AM/AOS, submitted by Pacific Northwest JC, exhibited by Bergen Todd
- Robert B. Dugger Award – *Hamiltonara* Golden Harry ‘Liu’, HCC/AOS, submitted by Hawaii JC, exhibited by Kamuela Greenhouse
- Benjamin Kodama Award – *Dendrobium densiflorum* ‘Clackamas’, AM/AOS, submitted by Pacific Northwest JC, exhibited by Clackamas Orchids
- Fred Hillerman Award – *Aerangis somalensis* ‘Mitchell Park Domes’, CHM/AOS, submitted by Chicago JC, exhibited by Mitchell Park Horticultural
- Benjamin C. Berliner Award – *Lycaste* Jackpot ‘His Majesty’, FCC/AOS, submitted by Northeast JC, exhibited by Ann and Phil Jesup
- Milton Carpenter Award – *Rodrumnia* Orchidom Valentine ‘Alameda’, HCC/AOS, submitted by National Capital JC, exhibited by William H. Savage
- Ernest Hetherington Award – *Cymbidium* Winter Fire ‘Frosty Tips’, JC/AOS, submitted by Pacific South JC, exhibited by Ha Bui
- Bill Thoms Award – *Bulbophyllum* Crownpoint ‘Algonquin’, AM/AOS, submitted by Mid-America JC, exhibited by F. Thomas Ott
- Merritt W. Huntington Award – *Lycaste* Arcadian Sunrise ‘Ursa Major’, FCC/AOS, submitted by West Palm Beach JC, exhibited by Ryan Kowalozyk

Approved by Board of Trustees

(e) Request for Waiver – Florida North-Central Judging Center requested that Ron McHatton, PhD, be granted a waiver for attendance in their region for the year 2008. Request was based on the fact that due to Ron’s numerous travel requirements on

official AOS business, he is often unable to meet attendance requirements as prescribed by the *Judging Handbook*. JC agreed that request was in the best interest of AOS.

Approved by Board of Trustees

IX. Announcements

- Spring 2009 Meeting: Thursday, April 23, 2009, Houston, TX – Personnel changes/new business due NLT March 1, 2009
- Aileen thanked all committee members for their support over the past four years, and introduced Dr. Gary Kraus as the new JC Chair.

There being no further business, meeting was adjourned.

Respectfully submitted,

Aileen Garrison
Chair

ATTACHMENT #1– 2008 FALL JC AGENDA

CHALLENGED AWARDS

- ***Aerangis brachycarpa*** 'Joanna', CHM/AOS, #20061345 – OIC identification of species name has been challenged. Narrative of floral characteristics in award description is consistent with ***Aerangis distincta*** 'Our Tropics', CHM/AOS, #96-0014. Recommend return of this award to the Judging Center for reconsideration or nullification.
- ***Cattleya intermedia f. aquinii*** 'Haneda', AM/AOS, #20060359 – challenge that awarded plant is not a species appears to be correct. The lip is incorrect for the species. This is a hybrid, possibly *Cattleya Claesiana*. Recommend nullification of this award.
- **Cycnoches Beny Harder** – hybrid name has been challenged. Plant is a cross of (*Cycnoches lehmannii* c *Cycnoches loddigesii*) which is registered as *Cycnoches Mannilodd*. Recommend award stand under the name **Cycnoches Mannilodd**.
- ***Dendrobium hainanense*** – 5 awards to 4 plants of this species have been challenged and the challenge appears to have merit. *Dendrobium hainanense* is an invalid name according to Kew. These are possibly *Dendrobium hancockii*, a valid name. Recommend these awards be reviewed by the Species Identification Task Force (SITF).
- **Ernestara Fire Storm** – the entire list of Ernestara Fire Storm awards has been challenged with the allegation that these are most likely Renandopsis (*Renanthera* x *Vandopsis*), the error resulting from an incorrectly registered parent, *Phalandopsis Arizona Star*. Examination of floral segments of the awarded *Phalandopsis Arizona Star* shows it to be consistent with all other awarded *Phalandopsis* crosses. RHS has been asked to consider correcting the registration to reflect correct genus. When this correction has been made, recommend awards be allowed to stand.
- **Phalaenopsis Memoria Herman Sweet** – two awarded clones, 'Lauren', AM/AOS, #20020595, and 'Tejas', AM/AOS, #20030782, have been challenged. It would appear these two awarded plants are crosses of *Phalaenopsis (equestris x wilsonii)*. If that is the case, the correct name is *Phalaenopsis Equiwilson*. No action recommended at this time; further clarification will be provided in next report...
- ***Tolumnia prionochoila*** 'Seagrove's Doodlebugs', CHM/AOS, #20060574 – OIC identification of species name has been challenged. Flowers of this species are carried on very long, wiry inflorescences and are few in number (3-5). Award description lists 32 flowers and 26 buds on 4 inflorescences which appear firm and erect, and not nearly as long as usually seen in this species. Also, no mention is made of a scalloped lip, a diagnostic characteristic. Recommend this award be sent to the Species Identification Task Force (SITF) for further investigation.

