

**AOS ANNUAL MEETING OF MEMBERS
SATURDAY, MAY 3, 2014
Sandra Tillisch-Svoboda, President -Presiding**

I. Call to Order:

The meeting was called to order at 9:05 A.M. CDT

II. Proof of due Notice of Meeting:

The meeting was announced in *Orchids* in January, February and March 2014 and has been publicized over the last two years by the Orchid Society of Minnesota. Proxy cards announcing the meeting and the slate were mailed with the February 2014 issue to all those receiving the print magazine and an electronic proxy was distributed by email to all of those with only digital access.

III. Declaration of Quorum:

A quorum was declared.

IV. Annual Report of the President

Sandra Tillisch Svoboda

The report of the President is attached. (Attachment 1).

V. Report of the Chief Operating Officer

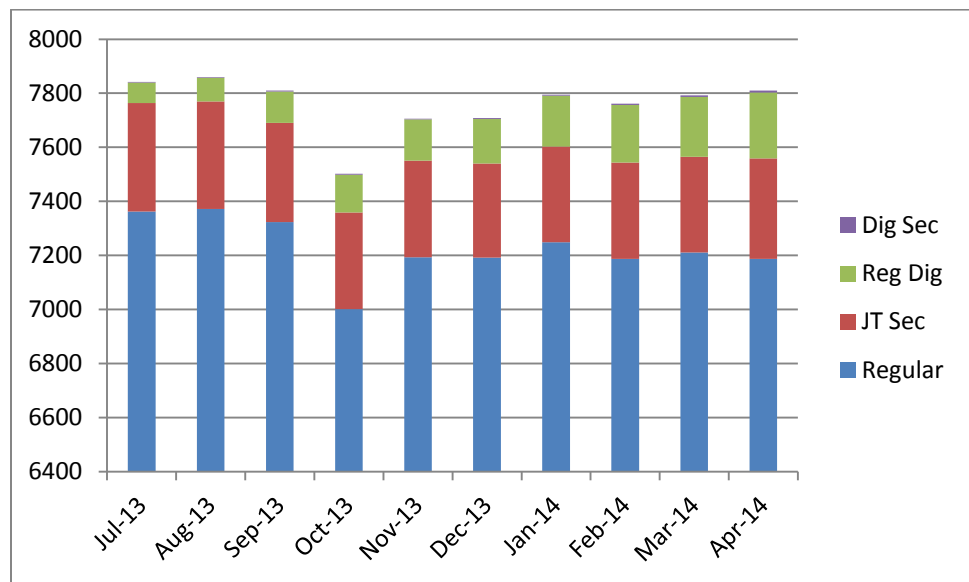
Ron McHatton

As part of our continuing effort with regard to staff realignments, Jim Watson left us at the end of April, 2013. I am happy to say that the magazine has consistently mailed on or before the 28th of the month each month for the last calendar year. The digital magazine has been made available on or before the 1st of each month as well. The annual Orchid Source Directory and the Supplemental issue mailed along with our December issue and we are currently working on those for 2014. In February, the education committee launched our webinar program and the fifth in the series will be offered in May. The webinars are digitized and the links can be found on our website for those who want a refresher or were unable to attend the live session. Our goal is to develop these webinars so that we are offering topics across a spectrum of experience levels and we also want to hold regular Q&A sessions. We are reaching attendance of nearly 200 at these webinars and they seem to be exceptionally popular. This last weekend at a bird show in Central Florida, while I was talking to customer about Psittacines, someone I'd never met came up and said "Did you just do a webinar for the American Orchid Society?" She had recognized my voice.

Beginning in the May, 2013 magazine we have now incorporated a pronunciation guide for the names of species. While not received well by all of our membership, I believe that it's important for those members we have to whom all these names are Greek – or Latin, Sanskrit or Latinized Mandarin maybe. I've also been asked, where appropriate to include sidebars containing

definitions of technical terms where appropriate. Doing so as sidebars imbedded in specific articles may be somewhat cumbersome if nothing else we certainly can try to incorporate them as part of the pronunciation guide.

At the risk of creating the proverbial jinx, membership this fiscal year appears to have stabilized. I have resisted the urge to see a trend over a short period of time but what we have seen so far this fiscal year really does make us believe that we may have turned the corner. The report of the membership committee goes into more detail with regard to the numbers but we began the fiscal year with 7842 members across all membership categories and at the end of March, the most recent month we have data, membership stood at 7810. More importantly, each of the last three months has seen a real increase and the bottom occurred in October.



