

AOS TRUSTEE MEETING, OKLAHOMA CITY, OKLAHOMA

Friday April 30, 2010 10:30 am

Carlos Fighetti, President - Presiding

Call to Order: The meeting was called to order by President Fighetti at 10:45 AM at the Clarion Convention Center in Oklahoma City, OK.

Proof of Due Notice of the Meeting: Secretary Karen McBride confirmed due notice of meeting in the March 2010 issue of *Orchids*.

Roll Call: Secretary Karen McBride called the roll.

Officers Present: Carlos Fighetti, Chris Rehmann, William Rhodehamel, Karen McBride, Lowell Jacks, Art Moore, and Nancy Mountford,

Officers Excused: Norman Fang

Trustees Present: Howard Bronstein, Tim Brooks, Jim Butler, Mario Ferrusi, Gail Furniss, Harry Gallis, Aileen Garrison, Deane Hall, Bob Henley, June Simpson, Taylor Slaughter, Frank Smith, and Linda Wilhelm

Trustees Excused: Carol Holdren, Terrie Hunt, Alan Koch, and Ben Singer

Trustees Not Excused: None

Staff Present: Ron McHatton

Quorum: Secretary Karen McBride declared a quorum.

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

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

Recognition of Visitors: Committee Chairs, Sandra Svoboda, Peter Furniss, Don Ghiz, Tom Sheehan, Jeff Bradley

Report of the President

Carlos Fighetti

The challenges that we have seen so far this fiscal year have been unprecedented as the society finds itself having to operate without reserves or moneys to borrow against. As Pete Furniss said in his email to the Board on April 19, we have pretty much depleted every avenue for expense reduction and are at a basically bare bones on staffing levels; we are not doing much about repairs and the page count in the magazine has been already reduced to cut costs.

We have received some substantial donations this year which are permanently restricted, and we probably will receive additional moneys but with the same restrictions. All of these donations make the balance sheet look good, but they do not help with the operational budget. We are not going to make budget this fiscal year, and that would leaves us with little cash to start next fiscal year. We all know that the first months of every fiscal year are challenging. The summer months' revenue is low as few visitors come to the gardens. Also, we have not started preparing a budget yet for next fiscal year, which was normally approved at the spring meeting, as we need to figure out on what basis to prepare it. This will force the Board to have a face-to-face meeting or a teleconference meeting sometime in late June to discuss and approve the budget.

One of the difficulties in preparing the budget has to do with membership and its distribution between one and two years' dues. As you all know, membership has been on a steady decline for several years now. We thought that we had leveled out in mid 2008 but, mainly due to the financial crisis, it started to drop again and has not stopped. When the current fiscal year budget was prepared back in July of last year, the membership level was at 16,000 and following the trend, it was considered prudent to assume a loss of members for the fiscal year. So, the budget was done on the basis of having 15,000 members by next June, the end of the fiscal year. As you are well aware, we are now just above 14,000 members and we may very well finish the fiscal year below it. At the current membership level, this represents a loss of over \$60,000 in the budget, but a net of \$120,000 in revenue from membership in actual numbers.

And the same analysis can be done for the Garden activities where we have seen a significant drop in visitors that also affects the revenue from the store. One year ago, in Houston, the Garden Committee presented a proposal to the Board explaining their activities for the garden, but since the termination of the Executive Director position in late June of last year, the Garden Committee has not been able to keep up with their proposal, and instead embarked on a political struggle over the termination of Jim Jordan and the acceptance of Ron McHatton as the new person in charge. And I believe it still continues to date.

Jeff Bradley out of his own expense, during the SEPOS Spring orchid show at Longwood Gardens this past March, used the opportunity to invite to a gala dinner some of the families of the founding members of the AOS. A few of them had already attended the spring meeting in Arlington two years ago, but the majority were new to most of us. During this dinner, Jeff introduced to the families the Founder's Wall project to honor their

ancestors, which was well received. This event gave us the opportunity to reconnect with these families and at the same time leave the door open for additional fund raising. You will hear Jeff Bradley's report on this activity later this morning. I must thank Jeff Bradley for creating this great opportunity for the AOS.

As I look back over the three and a half years of being president of this great organization, I can say that the road that took me here today was filled with all kinds of ups and downs and detours as we experienced changes in staff leadership twice and an unprecedented financial crisis that put us in the predicament that we are in today, and personal losses along the way. I sincerely hope that the Board members understand the situation that we are currently in and work hard in finding positive solutions that will help us solve this membership and financial crisis.

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

Founders Project Report

Jeff Bradley

See attached report

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

Reports To Be Received For Filing:

World Orchid Conference Trust Report

Peter Furniss

See attached report.

Report of the Research Committee

Dr. Cynthia Van Der Wiele

**Upon a motion duly made and seconded, the Trustees
VOTED to accept this report with apologies to the hosting body for any misinterpretation
of their intentions.**

See attached reports.

Report of the Special Funding Committee

Marian Sheehan

Carlos Fighetti, in place of Marian Sheehan, who was working on the auction at the time of this meeting, urged all to come to the auction and bring their checkbooks.

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

Report of the Conservation Committee

David Horak

Following discussion,

Upon a motion duly made and seconded, the Trustees

VOTED to approve support of the Quito Orchid Society for their efforts to purchase of montane forest habitat to protect endemic orchids in Pichincha Province, Ecuador and to permit the Conservation Committee to seek funds from the AOS members to support the purchase.

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

Report of the Library/Archives Committee

John Ingram

See attached report

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

Report of the Affiliated Societies Committee

Carol Holdren

Following a motion the Trustees voted to approve a spring meeting in connection with a show put on by the SPOS group in 2013.

See attached report

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

Report of the Botanical Garden Committee

Jackie Wood

See attached report

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

Report of the Publications Committee

Greg Allikas

Phil Spence from Australia article will be 13th issue for 2010 for August or September. Members will be asked to donate \$2 apiece towards the cost of the issue.

After a request from Greg Allikas that 200 extra copies be made of the issue in 2011 that contains the annual awards, Frank Smith offered to donate \$200 to take care of any budget issue.

**In light of this offer, upon a motion duly made and seconded, the Trustees
VOTED to make these extra copies.**

See attached reports.

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

Report of the Technology Committee

Ted Kellogg

See attached report.

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

Report of the Education Committee

No report provided.

Report of the Membership Committee

Barbara Noes

See attached reports

**Upon a motion duly made and seconded, the Trustees
VOTED to accept these reports.**

Report of the Judging Committee

Dr. Gary Kraus

Gary noted with regret, the deaths of the following judges:

John Banholzer of Pacific Northwest (Sr)

Gerald Baughman of Pacific Northwest (R)

AnnaLee Boyett of Atlanta (R)

Diana Burritt of Pacific Northwest (S)

James Clarkson of Florida North Central (A)

Lloyd DeGarmo of Hawaii (E)

Harold Hargreaves of Rocky Mountain (R)

John Kramer, M.D. of Great Plains (E)

Alvin May of Cincinnati (A)

Masaya Miyao of Hawaii (E)

Alasdair Morrison At Large (A)

Marie Ripolle of Pacific Northwest (E)

Emil Szafir of Alamo (Sr)

Mary Weiss of Chicago (A)

He also presented the personnel recommendations of the JC:

IV. Personnel Recommendations

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

Filter, Greg	Great Lakes
Gindhart, Nadine	Pacific Northwest
Horton, Linda	Dallas
James, Angie	West Palm Beach
Lin, Peter	Pacific South
Manuel, Alexander	Chicago
Messina, Dr. Al	Northeast
Messina, Irene	Northeast
Quinn, Emily	Dallas
Rindlisbacher, Fred	Hawaii
Rodriguez, Jose	California Sierra Nevada
Sims, Charles	California Sierra Nevada
Taylor, Al	Shreveport

B. Elevation of Students to Certified Judge, Probationary:

Beckendorf, Steve	Pacific Central
Hartong, Doug	Atlanta
Hofmeister, Leroy	Shreveport
Otto, Ross	Pacific Northwest

C. Accepted as Students in these Centers:

Benoit, Marie-Odile	Toronto
Cott, Ed	Great Lakes
Maciaszek, Joseph	Northeast
Pulignano, Maureen	Atlanta
Smith, Karen	Pacific South
Vetter, Al	California Sierra Nevada

D. Request for change in status to Senior Judge:

Burch, Donna K. (A)	Florida North Central
Burritt, Diana (A)	Pacific Northwest
Gebetsberger, Maurine (A)	Great Plains
Kelly, Warren (A)	Florida Caribbean
May, Fran (A)	Cincinnati
Mentha, Robin B. (A)	Carolinas
Szafir, Emil (A)	Alamo
Tatum, James (A)	Pacific South

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

None

F. Request for change in status to Retired Judge:

Baughman, Gerald (Sr)	Pacific Northwest
Bergstrom, William (A)	Hawaii
Hall, Keith (Sr)	Florida North Central
Marshall, Ernest C. (Sr)	Florida North Central

G. (Omitted from this action)

H. Request for change in status to Retired Judge Emeritus

Martin, Louis H.	Florida North Central
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**Upon a motion duly made and seconded, the Trustees
VOTED to approve and accept all personnel actions as recommended
by the JC.**

There was for nomination and recommendation for change in status to Judge Emeritus for Gerald Cassella:

**Upon a motion duly made and seconded, the Trustees
VOTED to approve a change in status for
Gerald Cassella of Northeast
to Judge Emeritus.**

Next followed a description of Handbook changes, as listed below and in the attached report (including partial portions of larger paragraphs), recommended by the JC:

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

2.6 Judging Ethics Task Force (new paragraph)

(1) A Judging Ethics Task Force (JETF) shall be appointed by the JC chair.

(2) The JETF shall recommend Handbook additions or changes on any issue involving judges' ethics and submit them in its reports to the JC.

3.2.1 (1) Serve as a member of the JC and participate actively in JC matters as required. Enforcement of the Handbook should be a shared responsibility of the center chairs and the JC.

3.2.1(8) Approve, at least four months in advance, dates for an affiliate's show for which AOS judging is requested. When an affiliate requests approval with less than 4 months advance notice, the center chair can grant approval if the show papers are in order and the required fees have been paid.

3.3.1.1 Written notice of a business meeting shall be sent to all members of the judging center committee at least 10 days prior to the meeting. A quorum for the business section of the meeting shall consist of more than 50 % of the judges of the center eligible to vote, including the eligible certified judges and those judges emeriti who have fulfilled all attendance requirements for certified judges.

A quorum for the personnel section of the meeting shall consist of more than 50% of the judges of the center eligible to vote, including the eligible accredited judges and those judges emeriti who have fulfilled all attendance requirements for accredited judges.

Senior judges, judges emeriti who have not fulfilled all attendance requirements for certified judges and accredited judges on leave shall be excluded from the quorum. Without a quorum, no vote is valid.

3.3.1.2 For general business, including the election of committee officers, a majority vote of the certified judges eligible to vote shall be required. For voting on appointment or termination of student judges, a majority vote of the accredited judges eligible to vote shall be required. For voting on the advancement of a student judge to probationary status and all other personnel matters, a two-thirds majority of accredited judges eligible to vote shall be required..... the current calendar year.

3.8 Representation of a center at the JC is vital to the administration of the judging system. All centers shall be represented by their chair (or vice-chair as alternate) at each JC meeting. If both the chair and vice-chair are unable to attend, an accredited judge of the center, appointed by the chair to represent the wishes of the center, shall serve as the center's voting alternate. The center's representative, including the chair and vice chair, must vote in a manner that he or she believes reflects the opinions of a majority of the judges of their center. Any comments or discussion at the JC meeting by the center's representative which does not reflect such an opinion must be so identified

4.2.5 (second text paragraph) A judge emeritus may (but will no longer be required to) participate in judging at judging center sessions or shows. An emeritus judge will not have to attend required training, but to continue to judge must maintain his/her judging abilities as stated in paragraphs 4.5(1)-(9). The judge may serve as an AOS judging chair at AOS-sanctioned orchid shows, may attend business meetings, but will not be counted in determining a quorum, and may not vote except in the case of selecting the center's recommendations for special annual awards as described in paragraph 6.2.11, unless the judge fulfills all attendance requirements for certified judges in which case full voting rights are retained. Judges emeriti shall be included in the Judges List as long as they remain members of the AOS. Should this lapse, the procedure described in 4.9.4.2 will apply. A lack of reinstatement will result in an automatic shift to retired judge emeritus and judging privileges shall cease. (See paragraph 4.9.3) Judges emeriti are exempt from the requirement of subscribing to AQ Plus, which will be provided to them in recognition of their long service to AOS and to the judging program

4.6 (5) Maintain the qualifications required in paragraph 4.2.1.2, the knowledge and abilities required in paragraph 4.5, and the standards of conduct required in paragraph 4.8.

4.7.3 Training Programs

Each center and/or additional judging site shall offer not less than 12 hours of scheduled training each year. These may be provided in conjunction with monthly center judging, or as partial-day, full day or multiple day training seminars. Judges must notify the center chair or the training coordinator whether or not they plan to attend the scheduled seminars. Although all judges are urged to attend their own center's training seminars, they may substitute other programs that fulfill the criteria for acceptable continuing education for judges, including any non-training seminar programs of the center.

The judging center training coordinator shall maintain records of all judges' participation in training sessions. However, it is the responsibility of the judges to inform the judging center's training coordinator of the out-of-center training which substitutes for, or augments, their requirements. Judging centers in close geographic proximity are strongly encouraged to conduct periodic joint judges' training seminars or workshops.

Acceptable categories of continuing education programs for judges include but are not limited to:

- 1) Academic courses of study pertaining directly to orchids given by accredited institutions.**
- 2) Independent formal seminars by acknowledged authorities in the field of orchids presented at regional, national or international meetings.**
- 3) Training seminars sponsored by the judge's "home" center or other "home" center training options.**
- 4) Training seminars sponsored by judging centers other than the judge's "home" center.**
- 5) Other researched presentations by judges at their centers.**

- 6) The showing of award images per se should not be considered unless they are sorted or collated and shown with commentary and a specific purpose in mind (e.g., current trends in yellow cattleya awards, newly recognized species in the Pleurothallid Alliance, recent trends in CCM awards, etc.)
- 7) Presentations prepared and given by accredited judges pertaining to judging.
- 8) Electronic national training judging seminars and webinars.
- 9) Additional categories can be approved by the center chair or training coordinator.

4.8(2) Disqualify him/herself from judging a plant, flower or exhibit if the judge's impartiality could be questioned.

4.8 (19) Not disclose privileged information, as discussed in executive session, of the center committee or the American Orchid Society prior to official notification or distribution, including, but not limited to, personnel matters.

4.9.4 Suspension, Termination and/or Lesser Sanctions

(first paragraph) A certified judge may be suspended and/or terminated either for cause, as set forth in paragraph 4.9.4.1; automatically, as set forth in paragraph 4.9.4.2; or subject to lesser sanctions as set forth in paragraph 4.9.4.3.

(Add new paragraph after first paragraph) Written and signed complaints from any source alleging unethical behavior of AOS judges must be submitted simultaneously to the judge's center chair and the JC chair for review, and shall be considered confidential.

(Paragraph 2 edited) A charge leading to suspension, or termination or lesser sanctions for cause, or a procedure for automatic suspension or termination may be initiated by a judge's center committee or by the JC chair. If initiated...

4.9.4.1 (Insert a new paragraph after the third paragraph "If a charge of inadequacy...involved is discretionary.")

In the event a charge affects judges throughout the judging program and/or the whole of the American Orchid Society and its interests, the judging center committee shall not have jurisdiction over this matter. In such instance, the AOS board of trustees, or a task force it designates, shall be the most appropriate forum to deal with the issue.

(paragraph 5) 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:....

4.9.4.1 (4) If a two-thirds majority of the accredited judges present and voting recommend suspension and/or termination,....

4.9.4.2 (1)(a) Failure of an AOS judge to maintain AOS membership and a current subscription to AQ Plus, except as noted in 4.2.5 for judges emeriti.