- **Vanda furva** – species name of two awarded clones, ‘Bates Orchids’, CBR/AOS, #79-0762, and ‘J & M’s Pride’, AM/AOS, #82-0691, has been challenged – challenge appears to be valid but further study is required. Recommend these awards be reviewed by the Species Identification Task Force (SITF).

Attachment #2 – 2008 Fall JC Agenda

Proposed Ethics Related Handbook Changes Fall 2008

1) Clarification: Section 4.9.4.1 (Suspension and/or Termination for Cause): “If a charge is made of lack of participation in judging sessions, business meetings or training activities it shall be investigated by the judging center chair. In determining if the charge is well-founded and with merit the chair shall consider whether or not the judge has been given ~~sufficient~~ **adequate** notice of his/**her** deficiencies with ~~a proper opportunity~~ **sufficient time** to correct ~~the same~~ **them**.”

2) Clarification: Section 4.9.4.1 (Suspension and/or Termination for Cause): “If a charge is determined to be well-founded and with merit by the investigation, ~~it~~ **the charge**, together with the chair’s and/or *ad hoc* committee’s findings, any supporting documentation, and recommendations, shall be presented at the next duly called business meeting of the judging committee. **The affected judge will be informed of this and must be recused during the discussion.** If a two-thirds majority of the accredited judges present and voting at that meeting finds that the charge is substantiated by the facts, the following steps shall be taken:”

3) Clarification: Section 3.2.1 (Responsibilities of Center Chair): “The chair, elected by the center committee and confirmed by the trustees, shall have ~~the overall charge~~ **responsibility and authority for** ~~of~~ all AOS judging activities of the center.”

4) Clarification: Section 4.8 (Conduct of Judges): “Judges shall act at all timesand other activities in which he/she officially represents AOS. In addition, **all** AOS judges shall:”

5) Insert: Section 4.8 (Conduct of Judges): (9) “Not be under the influence of alcohol or drugs, while judging or officially representing AOS.” add: **“Responsible consumption of alcoholic beverages prior to or following judging is permissible”**.

6) Add: Section **4.9.4.3** (new) **Lesser Sanctions**

On occasion lesser sanctions may be appropriate. The center chair has full responsibility and authority for the center’s judging activities, including implementation of lesser sanctions. Some examples of these include:

- (1) Talking with the affected judge**
- (2) Sending a letter of concern**
- (3) Sending a letter of warning**
- (4) Sending a letter of reprimand**

As is true of any disciplinary action, such sanctions should be well-documented and a copy should be filed in the judge’s personnel file. A lesser sanction should not be considered a precursor or a requirement for possible future discipline.

7) Add: Section **4.8** (Conduct of Judges) **(21) Disqualify him/herself from participation in all personnel matters involving any judge with whom he/she has a relationship that might in any way be construed as interfering with impartiality. Members of the same family, household or commercial establishment must be recused from any such participation and not be present during the deliberation and voting.**

8) Add: Section **3.2.1** (Responsibilities of Center Chair) **(15) Be responsible for annually verifying that all judges and students of the center have renewed their AOS membership and AQ Plus**

subscription. The chair of the JC shall be informed of those judges and students who have not done so.

9) Add: Section 4.9.4.2 (Automatic Suspension or Termination): Grounds for automatic suspension or termination shall include: failure to maintain AOS membership and AQ Plus subscription, failure to execute and deliver such waivers as may be required by the JC, failure to pay for awards, ~~and~~ failure to make a reasonable effort to clear his/her provisional award within a year, **and failure to advance from student or probationary status** - all as hereinafter set forth.

