

NORTHERN CALIFORNIA-NEVADA-HAWAII DISTRICT
OF THE AMERICAN ROSE SOCIETY

Spring Business Meeting
Bell Road Baptist Church
707 Bell Road
Auburn, CA

Hosted by Gold Country Rose Society
8:30 AM – 2:30 PM; Saturday, March 14, 2015

Minutes

Call to Order: The meeting was called to order at 9:10 AM by Alice Affleck, District Director

Fred Eshpeter, president of our host, the Gold Country Rose Society welcomed everyone.

Roll Call of Societies was conducted by Betty Mott, Secretary, 24 of 27 societies were represented. Absent: Stockton, Humboldt. Mendocino disbanded in early 2014.

Minutes of the Fall 2014 Business Meeting (San Rafael) hosted by Marin Rose Society were approved as posted on the NCNH District Website.

Treasurer's Report Kent Duncan, Treasurer's Report was accepted

Alice Affleck presented the District Director's Report:

The State of the ARS

We are in the black. ARS relies heavily on donations. 2015 Election & a Bylaws amendment ballot will appear in a Special Election Section in the May/June 2015 issue of American Rose. All ballot materials will be dispensed electronically. The Five Year Survey is being conducted during the month of March, 2015. Please participate to help determine ratings in the 2016 Handbook for Selecting Roses. The Handbook for Selecting Roses reports Garden Ratings. Roses In Review results are now posted on our NCNH District Website.

Coming Events for ARS

World Federation of Rose Societies Lyon, France May 26-June 1, 2015

ARS Spring and Mini National, Columbus, Ohio June 11-14, 2015

ARS Fall National Convention, Syracuse, NY, Sept 9-13, 2015 (This will be the venue for change of officers and installations.)

COMMITTEE REPORTS

Gregg Cook, Consulting Rosarian Chair. Gregg unable to attend. Report read by Betty Mott, Secretary.

There are currently 170 active CRs

Of those CRs 89% completed their annual CR report. I would love to see 100% but thank the people who responded for their participation. This is a requirement of being a CR so I hope to have better numbers for 2015. I would also like to thank those respondents who had problems submitting their reports, some of them multiple times. It seems that people who used AOL and Yahoo emails got caught up in spam type filters somewhere along the line and caused the information not to be forwarded to me at all, not even in my spam folder. Thank you for your patience and diligence in getting your reports in. I hope that the problem doesn't happen again.

Just under 80% of the CRs also completed the Roses in Review for 2014. Again thank you for your participation. I'd like to see it 100% since we CRs are on the front line of advising the public on varieties to grow and we need to be as familiar as possible with the new ones. And if you don't grow any of the ones in the RIR there is a box that you can check to indicate that and still get credit for completing the survey.

Please remember to request CR points for eligible programs that your local society puts on. The forms are on the district website and need to be done ahead of time, preferably 90 days.

Please keep track of your own points that you obtain in case there are any questions on the future. There are a lot of you and things can get dropped or missed at various points along the way. Also keep track of your mileage and expenses incurred while doing your CR duties if you will need them for your income taxes.

A CR school is in the works for the summer hosted by the Monterey Bay Rose Society. More information will be forthcoming. Sunday, June, 7th, 2015. Contact Janey Leonardich for details.

A few CRs have indicated that they are interested in becoming CR Emeritus. Those requests are being evaluated to make sure that the requirements have been met and they will be processed.

Please make sure that your ARS dues are paid and kept up-to-date. CRs MUST be active, paid-up members of ARS to become and remain CRs.

I'd like to thank all of the District's CRs for their continued exemplary work and contributions to ARS, the NCNH District, their local societies and their communities. The CRs are some of the greatest spokespeople for the Rose and we wouldn't be as successful as a Society without them.

Bob Parker, *Horticulture Judges' Chair*

Judges reports have come in and only three judges did not comply and I sent out many nags.

Judging School is scheduled for April 18-19 at Norman King Senior Center in Vallejo Flyers are out and on the website, I also have a few here today. Everyone interested in exhibiting is invited to attend even if they are not ready to become a judge. It is a real learning experience. Presently 2 candidates and 12 have expressed interest.

Two new books are available for judges:

The Official Registry and Checklist ROSA-2014

The 2015 Official List of Approved Exhibition Names

I can get the order information to you, just email me.