4.9.4.3 (last paragraph) The chair of the JC also shall have the authority to talk with the affected judge and to initiate a letter of concern or a letter of warning, which will be sent to both the affected judge as well as his center chair, with a requirement that the letter carry the same weight as any comparable disciplinary action initiated from the center. In the case of a JC chair-initiated action, the center and the judge will be expected to keep the JC chair apprised of corrective actions. After three years, if no further disciplinary actions are necessary and the judge's performance is deemed adequate the affected judge may submit a written request to the center judging committee and/or to the JC that the letter be removed from the judge's personnel file.

5.5.2.1 (5) Taxonomic verification is required for all previously unawarded species and all first awards to taxonomically described varietal forms of otherwise recognized species, no matter what award is granted. Although taxonomic verification need not be presented prior to an award's being granted, if it was previously obtained, it should be accepted when the plant is judged. Awards will be held in a provisional status until identification is complete.

5.5.2.1 (13) Plants which are illegal in the United States should not be judged. If an illegal plant is unknowingly granted an AOS award, the award will be nullified.

5.5.2.1 (13) current is changed to 5.5.2.1 (14)

5.5.3 (6) Awards will be processed only after both the award's data and awards images are received by AOS.

5.5.3.1(1) All AOS awards which cannot be certified for publication pending registration of awarded hybrids; taxonomic verification of previously unawarded species; or hybrid identification shall be classified as provisional awards. Species or hybrids not identified to the satisfaction of the judging team may also be given provisional awards. The process described in paragraph 5.5.4 (6) (b) (1) for identification of a contested hybrid grex shall be followed.

5.5.4 (3) The second invoice shall also include a notice that plants and cut flowers entered for judging by any exhibitors, including certified judges, in arrears for failure to pay award fees shall not be accepted for AOS judging at any AOS-sanctioned show or judging center until the delinquent award fee and reimbursement for postal charges are paid to reimburse the AOS for administrative costs incurred. A list of delinquent exhibitors periodically will be distributed to the center chairs by the awards registrar. If an exhibitor on the list chooses to exhibit plants in an AOS sponsored show, each plant or group of plants so exhibited must be marked "Not for AOS judging". This notice shall also inform the judge who is delinquent in payment of award fees that he/she shall not be permitted to judge until the delinquent award fee and reimbursement for postal charges are paid in full, and he/she shall be subject to automatic suspension or termination as described in paragraph 4.9.4.2(3).

5.6.1(3) Having secured a proposed chair of AOS judging and at least four other judges, submit a request for a show date to the local center chair or designated administrative chair, in writing or via email, at least four months prior to the proposed show date. When an affiliate requests approval with less than 4 months advance notice, the center chair can grant approval if the show papers are in order and the required fees have been paid.

6.3.2(4) All exhibits entered in a show shall be considered eligible for the AOS Show Trophy, except in the case of 6.3.2(2) above, when only the nominated exhibits are eligible. All displays should have orchids as the focal point. The use of foliage is encouraged and an occasional non orchid flower(s) that is not a focal point should not disqualify the display. Each judge voting must submit a ballot in favor of the one exhibit he/she scores highest (as least 80 points) on point scale 7.3.3, or note "No Award" on the ballot if no exhibit scores at least 80 points. All ballots must be signed to qualify.

7.3.3(3) Variety should reflect the intent of the exhibit. If it is a specialized exhibition of a single genus or alliance, then color variation, variety of the species or related hybrids, variety in form, or other factors including, possibly, high degrees of uniformity, should be considered. If it is of a general nature, containing many genera, then the numbers and/or types of genera should be considered, or the rarity of species and lesser known genera balanced against well-known genera, species and hybrids. The judges should evaluate variety in similar terms as in the principles of design, using balance between the varieties, contrast of types and dominance of any one variety of orchid as guidance. The use of foliage is encouraged and an occasional non orchid flower(s) that is not a focal point should not disqualify the display.

7.5.2 (8) If a majority of the judging team desires, minute flower segments under 0.2 cm may be measured as hundredths of a centimeter (2 decimal points). Other components of such descriptions should be comparably accurate.

Upon a motion duly made and seconded, the Trustees
VOTED to approve these changes to the Handbook.

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

See attached reports

Report of the Web Committee

Sandra Svoboda

See attached reports

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

Approval of Minutes

President Fighetti called for a motion to approve the minutes of the Fall 2009 AOS Trustees Meeting in San Marino, CA:

**Upon a motion duly made and seconded, the Trustees
VOTED to approve these minutes.**

President Fighetti next called for a motion to approve the minutes of the December 22, 2009 AOS Trustees Meeting by Teleconference:

**Upon a motion duly made and seconded, the Trustees
VOTED to approve these minutes as corrected.**

President Fighetti next called for a motion to approve the minutes of the February 3, 2010 AOS Trustees Meeting by Teleconference:

**Upon a motion duly made and seconded, the Trustees
VOTED to approve these minutes.**

President Fighetti next called for a motion to approve the minutes of the March 17, 2010 AOS Trustees Meeting by Teleconference:

**Upon a motion duly made and seconded, the Trustees
VOTED to approve these minutes.**

Report of the Chief Operating Officer

Dr. Ron McHatton

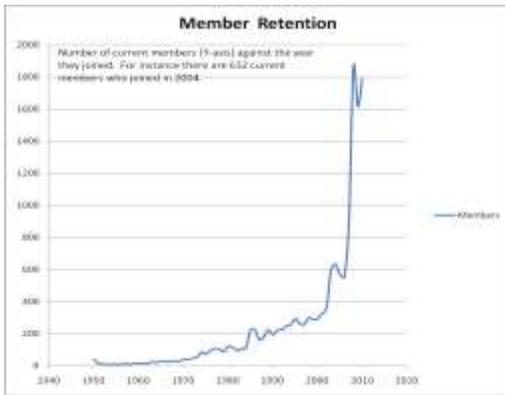
Since the October San Marino meeting, the staff has done an admirable job of continuing to hold costs to a bare minimum while at the same time continuing to provide services. Orchids magazine is now being assembled with InDesign by Jim Watson and John Wrench and we are now using a local slide scanner much less expensive than sending slides to Allen Press. We'd like to move completely away from slides in the near future but much of our author base still uses slides. These savings have allowed us to continue to produce the magazine with last summer's cover stock and still net about \$40,000 in overall savings. John Wrench is working diligently to increase advertising revenue and has succeeded in landing new contracts but overall, net advertising revenue is effectively treading water and the Orchid Source Directory listings are about \$7K less than last year. Advertising, including the Orchid Source Directory, covers approximately 70% of the direct costs of printing, bagging and distribution of the magazine. The other costs associated with the publications side of the organization represent a cost to the membership of \$15/member.

Mitch Vogler, with the generous support of June Simpson, has now installed the new hardware necessary to move iMis support inside. While this will not eliminate support expense because the website is hosted remotely, it will reduce our monthly expense from about \$2100/month to an estimated \$500/month and should eliminate the exasperating service slowdowns we currently experience nearly every afternoon.

The awards system, including AQ Plus, continues to operate at a profit although the performance of the award system against the targets of the approved budget isn't nearly as good as the data would suggest. The existing budget did not include the revenues expected

from show kits and trophies (about \$20,000 annually). When that revenue is included in the awards budget, our current performance is just slightly better than budget.

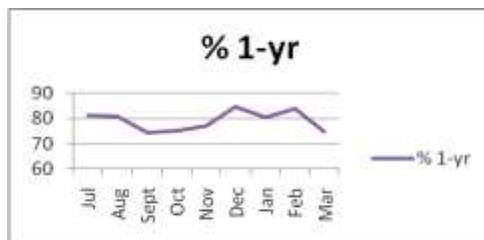
Membership has steadily eroded and, based on the April newsletter distribution, that trend is still continuing. It appears that our baseline membership loss is about 1% per month. New



members are only part of the solution. This graph displays the number of current members as a function of the year they joined (2010 is an extrapolated estimate based on the number joining in the first four months of 2010). Approximately 50% of the current members have been members for 6 years or less and 36% for 3 years or less.

The drift toward one-year memberships continues as well. This fiscal year we have seen new memberships running 80% one-year. It appears also not to be driven by the recent dues increase since the months

before the increase are statistically identical.

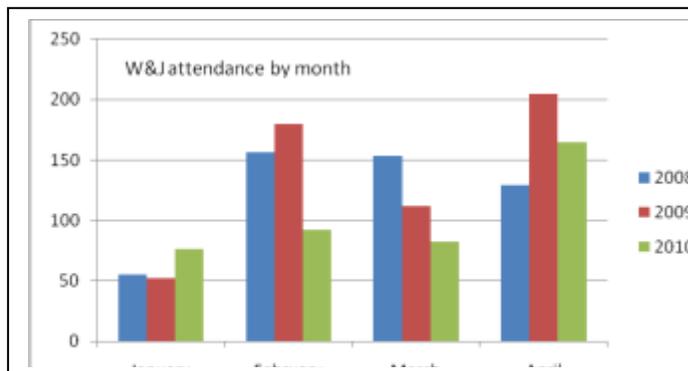


These membership issues continue to create significant stress on meeting the current budget. First, the overall number is dropping so overall revenue drops but the current budget's cash flow was forecast using a 50:50 ratio of 2-year to 1-year members and that also impacts cash received.

Visitor's Center and Botanical Garden

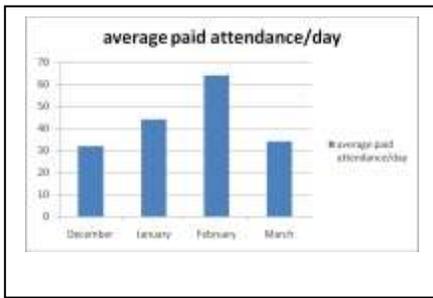
This year's budget contained what we thought were conservative targets with regard to the garden financial performance and it's turning out not to have been the case. Garden admission appears to be on target to reach approximately \$105,000 some \$50,000

(approximately 33% less) less than the budget forecast. We've heard much with regard to



this being due to last year's aborted closing of the facility to the public. While a good scapegoat, it's not the whole story. Attendance at the November show was good and attendance at the January Wine & Jazz evening was better than either of the two prior years. Attendance at the remaining three parallels the pattern of the prior years; attendance is up in February at the height of the season and then again in April at the end.

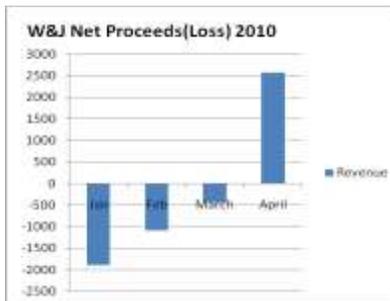
This decreased attendance drives everything with respect to garden performance. During the course of the fiscal year some \$43K in temporarily restricted donations were received for the garden, the lion's share the result of the work of the Garden Committee near the end of the last fiscal year. Without these donations the garden would have, year-to-date, recorded a net operating loss of \$87K (\$6.21/member). When these donations are factored in, the garden has still operated at a loss of more than \$2.41/member. We cannot count on donations of similar magnitude going forward into the next fiscal year and with membership dropping the loss normalized to membership base will continue to increase.



Additionally, we've already seen the signs of the end of the season. Paid attendance for the month of April through April 19 has averaged 34 people/day; a figure comparable to the attendance for December. Moreover, sales in the shop post Easter have fallen dramatically. The month of March and the days leading up to Easter saw 28 days out of a possible 37 with daily sales over \$1000. Post-Easter we've had 3 such days. While this could be argued due to starving the shop for appropriate merchandise, that's clearly not the cause. In March our average sale per paid admission was \$26.12 and in April we've averaged \$26.76/admission.



\$17,336 for the month. This has steadily eroded by the events. The series of four Wine resulted in a net loss of about \$200 if the donation promised External support and advertising are the two critical issues with regard to these W&J evenings. The figure below shows significant loss in 2008, the first year, and modest profits the second year. The 2009 season was supported by a grant from the Palm Beach Cultural Council for about \$17K which was used to underwrite the advertising costs; the single largest individual cost item. The 2010 season did not have such support because of the mismatch of our fiscal year with that of the Cultural Council and our intended closure last spring. As a bright note, we have applied Council grant for their year beginning in October and informed that we have been \$15K.



The Fall Show was the one bright spot in the special event season. The month's net return against cost was net gain has unfortunately losses incurred by other & Jazz Evenings have \$800 (net income of about by SunTrust materializes).

Because of the freeze in unable to hold our planned While it's impossible to tell for financial outcome could have sale the year before was very popular. Unfortunately, for this current fiscal year, the bottom line for our special events is to have operated at nothing more than a breakeven position against costs.



for a Cultural upcoming fiscal have been approved for

January we were March plant sale. sure what the been, the plant

I am working with Dianne Gorbach to recast the monthly financial statements you receive to present them in a way that makes them easier to interpret without a degree in finance. One of the distracting elements of the reports you receive is that accumulated depreciation shows up as cash thereby distorting the amount of real "spendable" dollars the organization has. Until we can sort out the presentation, the amount of cash in our various checking accounts seems to be a better reflection of cash accumulation. The March financial report indicated about \$65K accumulated over the course of the current fiscal year over what was there at the end of July. While this may seem like a good sign, you need to remember that our membership pattern follows much the same curve as the show season with a significant peak in the late

winter and early spring months. As a result, renewals have provided most of this cash and the magnitude can be expected to fall off dramatically for the remainder of the fiscal year. As an example, membership averaged about \$46K/month in cash during the first 5 months of the fiscal year and nearly \$100K in March alone. However, we are likely to see a negative impact from operations for the remainder of the fiscal year. To date we have not paid back any of the temporarily restricted funds borrowed during the last fiscal year and the early part of the current fiscal year and we still have nearly \$150K in Nieter funds to replace. At Chris Rehmann's request, we have taken a first pass look at our cash flow situation for the remainder of this year and into the next fiscal year with the assumption that membership erosion will continue at about its current 1%/month slide. For estimates of the other necessary costs and revenue line items we've used the current fiscal year performance as a sort of "worst case" estimate. We are working with Pete and the Finance Committee to fine tune the forecast.

Respectfully submitted,
Ron McHatton, PhD
Chief Operating Officer

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

Governance Committee

Taylor Slaughter

Upon a motion duly made and seconded, the Trustees
VOTED to require suggested wording changes to any article of the bylaws be sent to the board members and the Governance Committee by June 30.

Upon a motion duly made and seconded, the Trustees
VOTED allow non-members of the Board
to be members of the Governance Committee.

See the attached report.

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

Treasurer's Report

Lowell Jacks

In advance of the meeting, proposed purchasing and volunteer reimbursement expense policies had been sent to all Trustees. See attachments.

Upon a motion duly made and seconded, the Trustees
VOTED to approve the proposed purchasing policy.

Upon a motion duly made and seconded, the Trustees
VOTED to approve the proposed volunteer expense reimbursement policy.

See attached proposed policies.

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

New Business

Use of Copyrighted Data and Descriptions:

After a brief discussion of negotiations over the use of AOS copyrighted data and descriptions for awards,

**Upon a motion duly made and seconded, the Trustees
VOTED to approve offering of the same terms to Wildcatt as
were offered to Orchid Wiz.**

Acceptance of New Members:

Ron McHatton reported that AOS has received 989 new members since the meeting in October.

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

Adjournment:

At approximately 6:00 PM, President Fighetti called for a motion to adjourn.

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

ATTACHMENTS TO MINUTES

WORLD ORCHID CONFERENCE TRUST REPORT

AOS TRUSTEES MEETING, APRIL 30, 2010

The 20th WOC in Singapore will be from the 14th to the 23rd of November 2011. The best way to keep abreast of what's happening is to periodically check the website, www.20woc.com.sg, which gets updated frequently.

The conference hotel is the Marina Bay Sands Resort and Casino where the show and conference will be held. The banquet should prove to be a "not to be missed" event as it will be in the cool-dry conservatory in the Gardens by the Bay project adjacent to the Sands.