(6) If a probationary judge fails to be advanced at the end of five years of service in this grade, he/she shall be automatically terminated as a judge as described in Section 4.2.2. If a student judge fails to be advanced at the end of five years of service in this grade, he/she shall be automatically terminated as a student judge as described in Section 4.2.1.

Attachment #3 – 2008 Fall JC Agenda
Replaces previous Attachments #3 & #4
Proposed Changes to the Handbook-Fall 2008

Strikethroughs are deletions and **bold type** indicates additions

1.) The following administrative changes are required

*Rationale: **These changes are required because of frequent delays in updating the web site. The rules should go into affect when they are published, regardless of whether it is on the web site or in AQ Plus.***

Section 1.1 Introduction

Part I of this Handbook on Judging and Exhibition outlines the rules for AOS judging whether conducted at judging centers established in various parts of the United States and Canada, at shows held in this country, or, under certain limitations, abroad. The *Handbook* is published in AQ Plus. The rules herein are firm and are to be followed in all AOS **judging activity activities and in the administration of the judging system. The rules may be changed from time to time by the JC with the approval of the Board of Trustees. Such changes are then published as Handbook Updates on the AOS ~~Web~~ web site and in ~~the computer program AQ Plus and in other publications as designated by the Board of Trustees~~ and shall become effective once published ~~on the AOS website~~. Temporary exceptions to the rules may be authorized by the JC.**

Section 1.4 Handbook on Judging and Exhibition

Changes to the Handbook, as adopted from time to time by the JC with the approval of the Board of Trustees, are published on the AOS Web site and in AQ Plus. These changes become effective once published. ~~on the AOS website.~~

2.) SIFT related changes

Rationale: The process for obtaining taxonomic verification has changed. The Species Identification Task Force (SITF), working under the executive committee shall be responsible for obtaining the taxonomic verification. This verification will be based on digital images of the awarded plant, detailed descriptions and flowers being transmitted to an expanded list of taxonomic authorities, thus shifting the responsibility for identifying species that receive awards, from the exhibitor to the AOS. The exhibitor will not be charged a fee for this identification. The following Handbook changes are necessary to implement the SITF changes:

5.5.2.1 Judging Procedure

(5) Taxonomic

verification of all previously unawarded species is required, no matter what award is granted. Although taxonomic verification need not be presented prior to an award's being granted, if it was previously obtained, it should be ~~accepted~~ submitted to the Species Identification Task Force (SITF) with the other required data, ~~when~~ after the plant is judged. Awards will be held in a provisional status until identification is complete.

5.3 Submission of Plants for Judging

(1).....The exhibitor is obligated to accept and pay the fee for any award granted except where he/she has clearly indicated before the judging that the entry is not to be AOS judged. The

exhibitor must be informed that one flower may be sacrificed to facilitate identification. There shall not be a charge to the exhibitor for this service. However, if the species can not be identified by the SITF, it may be necessary to send another flower to a taxonomist for identification. The exhibitor will be responsible to pay for any resulting expenses. **An exhibitor may not specify what award will be accepted.**

5.5.3 Recording the Results of Judging

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

(c) In ~~the case of previously unawarded species or~~ unregistered hybrids, the exhibitor shall be notified of his responsibility to provide ~~taxonomic verification of~~ , **within one year, the** registration information of the awarded plant

(2) All information from the judging session, including date, place, judges present, photographer information and all pertinent information on the awarded plant, including full description, measurements, cultivar name and exhibitor information, **including the exhibitor's email address**, shall be entered into the approved electronic program and submitted to the Awards Registrar in approved electronic format.

(3) The summary sheet shall contain all pertinent information regarding the awarded flowers, ~~including a full description, measurements, and the cultivar name~~ **and all award measurements. Those measurements necessary for species identification will be entered in the editable SITF information form.**

(5) The required **digital** images, ~~film and/or digital~~, as specified by the awards registrar, properly labeled and identified, of each awarded plant, **including those images necessary for species identification**, shall be made and promptly submitted, **within 60 days**, to the **AOS Awards Registrar. Detailed photographer's instruction shall be provided by the SITF.** Each photographer who agrees to take the official images of awarded orchid flowers and plants, by so doing, gives permission to the AOS to use the submitted images for the Society's purposes and programs. **In the event slides are received, they will be scanned and converted to digital images.**

5.5.3.1 Provisional Awards

(1) ~~All AOS awards which cannot be certified for publication pending registration of awarded hybrids or taxonomic verification of previously unawarded species shall be classified as provisional awards. Species not identified to the satisfaction of the judging team may also be given provisional awards.~~ The exhibitor shall be responsible for obtaining such hybrid registration and if an AOS judge, may be subject to disciplinary sanctions for failure to do so, as set forth in Section 4.9.4.2

(4).