We have four apprentice judges that need to judge more shows to complete their apprenticeship, Hilary Elkin, Martine Ham, Mark Mintz, and Charlotte Owendyke. Try to keep them in mind when inviting judges for your shows.

Ann Marie Harris, Arrangement Judges' Chair *Unable to attend no report submitted.*

Patty Click, Membership Chair

ARS is coming along very well this year. From the years 2007 and 2008 where TOTAL MEMBERSHIP LOSS WAS 11.31% AND 12.08%. We are now down to 2.6% membership loss for the year 2014. This information comes to us from the Executive Director, Jeff Ware.

How wonderful! Everyone has worked hard to get these numbers.

I am still sending reminder personal letters to members who have let their membership lapse and it is still working very well and is very successful.

From Jeff Ware:

Membership at year-end 2014 was 7,744.

Membership at 1/31/15 was 7,742.

TOTAL MEMBER LOSS 2014 was 210 = 2.6%
TOTAL MEMBER LOSS 2013 was 528 = 6.22%
TOTAL MEMBER LOSS 2012 was 655 = 7.15%
TOTAL MEMBER LOSS 2011 was 899 = 8.96%
TOTAL MEMBER LOSS 2010 was 890 = 8.16%
TOTAL MEMBER LOSS 2009 was 948 = 7.99%
TOTAL MEMBER LOSS 2008 was 1,512 = 11.31%
TOTAL MEMBER LOSS 2007 was 1,838 = 12.08%
TOTAL MEMBER LOSS 2006 was 1,431 = 8.6%

Joan Goff, Programs and Speakers Chair

No changes were made to programs & speakers in the 2015 District Directory. If you have had a great speaker in the past year and he or she is not listed in the directory, please also let Joan know.

Linda & Ted Burg, The Criterion Editors

Subscription Summary

GOOD NEWS!! We have 36 new subscribers to the *The Criterion* since March 2014. A new subscription came in yesterday. Ted and I would like to thank everyone who has recruited new subscribers for *The Criterion*. This brings our current subscribers to 196 and 40 courtesy subscribers. We still lose some renewal subscriptions.

As always we would like more articles to use in *The Criterion*. We do not receive all of the society newsletters in our District and would like to encourage all newsletter editors to send them to us. There's lots of society news from them that we can publish in *The Criterion*.

The next issue will have an article about the two candidates running for ARS Vice President. Bob Martin from California and Sam Jones of Tennessee.

John Shaw, *Nominations & Awards Chair*

The nomination process for the 2015 NCNH Silver Honor Medal award has been completed. The first selection ballot has been mailed to each committee member. I have asked that each ballot be returned to me in an enclosed stamped envelope no later than March 25, 2015.

If no nominee receives a major of the votes a run-off selection will be conducted.

The Process will be complete by May 1, 2015.

At the beginning of the new District Director's three year term, each local society shall elect or their President will appoint, a representative for this committee, who shall be an ARS member.

This position should be rotated. A committee member cannot be nominated.

Joan Goff, *Site Development (Conferences)*

A bid for the 2015 NCNH Fall conference and rose show was presented by Gwen Quail, President of the Butte Rose Society. The one day conference will be held on October 3, 2015.

A vote was taken by the District Council to accept this bid and it was unanimously approved.

Gail Trimble, *NCNH Web Mistress*

No Report

Dave Coop, *Trophies & Awards*

The cost for the storage unit increased to \$65 a month. Dave and his wife Ruth have generously volunteered to store the trophies, high and dry, at their new home.

Ernie & Sue Magill, *Raffle Co- Chairs*

We had a very successful raffle. Over \$1000.00 was raised.

Alice Affleck, *Roses in Review, District Directory*

We had 183 reporters, rating 128 varieties. 135 of those reporters were CRs, which is a nice improvement.

Do to health issues, I will be distributing the full RIR report with comments, etc, via email. People are welcome to share it, print it, etc. There is nothing confidential in it.

I appreciate the participation we had. The numerical ratings have been on our district web site for quite some time now.