Trustees will meet in Singapore during the 2010 Garden Festival and Orchid Show this July for further updates.

Johan Hermans is going to Johannesburg, South Africa, in September to attend a show that is being put on by many of the Steering Committee of the 21st WOC.

I should have more information on both Conferences for you when we meet in Virginia Beach this fall.

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

Respectfully submitted,

PETER R. FURNISS

The past two years have been difficult ones for the Research Committee. When I assumed the role of Chair in May 2008, I worked over the summer and fall to poll RC members' interests in participating in four primary functions—strategic planning, developing research topics/priorities, reviewing research proposals, and peer-reviewing manuscript submittals to *Lindleyana*. There was a good cadre of members willing to work on all of these functions. At that time, the AOS Trustees were keen to develop a strategic plan, and our committee had restructured to review proposals during the Spring Trustees' Meeting and utilize the Fall Trustees' Meeting for all other business (e.g., strategic planning and implementation). I was reasonably optimistic that we could work together to create some novel ways to promote AOS-funded research within the milieu of extremely limited funds.

During the Fall 2008 meeting at Longwood, our committee engaged in formulating a variety of new ways to promote AOS research given limited means. At the Spring 2009 meeting in Houston, we continued to develop our strategic plan and communicate our ideas to the Trustees and to the members in attendance. We had six (6) RC members in attendance at both meetings.

Since that time, it has been a struggle to assemble our committee into a cohesive workgroup as enthusiasm among the RC members has dramatically waned. The committee dwindled to three (3) members who met in San Marino, CA. By and large, our efforts to advance the AOS' research mission have been stymied by the following issues:

1. The dearth of funding for research proposals (reviewing proposals is the primary skill and interest of the RC);
2. Disinterest from the Fall 2010 AOS Trustees' Meeting host society's organizers leadership in allowing us to schedule an AOS-sponsored Research & Conservation Symposium on Saturday [October 30th]; and
3. A lack of leadership direction from the AOS in advising the committee on how to proceed in these difficult circumstances.

We had hoped that the AOS Trustee and Committee Chairs Planning Sessions over the past several meetings would have been used for communicating of key priorities of the Trustees, and then collaborating through an open dialogue on some ways to achieve these. Our individual committee meetings on the following day could then have consisted of "figuring out the details" and then reporting back to the Trustees and staff at the all-day Friday meeting.

As a result of these major setbacks, it has become overwhelmingly difficult to persist in crafting new strategies, continue to remain energetic, and persevere in finding a way forward for the RC to participate in advancing the AOS's core mission of "conservation, education, research, and community".

Presently, the Research Committee is in dire need of communication and direction from the Board. Essentially, we have been inactive since the Houston meeting. RC members are by and large unable or unwilling to attend Trustees' meetings and our committee lacks a cohesive set of priorities from the Board. As a result, the Research Committee will not be meeting at the Spring 2010 Trustees' Meeting in Oklahoma City, OK and will remain inactive until such time that the Trustees develops some key goals, objectives, and initiatives for the AOS as an organization.

The Research Committee chair hopes that the AOS leadership will wish to work in partnership with all of the volunteer committees in achieving some modest but significant success stories with which to leverage and thereby advance the organization.

YEAR 1: 2009-2010 STRATEGIC ACTION PLAN

1. American Society for Horticultural Science 2010 (???) Conference: sponsor the “best student poster and/or paper award” related to orchid research. Award amount proposed: \$500. This was presented to the AOS Board the following day and approved at the Spring 2009 meeting. Norman Fang indicated he would sponsor last year. *Van Der Wiele will follow up with Ron McHatton and Norman Fang to see if this is feasible to do.*
 - *Funds needed: \$500*
2. 1st International Orchid Symposium, ISHS, January 2010, Taiwan [<http://hrt.msu.edu/IOS/>]: AOS will sponsor the “best student poster award” at this conference. Award amount proposed: \$1000. Norman Fang agreed to fund when this action item was presented at the AOS Board meeting in Houston, TX. This helps to spread the AOS name internationally; Taiwan has been doing significant research. *Norman Fang graciously handled this.*
 - *Funds required: \$1000 (donated by Norman Fang).*
3. FALL 2010 AOS Members Meeting—Poster sessions + 1-day Symposium: suggested having a Research & Conservation student poster session at next year’s AOS Members Meeting in Virginia Beach during the preview party (Thursday night) or Friday night and a one-day scientific symposium on orchid conservation & research. This would be accomplished jointly with Conservation and Education Committees. We [AOS] could give award for best poster and paper at master’s and doctorate levels and present during the closing banquet. This helps to put our sponsored researchers in front of AOS members and a chance to meet them. *This will require coordination with AOS Board, Affiliated Societies, Education, Conservation Committees and host society.*
 - *Funds needed: \$500 per student to defray travel costs + cash awards*
 - *Student memberships in AOS to attendees.*

March 2010 UPDATE: This effort has failed to come to fruition. The organizers of the Fall 2010 meeting are not willing or interested in working with us to hold such an event. Carol Holdren (Chair, Affiliated Societies, was copied on all of the correspondence between the RC Chair and the contact persons).
4. Fund 1-5 Undergraduate Senior Honors Projects: In coordination with the Education & Conservation committees, RC proposed this as a way of gaining younger members and supporting the research efforts of undergraduates. Proposed award amounts: \$1000-\$1500 each. *This would be initiated in year 1 and continued.*
 - *Funds needed: \$1000 to \$7500 (top end)*
5. Lindleyana and Orchids articles: follow up with AOS-sponsored researchers is essential. Also, we must coordinate with Ron McHatton, Jim Watson, and Publications Committee. Unsure whether Ron will request assistance with peer-reviewing or whether those submitting manuscripts must furnish potential reviewers.

6. Communicating the results of RC Actions: We [Research Committee] WILL put one-page article into *Orchids* on what research proposals were awarded each year. *Short summaries will be submitted to Orchids Editor.*
7. AOS Website Content: Absolutely essential!!! Coordinate with Web committee (and Education committee). Communicating what AOS is doing with regard to research is essential.
8. AOS Affiliated Societies Talk: Work with Ron McHatton to develop a PowerPoint presentation about research suitable for giving as a guest speaker at affiliated society meetings. This could serve to better inform and engage society members on what AOS is doing.

YEAR 2: 2010-2011 STRATEGIC ACTION PLAN

1. Scientific Symposium on Research & Conservation: In coordination with AOS Conservation & Education committees, host a symposium at an upcoming AOS Members Meeting to be held at Longwood Gardens. Paul Redman, Director of Longwood, wishes to have such a forum. This serves to connect AOS members to the work that AOS supports via the RC.
 - a. *Undergraduate honors project recipients would be invited to attend and present posters of their work.*
 - b. *Furniss Foundation Fellowship and Masters students would be invited to attend and present papers.*
 - c. *Non-AOS funded researchers will be invited to present their work.*
2. Fund new research: In order for AOS to thrive, we will need the ability to fund research proposals. **ISSUES THAT NEED TO BE RESOLVED YET:**
 - a. **Committee needs a timeline of when RFP's should go out; when they are due, etc. Within 2 weeks of the Spring AOS RC meeting, letters informing applicants of the RC's decision need to be in the hands of the AOS COO.**
 - b. **Total budget, anticipated number of awards, floor/ceiling: This is not an unreasonable expectation when a researcher is reviewing an RFP...The RC would like to be able to achieve the following in terms of funding:**
 - i. **Award at least \$40,000 per year for research proposals,**
 - ii. **Award several undergraduate senior capstone projects (1-2/year at \$1000 each), and**
 - iii. **Establish a 3-year doctoral program fellowship along the lines of the Furniss Foundation fellowship. Try to increase annual award amount.**
 - c. **Priority Topics for Funding (listed in the Request for Proposals)—this is where the Research Committee needs help from the Development Committee & AOS staff in getting funds based on these particular topics.**

The American Orchid Society, Inc. will consider all relevant research proposals, with special interest in the following categories:

1. Anything related to the ecology; (pollination; conservation of N. American species, particularly species listed as federally threatened or endangered or species of concern).

2. Anything related to enabling the cultivation of North American orchid species.
3. Conservation biology of orchids.
4. Integrated Pest Management for Orchids: Pest control, what products are safe for orchids. There is a research funding for small market/specialty crops in USDA-CSREES program.
5. Detection and prevention of viruses in orchids.
6. Developing the next generation of sustainable potting media and containers (e.g., pots that last more than a year, but are biodegradable).

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

YEAR 3: 2011-2012 STRATEGIC ACTION PLAN

1. Scientific Symposium on Research & Conservation: In coordination with AOS Conservation & Education committees, hold a symposium at Spring 2011 AOS Members Meeting to be held at Longwood Gardens. Paul Redman, Director of Longwood, wishes to have such a forum. Further, it would be an excellent way for AOS members to connect with Furniss Foundation fellowship recipients and other AOS-sponsored researchers, along with internationally-recognized orchid researchers.
2. Fund 4-6 new research proposals: Fund [non-student] research in the amount of \$10-15,000. This will require an annual budget of \$40k to \$90k.
3. Add Director of Conservation and Research to AOS staff: work with Conservation committee. RC must develop a description of the duties we would like to see performed.

Research Committee would submit an End of Year report reporting on the status of the items and report to Board of Trustees semi-annually on progress to date.

Minutes

Library/Archives Committee Meeting, John Ingram, Chair

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

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

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

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

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

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

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

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

Individual reports/comments:

Housekeeping updates re: sending more timely minutes to committee members, including those who are absent; review members' contact information;

Bob Fuchs: the 19th WOC has wrapped up business; remaining materials to be sent (?) to AOS. Twenty copies of the Proceedings to be given to AOS for fundraising activities/auctions;

Bob to organize exhibit of his orchid-related porcelain collection (to be located - most likely - in the gift shop. Bob will rent exhibit cases; needs to check his schedule for possible dates. [Related note: Bob to send samples of Cattleya illustrations on napkins (to AOS?)

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

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

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

Nelly Roberts's watercolor paintings of orchids that are held by the AOS: is there a commercial advantage from making use of these illustrations? John Ingram to bring the topic of Nelly

Roberts to the Art and Fine Arts School at the University of Florida as a possible topic for research.

Action item: Assign \$5,000 from the Library restricted funds to be used annually for the purchase of newly published books on the topic of orchids in any language. Book titles to be selected by John Ingram, current chair of the Library and Archives Committee. Moved and unanimously passed by the members of the Library/Archives Committee on October 15, 2009

Committee adjourned at 11:25.

Dutifully submitted

John Ingram, Chair

Report of the Affiliated Society Committee to the Trustees, Spring 2010

The Affiliated Society Committee continues to interface between the American Orchid Society and its affiliated societies through personal contact between the committee members and AOS reps, the Newsletter Editor task force which sends out a monthly “AOS Corner”, the AOS web site and the AOS Facebook pages. At the Oklahoma Orchid Society ASC breakfast we will be unveiling a survey done on “Innovative Societies” which will distribute leadership ideas to societies. We also will have applications for 4 new affiliations and an invitation for an AOS meeting in the spring of 2013.

Carol Holdren

ASC

**AOS BOTANICAL GARDEN COMMITTEE REPORT
SPRING 2010 MEMBERS MEETING**

The Botanical Garden Committee as a whole meets regularly on the 3rd Wednesday of each month and often throughout the month on an “as-needed” basis with key committee members and staff for Special Projects.

EVENTS:

Since the Fall 2009 Members Meeting in Huntington, California when I was appointed Committee Chair, several events have taken place at the Garden to promote community awareness of the ongoing activities and to increase the number of visitors to the facility.

I The single, most successful event was the AOS Fall 2009 Orchid Show in November which was widely publicized through PR stories, paid newspaper ads and general marketing to the local affiliated societies and general public. Overall Show Income was \$26,158. Numerous complimentary comments were made by visitors, judges and members of the EC who attended the show. The Fall show was also used as a venue to formally thank the Pledge Donors to the Save the Garden Campaign with a cocktail party on Saturday evening.

60 AOS memberships and 54 Garden memberships were purchased during the Show.

Plans are getting underway for the Fall 2010 Show, so that it can be publicized and marketed well in advance.

Because of the elimination of several staff members in 2009, the Garden Committee found the task of marketing and PR a challenge along with its other activities because of no comprehensive plan, time constraints, limited funds and the inexperience of some staff and committee members. An attempt was made to use our previous PR firm to some degree to aid with this problem, but the costs became prohibitive when it was determined that the firm was only placing “free” ads on the internet social websites, “entertainment search sites”, the “free” calendar insertions in the local newspapers and other “free” calendar insertions in various magazines. Some volunteer committee members and staff have taken on these responsibilities on a sporadic basis and it has proven to be limited in effectiveness.

II Two smaller events took place in December;

A December 5-6th --- One Stop Holiday Shopping --- A Trunk Show featuring an orchid plant vendor, an orchid supply vendor, orchid art and gifts for sale and a class entitled “Decorating with Orchids” as the key attractions for the week-end along with the opening of the “Vanishing Florida” Photography Exhibit. Severe weather conditions (tornado warnings) and limited promotion left the event poorly attended.

B December 19-20 --- Holiday Orchid Bazaar --- A second attempt at a Trunk Show was made with more success ---- Orchid arrangements by R F Orchids and beautiful orchid jewelry by Dawn Vertrees for the holidays, a reception for the photography exhibit, a book signing, orchid supplies and a free class along with better weather and more exposure through additional promotion and the use of newly obtained road signs contributed to the success of the event.

III Orchid Express

A Bus service provided to members and the public to area orchid shows met with little success and had to be cancelled due to limited reservations.

IV Our very popular series of Wine and Jazz in the Garden commenced in January 2010.

A In the past various wine and food vendors who were used to cater weddings and other events held at the Garden over the past several years donated wine and hors d'oeuvres for these events. Since the weddings had to be eliminated, the availability of free hors d'oeuvres and wine also disappeared and these items have become a cost factor. Due to some creative thinking and planning, the cost for these items have been held to a minimum while still providing quality. Volunteers and staff have taken up the tasks of setting up, pouring wine, serving food and cleaning up.

B While the January Wine and Jazz experienced good weather and was able to be set up and held in the Garden, the February Wine and Jazz had to be held inside in tight quarters due to the unseasonably cold weather that Florida experienced this year. The February event was also used as a

1

fund-raising event for Orchid Mania of South Florida, which is a group of orchid hobbyists who devote their time and efforts to raising money for victims of Pediatric Aids. Funds were raised through donations by friends of orchid plants, orchid art and gifts which were auctioned off at a Live and Silent Auction. Admission income for the event went to AOS. This was an opportunity for AOS to give back to the community by hosting this event.

C The March Wine and Jazz was back out in the Garden because of better weather, but the venue was questionable until the day of. Now that the weather has gotten "back to normal" our last Wine and Jazz of the season was held on April 15 and it experienced a much better turnout.

V Spring 2010 Plant Sale

Due to the unseasonably cold Florida weather and plant damage throughout the area, the response to

invitations to participate in our Spring Plant sale was extremely limited---3 vendors from the 30 invitations that

were sent out. The sale was ultimately cancelled due to lack of participation. The Spring 2009 Plant Sale was

cancelled last year well in advance of any invitations being sent out because of the announced "closing of the

garden" and momentum was lost because of the lack of any kind of a positive track record for attendance and

sales figures. This all takes time to regain and build a positive reputation.

Perhaps through the continued success of our Fall Orchid shows we will establish ourselves as a profitable and

popular venue with other plant events.

CLASSES:

We continue to face limited attendance and participation in the educational classes offered. The admission price was reduced to \$10.00 for non-AOS members and \$5.00 for AOS and Garden members with the hope of attracting more people. One of the problems that we are facing is finding volunteers who will take the time to provide a class schedule of entertaining and informative speakers. Many of the capable volunteers have been spread so thin that taking on additional responsibilities is out of the question. **The other problem that we face is the promotion of the**

classes to local AOS members, affiliated society members and the general public. This is an underlying problem with all of the events and activities at the Garden.