(2) All AOS awards, which cannot be certified for publication pending taxonomic verification of previously unawarded species or species not identified to the satisfaction of the judging team, also shall be given provisional status. The SITF shall be responsible for obtaining all taxonomic verification. Therefore, the exhibitor shall not be responsible for obtaining such verification and if an AOS judge, shall not be subject to disciplinary sanctions for failure to do so.

~~(2) (3) The records.....~~

~~(3) The required images, film and/or digital, as specified by the awards registrar, properly labeled and identified, of each awarded plant, shall be made and promptly submitted to the AOS. Each photographer who agrees to take the official images of awarded orchid flowers and plants, by so doing, gives permission to the AOS to use the submitted images for the Society's purposes and programs.~~

5.5.3.2 Provisional Awards Requiring Taxonomic Verification

(1) The team granting the provisional award is responsible for completing the Species Identification Task Force (SITF) information form as part of the measurements of the flower and plant. The SITF will provide instruction in completion of the form, including a sketch of the required plant parts.

(2) In addition to obtaining the award images, the center or show photographer is responsible for obtaining the images necessary for identification, as outlined in the SITF measurement guidelines. In the event the images are inadequate, the SITF may require the exhibitor to supply additional images at a later time. Detailed photographer's instruction will be provided by the SITF.

(3) The center chair shall forward all images, award description and completed SITF information form to awardid@aos.org. Only electronic submission will be accepted. The exhibitor's email address is required in order to allow the SITF to contact the exhibitor if necessary. The genus and species names must be in accordance with the World Checklist of Monocotyledons, unless it is a newly described species not yet on the checklist or an undescribed species.

(4) Submissions to awardid@aos.org are forwarded to the SIFT for posting on their private blog and for notification of the SITF chair.

(5) The SITF chair, with input from the SITF members shall notify taxonomists and hobbyists knowledgeable in the appropriate genus of the posting and invite their input. In the case of newly described taxa, the author of the description shall be invited to examine the posted material. Those invited to participate will comment when necessary.

(6) The SITF chair will call the question and the SITF members will vote on the proposed identification (yes, no, abstain). The vote will be recorded by the chair.

(7) If a majority consensus can not be reached, the SITF shall be responsible for the collection of sufficient additional material as necessary to reach a majority consensus on the identification.

(8) The SITF chair shall notify the appropriate center chair by email that a consensus has been reached. A copy will be emailed to the Awards Registrar. The notification shall contain the language to be included in the published award description, confirmation that the identification was verified by the SITF, the year of identification and the name of the taxonomist when appropriate. If there is a significant dissenting opinion, it shall be noted that the identification was not supported by (name of taxonomist).

(9) The center chair then shall submit the processed award data to the Awards Registrar. The SIFT information form measurements are not intended to be included in the published award description and should not be submitted to the Awards Registrar. The identification detail images will be published in AQ Plus and should be submitted with the award images.

(10) The Awards Registrar then shall process the award.

5.6.1.1 Requirements

(3) In requesting AOS judging, the show committee obligates itself to assume responsibility for assigning a competent photographer at the show's expense to provide the required photographs images, including those necessary for species identification, and to inform the photographer who takes the official photographs images of awarded orchid flowers, that by so doing, permission is given to the AOS to use the submitted photographic items for its purposes and programs. Detailed photographer's instruction will be provided by the SITF. **The show committee may not.....**

7.5 Measurement and Description

A uniform standard for measuring and describing awarded plants and flowers is essential in providing useful records with which to compare subsequent cultivars of the same species or breeding and in species identification. All measurements should be made without physical damage to the flowers, however, for the purpose of species identification; it might not be possible to avoid physical damage to the flower while taking the necessary measurements. In this event, take all digital images first, then measure the flower, especially in cases where there is a single flower. **and, All measurements shall be expressed in centimeters.....**

(1) The purpose of measuring and describing flowers is to provide reference data for judges who are confronted with similar cultivars but who have not seen previously awarded flowers and to provide information for species identification.