Now we have the quinquennial survey that is due by the end of this month! Yes, it is due March 31st. It is a 5-yearly review of roses with existing ratings, not the new ones. This is your opportunity to say whether you agree with the ratings of the roses on the list, or whether their rating should be adjusted up or down. Please read the instructions carefully. You won't have an opportunity to say "oh, I really meant this not that, please adjust it". It is totally electronic. It is open to all, not just to ARS members, so please share the email blast that went out on Weds March 11th.

Our next Roses in Review will begin in just a few short months, so sharpen your pencils!

Please look at the 2015 District Directory to make sure your personal information is correct. Please send corrections or changes to Alice in email or by phone call.

Short Break

The Gold Country RS allowed time for attendees to look at books, order roses for sale, and look through the Gold Country Museum.

OLD BUSINESS

Election of District Officers for 2016-18 Charley Malarkey

Members:

Sue Bennett; Joan Goff; Ann Marie Harris; Charlie Malarkey; Cindy Phipps.

Facilitator:

Joe Burek Parliamentarian

The Deputy District Director, Secretary and Treasurer will be elected by a majority of the Council Members present at the Spring Business Meeting to serve a three year term.

The ARS Chairperson of Nominations and Awards will be elected by a majority of all ARS Members present at the Spring Business Meeting to serve a three year term.

Nominations from the floor will be allowed at the Spring Business Meeting immediately preceding the call for the vote.

The Nominating Committee is pleased to present the following slate of officers for the 2016-2018 term.

Deputy District Director: Ann Marie Harris

Secretary: Carol Schmitz

Treasurer: Lou Evans

District ARS Chairperson of Nominations and Awards: Betty Mott

Dolores Moffett was nominated from the floor for Deputy District Director and she accepted the nomination. With two candidates for Deputy District Director (Ann Marie Harris and Dolores Moffett) a vote was taken by the 44 registered voting delegates. Dolores Moffett received a majority of the vote and was elected to Deputy District Director. Delegates voted and approved Carol Schmitz, Secretary, Lou Evans, Treasurer and Betty Mott District ARS Chairperson of Nominations and Awards.

Marin Rose Society Fall 2014 Convention Report, Frank Treadway, President Marin Rose Society

2015 FALL DISTRICT CONFERENCE ISSUES & RECOMMENDATIONS

Plan not too many speakers on one day which gives more time for questions and an interval between speakers. We wanted a good variety of interesting speakers and topics. Speakers are a draw.

Rose Show needs to remain open for enough time for all to view. Those who attended the speakers did not get time to fully enjoy the Rose and Photography Show.

Space limitations at the venue. Keep events close to each other, on same floor if possible. We needed more space. There may be few locations with adequate facilities, good lighting, comfortable rooms and good food.

Photography judging – Participants said they needed more explanation of how a photo is judged, what is preferred. It took a good deal of time to complete judging a large show. Allow for this.

Do not request a “No Host Bar” if hotel has a minimum amount of income it must generate; + bar tenders cost money.

Vendors should represent a variety of garden/rose related materials. Don't have repeats, i.e. several tool vendors; people like roses for sale. Your Society can earn \$ by setting up a table with goods you make and provide.

Communications with Hotel were very inconsistent, personnel changed very often, lack of response to our phone calls or emails. Had to make personal visits frequently. Best to have a primary contact (the boss) and from the Host Society a designated person managing all communications and meetings with hotel. Start very early with your hotel and set up a mutually cooperative flow of information and publicity.

Need to plan for breakfast and lunch for those who register for Conference. Facilities at site vary and may not offer meals at the times you want them. Hotel restaurants are expensive. Are there places nearby that would be available for our people?

Judges received \$40 cash (we budgeted \$1300); Breakfast provided for judges; Keeper Awards cost \$700. We wanted to compensate our Judges for their contribution to the Conference.

Important to have monthly meetings with Steering Committee (three chiefs) and all the Chairs. It is vital to have leadership that works well together and respects the talent of each person. All the Board, Officers, and CRs need to make a commitment to the success of hosting a Conference. The key people in the Society need to be included and hopefully draw in as many members as possible.

Planning and putting on a Conference can be a great opportunity to get to know each other better and promote more inclusion in the activities of our Society. Working together to solve problems, find answers to questions, and share the load is rewarding and builds strength in a Society.

Agree upon a calendar with meeting dates, time and location for monthly reviews in the planning phase and communicate this to all in the Society.