In light of the fact that our Garden is a Botanical Garden and offers other tropical plants other than orchids, we are trying to expand the scope of our classes to include other tropical plants and also develop a “limited” Master Gardeners program which could possibly entail a “hotline” for south Palm Beach County Master Gardeners and the potential for more capable garden volunteers and visitors.

EXHIBITS:

Several orchid related artist exhibits have been scheduled over the past few months, with the Annual Quilt Show and Exhibit on Display in the month of April. Other photography and orchid art exhibits have been ongoing. All provide exposure of the garden and facility to people with other interests.

MARKETING PLAN:

Because of the dire necessity of having a Marketing Plan in place to promote the events and programs at the Garden, a Sub-Committee consisting of 3 Garden Committee members and staff was formed to lay the foundation for such a plan. The objective of this plan is to outline marketing strategies for the American Orchid Society Botanical Garden and is a preliminary plan prepared for short term use over the next 6 months to raise awareness of the Garden. The strategy is to use paid (as the budget allows) and “free” advertising, volunteer resources and technology to increase garden visibility and to overcome the undesirable publicity from early 2009 that the AOS Garden was to be closed which still seems to linger.

The Target Markets for the Marketing Plan consist of special interest groups and hobbyists from the gardening community that are seeking education regarding gardening and orchid-related topics. In addition, many visitors are residents who are looking for social activities that may coincide with their love of orchids or gardens or they are just looking for activities to enjoy while visiting the area.

The general strategies used to reach the objective of this plan are:

- I **Print Advertising – to include paid and free ads of current events and activities to create an awareness of our existence and our activities to the general public as well as members. There must be a consistent presence in our 2 local newspapers promoting ongoing activities in addition to special events.**

- II **Technology – A local society volunteer has been recruited to accomplish this task.**
 - A **Event and activity information emailed to local affiliated society newsletter editor database, local AOS reps. must be sent out at least 2 months in advance of event.**
 - B **Emails to local garden clubs and plant societies promoting special events and/or classes and programs.**
 - C **Free calendar information emailed to newspapers & magazines for insertion periodically as required. (Newspapers need 2 week lead time. Magazines 2 month lead time).**
 - D **Design a template to make it identifiable and to accommodate prepared copy to facilitate transmission via email to AOS 4 County Member and Non-Member Database of monthly activities and classes at the Garden.**
 - E **Provide a consistent presence and on ongoing update of events and activities on social networks, i.e. Facebook, Twitter, etc.**
- III **Community Outreach**
 - A **Develop and provide volunteer speakers and demonstrations to interested civic groups, garden clubs, and condo/homeowners associations.**

B Institute an on-going Children’s Program to include “after-school” groups and class field trips.

C Institute a retirement community field trip program and speaker/demonstration program.

D Partner with local organizations on fund-raising events

IV Education & Programs on Site

A Establish an ongoing class schedule of both orchid classes and other plant interests as well as photography, art, cooking, etc.

B Identify and recruit a volunteer with experience as Society Program Chair to obtain speakers and set up a class schedule at least 6 months in advance.

V Volunteer Training and Education

A Formal training programs should be part of volunteer responsibility

B Volunteers must be informed of ongoing & upcoming activities

C Institute an ongoing volunteer recruiting program

VI Gift Shop

A The Gift Shop should be promoted to be a “destination” to find that special gift throughout the year with special emphasis placed on specific holidays----Valentine’s Day, Mother’s Day, Thanksgiving, Christmas, etc.

VI Marketing Tools

A Banners and signs on road in front of building should be changed periodically to promote special Events.

B Full Color Rack Card with basic Garden information or updating of our current Garden Brochure should be created to give out at local Shows, Community Outreach Programs, Special Events, local orchid vendors and at the Garden.

C Revise all written materials and hand-outs to be consistent and reflect the same message to promote the AOS. (Example: Culture sheets given out at the Garden and at Community Outreach Programs should all bear and highlight the AOS logo, contact information and membership benefits) This can be done in house by a volunteer.

VII Measurements --- Volunteers must be made aware of the importance of the collection of visitor data to determine the effectiveness of our marketing efforts and the evaluation should be done by staff on a regular and/or event-related basis.

A Effectiveness of advertising should be measured and evaluated through the use of “value added” coupons and other codes or means to determine the best media to utilize and markets to saturate.

B Evaluation forms should be handed out at each class to solicit input on quality of speaker and/or program and suggestions for future programs.

C Visitor feedback should be solicited to collect pertinent data to measure the current marketing effectiveness. A raffle drawing is an enticement to the visitor to provide such data.

Since the AOS Botanical Garden has been identified as a revenue producing asset, it is critical that we take every opportunity to promote and support the Garden and its activities in order to maximize its potential. Since the Garden Committee first submitted its plan back at the Spring 2009 Members Meeting in Houston (just one short year ago), several staff positions were eliminated and/or hours cut as cost-savings measures. This placed a large burden on the remaining staff and Garden Committee volunteers to implement the programs and activities that were a key part of that strategic plan.

The first hurdle was to overcome the fact that all of the publicity had the Garden closed. A day doesn't go by when at least one visitor comments that they thought we had closed.

The second hurdle was that the staff members whose job it was to do the marketing, put on the special events, and provide the speakers and classes were no longer there. So it was like starting from scratch with new leaders, new ideas and new ways to get things done.

The third hurdle was getting a late start on implementing events and programs for the fall and winter season, thereby always playing catch-up rather than having long range plans which are more effective and certainly easier to promote.

The fourth hurdle is trying to determine exactly how the Garden Committee fits into the overall operation of the Garden and the AOS as a whole and what are its limitations. This is still a learning experience. The AOS Garden Committee is a new committee with no long-term history of policies and procedures, but it is made up of some hardworking, energetic and creative volunteers and it is that type person that must be encouraged and supported to help move the AOS forward.

Respectfully submitted,

Jacqueline Wood
Chair, AOS Garden Committee

Publications Committee Agenda

1. Call to Order
2. Roll Call and Introduction of Guests
3. Discussion of Jim Watson's Report
 - a. Calendar update
4. Magazine Content & Policies
 - a. Show Coverage: website or magazine?
 - b. April award issue; make annual, print overruns?
 - c. Do we need to replace two columnists: Ken & Marni.
If so, with who?
 - d. Discuss & create obituary policy
 - e. Provide editor with policy for annual index
 - f. When to mail OSD (currently July)
 - g. When to announce & publish DP Essay
 - h. Teuscher: republishing Collectors Items
 - i. Ad pages are dropping in number, what should we do?
 - j. Desperately need articles on pest & diseases, fertilizer, etc.
 - k. Jeff Bradley History Series
5. Status Report of Pending Assignments & New Assignments
6. Other Business: Lindleyana, briefly
7. Adjournment

Greg Allikas, Chairman – graphicgreg@orchidworks.com

PUBLICATIONS COMMITTEE REPORT

Pre- Oklahoma City

Due to the loss of 16 magazine pages at the beginning of 2009, the Committee created policies that were implemented by the Editor over several months and resulted in regaining 3-5 editorial pages (depending on season). Additional tacit policies were implemented to publish much of the "AOS Organization's" content on the website and bring the AOS magazine back to being an orchid magazine for the orchid grower. Articles that are not directly related to orchids and their botany or culture (such as artist profiles) will be limited to once per year. Newsletter services

developed by the Director of Education and Website Committee also serve to deliver AOS-specific content directly to the membership, or potential membership as desired. The publications committee and staff have settled comfortably into our new look and membership seems to appreciate our efforts to continue producing a high-quality, monthly magazine.

Lindsay Stewart departed as staff Advertising Manager and was replaced by John Wrench in November. John is not only excelling at increasing advertising contracts, but has brought significant computer graphics skills to the table assisting with our switchover from PageMaker to InDesign for magazine production. This move will not only result in noticeable cost savings, but provide repro-quality pdf's that can be repurposed for other uses.

Some new features ratified by the committee were added to the magazine last year. A monthly "Spotlight" centerfold was begun in the August 2009 issue and has ran monthly until the March 2010 issue when "Orchids in Art" (produced by Harry Zelenko) reappeared. These two features will alternate monthly giving us six of each per volume. The goal of the Spotlight series is to showcase the best photography of the best orchids the AOS awards, accompanied by insightful comments from the grower, breeder or judges on the team that gave the award. The June 2009 issue saw the introduction of a "Parting Shot" on the back page of the magazine. This last page now carries those items that do not fit elsewhere and I must say, we have had some interesting items: a huge *Cyrtopodium* seen on a Florida golf course, a solar greenhouse in Arizona, and some excellent short essays and poetry.

Sadly, two of our columnists have lightened their loads and will no longer be writing for us on a monthly basis. Happily, both have agreed to continue to write for the AOS. Ken Slump's last "Back to Basics" column appeared in the December 2009 issue. Ken told me that after seven years, he had just run out of things to write about. I thank him for his commitment to provide us with columns that all readers could enjoy and relate to. Ken will be writing text for the 2011 calendar, is still a member of the Publications Committee, and is willing to write specific articles that we might require. Marni Turkel has reached a point where juggling the deadline of a regular column with a changing pottery business (due to the economic downturn) only adds stress to her life. Marni told me that she would like to continue writing her "Well Worth the Space" and "Give it a Rest" articles...just not on deadline. I am happy to accept whatever Marni gives us in the way of her orchid portraits that are intelligently written for the advanced grower. An agenda item for our April 29 meeting is to discuss whether or not we want or need to replace either of these regular features and if so, come up with a pool of candidates.

Tom Mirenda continues to provide our "Monthly Checklist" and "Orchid of the Month". We owe him a huge round of applause for continuing to provide this content for the AOS magazine. It is thoughtful, accurate and written at just the right level.

Our partnership with the Native Orchid Conference continues to provide quarterly, well-written and illustrated articles on our native orchid as well as promote the ecological efforts of that group.

To keep this report short, I will not list all of the planned content for 2010. But the committee mandate instituted by President Carlos Fighetti, that we shall solicit articles for the magazine, is humming along like a V-12 Jaguar. I am personally pleased with the enthusiasm each member of the Publications Committee brings to this most important part of the AOS. We work well together and everyone pitches in. I thank them all.

The April issue which you will have received by the time you read this, is our first-ever all-awards issue, a concept we first discussed in January 2008. This inaugural outing will contain all manner of judging-related content to inform readers of the relevance and importance of orchid judging. Two more themed issues follow with *Phalaenopsis* scheduled for May and *Cattleya* for June.

Wes Higgins continues producing "Nomenclature Notes" on a regular basis and we are grateful! With the January issue of *Orchids*, at the committee's recommendation, the editor began footnoting name synonymy rather than inserting it parenthetically within the text. For that same issue Wes kindly wrote our NN installment on Linnaean Taxonomic Nomenclature so that readers would have an easier time of understanding our never-ending name changes.

Working together, the Editor and Committee have made significant strides to turn the magazine into what our readers have told us they want. We believe that by doing so we are doing the best thing we can for the health of the American Orchid Society.

I personally thank the Editor and all the members of the Publications Committee for their conscientiousness, hard work, and mostly, for their interest in serving the AOS in a meaningful manner.

Respectfully submitted,
Greg Allikas
April 5, 2010

Spring 2010 Technology Committee Meeting
April 30, 2010

The following is a brief summary of the status of items discussed in the report of the October 15, 2009 technology committee meeting. Much of the work done since the last meeting of the technology committee has been accomplished by Mitch Vogler.

1. Technology upgrade at AOS headquarters. Mitch has overseen the implementation of a new technology environment at AOS. This environment has placed new computers on staff desktops, provided a common working environment, increased security, added new servers with greatly increased capacity, and reduced maintenance demands.

As part of the upgrade the portfolio software has been upgraded to version 9.1. Portfolio has been moved to a new server and the existing Mac is being used for image storage and special projects.

2. The IMIS system is currently under evaluation at AOS. It is apparent that this system is not likely to meet our continuing needs. Current consideration includes moving the information system in house and developing our own data system integrating membership records, award records, etc. Such a system would allow redesigning the financial system information to feed to an in house QuickBooks system. These changes should allow a substantial reduction in the time required to maintain IMIS and our financial records.

3. Wireless access within the AOS building has been established.

4. The redesign of the awards system has begun. An initial meeting was held January 28-29, 2010 at AOS with Carlos Fighetti, Ron McHatton, Howard Bronstein, Frank Slaughter, Mitch Vogler, and Ted Kellogg to outline this project.

5. An FTP site for receiving images has not yet been implemented. The current internet connections are not sufficient to support this feature. However, a way of digitally delivering images to AOS will be part of the design of the awards system.

The following items were on the Fall 2009 meeting agenda from prior meetings and are updated or commented on again.

1. Information on Affiliated societies and society representatives. After a series of failed attempts to collect information on Affiliated Societies and affiliated society representatives, it is now apparent that the concept of an AOS representative is OBSOLETE in the electronic age. To understand this, one needs to consider AOS society representatives originated in a time of surface mail/telephone communications and when societies often paid the travel expenses of the rep to the society meetings. Today, communication is electronic - and better, more effective ways to reach societies exists. These include:

a. Emailing information to more than one society member - the President, Treasurer, Newsletter editor and the society representative should get, or have the option to receive the information traditionally sent to society reps. (OK, we could limit the society to a number of people (6) who get the information.)

b. Societies ought to have the responsibility of entering and keeping this data current for AOS records. Periodic probes to verify and update information could be sent, data entered/updated/corrected on a web page.

c. Societies ought to have a means of using data in the society information base to make contact with other societies.

2. The need for a technology plan was discussed as necessary to provide information to the Trustee's as to the scope of our technology investment and the need to budget for our technology investment in the future. This remains a critical issue - current progress has been made primarily through the generosity of a trustee.

3. Technology linkage to other committees was to have been part of the action of 'Council of Chairs.' The Council has not met.

4. Strategic Plan. The technology committee has not updated its segment of the Strategic plan. The chair of the technology committee has previously noted that further efforts on the Strategic plan by the technology committee seem to be a 'make work' exercise until the essence of the plan proves central to the work of AOS.

Finally, this report focuses on some of the technology at AOS. It is not comprehensive, it does not include the web activities, or use of technology applications available to AOS.

The committee has done very little work as a 'committee' in recent months. At one time the committee served as an incubator for technology ideas, and the work of Frank Slaughter still falls in this model. At this time many committee members are without specific tasks assigned to them. Some new tasks for committee members might have grown out of the work of the Council of Chairs. Some activities of the committee will be facilitated by the technology revisions at AOS. Any lack of direction for the committee is the responsibility of the Chair - he welcomes your thoughts.

American Orchid Society Members Meeting Oklahoma City, OK

AGENDA

Membership Committee Meeting Salon E

Thursday, April 29, 2010 9:00 AM

Call to Order

Roll Call

Introduction of Guests, if appropriate

Acceptance of minutes - San Marino, CA October 2009

Chair remarks

**Committee activity since October meeting to the present and
expected activity until Virginia Beach, VA meeting in October**

Task Force Discussions

- **Membership Levels**
- **Commercial Grower/Vendor**

Other business

Committee Member Announcements

Adjournment

If you have not already done so, please contact me ASAP if you will not be in attendance

celebrateorchids@aol.com or H -804-355-2270

C -804-853-2 3453

Barbara Noe, Chair

AOS Membership Committee

Last meeting of the AOS Membership Committee was chaired by Tim Brooks at the October meetings in San Marino, CA. Due to health challenges, Tim resigned as chairman November 30, 2009 but continues to be a valuable member of our committee. Vice- chair Barbara Noe was named chairman mid-December asking Lynn Fuller to serve as vice-chair.

Wanting to do something positive - immediately.....all upcoming AOS sanctioned shows were contacted by email in an effort to let them know we were interested in their event and providing them with downloadable posters and membership flyers for their information tables saving usual shipping fees. They were reminded of our excellent culture sheets available for downloading as well. For those who insisted, small quantities of our dwindling supply of regular (fees corrected!) AOS brochures were sent as were limited numbers of *ORCHIDS* back issues. The response to this effort was brisk with several follow ups in many cases. Working this events list is something we plan to continue because we feel it gives us a connection with the planners who can make or break membership initiatives during their shows.