In addition to stable, net overall membership, there has been a steady, albeit slow, increase in the numbers of digital only memberships. At the end of March, the number of digital-only members stood at 244.

I am happy to say that OrchidsPlus offline will mail to subscribers next week depending on the staff's other tasks. A long time in coming, we are very excited by what the program does. For the first time, we have a marketing tool that can be used as part of the arsenal describing what it is we offer to our members. The original install disk contains not only the OP program but also a sample digital magazine and the option to examine what the program does for a two-week trial period without activation. I cannot stress enough what a dedicated effort by Greg Filter, Anthony Tanner and a small cadre of beta-testers delivery of this first install has been.

Lastly, I want to thank the staff and volunteers for their dedication. None of what we have accomplished this year would have been possible without the team. I would also like to give special thanks to John Wrench. John, in addition to his advertising and graphic arts tasks, is responsible for a collection of thankless tasks related to getting the magazine files I create to Allen Press for production. These he does month in and month out without missing a step.

Respectfully submitted,

Ron McHatton
Chief Operating Officer
May 3, 2014

VI. Report of the Treasurer

Peter Furniss

It seems strange to offer an “annual” report to the membership some 10 months into a fiscal year.

The year that ended on June 30, 2013, seems like forever ago. For the few, if any, who do not know how the AOS did financially, suffice it to say “well”. The net assets of the society went up over \$500,000. While the financial markets paved the way to that, the expenses for the year were over a half million dollars less than the year before!

Nine months into this year has proven to be successful too, albeit from the growth of the society’s investments. Through March the investment balance, including dividends and interest has grown by over \$485,000 so the society shows a net income of \$391,000+ year to date. Unfortunately, the operational number is a loss of a bit over **\$84,000**.

Two unbudgeted expenses make up almost \$70,000 of the loss. A \$50,000 grant the AOS made to Fairchild for its LED light project and \$19,600+ in legal fees account for over 82% of the loss.

The AOS was given \$50,000 in the 2012-13 fiscal year that was restricted for applied research and it showed up as income in that period. If the AOS were a for profit organization, the income would have been offset by a liability for the same amount until such time as the money was actually spent. A not for profit organization has to book the income when it is received but there is not an offsetting liability on the balance sheet. This means the expense gets booked in the fiscal year made which, in this instance, was the following year - crazy, yes but that's how it has to be done.

It has been a privilege to serve for a third time as Treasurer of the AOS.

Respectfully submitted.

Peter Furniss
Treasurer

VII. Reports of the Standing Committees

Committee Chairs

a. The Judging Committee

Harry Gallis

The Judging committee (JC) has met twice since last fall. The Board of Trustees yesterday approved the recommendations of the JC for elevation of judges. The highest honor, Judge Emeritus, went to Julius Klehm, and Peter and Inge Poot. The JC notes with regret the passing of four judges; B.J.McKinley (Great Plains J.C.), Helmut Rohl (Pacific South), WW Wilson (Mid-Atlantic) and Ron Palliser (Mid-America). The JC has revised the language of the Dugger and Milton Carpenter Awards. A new policy has been approved to retroactively update awards records to currently accepted hybrid and species names. Since I became chairman of the JC there has been a steady increase in the number of awards given, up to 2411 awards in 2013. I am pleased to leave a judging system with 627 judges which is healthy, active and running viable programs. In closing, I want to give my grateful thanks to Aileen Garrison, Jose Izquierdo and Bill Walsh for entering the awards data and clearing the backlog of a year ago.

Respectfully submitted,

Harry Gallis,
May 3, 2014.

b. The Research and Conservation Committees

Carol Zoltowski

Trustees voted in December, 2013 to amalgamate the Research and Conservation committees. I have called all the previous members of each committee and 16 individuals have agreed to serve on the combined Committee. The R&C Committee has met and is developing an action plan to move forward the AOS mission with regard to Research and Conservation. It will be presented to the Board for approval in about 3 months. One of the chief goals of the Committee is to build a viable Conservation fund. I ask that any ideas be forwarded to me for consideration by the Committee.

Respectfully submitted,

Carol Zoltowski
May 3, 2014.

c. The IT Committee Greg Filter

Many of the things the IT committee does are invisible but key to improving service. Focus is on web site modifications and upgrades and on Orchids Plus Offline, which is has just been released in disc form. Improvements have been made to Judging Committee pages. Award data are now accessible and up to date. Further improvements will continue to be made. Attention is now switching to Orchids Plus Online improvements and upgrades to bring OP website functionality in line with orchids Plus offline.

