

**The Great Lakes District  
Of the American Rose Society  
Meeting Minutes  
Fall Planning Meeting  
November 6, 2011**

**Opening**

President Duane DeDene called the meeting to order at 10:50 AM.

**Roll Call**

Secretary Teri Sutton called the Roll:

**DISTRICT OFFICERS Present:**

|                   |                   |
|-------------------|-------------------|
| District Director | Tom Kressbach     |
| Past President    | Marilyn Whittaker |
| President         | Duane DeDene      |
| Vice President    | Bill LeVasseur    |
| Treasurer         | Diane Bennett     |
| Secretary         | Teri Sutton       |
| Prizes & Awards   | Barry Crassweller |

**COMMITTEE CHAIRS Present:**

|                                 |                                |
|---------------------------------|--------------------------------|
| Horticultural Judges            | Ellie Kressbach<br>Jon Bradley |
| Arrangement Judge               | Jean Bradley                   |
| Old Garden Rose                 | Frank Von Koss                 |
| Roses in Review                 | Diane Bennett                  |
| Program Development             | Vacant                         |
| GLD Web site                    | Clint Bremer                   |
| Review Editor                   | Sarah Hanifi                   |
| Review Publisher                | Bill Blok                      |
| District Directory              | Sarah Hanifi                   |
| Membership                      | Lynne Hammill                  |
| Historian                       | Jackie Steinert                |
| Consulting Rosarian Coordinator | Rose Enders                    |

**LOCAL SOCIETIES REPRESENTED:**

Cherry Capital - No  
Detroit - Yes  
Grand Valley - Yes  
Greater Lansing - Yes

Grosse Pointe - Yes  
Huron Valley - Yes  
Kalamazoo - Yes  
Metropolitan - Yes  
Northeastern - Yes  
Saginaw Rose & Garden - Yes  
Thumb - Yes

Teri reported 27 were present with 15 necessary for a quorum.

### **Corrections to the April 9, 2011 Minutes**

There were no corrections. MOTION to approve the minutes, passed.

**Old Business - (see new business below).**

### **District Officer Reports**

#### **District Director** – Tom Kressbach

Thanks go to the Greater Lansing Rose Society for the district Fall show with many fine roses and good food at Kellogg. Thanks to Tom Crooks, Greater Lansing Rose Society President, who is now storing the district trophies. Tom K recently attended the national show held in Los Angeles. He noted this show was not as big as prior shows. ARS does not yet have a Spring 2012, conference & show scheduled. The board meeting is being held in Tyler, Texas, which has a wonderful rose garden containing 25,000 to 30,000 roses. The Fall 2012 ARS meeting is in San Francisco, (San Ramon) later in September. The ARS 2012 National miniature and rose show will be near Columbus, OH in July. Tom highly recommends attending this miniature show, which is closer to the Great Lakes, is a smaller group and a shorter show. Typically, costs are less as attending requires only one overnight hotel stay and programs are good with more exhibits than a national show.

Tom attended the ARS business meeting in LA where the group adopted the 2012 budget. Tom is on both the finance and audit committees. He reports they are making progress towards a balanced budget before depreciation, an improvement over the past. Expenses have been reduced by \$230,000 since 2008. This involved having fewer full-time staff at ARS with some going to part-time. We may notice slower response when calling or emailing the national offices. We all face that in our economy at this time. The hundred grand campaign raised a total of \$2,100 from our district, including the \$1,000 district assessment. Tom thanked our district for the \$500 donation and some local societies donating: Cherry Capital, Kalamazoo, Grosse Pointe, and several individuals. We were at 37% of our district goal and the overall average was 50%.

Other districts such as California only reached 11% of their goal, so the Great Lakes did a fine job. The new budget does not include a one hundred grand campaign or district assessments.

Tom voted NO on putting the \$18,000 district assessment back in the budget. The final decision was to put a goal of \$10,000 in the budget for district financial support. Our district may consider a smaller donation of \$200 at a later date. As ARS members, we are also receiving mailings for the patron campaign. BJ Harrington was hired as a consultant, with the compensation funded from the maintenance endowment trust, not the annual operating budget. This trust also funds part of the operating expenses such as ARS garden maintenance.

ARS membership continues to decline, but albeit slower, we now have 9,300 members. New 2012 calendars are available for purchase. Books are now printed on demand.

Tom reported the following round table comments at the ARS board meetings:  
When was the last time we had so few ARS members? The peak membership count was about 21,000. Tom suggested basing the budget on current membership trends. There were suggestions to publish the ARS magazine electronically, but concerns were some won't read it in that format and some do not have access to the internet. Alternatively it was discussed to give members a choice of either hardcopy or electronic. There are advantages to electronic such as better quality pictures and search functions. Everyone who can go to their local library can get access via the internet. Many people prefer to hold a hardcopy. ARS did save \$28,000 annually by changing publishers. They are discussing the possibility of publishing the rose annual differently. ARS voting has been changed to electronic.