About this same time, we looked at the show schedule for the next few months to determine major events where we could have membership initiatives headed up by either committee members and/or trustees since it is a fact we sign up far more people when these volunteers are on hand. We were able to make some extra effort at a good number of shows all over the country, in Costa Rica and in Taiwan. Extreme weather conditions, especially in the East, cut down on show attendance - thus our productivity during January and February however March produced a couple of productive venues - the Santa Barbara Show and the Longwood Gardens Show. We took a gamble not having generous souls subsidizing memberships as in the past but instead had vendor donated plants and clothing/merchandise as incentives....this has worked well. We especially appreciate the generosity of Norman's Orchids in this effort. In addition, overstocked AOS items such as calendars, pins and books have been used as incentives and/or made available for sale which has generated additional income.

A major focus for this committee will be the ongoing process of personally contacting new members in an effort to establish a viable relationship. We started with the November list. First effort was made by phone. If not reached, we DO leave a message. Subsequent contact will be by email and phone. Response to this effort has been amazing....folks seem to appreciate the contact, want to talk about everything from their orchids, to hooking up with local groups, to their willingness to be more involved in the AOS. Most seem eager for future contact. Our hope is to be in touch each new member at least two or three times during the year so they will know we care about them all of the time...now just at renewal time.

As predicted by Ron McHatton, the non-renewals lists have been quite large so far this year. It was suggested - then thought better of because of time/volume - that we, with the assistance of some trustees, would personally contact these people. Even though it was determined that this was too ambitious a task, we could not resist the challenge of working the January list....sending over 300 emails. The responses were varied...from saying they had already renewed (or soon would) to economic conditions just would not permit renewal at this time but they would as soon as they were able....there were some really heart wrenching stories here....actually, there was very little complaining about the AOS. Ron then suggested an email blitz coming direct from Delray for the February and March lists. The AOS has been mailing 4 renewal notices: 1 sixty days prior to expiration, 1 thirty days prior, 1 thirty days after and 1 more sixty days past expiration. Obviously, this is not working so well and is costly. It is our hope that these mailings can be cut at least in half using a more personal approach for two of the contacts - either a call or email from our committee (or Ron's suggested email blitz from headquarters)....this should cut expenses and perhaps yield better results. Time will tell. Bottom line is that we should strive to obtain working email addresses for all memberships so this can be the contact method of choice....cutting expenses drastically.

Other things on our to-do list:

Assemble a committee of committed volunteers in various regions of the country who will work with us especially on membership initiatives at orchid events and help continue our contact with new members. We will be looking for people eager to spread the message of the AOS not just brag about their names on the AOS National Volunteers Page in *ORCHIDS*.

Tackle the problem of the loss of international members (especially Canada) due to high shipping rates by finding a single address/person to receive - then distribute *ORCHIDS* within their country.

Finalize a membership levels report for consideration by the BOT. This has been in the works for well over a year but current realities called for continuous tweaking. Recent advantages provided by Trustee June Simpson by way of Mitch makes this project much more likely to happen in an organized manner - and sooner!

Have a less expensive but more informative (with some culture) brochure for use by societies at meetings and shows, for our use at various venues and especially for vendors to have in their sales areas and to pack with shipped orchids.

Continue to work on 'show & tell' tools for membership tables especially those touting the great resources on our website.

Consider in-house publishing of a membership directory including only contact information. Many members find this information resource invaluable and will pay for it.

Continue the work of our Commercial Grower/Vendor sub-committee to encourage better relations/more participation with that community.

Work closely with Affiliated Societies to tap into that huge pool of potential members that remains, in some cases, largely untapped.

Have the talented people on our Marketing/Branding sub-committee work directly with leadership to explore/implement their ideas.

Continue with our mantra that the AOS is so much more than just a magazine

FINANCE COMMITTEE

TO: AOS Board of Trustees

FROM: Lowell Jacks

Re: AOS Purchasing Policy
AOS Unreimbursed Expense Procedures

Attached are copies of the above referenced documents.

The AOS Purchasing Policy is a result of a recommendation from the auditors. This policy was drafted by Marie Dennis of Purvis & Gray and revised by Ron McHatton, Pete Furniss, and myself. This document will establish written purchasing procedures for the AOS staff.

The AOS Unreimbursed Expenses Procedures was drafted by Pete Furniss and approved by Ron McHatton and myself. This document is for the benefit of our volunteers who have expenses which are not reimbursed by AOS.

I would appreciate your reading and reviewing the above referenced items and would like the BOT to take action on them in Oklahoma City.

American Orchid Society

Purchasing Policies

Revised April 1, 2010

American Orchid Society (AOS) Credit Cards:

In the case of purchase by Company Credit Card, the requirements and procedures set forth below are to be followed. Travel Expenses whether charged to Company Credit Card, cash or on an employee's personal credit card are to be documented on a Travel Expense Form and approved by the Travel Authorization Committee before reimbursement.

No Purchase Order (PO) required:

No PO is required for purchases of non-inventory items with total cost of less than \$250 and with Manager Approval. A Check Request/Purchase Authorization Form will be prepared instead, approved by Manager and given to the Accounts Payable Department.

PO required:

1. All purchases of inventoried stock items require a PO, regardless of cost.
2. All purchases of \$250 or more require a PO and approval by the Chief Operating Officer (COO) prior to purchase.
3. Purchases of non-budgeted items of \$1,000 or more require approval by the President or Treasurer in addition to COO prior to purchase.
4. In addition to the approvals required in 3. above, purchases of non-budgeted items or services in excess of \$5,000 (single purchase or yearly aggregate) must be accompanied by two (2) quotes.

Before requesting a Purchase order:

- ❖ Check the availability of a suitable substitute.
- ❖ Confirm the current cost of the items with the supplier.
- ❖ Consideration should be given to the quantity on hand, rate of use, and anticipated time for delivery of goods.

When submitting a request for Purchase order, the following procedure should be followed:

- ❖ Fill in the name of the recommended supplier. If quotes are required, these should be attached to the order request. Phone quotes are to be documented with a memo outlining the date of the quote, the telephone number, and the person providing the quote.

- ❖ Include the item/inventory number if applicable.
- ❖ Description of item should be as complete as possible.
- ❖ If non-inventory item, state for why the item is needed.

Purchase Orders:

- All Purchase Orders will be numbered and the Purchase Order Log will be kept by the Accounting Department.
- Purchase Orders are issued in duplicate, with one copy kept in the Purchase Order Log Book and the other kept by Accounts Payable. (An internal audit will be done on a monthly basis.)

Receiving:

- To maintain control, all items must be checked in properly when received
- Do not accept goods which have not been ordered. If there is any doubt whether supplies were ordered, contact management.
- Do not accept damaged or defective goods.
- All items received are to be matched to the packing list (and invoice if available).
- All invoices (received) must be signed and dated.

Storing:

- Avoid careless handling, which results in breakage.
- Provide adequate protection of inventory from all unauthorized personnel to ensure against loss.
- Inventory items should be stored in an orderly manner and a perpetual inventory maintained.
- Any inventory damaged after receipt is to be set aside to be evaluated by management for possible repair or other suitable disposition approved by the COO.

Invoices:

- Upon receipt of the invoice by Accounting, it is matched up with the corresponding purchase order.
- Accounting will verify that the quantity received agrees with the quantity ordered and invoiced; the price on the invoice agrees with the price specified by the purchase order; and extensions and footing on the invoice are correct. Accounts Payable should initial the invoice when all verifications are complete.
- Each Director or supervisor will approve the invoices for their department.
- The responsibility for securing approval of invoices will rest with Accounts Payable.
- All approvals are to be signed (not initialed) and dated in ink.

Payment of Invoices:

- Each monthly statement will be matched with appropriate invoices.

- Any state tax charged on invoices will be deducted and copy of the sales tax exemption certificate shall be supplied to the vendor.
- Each invoice will be checked for possible discounts.
- Except under extremely unusual circumstances and with prior approval of the COO, invoices are to be paid on or before interest or late payment charges would be incurred.
- Account numbers are to be assigned to each expenditure when the check is written.

Purchases:

Employees and Volunteers are not permitted to make private purchases from the organization without the consent of the President or Treasurer and the COO. In addition, they are never permitted to make any type of personal purchase in order to avoid payment of sales tax. However, employees and Volunteers may purchase items from the gift shop and are entitled to a 20% discount.

Employees are not permitted to make purchases on behalf of or charge purchase to the AOS without proper authorization and approval in accordance with organization purchasing procedures.

Personal use of the AOS's shipping department:

Employees and Volunteers are permitted occasional use of the organization's mailing/shipping department. Any use must be documented with the amount of postage as well as the cost of any packaging materials and be accompanied by properly filled out postal purchase form. Payment is to be made to the Accounting Department prior to the close of business the day of shipping/ mailing. Exceptions to immediate payment require prior approval of the COO.

Society owned vehicle use and maintenance:

Only those Employees specifically covered under the organization's auto liability insurance policy are allowed to operate the organization's vehicles. After use, it is the driver's responsibility to ensure that the oil and gas in the vehicle are at the proper level.

Procedures for unreimbursed expenses on behalf of the American Orchid
Society (AOS)
(and financial controls with regard to expenditures to any volunteers)

From time to time volunteers of the AOS make expenditures incident to the rendition of service to the AOS. In certain instances these expenses may be deductible for tax purposes by the volunteer. Nothing in this document is to be relied upon by any individual as to the deductibility of such expenses and any tax matters should be taken up with the individual's financial advisors.

The AOS will not purchase any item on behalf of, write a check to, give cash to, or reimburse any volunteer for expenditures made by said volunteer without the express written consent of the Board of Trustees, which consent shall be required on a case by case basis.

If a volunteer has unreimbursed expenses on behalf of the AOS, he/she should supply the AOS (on an annual basis) an electronic worksheet outlining a description of the services (without values) on behalf of the AOS and the dates such services were performed. In return, the AOS will provide to the volunteer a statement with such descriptions and dates the volunteer provided; a statement as to whether or not AOS provided any goods or services in consideration for the services (or expenditures); and a statement of a description and good faith estimate of the value of any goods or services if any were provided. The AOS, in many instances, does not have first-hand knowledge of the services provided so it is the volunteer's responsibility to ensure the services are, in fact, qualified as charitable contributions.

Current IRS regulations make it the responsibility of the volunteer to have adequate records to substantiate the amount of the expenditures; expenditures must be made out of a "detached and disinterested generosity"; and contributions that provide a personal benefit to the donor or someone other than the charity are nondeductible.

JUDGING COMMITTEE REPORTS

REPORT OF THE JUDGING COMMITTEE AT THE AOS MEMBERS' MEETING IN OKLAHOMA CITY MAY 1, 2010

The JC met for 5 ½ hours on April 29; our shortest meeting in a year and a half. The meeting was very productive and generated a large number of changes to the Handbook on Judging and Exhibition. These were approved by the Trustees yesterday and will be published in AQ Plus and on the AOS web site.

Our judging system includes nearly 900 judges at 24 judging centers utilizing 36 sites. During the past year we granted 1051 awards at our judging centers and 923 awards at our national and international ASOS recognized orchid shows. This is a remarkable number and has been consistent over the past few years.

A major concern of the JC is the dwindling number of new student judges and the disproportionate loss of existing judges. In the past 6 months we lost 24 judges because of retirement, resignation or death and added 6 new student judges. Over the next year we plan to brainstorm things that can be done to attract new, knowledgeable students. The success of the judging program is dependant upon this.

Gary Kraus, MD
Chair, JC

MEMBERS MEETING, OKLAHOMA CITY, OKLAHOMA

JUDGING COMMITTEE MINUTES— GARY KRAUS, CHAIR MEETING: THURSDAY, APRIL 29, 2010 — 9:00 AM

I. Roll call and introduction of guests:

Gary Kraus (Chair), Bill Thoms (VC),

Appointed: Howard Bronstein, Lowell Jacks, Cordelia Head and Taylor Slaughter

Centers in attendance: Alamo, Atlanta, California Sierra Nevada, Carolinas, Chicago, Cincinnati, Dallas, Florida-Caribbean, Florida North Central, Great Lakes, Great Plains, Houston, Mid-America, Mid-Atlantic, National Capital, Pacific Central, Pacific Northwest, Pacific South, Rocky Mountain, Shreveport, Toronto, West Palm Beach.

Guests: Tom Etheridge

Centers with no representative (Excused Absences):

Hawaii and Northeast.

II. Minutes of JC meeting of Thursday, October 15, 2009, San Marino, California Accepted as written

III. Task Force Reports:

- **Species Identification Task Force – Ron McHatton for Patricia Harding**

Since the SITF began a year and a half ago, there have been 163 entries; 12 are still pending of which 5 – 6 are currently being voted on and 7 are new species and waiting ID. Centers are reminded that if they do not fill out the SITF form, good images are essential; especially of the lip.

Report was approved

- **Contested Awards Task Force – Deferred to fall meeting**

- **Center Program/AQ Plus – Howard Bronstein**

Rewriting the Center program, rebuilding the data bases and initiating new servers. This will integrate better with AQ Plus and other programs Pam uses. Plans: Going to website, have a log in for Centers to do this on line; Have pictures link into the programs.

It was later suggested that it would be great if the new Center program would be able to handle the number of plants entered and awarded and judges' attendance once entered into the statistics.

AQ Plus: no real work being done yet, because of the building of the other programs. Need to look at the whole picture to make sure it will work. There is no real timeline in sight. Changing data bases since Microsoft will not be supporting FoxPro in the next few years.

Report was approved

- **Training Coordinator– Bill Thoms**

Bill handed out CDs on Vandas and Bulbos to the Center Chairs. Other people are working on other genera for training purposes and CDs will be distributed when completed.

Bill discussed using webinars for training and is researching this.

The Training Manual is on the back burner because he is working on the CDs. Gary asked if he would like a task force to help and he will think on this and advise.

He has information that needs to be collated and organized.

Report was approved

- **Handbook Task Force* – Glen Brown**

See attachment. Glen's report was approved.