Membership services on line have been improved; membership checkout is now a two step process, shipping enhancements have been made, and ordering can be done by non members(for AQPlus). Old awards data has been entered and 900 images have been imported into the awards data base.

Going forward, attention will continue to focus on Orchids Plus Online improvements, such as a new Help Desk function, assisting users with installation of the Orchids Plus . offline, and on the development of improved marketing tools such as marketing funnels which will help target specific membership initiatives. There is also interest in developing an Orchid Encyclopedia on line but will need experts to help with content.

Respectfully submitted,

Greg Filter
May 3, 2014

d. The Library Committee

John Ingram

This is my last meeting as Chair of the Library and Archives Committee. It has been an interesting four years. We have packed and moved the library and archives from Del Rey to controlled storage at University of Florida at Gainesville, Florida. The Ben Singer collection has now also been moved there. The Library Committee met on Thursday and look forward to start work again with vim and vigor once the library location is announced.

Respectfully submitted,

John Ingram.

e. Special Funding Committee

Jennifer Reinoso

I am pleased to announce that the auction and raffle raised \$12,000 which will be placed in operational funds. Going forward the SFC will be developing additional funding options.

Respectfully submitted,

Jennifer Reinoso, Chair
May 3, 2014

f. Education Committee

Bev Tall

The Education Committee has supported the new webinars which have been a great success in drawing in several hundred participants for each. Numbers of participants continue to increase with each webinar.

S. Stubbings has developed a youth program to accompany a show (this includes quizzes, orchid hunts, photo opportunities, and other educational activities. This package is available for use by societies at their annual shows. from Ms Stubbings.

Respectfully submitted,

Bev Tall

h. Membership Committee

Frank Smith

Laura Newton is the new chair of the Amalgamated Membership-Affiliated Societies Committee. The Committee met on Thursday April 30 and has some good ideas for increasing membership. Members of the former Affiliated Societies Committee have agreed to develop a welcome package for new affiliated societies which would help them with their first AOS show and meeting program ideas.

Membership numbers appear to be going up. We are continuing to get new members at a similar rate but we are now not losing old members, The campaign targeting potentially expiring members, appears to have been very successful.

Respectfully submitted,

Frank Smith

i. Public Relations Committee

David Toyoshima

No report

VIII. Award Presentations

The President thanked Howard Bronstein for his vision, dedication and hard work on AQPlus which has brought the AOS to this point today, noting the long-awaited replacement to AQ (Orchids Plus) was actually ready to mail. She also thanked Lois Holmes who led the Affiliated Societies discussion at the Affiliated Societies Breakfast for her help.

The following awards were presented:

The Outstanding Hybridizers Award: H.P. Norton was recognized for his exceptional record in hybridizing *Phalaenopsis*. The award was introduced by Frank Smith who noted for the membership that H.P. was like a grandfather and had been instrumental in making Frank what he is today. It was also noted that H.P.'s hybridizing prowess isn't just limited to *Phalaenopsis* and the award could perhaps have just as equally been to recognize H.P.'s efforts in *Phragmipediums*.

AOS Silver medal: Alan Koch is recognized for his outstanding performance and dedication as AOS auctioneer since Merritt Huntington's passing and his work in setting up the Central California Judging Center. Few realized that for our November 2013 meeting, due to a scheduling conflict, Alan flew from California the day of the auction, conducted the event and then returned to California on the red-eye rather than have the Executive Committee find an alternative auctioneer. The AOS has always been able to count on Alan over the years; a true friend of the Society.

AOS Silver Medal: Patricia Harding awarded for her outstanding work as the Chair of the Species Identification Task Force since its inception in 2008. Patricia has grown the group to eight dedicated individuals, books new submissions to be identified, manages the group to produce a conclusion and then communicates this to the exhibitor/center chair – all in as little time as possible.

AOS Silver Medal: Thomas Mirenda for his extraordinary contribution to the education of orchid growers as one of the longest continuous writing authors for *Orchids* magazine. He authors a monthly checklist that focuses on some aspect of orchids for the current month as well as a longer column that describes a selected genus each month and has been doing so for more than a decade.

AOS Silver Medal: William Bannon for his support of our digital awards system through the scanning of over 21,000 photographic images which are being archived as AOS awarded images.