(8) Special attention should be given to the descriptions and measurements of orchid species which by their nature are often small and difficult to describe clearly. This is particularly true in the case of the Certificate of Botanical Recognition where no previous record of the species exists in AOS records, and which serves as a benchmark for future awards. The process for obtaining species identification is described in Section 5.5.3.2.

(10) The recorded description and measurements, including measurements necessary for species identification, and description as described in Section 5.5.3.2, should be reviewed by the chair of judging or his/her designee - the alternate before the summary sheets are forwarded, to make sure that the information is complete and informative.

7.5.2 Actual Measurements

(1) Dorsal sepal width: The dimension when the sepal is flattened into a plane.

(2) Dorsal sepal length: The dimension from the point of attachment to the tip along the Central vein.

- (3) Petal width and length: Same as for dorsal sepal.
- (4) Lateral Sepal width and length: Same as for dorsal sepal. The synsepal is used for paphiopedilums.
- (5) Lip width: The dimension when the lip is sufficiently flattened not to damage the flower.
- (6) Lip length: The dimension **when the lip is sufficiently flattened not to damage the flower** from the point of its attachment to the base of the column or column-foot to the **lip tip** (or to a line representing the outermost margin of the lip). Spur length is measured from its attachment to the labellum to the **spur tip**.
- (7) Additional measurements and information necessary for species identification include: leaf, leaf petiole, pseudobulb, distance between growths, roots and root tips, inflorescence, peduncle, sterile bracts, pedicel, distance between pedicels, floral bracts, caudae and ovary. These should be recorded on the Species Identification Task Force (SITF) information form.**

3.) Add the following paragraph:

Rationale: Because of the extensive official AOS related travel commitments of some judges, fulfilling their center's judging number requirement, has been difficult or impossible. This proposal will correct the problem.

Section 4.6 (2)

In the event that the official AOS duties of an accredited judge (for example: the Director of Education and Regional Operations or the AOS President) prevent him/her from fulfilling the center's judging number requirement, the required number may be waived. If the annual total of in-center plus out-of-center judgments exceeds eight, the judge shall be eligible to be considered for such a waiver. Either the judge's center via the Judging Committee or the Judging Committee itself may submit such a recommendation to the Board for its approval. While under such a waiver, the judge shall be denied voting privileges on any matter at the center's business meeting.

4.) Necessary administrative handbook changes

Rationale: The following, mostly typographical, changes are needed:

'AQ (In bold face) Plus' is not correct and needs to be corrected to 'AQ (Normal font) Plus' in paragraphs 1.4, 1.4, 1.5, 4.2.1.2(9), 4.2.1.3(11), 4.2.4(2), 4.2.5, 4.6(1), 4.6.1(1), 4.9.4.2, 4.9.4.2(1), 5.2(1), 5.5.3(1d), 5.5.3.1(5), 5.5.4(6 b 3), 5.6.1(2), 5.6.1(4), 5.6.1.1(2), 5.6.1.1(2), II 3.3(8), II 3.6, 3.9.2, 3.9.2 and 3.3.2.)

1.3: Northeast Judging Centers entry for White Plains is incorrect and should be changed to: Elmsford, NY - 1998, (White Plains, NY - 1993-98 [NYC, NY - 1949-62, 1971-93])

2.3 (4): Change 'Executive Director' to 'Awards Registrar'

3.3.1.3: Change 'Trustees Meeting' to 'Trustees meeting'

3.5.1 (5): Remove hyphen between 'six' and 'month'

Remove hyphen between '12' and 'month'

3.6 (7): Remove hyphen between 'six' and 'month'

Remove hyphen between '12' and 'month'

4.2.1.2 (1): Remove hyphen between 'long' and 'term'

4.2.1.2 (3): Remove hyphen between 'color' and 'perception'

4.2.1.2 (9): Remove 'possess the current edition of the Handbook on Judging and Exhibition'.