- **Judging Ethics Task Force* – Gary Kraus for Ned Nash**

Report approved (see attachment)

- **Judging Policy Task Force*– Gary Kraus**

Report approved (see attachment)

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

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

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

Filter, Greg	Great Lakes
Gindhart, Nadine	Pacific Northwest
Horton, Linda	Dallas
James, Angie	West Palm Beach
Lin, Peter	Pacific South
Manuel, Alexander	Chicago
Messina, Dr. Al	Northeast
Messina, Irene	Northeast
Quinn, Emily	Dallas
Rindlisbacher, Fred	Hawaii
Rodriguez, Jose	California Sierra Nevada
Sims, Charles	California Sierra Nevada
Taylor, Al	Shreveport

Approved to accept

B. Elevation of Students to Certified Judge, Probationary:

Beckendorf, Steve	Pacific Central
Hartong, Doug	Atlanta
Hofmeister, Leroy	Shreveport
Otto, Ross	Pacific Northwest

Approved to accept

C. Accepted as Students in these Centers:

Benoit, Marie-Odile	Toronto
Cott, Ed	Great Lakes
Maciaszek, Joseph	Northeast
Pulignano, Maureen	Atlanta
Smith, Karen	Pacific South
Vetter, Al	California Sierra Nevada

Approved to accept

D. Request for change in status to Senior Judge:

Burch, Donna K. (A)	Florida North Central
Burritt, Diana (A)	Pacific Northwest
Gebetsberger, Maurine (A)	Great Plains
Kelly, Warren (A)	Florida Caribbean
May, Fran (A)	Cincinnati
Mentha, Robin B. (A)	Carolinas
Szafir, Emil (A)	Alamo

Tatum, James (A) Pacific South

Approved to accept

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

None

F. Request for change in status to Retired Judge:

Baughman, Gerald (Sr)	Pacific Northwest
Bergstrom, William (A)	Hawaii
Hall, Keith (Sr)	Florida North Central
Marshall, Ernest C. (Sr)	Florida North Central

Approved to accept

G. Request for change in status to Judge Emeritus:

Cassella, Gerald Northeast

Approved to accept

H. Request for change in status to Retired Judge Emeritus

Martin, Louis H.	Florida North Central
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Approved to accept

I. Termination for cause

None

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

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

Adams, Judy (A)	Toronto	Six Months (11/1/09)
Arrieche, Gilberto (P)	Toronto	Six Month Extension (11/1/09)
Aubry, Yves (A)	Northeast	One Year (11/1/09)
Baughman, Carol (Sr)	Pacific Northwest	Six Months (3/1/10)
Chai, Anna (A)	Pacific Central	One Year (2/1/10)
Charlton, Liz (S)	California Sierra Nevada	One Year (9/1/09)
Dayan, Dennis (A)	Northeast	One Year (3/1/10)
DeMaire, Patti (S)	Great Lakes	One Year (11/1/09)
Kowalczyk, Ryan (A)	Florida North Central	One Year (1/1/10)
Lum, Michael (S)	Toronto	Six Months (11/1/09)
Moore, Arthur (A)	Atlanta	One Year (10/1/09)
Tarce, Alex (S)	Pacific South	One Year (2/1/10)

B. Returned from leaves of absence in these Centers:

Terry, Rob (A)	California Sierra Nevada
Wong, Calvin (S)	Toronto

C. Resigned in these Centers:

Campbell, Mae (S)	Northeast
Mayfield, Greg (S)	California Sierra Nevada
Monk Brian (S)	West Palm Beach
Wick, Avril (S)	Florida North Central

D. Automatic Termination in these Centers:

None

E. Transferred in these Centers:

Cassella, Gerald (A) > (E)	Northeast to West Palm Beach
Hill, Cynthia (A)	Pacific South to California Sierra Nevada
Jones, Roderick R. (A)	Northeast to Carolinas
Katz, Arthur (A)	Mid-Atlantic to Florida North Central
Larkin, Thomas (Sr)	Great Plains to Mid-America
Payeur, Brittany (P)	Great Lakes to Chicago

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

Banholzer, John (Sr)	Pacific Northwest
Baughman, Gerald (R)	Pacific Northwest
Boyett, AnnaLee (R)	Atlanta
Burritt, Diana (S)	Pacific Northwest
Clarkson, James (A)	Florida North Central
DeGarmo, Lloyd (E)	Hawaii
Hargreaves, Harold (R)	Rocky Mountain
Kramer, John, M.D. (E)	Great Plains
May, Alvin (A)	Cincinnati
Miyao, Masaya (E)	Hawaii
Morrison, Alasdair (A)	At Large
Ripolle, Marie (E)	Pacific Northwest
Szafir, Emil (Sr)	Alamo
Weiss, Mary (A)	Chicago

VI. Old Business

None

VII. New Business

A. Brainstorming Session: How can we redirect the focus of the annual special awards to reflect plant/flower excellence rather than the aesthetics of the photographic images? This was discussed at the Judges' Forum April 28 and no consensus was achieved

This will be sent to the Judging Policy Task Force for suggested Handbook changes and reported at the fall meeting.

Some suggestions include to attempt to aim the discussion away from photography to the flower. The photo of the flower needs to be good in order to be nominated by the Center. In the future, it is anticipated that we will have on line presentation for the annual national awards and for making suggestions for a second look at the JC meeting. Taylor will investigate this option and we do a trial run on the Huntington Award (best FCC). Are we willing to give a superior flower the national award with a less than superior photo or give it to a less superior flower with a better photo.

Deadline for nominates for the special annual awards are due to Taylor Slaughter by

September 1. Center chairs are requested to familiarize themselves with the criteria for each award; if there are any questions please email Taylor. She will send us the format to use. Images will be used from the AOS for this presentation.

Gary requested that a student volunteer be found to compose a list of genera involved with each special annual award.

B. RHS hybrid registration data base

AOS now receives a copy of the RHS hybrid registration data base and is utilizing it in AQ Plus.

C. Judging Center liability insurance

Pam will be asked to send liability insurance forms to the Center Chair's annually. There is no requirement that Centers use these forms; they can obtain liability coverage on their own. It was questioned that Centers might be included under a Society's policy.

D. Membership and AQ Plus Delinquency

Delinquent dues and AQ+ delinquencies now are almost non-existent. Gary thanked the Center Chairs for helping to resolve the problem of delinquency payments.

E. Missing images

Getting awards images and summary sheets in on time and matching them has become a serious problem. Over 250 images were not received for inclusion in AQ Plus 3.8.. There was discussion and Centers need to make certain that images are sent to AOS in a timely fashion.

F. Illegal plants –Ron McHatton questioned how to deal with plants which are illegal in the United States, but receive an AOS award out of the country? He

reminded us that Paph gigantifolium is illegal and cannot be judged., It was voted that:

5.5.2.1 (13) Plants which are illegal in the United States should not be judged. If an illegal plant is unknowingly granted an AOS award, the award will be nullified.

The motion was approved. [The current 5.5.2.1 (13) will be changed to 5.5.2.1 (14)]

G. How many Centers help to pay for the Chair's travel to AOS member's meeting.

About one third of the judging centers help in providing some reimbursement of airfare and lodging costs of their chairs. Most reimbursements are capped at \$500.

H. Some show trophies have not been awarded at certain shows for several years. Some of the affected societies are questioning the basis for this. The possibility of discontinuing a formal ballot was raised.

The possibility of changing the manner by which show trophies are awarded will be evaluated by the Judging Policy Task Force and reported at the fall meeting.

I. Gary informed the JC that the Dillon-Peterson essay competition currently being advertised, will be the 25th essay commemorating two former AOS CEOs / editors. The NEJC is proud to have initiated this contest which has resulted in many exceptional essays.

J. Gary informed the JC that he had sent a thank you note to Greg Alikas and Jim Watson on behalf of the judging program complementing them on the excellent April issue of Orchids devoted to judging.

K. Gary reminded the JC that over a year ago, the education committee established a special recognition yellow ribbon to recognize, encourage and reward young orchidists. It is suggested that the centers award these ribbons when appropriate. Pam will be asked to include some yellow ribbons with the judging supplies sent annually to the center chairs.

L. Awards will be processed only after both the award's data and awards images are received by AOS.

This motion was approved and will be added to the Handbook as 5.5.3 (6)

VIII.. Announcements

- **Fall 2010 Meeting: October 28, 2010, Virginia Beach – Spring Center Business Meeting Minutes & Proposed Personnel Changes; Current Roster; Center Nominations for Chair and Vice Chair due NLT September 13, 2010.**
- **Nominations for special awards must be received by Taylor Slaughter NLT September 1, 2010.**
- Judges Forum Fall 2010: What can we do to improve the way by which student judges and probationary judges are treated? How can we attract more student judges?

IX. Adjournment at 2:30 PM

Respectfully submitted,
Susan Wedegaertner,
Secretary, JC

**HANDBOOK TASK FORCE REPORT SPRING 2010
PROPOSED HANDBOOK CHANGES as amended by the JC**

1. Relaxation of the 6 month rule for sanction of AOS judging at orchid shows.

Rational: By reducing the 6 month requirement, we should be able to increase our flexibility in providing show judging without imposing an unnecessary burden on AOS headquarters or on Center Chairs.

In paragraph 3.2.1

(8) Approve, at least four months in advance, dates for an affiliate's show for which AOS judging is requested. When an affiliate requests approval with less than 4 months advance notice, the center chair can grant approval if the show papers are in order and the required fees have been paid.

In paragraph 5.6.1

(3) Having secured a proposed chair of AOS judging and at least four other judges, submit a request for a show date to the local center chair or designated administrative chair, in writing or via email, at least four months prior to the proposed show date When an affiliate requests approval with less than 4 months advance notice, the center chair can grant approval if the show papers are in order and the required fees have been paid.

Print ready text follows:

In paragraph 3.2.1

(8) Approve, at least four months in advance, dates for an affiliate's show for which AOS judging is requested. When an affiliate requests approval with less than 4 months advance notice, the center chair can grant approval if the show papers are in order and the required fees have been paid.

In paragraph 5.6.1

(3) Having secured a proposed chair of AOS judging and at least four other judges, submit a request for a show date to the local center chair or designated administrative chair, in writing or via email, at least four months prior to the proposed show date When an affiliate requests approval with less than 4 months advance notice, the center chair can grant approval if the show papers are in order and the required fees have been paid.

The above were approved.

2. Exclusion of judges emeriti from paying for AQ Plus

Rationale: Judges emeriti will have AQ Plus provided to them gratis.

In paragraph 4.2.5, second text paragraph

A judge emeritus may (but will no longer be required to) participate in judging at judging center sessions or shows. An emeritus judge will not have to attend required training, but to continue to judge must maintain his/her judging abilities as stated in paragraphs 4.5(1)-(9). The judge may serve as an AOS judging chair at AOS-sanctioned orchid shows, may attend business meetings, but will not be counted in determining a quorum, and may not vote except in the case of selecting the center's recommendations for special annual awards as described in paragraph 6.2.11, unless the judge fulfills all attendance requirements for certified judges in which case full voting rights are retained. Judges emeriti shall be included in the Judges List as long as they remain members of the AOS. Should this lapse, the procedure described in 4.9.4.2 will apply. A lack of reinstatement will result in an automatic shift to retired judge emeritus and judging privileges shall cease. (See paragraph 4.9.3). ~~and subscribe to AQ Plus~~. Judges emeriti are exempt from the requirement of subscribing to AQ Plus, which will be provided to them in recognition of their long service to AOS and to the judging program

In subsection (1)(a) of paragraph 4.9.4.2

(a) failure of an AOS judge to maintain AOS membership and a current subscription to AQ Plus, except as noted in 4.2.5 for judges emeriti,

Print ready text follows:

In paragraph 4.2.5, second text paragraph

A judge emeritus may (but will no longer be required to) participate in judging at judging center sessions or shows. An emeritus judge will not have to attend required training, but to continue to judge must maintain his/her judging abilities as stated in paragraphs 4.5(1)-(9). The judge may serve as an AOS judging chair at AOS-sanctioned orchid shows, may attend business meetings, but will not be counted in determining a quorum, and may not vote except in the case of selecting the center's recommendations for special annual awards as described in paragraph 6.2.11, unless the judge fulfills all attendance requirements for certified judges in which case full voting rights are retained. Judges emeriti shall be included in the Judges List as long as they remain members of the AOS. Should this lapse, the procedure described in 4.9.4.2 will apply. A lack of reinstatement will result in an automatic shift to retired judge emeritus and judging privileges shall cease. (See paragraph 4.9.3). Judges emeriti are exempt from the requirement of subscribing to AQ Plus which will be provided to them in recognition of their long service to AOS and to the judging program.

In subsection (1)(a) of paragraph 4.9.4.2

(a) failure of an AOS judge to maintain AOS membership and a current subscription to AQ Plus, except as noted in 4.2.5 for judges emeriti,

The above were approved.

3. Repletion of text regarding use of tropical foliage in show exhibits.

Rationale: Text that was inadvertently left out of the Handbook is being replaced.

In paragraph 6.3.2

(4) All exhibits entered in a show shall be considered eligible for the AOS Show Trophy, except in the case of 6.3.2(2) above, when only the nominated exhibits are eligible.

All displays should have orchids as the focal point. The use of foliage is encouraged and an occasional non orchid flower(s) that is not a focal point should not disqualify the display. Each judge voting must submit a ballot in favor of the one exhibit he/she scores highest (as least 80 points) on point scale 7.3.3, or note "No Award" on the ballot if no exhibit scores at least 80 points. All ballots must be signed to qualify.

In paragraph 7.3.3

(3) Variety should reflect the intent of the exhibit. If it is a specialized exhibition of a single genus or alliance, then color variation, variety of the species or related hybrids, variety in form, or other factors including, possibly, high degrees of uniformity, should be considered. If it is of a general nature, containing many genera, then the numbers and/or types of genera should be considered, or the rarity of species and lesser known genera balanced against well-know genera, species and hybrids. The judges should evaluate variety in similar terms as in the principles of design, using balance between the varieties, contrast of types and dominance of any one variety of orchid as guidance. The use of foliage is encouraged and an occasional non orchid flower(s) that is not a focal point should not disqualify the display.

Print ready text follows:

In paragraph 6.3.2

(4) All exhibits entered in a show shall be considered eligible for the AOS Show Trophy, except in the case of 6.3.2(2) above, when only the nominated exhibits are eligible. All displays should have orchids as the focal point. The use of foliage is encouraged and an occasional non orchid flower(s) that is not a focal point should not disqualify the display. Each judge voting must submit a ballot in favor of the one exhibit he/she scores highest (as least 80 points) on point scale 7.3.3, or note "No Award" on the ballot if no exhibit scores at least 80 points. All ballots must be signed to qualify.

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(3) Variety should reflect the intent of the exhibit. If it is a specialized exhibition of a single genus or alliance, then color variation, variety of the species or related hybrids, variety in form, or other factors including, possibly, high degrees of uniformity, should be considered. If it is of a general nature, containing many genera, then the numbers and/or types of genera should be considered, or the rarity of species and lesser known genera balanced against well-know genera, species and hybrids. The judges should evaluate variety in similar terms as in the principles of design, using balance between the varieties, contrast of types and dominance of any one variety of orchid as guidance. The use of foliage is encouraged and an occasional non orchid flower(s) that is not a focal point should not disqualify the display.

Judging Ethics Task Force (JETF) Report Spring 2010
Proposed Handbook Changes as amended by the JC
(**Boldface text is an addition; ~~strikethrough~~ text is a deletion**)

1.

Rationale: **Privileged information is not limited to center personnel matters.**

Current format edited: **4.8 (19) Not disclose ~~the results of the center committee's personnel meeting or other~~ privileged information, as discussed in executive session, of the center committee or the American Orchid Society prior to official notification or distribution, including, but not limited to, personnel matters.**

Final format: **4.8 (19) Not disclose privileged information, as discussed in executive session, of the center committee or the American Orchid Society prior to official notification or distribution, including, but not limited to, personnel matters.**

Spring 2010 JPTF Report amended by the JC

1.

Rationale: Clarification

3.8 Center Representation

Representation of a center at the JC is vital to the administration of the judging system. All centers shall be represented by their chair (or vice-chair as alternate) at each JC meeting. If both the chair and vice-chair are unable to attend, an accredited judge of the center, appointed by the chair to represent the wishes of the center, shall serve as the center's voting alternate. The center's representative, including the chair and vice chair, must vote in a manner that he or she believes reflects the opinions of a majority of the judges of their center. Any comments or discussion at the JC meeting by the center's representative which does not reflect such an opinion must be so identified

Approved

2. Items previously returned to JPTF for clarification and rewording.

A.) 5.5.3.1 Provisional Awards

Rationale: **On occasion when the identity of a hybrid is questioned, some teams have refused to judge that plant. Rather, it should be pointed, and if awarded it should be challenged and submitted to the**

Contested Award Task Force

5.5.3.1(1): All AOS awards which cannot be certified for publication pending registration of awarded hybrids; taxonomic verification of previously unawarded species; or hybrid identification shall be classified as provisional awards. Species or hybrids not identified to the satisfaction of the judging team may also be given provisional awards. The process described in paragraph 5.5.4 (6) (b) (1) for identification of a contested hybrid grex shall be followed

Approved

B.) 5.5.2.1 (5) Varietal Forms

Rationale:

Clarification: Request from Ron McHatton last December

Proposed Change:

5.5.2.1 (5) Taxonomic verification is required for all previously unawarded species and all first awards to taxonomically described varietal forms of otherwise recognized species, no matter what award is granted. Although taxonomic verification need not be presented prior to an award's being granted, if it was previously obtained, it should be accepted when the plant is judged. Awards will be held in a provisional status until identification is complete.