The President's Award is given to individuals who have gone above and beyond expectations and the call of duty in the service of the AOS and is awarded at the discretion of the President.

President's Award: Gail Furniss for her many years of dedicated service to the AOS on countless committees and the Board of Trustees. She has come to the rescue of the AOS in troubled times, both financial and other.

President's Award: Ron McHatton for stepping up to the plate when the AOS really needed him. We continue to benefit from his fine, retentive mind, his sense of humor, and his ability to take on any task no matter how unpleasant or arduous and produce a solution with grace and flair. Thank you, Ron for your vision and hard work in the service of the AOS.

IX. Presentation of Certificates to Retiring Officers, Trustees and Committee Chairs

The following certificates were presented with thanks by the President:

Nancy Mountford for her service as Trustee and Chair of the Investment Sub Committee.

Chris Rehmann for his service as Trustee and member of the Executive Committee. As President, he carefully and thoughtfully guided the organization through very difficult times, and as immediate Past President continued to give sound advice and counsel.

June Simpson for her service as Trustee and her donation to support the development of IT for the AOS.

Frank Smith for his work as Trustee and Chair of the Membership Committee.

Bev Tall for her service as Chair of the Education Committee.

Max Thompson for his services as Assistant Treasurer and member of the Finance and Executive Committees.

Jeff Bradley for his service on the Board of Trustees.

Tom Etheridge for his service as Trustee, interim Vice President, co-chair of the Strategic Planning Task Force and member of the Executive and Governance Committees.

Mario Ferrusi for his service as Trustee and Chair of the Governance Committee.

Peter Furniss for service as interim Treasurer, Chair of the Finance Committee and member of the Executive Committee.

Harry Gallis for his service as Trustee and Chair of the Judging Committee.

George Hatfield for his service as Chair of the Nominating Committee.

Fred Missbach for his service as Vice President, and member of the Executive Committee.

X. Election of Trustees

George Hatfield

George Hatfield thanked his Nominating Committee: Jeanne Buchanan, John Ingram, Chris Rehmann, Bev Tall, Bob Winkley and Carol Zoltowski.

a) Report of the Nominating Committee

George Hatfield

It is my pleasure on behalf of the AOS Nominating Committee to certify and present to you the names of the Officers and Trustees placed on the ballot for our upcoming election by our members :

Officers – Term 2014- 2015

President – Frank Smith

Vice President – Mario Ferrusi

Vice President – Harry Gallis

Secretary – Jean Hollebhone

Treasurer – Susan Wedegaertner

Asst. Treasurer – Nancy Mountford

Trustees – Term 2014 – 2016

Tom Etheridge

Fred Missbach

Juan Felipe Posada

Linda Thorne
Bill Zimmerman

It has been a pleasure to serve as Nominating Chairman and at this point declare the work of our committee complete.

Respectfully submitted,
George Hatfield

b) Report of Proxies

Jean Hollebhone

Of 639 votes received, 613 voted for the slate, 14 withheld votes , 2 votes were spoiled.

c) Additional Nominations

Jean Hollebhone

No additional nominations were received.

d) Vote

George Hatfield

The Secretary called for the vote from those present. A majority voted in favor of the slate. No nays were recorded.
The total vote was in favor of the Slate.

e) Introduction of New Officers and Trustees

George Hatfield

The Slate was proclaimed elected. George Hatfield presented the new officers and Trustees to the members.

XI Announcement of Town Hall Meeting

Sandra Tillisch Svoboda

Sandra Svoboda announced that the Town Hall meeting would immediately follow the Member's Meeting.

XII. Closing Remarks and Adjournment

Frank Smith thanked the outgoing Board and announced that :

- the Board will consider a \$40.00 web- based membership and will also be reviewing a contract between Fairchild Tropical Botanic Garden and the AOS.

- the fall meeting will be in Orlando, Florida, October 26-Nov 2 in conjunction with the 16th International Slipper Symposium. The Portland Orchid Society has offered to host the 2015 Spring meeting.

Frank Smith thanked Kim Livingston and members of the Orchid Society of Minnesota for a great show. He pledged his commitment and that of his Board to work for the membership of the AOS and invited those with ideas and advice to contact him directly.

The meeting adjourned at 9:55 CDT.

Jean Hollebhone
Secretary
May 13, 2014

Attachment 1: Address of the President, Member's meeting, May 3, 2014.



President's report
Members Meeting 5-3

Attachment 2: Webinar presentation



American Orchid
Society Webinars.pdf

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