4.2.3: Change 'Trustees Meeting' to 'Trustees meeting'

4.2.4 (2): Change 'Center' to 'center'

Change 'judging center's committee' to 'judging center committee'

4.4: Change 'center's committee' to 'center committee' and 'both centers' chairs' to 'both center chairs'

4.7.4 (2): Remove hyphen between 'two' and 'way'

4.7.5 (11): Change 'judge-clerk' to 'judge/clerk'

4.7.6 (2): Remove hyphen between 'hands' and 'on'

4.8: Remove hyphen between 'high' and 'ball' and between 'low' and 'ball'

4.9.1: Remove hyphen between 'five' and 'year'

- 5.2 (1):** Change to read: 'Current edition of AQ Plus' from 'Current edition of the computer program AQ Plus.'
- 5.5.1 (1):** Insert ':' rather than '-' between 'exist' and 'show'
- 5.5.1 (3):** Remove hyphen between 're –screened'
Remove hyphen between 'point' and 'score'
- 5.5.1 (4):** Remove hyphen between 'Point' and 'scoring'
- 5.5.2 (10):** Remove hyphen between 'Top' and 'quality'
- 5.5.3.1 (5):** Remove hyphen between 'AOS' and 'awarded'
- 5.6.1 (3):** Change 'current edition of the Handbook' to 'current version of AQ Plus'
Remove hyphen between 'show' and 'date'
Change Center Chair to center chair
- 5.6.1 (4):** Change from: 'as set forth in the Handbook or as amended from time to time and published on the AOS website and in **AQ Plus**.' to: 'as set forth in AQ Plus.'
Change 'Center Chair' to 'center chair'
- 5.6.1 (5):** Change 'Center Chair' to 'center chair'
- 5.6.1 (6):** Change 'Center Chair' to 'center chair'
- 5.6.1 (7) line 2:** Change 'Center Chair' to 'center chair'
- 5.6.1 (7) line 4:** Change 'Center Chair' to 'center chair'
line 6: Change 'Center Chair' to 'center chair'
line 7: Change 'Show Chair' to 'show chair'
- 6.3.2 (5):** Remove hyphen between 'tie' and 'breaking'
- 7.1.8:** Remove hyphen between 'cup' and 'shaped'
Remove hyphen between 'bowl' and 'shaped'
- 7.3.3 (3):** Remove hyphen between 'lesser' and 'known'
- 7.4 (4):** Insert ':' and remove the '-' between 'magnitude' and 'the'
- 9.1:** At the end of first paragraph Change 'this Handbook' to 'The Handbook on Orchid Nomenclature and Registration'
- 9.4:** Remove hyphen between 'full' and 'fledged'
Remove hyphen between 'High' and 'quality'
Change 'Awards Quarterly' to 'AQ Plus'
- 9.4.1:** Remove hyphen between 'high' and 'quality'
Remove hyphen between 'single' and 'lens'
Remove hyphen between 'Through' and 'the' and between 'the' and 'lens'
Remove hyphen between 'built' and 'in'
Remove hyphen between 'lens' and 'to' and between 'to' and 'film'
Remove hyphen between 'close' and 'up'
Remove hyphen between 'Through' and 'the' and between 'the' and 'lens'
Remove hyphen between '18' and 'percent'
Remove hyphen between 'hand' and 'held'
Remove hyphen between 'head' and 'on'
Remove hyphen between 'depth' and 'of' and between 'of' and 'field'

PART II

- 2.5:** In third unnumbered paragraph, line 6 change 'Center Chair' to 'center chair'
In third unnumbered paragraph, line 8 Change 'Center Chair' to 'center chair'
In third unnumbered paragraph, line 10 Change 'Center Chair' to 'center chair'
In third unnumbered paragraph, line 12 Change 'Center Chair' to 'center chair'
In third unnumbered paragraph, line 12 Change 'Show Chair' to 'show chair'
- 3.3 (1):** Change 'Who will receive entries- when and where' to read 'Who will receive entries, where they are to be turned in and at what time.'
- 3.3 (8):** Change 'in this Handbook or as amended from time to time in Awards Quarterly' to 'in AQ Plus'
- 3.5 (7):** Remove hyphen between 'Lighting' and 'it'. Start a new paragraph with 'It'
- 3.5 (10):** Remove hyphen between 'long' and 'delayed'
- 3.7.2:** Remove hyphen between 'color' and 'coded'
Remove hyphen between 'loose' and 'leaf'
- 3.7.4:** Remove hyphen between 'cut' and 'flower'

3.11: Delete hyphen; insert space; and replace 'Orchids The Magazine of the AOS' with 'Orchids The Bulletin of the AOS'

V Paragraph: Remove hyphen between '200' and 'square' and between 'square' and 'foot'

V (3): Remove hyphen between 'spray' and 'type'

V (11): remove hyphen between 'prize' and 'winning'

Attachment #5b – 2008 Fall JC Agenda

Recommendation for Judge Emeritus Status for Mr. Hermann Pigors

The judges of the Chicago Judging Center during their semi-annual business meeting have voted unanimously to recommend that Mr. Hermann Pigors be granted Judge Emeritus status by the trustees of the American Orchid Society. A synopsis of his contributions to orchid growing and his participation in orchid activities are listed below.