Approved

C. Quorum

Rationale: The JC requested clarification of a "quorum". There has been some confusion and inconsistency regarding "present and voting" The following changes are recommended.

Finished format: Notice of Meeting and Quorum

3.3.1.1 Written notice of a business meeting shall be sent to all members of the judging center committee at least 10 days prior to the meeting. A quorum for the business section of the meeting shall consist of more than 50 % of the judges of the center eligible to vote, including the eligible certified judges and those judges emeriti who have fulfilled all attendance requirements for certified judges.

A quorum for the personnel section of the meeting shall consist of more than 50% of the judges of the center eligible to vote, including the eligible accredited judges and those judges emeriti who have fulfilled all attendance requirements for accredited judges.

Senior judges, judges emeriti who have not fulfilled all attendance requirements for certified judges and accredited judges on leave shall be excluded from the quorum. Without a quorum, no vote is valid.

Approved

D. Voting

Finished format: Voting Procedure

3.3.1.2 For general business, including the election of committee officers, a majority vote of the certified judges eligible to vote shall be required. For voting on appointment or termination of student judges, a majority vote of the accredited judges eligible to vote shall be required. For voting on the advancement of a student judge to probationary status and all other personnel

matters, a two-thirds majority of accredited judges eligible to vote shall be required..... the current calendar year.

Also 4.9.4.1 states in paragraph 5: " a two-thirds majority of the accredited judges ~~present and voting at that meeting~~" and in 4.9.4.1 (4) states "judges ~~present and voting~~".

"Present and voting" should be deleted, since this is not a requirement anywhere else in the Handbook.

Approved

3. Judges' training

This was returned from the JC to the ETF in April 2009 for clarification. This has been a contentious issue in the past. The following proposal is an attempt to present a compromise. Further changes were generated by input from a number of judges in October 2009. Multiple options for fulfilling the requirement have been suggested. Since this proposal requires a major policy change, it was then sent to the JPTF for reworking. The JPTF presented a tiered process favoring attendance at center training seminar, with one hour credit for each hour of attendance at the training seminar and two hours credit for every three hours spent at any other educational option. With the exception of one abstention, it was the unanimous recommendation of the JC that all educational options be treated equally with one hour credit for each hour spent.

It is proposed that paragraph 4.7.3 be changed as follows:

Finished format:

4.7.3 Training Programs

Each center and/or additional judging site shall offer not less than 12 hours of scheduled training each year. These may be provided in conjunction with monthly center judging, or as partial-day, full day or multiple day training seminars.

Judges must notify the center chair or the training coordinator whether or not they plan to attend the scheduled seminars. Although all judges are urged to attend their own center's training seminars, they may substitute other programs that fulfill the criteria for acceptable continuing education for judges, including any non-training seminar programs of the center.

The judging center training coordinator shall maintain records of all judges' participation in training sessions. However, it is the responsibility of the judges to inform the judging center's training coordinator of the out-of-center training which substitutes for, or augments, their requirements. Judging centers in close geographic proximity are strongly encouraged to conduct periodic joint judges' training seminars or workshops.

Acceptable categories of continuing education programs for judges include but are not limited to:

- 1) Academic courses of study pertaining directly to orchids given by accredited institutions.
- 2) Independent formal seminars by acknowledged authorities in the field of orchids presented at regional, national or international meetings.
- 3) Training seminars sponsored by the judge's "home" center or other "home" center training options.

- 4) Training seminars sponsored by judging centers other than the judge's "home" center.
- 5) Other researched presentations by judges at their centers.
- 6) The showing of award images per se should not be considered unless they are sorted or collated and shown with commentary and a specific purpose in mind (e.g., current trends in yellow cattleya awards, newly recognized species in the Pleurothallid Alliance, recent trends in CCM awards, etc.)
- 7) Presentations prepared and given by accredited judges pertaining to judging.
- 8) Electronic national training judging seminars and webinars.
- 9) Additional categories can be approved by the center chair or training coordinator.

Approved

4.

Rational: **Clarification of chair's responsibilities**

Finished format:3.2.1 (1)

Serve as a member of the JC and participate actively in JC matters as required. Enforcement of the Handbook should be a shared responsibility of the center chairs and the JC.

Approved

5.

Rational: **Clarification of status of plants exhibited by an exhibitor who is delinquent in not having paid previous award fees.**

Finished format:5.5.4 (3)

The second invoice shall also include a notice that plants and cut flowers entered for judging by any exhibitors, including certified judges, in arrears for failure to pay award fees shall not be accepted for AOS judging at any AOS-sanctioned show or judging center until the delinquent award fee and reimbursement for postal charges are paid to reimburse the AOS for administrative costs incurred. A list of delinquent exhibitors periodically will be distributed to the center chairs by the awards registrar. If an exhibitor on the list chooses to exhibit plants in an AOS sponsored show, each plant or group of plants so exhibited must be marked "Not for AOS judging". This notice shall also inform the judge who is delinquent in payment of award fees that he/she shall not be permitted to judge until the delinquent award fee and reimbursement for postal charges are paid in full, and he/she shall be subject to automatic suspension or termination as described in paragraph 4.9.4.2(3).

Approved

6. Plant measurements

Rational: **Need for greater accuracy in measuring minute flower segments**

Accurate measurement of very small flowers is extremely difficult and is further complicated by the V Center program restricting measurements to tenths of a centimeter. To change the program to allow for this would be time consuming and costly. Major V Center program changes are anticipated in 2012. This is being proposed so that appropriate changes can be made at that time.

Finished format 7.5.2 (8) Actual Measurements

If a majority of the judging team desires, minute flower segments under 0.2 cm may be measured as hundredths of a centimeter (2 decimal points). Other components of such descriptions should be comparably accurate.

Approved

Until the program can be changed, two decimal point measurements can be included in the description of the plant.

Spring 2010 Trustees Meeting
Handbook changes approved by Board of Trustees
(including partial portions of larger paragraphs)

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

2.6 Judging Ethics Task Force (new paragraph)

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

3.2.1 (1) Serve as a member of the JC and participate actively in JC matters as required. Enforcement of the Handbook should be a shared responsibility of the center chairs and the JC.

3.2.1(8) Approve, at least four months in advance, dates for an affiliate's show for which AOS judging is requested. When an affiliate requests approval with less than 4 months advance notice, the center chair can grant approval if the show papers are in order and the required fees have been paid.

3.3.1.1 Written notice of a business meeting shall be sent to all members of the judging center committee at least 10 days prior to the meeting. A quorum for the business section of the meeting shall consist of more than 50 % of the judges of the center eligible to vote, including the eligible certified judges and those judges emeriti who have fulfilled all attendance requirements for certified judges.

A quorum for the personnel section of the meeting shall consist of more than 50% of the judges of the center eligible to vote, including the eligible accredited judges and those judges emeriti who have fulfilled all attendance requirements for accredited judges.

Senior judges, judges emeriti who have not fulfilled all attendance requirements for certified judges and accredited judges on leave shall be excluded from the quorum. Without a quorum, no vote is valid.

3.3.1.2 For general business, including the election of committee officers, a majority vote of the certified judges eligible to vote shall be required. For voting on appointment or termination of student judges, a majority vote of the accredited judges eligible to vote shall be required. For voting on the advancement of a student judge to probationary status and all other personnel matters, a two-thirds majority of accredited judges eligible to vote shall be required..... the current calendar year.

3.8 Representation of a center at the JC is vital to the administration of the judging system. All centers shall be represented by their chair (or vice-chair as alternate) at each JC meeting. If both the chair and vice-chair are unable to attend, an accredited judge of the center, appointed by the chair to represent the wishes of the center, shall serve as the center's voting alternate. The center's representative, including the chair and vice chair, must vote in a manner that he or she believes reflects the opinions of a majority of the judges of their center. Any comments or discussion at the

JC meeting by the center's representative which does not reflect such an opinion must be so identified

4.2.5 (second text paragraph) A judge emeritus may (but will no longer be required to) participate in judging at judging center sessions or shows. An emeritus judge will not have to attend required training, but to continue to judge must maintain his/her judging abilities as stated in paragraphs 4.5(1)-(9). The judge may serve as an AOS judging chair at AOS-sanctioned orchid shows, may attend business meetings, but will not be counted in determining a quorum, and may not vote except in the case of selecting the center's recommendations for special annual awards as described in paragraph 6.2.11, unless the judge fulfills all attendance requirements for certified judges in which case full voting rights are retained. Judges emeriti shall be included in the Judges List as long as they remain members of the AOS. Should this lapse, the procedure described in 4.9.4.2 will apply. A lack of reinstatement will result in an automatic shift to retired judge emeritus and judging privileges shall cease. (See paragraph 4.9.3) Judges emeriti are exempt from the requirement of subscribing to AQ Plus, which will be provided to them in recognition of their long service to AOS and to the judging program

4.6 (5) Maintain the qualifications required in paragraph 4.2.1.2, the knowledge and abilities required in paragraph 4.5, and the standards of conduct required in paragraph 4.8.

4.7.3 Training Programs

Each center and/or additional judging site shall offer not less than 12 hours of scheduled training each year. These may be provided in conjunction with monthly center judging, or as partial-day, full day or multiple day training seminars. Judges must notify the center chair or the training coordinator whether or not they plan to attend the scheduled seminars. Although all judges are urged to attend their own center's training seminars, they may substitute other programs that fulfill the criteria for acceptable continuing education for judges, including any non-training seminar programs of the center.

The judging center training coordinator shall maintain records of all judges' participation in training sessions. However, it is the responsibility of the judges to inform the judging center's training coordinator of the out-of-center training which substitutes for, or augments, their requirements. Judging centers in close geographic proximity are strongly encouraged to conduct periodic joint judges' training seminars or workshops.

Acceptable categories of continuing education programs for judges include but are not limited to:

- 1) Academic courses of study pertaining directly to orchids given by accredited institutions.
- 2) Independent formal seminars by acknowledged authorities in the field of orchids presented at regional, national or international meetings.
- 3) Training seminars sponsored by the judge's "home" center or other "home" center training options.
- 4) Training seminars sponsored by judging centers other than the judge's "home" center.
- 5) Other researched presentations by judges at their centers.
- 6) The showing of award images per se should not be considered unless they are sorted or collated and shown with commentary and a specific purpose in mind (e.g., current trends in yellow cattleya awards, newly recognized species in the Pleurothallid Alliance, recent trends in CCM awards, etc.)
- 7) Presentations prepared and given by accredited judges pertaining to judging.
- 8) Electronic national training judging seminars and webinars.
- 9) Additional categories can be approved by the center chair or training coordinator.

4.8(2) Disqualify him/herself from judging a plant, flower or exhibit if the judge's impartiality could be questioned.

4.8 (19) Not disclose privileged information, as discussed in executive session, of the center committee or the American Orchid Society prior to official notification or distribution, including, but not limited to, personnel matters.

4.9.4 Suspension, Termination and/or Lesser Sanctions

(first paragraph) A certified judge may be suspended and/or terminated either for cause, as set forth in paragraph 4.9.4.1; automatically, as set forth in paragraph 4.9.4.2; or subject to lesser sanctions as set forth in paragraph 4.9.4.3.

(Add new paragraph after first paragraph) Written and signed complaints from any source alleging unethical behavior of AOS judges must be submitted simultaneously to the judge's center chair and

the JC chair for review, and shall be considered confidential.

(Paragraph 2 edited) **A charge leading to suspension, or termination or lesser sanctions for cause, or a procedure for automatic suspension or termination may be initiated by a judge's center committee or by the JC chair. If initiated...**

4.9.4.1 *(Insert a new paragraph after the third paragraph "If a charge of inadequacy...involved is discretionary.")*

In the event a charge affects judges throughout the judging program and/or the whole of the American Orchid Society and its interests, the judging center committee shall not have jurisdiction over this matter. In such instance, the AOS board of trustees, or a task force it designates, shall be the most appropriate forum to deal with the issue.

(paragraph 5) **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:....**

4.9.4.1 (4)**If a two-thirds majority of the accredited judges ~~present and voting~~ recommend suspension and/or termination,....**

4.9.4.2 (1)(a) **Failure of an AOS judge to maintain AOS membership and a current subscription to AQ Plus, except as noted in 4.2.5 for judges emeriti.**

4.9.4.3 (last paragraph) **The chair of the JC also shall have the authority to talk with the affected judge and to initiate a letter of concern or a letter of warning, which will be sent to both the affected judge as well as his center chair, with a requirement that the letter carry the same weight as any comparable disciplinary action initiated from the center. In the case of a JC chair-initiated action, the center and the judge will be expected to keep the JC chair apprised of corrective actions. After three years, if no further disciplinary actions are necessary and the judge's performance is deemed adequate the affected judge may submit a written request to the center judging committee and/or to the JC that the letter be removed from the judge's personnel file.**

5.5.2.1 (5) **Taxonomic verification is required for all previously unawarded species and all first awards to taxonomically described varietal forms of otherwise recognized species, no matter what award is granted. Although taxonomic verification need not be presented prior to an award's being granted, if it was previously obtained, it should be accepted when the plant is judged. Awards will be held in a provisional status until identification is complete.**

5.5.2.1 (13) Plants which are illegal in the United States should not be judged. If an illegal plant is unknowingly granted an AOS award, the award will be nullified.

5.5.2.1 (13) current is changed to 5.5.2.1 (14)

5.5.3 (6) Awards will be processed only after both the award's data and awards images are received by AOS.

5.5.3.1(1) **All AOS awards which cannot be certified for publication pending registration of awarded hybrids; taxonomic verification of previously unawarded species; or hybrid identification shall be classified as provisional awards. Species or hybrids not identified to the satisfaction of the judging team may also be given provisional awards. The process described in paragraph 5.5.4 (6) (b) (1) for identification of a contested hybrid grex shall be followed.**

5.5.4 (3) **The second invoice shall also include a notice that plants and cut flowers entered for judging by any exhibitors, including certified judges, in arrears for failure to pay award fees shall not be accepted for AOS judging at any AOS-sanctioned show or judging center until the delinquent award fee and reimbursement for postal charges are paid to reimburse the AOS for administrative costs incurred. A list of delinquent exhibitors periodically will be distributed to the center chairs by the awards registrar. If an exhibitor on the list chooses to exhibit plants in an AOS sponsored show, each plant or group of plants so exhibited must be marked "Not for AOS judging". This notice shall also inform the judge who is delinquent in payment of award fees that he/she shall not be permitted to judge until the delinquent award fee and reimbursement for postal charges are paid in full, and he/she shall be subject to automatic suspension or termination as described in paragraph 4.9.4.2(3).**

5.6.1(3) Having secured a proposed chair of AOS judging and at least four other judges, submit a request for a show date to the local center chair or designated administrative chair, in writing or via email, at least four months prior to the proposed show date. When an affiliate requests approval with less than 4 months advance notice, the center chair can grant approval if the show papers are in order and the required fees have been paid.

6.3.2(4) All exhibits entered in a show shall be considered eligible for the AOS Show Trophy, except in the case of 6.3.2(2) above, when only the nominated exhibits are eligible. All displays should have orchids as the focal point. The use of foliage is encouraged and an occasional non orchid flower(s) that is not a focal point should not disqualify the display. Each judge voting must submit a ballot in favor of the one exhibit he/she scores highest (as least 80 points) on point scale 7.3.3, or note "No Award" on the ballot if no exhibit scores at least 80 points. All ballots must be signed to qualify.

7.3.3(3) Variety should reflect the intent of the exhibit. If it is a specialized exhibition of a single genus or alliance, then color variation, variety of the species or related hybrids, variety in form, or other factors including, possibly, high degrees of uniformity, should be considered. If it is of a general nature, containing many genera, then the numbers and/or types of genera should be considered, or the rarity of species and lesser known genera balanced against well-know genera, species and hybrids. The judges should evaluate variety in similar terms as in the principles of design, using balance between the varieties, contrast of types and dominance of any one variety of orchid as guidance. The use of foliage is encouraged and an occasional non orchid flower(s) that is not a focal point should not disqualify the display.