Keep a time line for progress on each Committee schedule and review each month as to what has been achieved and next steps. Keep a running set of minutes for the completion of each Agenda for these monthly meetings. Do not allow things to drift and avoid procrastination.

If you have an Early Bird Special price for hotel rooms, make sure you book rooms for your speakers and those in your Society very early. There may be a set number reserved at the special price. Hotels will drastically raise the price after the cut-off date and late reservations may cost a lot! We provided rooms for eight speakers and the cost was significant in addition to the full registration package we provided them as well. The Hotel ran out of rooms for us and we had to make other arrangements as well as pay increased rates.

Photo panels for the Show were hard to set up and display all the entries. We had good help for this set up but underestimated the number of entries.

A Photography Show is popular and very worth including in a Conference.

Audio-visual equipment is complicated when trying to piece together the meager Hotel material with what you need. Fortunately we had expert help from John Petrula and he made sure we rented the necessary equipment. We still had things switched on us or failures in the equipment that were unexpected. We planned six months in advance but the Hotel was very confused and could not assist us with a list of what they had to offer or rental prices. No one at the hotel knew anything about AV.

Food service was very good but expensive. We had to pay a Tax 9.1% plus a service fee of 20.5% on all food, beverages, and AV services. This amounts to a large figure at the summation of the bill.

Require a detailed itemized bill from the Hotel. Check for duplications and make sure you are billed correctly according to the initial Contract signed with the Hotel. The fine print will surprise you! Read it carefully. The Steering Committee all participated in the final Contract and studied it carefully. Hotels are in business to make money and expect to be paid for the use of their space and services. Negotiation is key to making a Conference affordable for the Society host.

Some activities and amenities may need to be cut according to the budget. Make sure the Board is fully aware of the budget expenses and approves all items. Have the funds in the bank to cover all costs. It is a matter of suspense with registration not knowing how many will attend, need accommodations, and sign up for various activities. From one year to the next the situation can change and leave you surprised. We were pleased with the turnout for the 2015 Conference and thank all who attended and participated!

NEW BUSINESS

Karen Ernsberger, Redwood Empire Rose Society

Spring 2016 Business Meeting Invitation

Karen Ernsberger, Redwood Empire Rose Society, extended a warm invitation to attend the Spring Business meeting which will most likely be held the second week in March 2016. They are exploring venues in Santa Rosa and Rohnert Park.

Conference & Spring Business Meeting bids for 2016, 2017 Alice Affleck

Michael Braun, President of San Joaquin Valley Rose Society made a bid to host the 2017 Spring Business Meeting, and the bid was voted on and unanimously accepted.

No bids were presented for 2016, 2017, Fall District Conferences.

NCNH District Officers & Chairpersons Binders Betty Mott and Patty Click

Binders are being prepared by Patty and Betty to include; Bylaws, Standing Rules, Protocols, and a summary of the scope of the office or committee. These binders will be distributed to the incoming District Officers and Chairpersons at the summer board meeting in August.

Announcements

Sean Mc Cann, rosarian, writer, hybridizer of more than 90 roses, and friend of the NCNH District passed away. He is fondly remembered and missed by all.

Rosemary Sawyer, of Rosemary's Roses sadly announced that she is closing her nursery due to the extreme drought conditions. She can no longer keep her roses hydrated. She will be closing in June and has over 350 roses that will need a good home. Please check her website or drop by to purchase these beautiful roses.

Butte Rose Society October 3, NCNH District Conference and Rose Festival

Jan Burnham, conference chair, Bill Reynolds, Rose Festival Rose Show Chair, along with Gwen Quail, Butte Rose Society President, promise an event not to be missed. We will all get to experience the Butte Rose Society Rose Festival this fall which will include a business meeting, banquet, speakers, and garden tours. They are currently looking into lodging options and will be passing that information along.

Meeting adjourned by Alice Affleck at 11:35 a.m

Ernie & Sue Magill, District Raffle

1:30 p.m. Educational Seminar- A program on 'Compost Tea' was presented by Kevin Marini. This program was worth 1 Continuing Education credit for all CRs. Attendees signed the attendance sheet and received a certificate of attendance.

Respectfully submitted,
Betty Mott, District Secretary, 2013-2015