Mr. Pigors is a professional floriculturist who came to Chicago in 1957. In that same year he joined the Illinois Orchid Society where he served as vice-president (1960-1961) and as president (1962) and is currently still a member. He has been a member of the American Orchid Society since 1958 and served as a trustee from 1980-86, and also served on the Affiliated Societies Committee and the Judging Committee during the same period. He has been an accredited judge since 1969-over 38 years. Mr. Pigors was also the Chairman of the Chicago Judging Center from 1992-1996.

Hermann also was active in the Mid-America Orchid Congress and served as its president from 1989-1991, and has also served on the Show Schedule Committee for over 20 years. He and his wife, Dorothy, were recognized by the congress in 1992 by being named "Orchidists of the Year".

Mr. Pigors has given countless lectures to orchid societies throughout the United States and Canada, and built the retail orchid plant business at Orchids by Hausermann. He founded Oak Hill Gardens in 1973, and though "retired", he remains active in their breeding program.

Attachment #5c – 2008 Fall JC Agenda

Support Statement for Emeritus Judge Recommendation

At the business meeting for the Alamo Judging Center on June 28, 2008, the judging committee unanimously recommended the elevation of Robert (Bob) Webster to the status of Judge Emeritus in the American Orchid Society. This action was by secret written ballot that followed a request by Bob Webster that he be elevated to Senior Judge status.

Center records reflect that Bob was elevated to accredited judge in September 1979. He will therefore have served more than 29 years as an accredited judge at the time of the Trustees Meeting at which this recommendation will be considered. During his career, Bob has served the American Orchid Society in many major ways, including both as Vice-Chair and Judging Center Chairman (1996-2001), member of the Committee on Awards and participant on major national committees. Perhaps his most valuable AOS service, and certainly the most unique, is the assistance he provided for more than twenty years as the AOS entered the age of modern, multimedia communications. As a member of the Education and Research Committee and then as both member and long time Chairman of the Education Committee, Bob assisted the AOS in developing modern Communication methods.

Bob pioneered many television and radio innovations having to do with communicating with people about plants and horticulture. Bob shared his skills fully with the AOS and was spokesman in many of the early AOS video and tape programs. He also created several slide programs related to AOS judging. He remains a huge asset to the American Orchid Society in areas dealing with the effective application of modern communications and visual arts technology. As a widely syndicated horticulture broadcaster, Bob continues to support the ASO and local programs, meetings and other orchid endeavors.

In other activities, Bob served as President of the Southwest Regional Orchid Growers Association, and has been an advisor to the San Antonio Botanical Gardens since its inception. The judges of the Alamo Judging Center have indicated by their unanimous vote their recognition of the outstanding service and dedication Bob has given to orchids. We request the Judging Committee and the Trustees of the American Orchid Society support this position and convey the title of Judge Emeritus upon a deserving long-time contributor to what is best in orchids and judging.

Wayne Marine, Chairman

Recommendation for Judge Emeritus – Attachment #5e – 2008 Fall JC Agenda

Activities of Regina Wilson

Graduate research assistant for AOS Research Grant - The Morphological Structure and Development of the Pollinia, Pollinaria and Pollen within the Orchidaceae; The Possible Production of Orchid Hybrids from Cell Fusions

Secretary – Mid-America Orchid Congress
Secretary – Great Lakes Judging Center

Member of the following American Orchid Society Committees:

Affiliated Societies
Education
Information – Chair
Technology – Chair

Assistant Treasurer and Member of the Executive Committee

Member of the ad hoc Strategic Planning Committee

Trustee of the American Orchid Society – seven and one-half years (7½)

American Orchid Society Judge – 1970 to present

Recommendation for Judge Emeritus – Attachment #5d – 2008 Fall JC Agenda

Activities of Kenneth S. Wilson, Ph D.