7.5.2 (8) If a majority of the judging team desires, minute flower segments under 0.2 cm may be measured as hundredths of a centimeter (2 decimal points). Other components of such descriptions should be comparably accurate.

Gerald Cassella

Recommendation for Judge Emeritus

The Northeast Judging Center is unanimous in enthusiastically recommending for your consideration the nomination of Gerald Cassella to the status of Judge Emeritus.

Gerry has been a figure of commanding presence in the orchid community for over 40 years. His dedication to the world of orchids has been both local and national in scope. In the New York area he has taught courses on orchid culture at the New York Botanical Garden, the Brooklyn Botanical Garden, the Staten Island Botanical Garden; as well as serving as an instructor in the New York City Continuing Education Program.

He has been instrumentally involved in several local orchid societies. Gerry is a founder and past president of the Staten Island Orchid Society (SIOS). He also served as president of the Greater New York Orchid Society (GNYOS). Gerry has made many contributions to our local societies: he has continuously served as a judge of the plant table at the two aforementioned groups, as well as at the Long Island Orchid Society(LIOS). A perennial favorite of the GNYOS calendar has been "Doing the Orchid Table with Gerry" in which, every February, the program consisted of Gerry discussing each of the plants brought in by members. Gerry has also raised funds for orchid activities, repeatedly serving as an auctioneer for GNYOS, LIOS, SIOS and the Deep Cut (DCOS) and Ramapo (ROS) Orchid Societies. These cheerfully donated efforts and others, such as helping establish the prestigious GNYOS Show and serving as president of an Eastern Orchid Congress have endeared Gerry to countless members. Indeed, he has been awarded Honorary Life Membership in GNYOS, LIOS and SIOS.

Among Gerry's more recent efforts has been serving as the curator of orchids at the Staten Island Botanical Garden. In that position he has assembled a collection of approximately \$100,000 worth of orchids at no cost to the garden.

At the national level, Gerry has been an ambassador for the orchid community wherever he has gone. He has been a member of The AOS for over 40 years and an AOS judge for over 30 years. As a judge, he has actively recruited new judges, and has been a mentor to many who are currently active judges, including an AOS president. Gerry has served as Vice Chairman and Chairman of the Northeast Judging Center. He has lectured nationally and his speaking and teaching skills were evident and utilized in the AOS video on orchid culture produced at the Vaughn estate in West Palm Beach. He also wrote two articles for the former *AOS Bulletin*, one about *Phaius*, the other on *Epidendrum radicans*. Gerry also served on the Education Committee of AOS for over 5 years.

Gerry's love of orchids and his dedication to the orchid community, his mentoring of student judges, his lecturing ability; and his general availability to the orchid world in all these capacities speak to the perception by many that he is a role model for orchidists everywhere. We fervently hope you will act favorably on his appointment as Judge Emeritus.

**2009 AWARDS
TOTALS**

JUDGING CENTER	# CENTER ENTRIES	# CENTER AWARDS	# SHOW ENTRIES	# SHOW NOMINATIONS	# SHOW AWARDS
Alamo	77	8	916	20	7
Atlanta	175	33	3,216	219	55
California Sierra Nevada	128	51	1,017	63	15
Carolinas	124	43	1,667	85	15
Chicago	156	19	4,261	161	37
Cincinnati	216	52	2,149	116	35
Dallas	111	28	532	20	2
Florida-Caribbean	116	36	10,227	367	159
Florida North Central- Tampa	96	28	9,311	205	62
Orlando	123	39	-	-	-
Great Lakes	127	21	3,453	94	27
Great Plains	187	39	370	44	13
Hawaii-Honolulu	246	6	1,049	35	16
Big Island Hilo	1517	19	-	-	-
Maui	657	15	-	-	-
Houston	169	20	2,757	200	46
Mid-America	120	39	847	63	16
Mid-Atlantic	147	81	5,766	50	35
National Capital	153	53	3700	117	41
Northeast-Elmsford	79	42	2,935	43	21
Boylston	35	8	-	-	-
Pacific Central-Oakland	16	12	3694	107	40
San Francisco	42	23	-	-	-
Pacific Northwest-Tacoma	60	16	1,530	124	21
Oregon-Silverton	187	35	2,018	77	22
Vancouver-Richmond	182	11	2,169	102	29
Pacific South-San Marino	52	17	10,519	295	43
Encinitas	97	36	-	-	-
Long Beach	67	20	-	-	-
Santa Barbara	52	17	-	-	-
Rocky Mountain	50	7	1,046	47	13
Shreveport	120	27	719	36	7
Toronto	147	32	3,739	105	31
Montreal	70	21	1,538	45	21

West Palm Beach	256	91	10,075	211	94
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2008 AOS TOTALS	6157	1045	91220	3051	923
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**WEBSITE COMMITTEE REPORT
APRIL 29, 2010
MEMBERS' MEETING, OKLAHOMA CITY, OK**

WEBSITE COMMITTEE AGENDA — SANDRA SVOBODA, CHAIR

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

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

WEBSITE COMMITTEE REPORT
APRIL 29, 2010
MEMBERS' MEETING, OKLAHOMA CITY, OK

Strategic Plan for the AOS Website Committee:

To implement the mission of the AOS by offering educational opportunities, building community through the interactive website and webinars, and offering other committees the opportunity to bring their message to the membership and public.

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

Goal: Work collaboratively within the AOS committee structure, Board, Staff and community organization, the committee will deliver the following membership benefits:

1. PROJECT and SCOPE: Redesign the website to make it more intuitive and user friendly.

a. **MEASURABLE GOALS: Number of new/edited designs to the website – see below.**

b. ACTIVITIES:

- i. Meetings and communications with Ron McHatton, Mitch Vogler, Greg Allikas.
- ii. **Added Garden & Face book links to homepage; classes & events to Visit navigation**
- iii. Added new Bylaws and link
- iv. Forum
 1. Created opportunity for user feedback
 2. Our new software package features many improvements including private messaging, availability for members' own photo albums, RSS feeds, and calendars.
- v. **Updated AQ+ page to 3.7**
- vi. Added PopUp script to judging calendar for exceptions per request of Technology Committee chair
- vii. **Download & resize gift shop product images**
- viii. Forum
 1. Ongoing support
 2. "Travel" topic bucket added to Forum
- ix. **Add "Join" form to three places,**
- x. **Change site header and gradient,**
- xi. **Change wording on Bylaw link,**
- xii. **Research adding new homepage module,**
- xiii. **Check and change pwd SITF site**
- xiv. Added more items to homepage "Quick Reference"
- xv. Remove grant links from Research page
- xvi. Modify style sheet to increase depth of homepage top side box

2. PROJECT and SCOPE: Increase and improve educational content of the website.

a. **MEASURABLE GOALS:**

- i. **Number of new educational materials added to the website – see below**
- ii. **Number of items that are Members' Only content – new additions see below**

b. ACTIVITIES:

- i. **Video library – 18 video clips. Eight have been added since the last report. Many thanks to Sandy and John Stubbings for help in filming and editing of the videos.**
- ii. **Homepage updates and changes**
 1. **Datelines are updated at least weekly and usually, twice or more weekly.**

2. "Worth Looking At..." box in upper right hand corner of the homepage includes time-sensitive content and notice of items we want to bring to the attention of viewers.
 3. In the News section with links to newsworthy items.
 4. Quick Reference menu that has links to the most frequently visited sections of the site including those with changing content like the show schedule, judging dates, forum and blogs.
 5. A rotating Q&A featured on the home page and then archived under Orchid Information. 18 existing Q+A's for consistency and formatting and research and study how to add Q&A to homepage.
 6. Collectors' Items appear regularly on the homepage and are archived under Orchid Information
 7. Proposed By-law changes and nominees for officer and board member bios added to website.
 8. Great Ideas, add Ghost Orchid pdf
 - iii. Members' Only options
 1. Orchids A to Z was totally revamped and provides genera overviews written by experts and photos of many species.
 2. 23 articles on Orchid culture
 3. Catasetum and Cycnoches 6 part series by Stephen R. Batchelor
 4. Ed Wright and Bill Tippit popular column in Orchids called "Great Ideas." 21 columns are available to members on the website.
 - iv. International Events section added
 - v. Web edits – update events & classes)
 - vi. Ten "Uncommonest Questions Asked About Phalaenopsis"
 - vii. R. Midgett's What Makes a Classic Orchid essay
 - viii. Parting Shots – request to members to submit photos, essays, poetry for the last page in ORCHIDS magazine.
 - ix. Educational Resources for Teachers - kid-friendly information on the AOS website:
 1. We are working with Michelle Gold, a Lower School Technology Integrator at Lawrence Woodmere Academy on Long Island. She was looking for a kid friendly information site about orchids and could not find any age appropriate material on the web, so contacted the AOS about adding a page to our website that her students will design based on teacher guided web research. She would love to make the information available to other children besides those in her school. They will be using Greg Allikas' photos to illustrate their research.
 2. To determine what other educational resources might be available, the committee chair is contacting members of the AOS Education Committee who have been involved in development of education modules to see if there is material that we could add to the website.
3. PROJECT and SCOPE: Increase membership with electronic outreach efforts.
- a. MEASURABLE GOALS:
 - i. Number of electronic contacts with members
 1. Monthly Membership newsletter: 10,600
 2. Monthly Beginners newsletter: 4,000 – includes members and non-members
 - ii. Number of members signing up as a result of newsletter contact – this is not possible to measure with our current system, but hope springs eternal!

- b. ACTIVITES:
 - i. Researched and solved newsletter signup problem
 - ii. **Formatted and mailed AOS Events newsletter to garden list**
 - iii. **Monthly Beginners' Newsletter by Greg Allikas: Researched, photo searched, written, formatted and distributed. Sign-up is available to all who are interested – members and non-members**
 - iv. **Monthly Membership Newsletter by Ron McHatton: Researched, photo searched, written, formatted and distributed.**
 - 1. **Created survey questions & mockup for newsletter**
 - v. **AOS is now on Face book**
- 4. PROJECT and SCOPE: Offer webinars – online educational classes – to reach our membership around the world. No cost for the first year – covered by donation. It is our intent that at a time to be determined, there will be a charge (reduced rate for members) for the webinars to cover the cost of the license to support them.
 - a. MEASURABLE GOALS:
 - i. Develop a curriculum of different topics for Webinar subjects
 - ii. Hold one webinar per month for beginners and one a month for advanced growers
 - iii. Have a minimum of 20 attendees at each webinar
 - iv. Develop a method to generate revenues for the webinars
 - b. ACTIVITES:
 - i. Webinars conducted on the following topics were invitation only:
 - 1. Cattleya Alliance in Mexico with 15 attendees
 - 2. Pedilonum Dendrobiums with 7 attendees
 - 3. Food, Sex, Alcohol: Fascinating World of Orchid Pollination with 8 attendees
 - 4. Orchids of Madagascar: The Land That Time Forgot with 14 attendees
 - 5. Orchids of Mexico with 12 attendees
 - ii. First Webinar open to the public will be in April with “Basic Orchid Growing” by Greg Allikas targeted to the persons that receive the beginner newsletter.
- 5. PROJECT and SCOPE: Complete the design of the database for the Orchids A to Z
 - a. **MEASURABLE GOALS: Completed and is now on-line for members' only section**
 - b. ACTIVITES: completed and on-line. Minor edits are on-going.
- 6. PROJECT and SCOPE : Orchid Encyclopedia and begin to bring it online
 - a. **MEASURABLE GOALS: Orchid Encyclopedia will be online and a members' only benefit**
 - b. ACTIVITES: None
- 7. PROJECT and SCOPE: ORCHIDS magazine staff will use the website to post additional content to expand the material found in the magazine. ORCHIDS magazine will use the website to show the table of contents of the monthly magazine to inform members and market the magazine to potential new members.
 - a. **MEASURABLE GOALS: Include additional content and have table of contents on website updated monthly**
 - b. ACTIVITES:
 - i. Since the last report there has been bonus material twice – November and March
 - ii. Table of contents and cover of magazine appears monthly
 - iii. Teaser for the upcoming journal appears monthly
- 8. PROJECT and SCOPE: AOS Committees to contribute to web content to inform the membership of their activities.

Encourage the chairs of the AOS committees to use the website to communicate their activities and accomplishments to the members or meet the needs of their constituents. The general membership and public should be aware of all our committees achieve, all their activities. We need input from the committee chairs to add content to the web – the concerted efforts of the website committee are not enough. Conservation and research should have monthly updates about ongoing research and conservation activities – this is especially important now when we are forced to cut back on certain things. Examples: research updates – what is happening with the fieldwork, where is the research taking place, perhaps a webinar on a day in the life of..... Technology committee’s efforts to bring Frank Slaughter’s program online and other activities, etc.

a. **MEASURABLE GOALS: Number of communications supplied by the committee chairs to add to the website – very few. This has been, on the most part, unsuccessful despite efforts to solicit material for the website.**

b. ACTIVITIES:

i. The Affiliated Societies has a section on the website that offers a great deal of information for the societies. It includes FAQs, Society Benefits, Starting a Society, Show in a Box, Show Packet and Schedule, a Society news section where societies can post activities and photos, the Affiliated Society blog where they have posted information on their new *"Innovative Society"* campaign. This committee has made good use of the website.

ii. Judging Committee:

1. Species Identification Task Force now has a section with information on how to use the task force and what information is needed to properly identify an orchid species.

2. **Create 2010 judging table and enter data as supplied by Jim Watson**

3. New Judging Handbook + link

4. Mid-America judging classification (updated January 1, 2010) link added to the judging page

5. Update and upload judges' list

iii. Garden Committee

1. What’s Blooming in the Garden?

9. PROJECT and SCOPE: Improve communications among Committee members and membership

a. MEASURABLE GOALS: Offer means for electronic communications for Committees to function throughout the year to achieve their stated goals and communicate with the membership.

i. MEASURABLE GOALS:

1. Number of Blogs created – three as of this date.

2. Create Face Book – complete

3. Number of committee meetings held with GoToMeeting – 26 meetings held.

ii. ACTIVITIES:

1. Blogs have been created for Committee Chairs, Judges, and Affiliated Societies

2. The AOS now has a presence on Face Book

3. Several committees have used this resource: Website, Governance, Nominating, Publications, Executive Committee and Board.

SUMMARY

As the report reflects, there has been intensive activity to increase the information and educational content on the AOS website. Unfortunately, with our current website, we are not able to generate reliable statistics on the number of hits to the website, nor the number of memberships generated by the website or electronic newsletters being distributed to over 14,600 people.

One of the most exciting activities is the development of a kid-friendly web page being developed by the children themselves under the guidance of their technology Integrator at a lower school on Long Island.

The webinar appears to be a popular benefit to members from the responses to the early test presentations. The first 'public' offering will be presented in early April to beginner orchid growers. We look forward to seeing the response in the number of attendees and the survey results of those attending.

Special thanks to Greg Allikas and Ron McHatton for their untiring efforts to support the AOS.

Respectfully submitted,
Sandra Tillisch-Svoboda
Committee Chair

Report of the Governance Committee to the Board of Trustees

April 30, 2010

The Governance Committee has completed its revision of the Bylaws and will present the proposed new Bylaws to the Trustees at their meeting on April 30, 2010. These Bylaws have been reviewed and approved by our attorney and presented to the membership for their comments and suggestions. They also incorporate suggestions from the Trustees. The Governance Committee will also present the restated Certificate of Incorporation for approval at the meeting. It was recommended by the attorney that we ascertain that the Bylaws and Certificate were in agreement and did not contain any conflicts. After a review of the documents as presented to the Trustees, the attorney confirms that there are no conflicts in these two governing documents.

The Governance Committee has begun working on the Board Manual, which will contain documents necessary to understand the history and functioning of the Board. This Manual, when revised and approved by the Board, will be used in the implementation of orienting new Board members when they join the Board.

Respectfully submitted,

Taylor Slaughter
Governance Committee Chair