Professor Emeritus – Purdue University – 37 years

President – Illinois Orchid Society – 1977 – 78

Chairman Student Judge Training – Mid-America Orchid Congress – 1979 – 80

Chairman – Conservation Committee – Mid-America Orchid Congress – 1977 – 1979

Director of Student Training – Great Lakes Judging Center – 1980 – 82

Chairman – Subcommittee on Student Judge Training – 1974 – 76

1st National Student Training Coordinator – AOS – 1976 – 79

Chairman – Conservation Committee – Mid-America Orchid Congress – 1973 -75

Member Conservation Committee – AOS – 1974 – 88

Chairman – Conservation Committee – AOS – 1979 – 1985

AOS Research Grant - \$5000 – The Morphological Structure and Development Of
The Pollinia, Pollinaria and Pollen within the Orchidaceae – 1980 – 1982

\$2500 – The Possible Production of Orchid Hybrids from Cell Fusions – 1982 – 83

Member – Endangered Species Committee – AOS – 1979 – 84

Trustee – AOS – 1979 – 85

Judge – AOS – 1970 to present

Chairman – Great Lakes Regional Judging Center – AOS – 1989 – 93
Committee on Awards – AOS – 1989 – 96
Judging Committee – AOS – 1989 – 96
Member – Research Committee – AOS – 1998 to present
Student Training Coordinator – Houston Judging Center – 1999 – 2004
Director – Orchid Digest Corporation – 2005 – 2008
Taxonomic Authority – Tolumnia – AOS – 1990 to present
Task Force On Taxonomy and Nomenclature – AOS – 2006 to present

**Subject: Recommendation for Dr. Jackie Miller's Elevation to Judge Emeritus
– Attachment #5a – 2008 Fall JC Agenda**

Dr. Miller first started growing orchids in the late 1960's, joining the Sarasota Orchid Society in 1971, the AOS in 1973 and the Florida West Coast Orchid Society (FWCOS) in 1977.

She participated in the FWCOS Judging Committee and Study Group from 1977 to 1994 at which time it was disbanded. During the later period of the groups existence she was the driving force behind the yearly curriculum and monthly study assignments.

Dr. Miller entered the Student Judging Program in 1977, was elevated to Probationary Judge in 1981 and Accredited Judge in 1985.

She, along with her husband Dr. Lee Miller, was the Florida North Central Judging Center Librarians from 1977 to 1985. They recommended new additions and maintained the yearly inventory. This also entailed the picking up of the considerable Center library and taking it to orchid shows (approximately 20 per year) throughout the then Judging Region; requiring considerable effort and dedication on their part.

In 1986 she, along with her husband, became the Training Coordinators for the Center, continuing in this capacity until 1996. They immediately developed a structured three-year program encompassing all major orchid genera, major and minor breeding groups, ethics, mechanics of judging and judging standards etc... They also developed:

- a. Student entry examinations,
- b. A yearly syllabus covering the genera under study that year,
- c. Four annual student study assignments with accompanying papers,
- d. Evaluation meetings with students after completion of the study assignments to review the papers,
- e. Yearly student examinations,
- f. Student evaluation sheets,
- g. Forms for the students to evaluate and score three exhibits at each show they attended and to turn these evaluations in before the AOS trophy was announced,
- h. The guidelines and requirements for a student presentation, and an accompanying research paper on the same topic, during the third year of training, on a subject selected by the Training Coordinators (usually this was an hour presentation),
- i. The requirement for each student to evaluate and score, without the aid of any references, a plant selected by the Training Coordinators for that purpose, prior to consideration for elevation,
- j. The requirement to participate in additional short training presentations at the Center's two yearly seminars, on a subject selected by the Training Coordinators,
- k. The requirement that other Judges treat students fairly and the requirement that students present their evaluations of a plant first before other Judges give their comments.

While the review above is comprehensive it is not all encompassing, as there are minor things left out, however, as can be see with what is presented, that it required a great deal of time to develop and maintain from year to year. In addition, the time required to be spent with the students was enormous and burdensome, yet they gladly gave their time expertise and friendship to the all students over a ten-year period.

The Center unanimously recommended Dr. Jackie Miller for Judge Emeritus.

Respectfully submitted,

Kenneth A. Roberts
Chairman, Florida North-Central Judging Center