**President** – Duane DeDene

Thanked Lansing society for hosting an all new format, one day show. The location was nice and a good show with an excellent silent auction. We are still looking for a host society for Fall 2012.

See new business topics below.

**Vice President** – Bill LeVassuer

Provided the following on the upcoming district conferences and who is hosting.

- Spring 2012 - No host yet (See Grosse Pointe & Metropolitan offer later)
- Fall 2012 - No host

**Treasurer** – Diane Bennett

Ending balance as of November 5, 2011 was \$2,715.90. Detailed income and expenses were presented on her hand-out. Highlights include: Spring convention income of \$99 for district fee of \$3 per person with 33 attendees, Great Lakes Review publication expense of \$52.80 and paid ARS District (assessment) donation of \$500. She also included detailed 2011 income and expenses, along with a current 10 year summary.

The district sent \$50 as a Patron memorial for Madelyn Carrie.

Motion to accept the financial report, MOTION passed.

Clint is requesting his fee go up to \$75 annually. His plans include changing host provider which is currently free to a paid hosting site. He experienced a glitch on the free hosting site after migrating from windows to linux. He will also need to register the Great Lakes District domain name, which will cost \$89 for 5 years. Clint requested an annual \$75 salary for his work to maintain the district website. The group discussed the following points: We currently have no salaried positions on the district board. Clint would be the first website developer to be compensated. Currently, the developer for the Detroit website donates her time, (8-10 hours a month), along with the hosting fee of \$120 a year. Concerns were raised that anyone on the board not be paid for their duties and continue to be an ARS member. However, Clint doesn't feel the ARS supports their small society and no longer wishes to continue as an ARS member.

Motion to give Clint \$75. 10 for, 8 opposed, MOTION passed. Approved for operating expenses.

Diane distributed a report on the fall district show finances, which overall incurred a loss. Discussion followed with attendees making suggestions for future shows of this type. For future planning they recommended to consider raising the registration fee, getting judges who live closer and either buy the judges lunch or give them gas money, but not both. There were 21 exhibitors. The location chosen had a large space for the prep room which was provided at no cost. They also suggested scheduling at least one speaker to increase participation as attendees experienced a lot of downtime waiting for the judging to finish. Finally, have more than one vendor participate and don't charge the public to see the show.

Additional concerns regarding district events voiced from the group are there are too many events, especially when you combine district and local society events, i.e. spring/fall district conventions and local rose shows. One suggestion was to better coordinate dates among all events. Clint reminded everyone to get dates to him for the district calendar. This year the fall district show was scheduled very late in the year. One other suggestion was to have the district

focus on providing more training. A longer convention allows more time for silent auction as opposed to a one day event. We are all experiencing smaller turnouts at both local and district events. Fewer members joining nationwide are making costs are harder to cover.

**Secretary** – Teri Sutton

Circulated the current roster to ask for any changes to emails and telephone numbers.

**Prizes and Awards** – Barry Crassweller

Barry gave special thanks to Lansing for helping with trophies. He mentioned his second term three year term in this position is up in Fall of 2012 and asked if anyone was interested in becoming the new prizes and awards representative.

**Horticultural Judges** – Jon Bradley, Ellie Kressbach

Ellie distributed an updated judges list which includes 4 new apprentice judges. Judging school, hosted by Region 4 in Ohio was very successful and we thank the Buckeyes for this event. Everyone realized there is a tremendous amount of work upfront to prepare and deliver training sessions. We have 24 active judges, however a few are tenuous. The outstanding judge award went to Paul Banish which was presented to him in Lansing.

She reminded us not to call judges before noon on New Year's Day to secure them for our local shows. Someone suggested we add a knock-out class to our show schedules and Ellie offered to write a definition. She recommends we send \$50 to Dr. Herring as a thank-you for hosting this school. Judges only pay \$10 to take the school. Jim donates any additional monies received after expenses to the ARS in support of the judging program.

Motion to send \$50 donation to Region 4 in thanks for the judging school, in lieu of \$25 gifts to encourage new judge applicants. MOTION passed.

**Arrangements Judge**– Jean Bradley

No Report. Currently there are 4 active judges.

**Old Garden Roses** – Frank Von Koss

Frank reported he is disappointed in the lack of interest about old garden roses. He reminded us all roses were originally shrubs, then they were improved and are now becoming more popular than ever. He asked us to name the first tea rose...Adam. For further information he recommended Rose Lore articles written by Paul Banish. Detroit will be presenting a session on

old garden roses in the future. Jackie won Frank's quiz and received and recommends the Howard Walters book.

**Roses In Review** – Diane Bennett

Diane reports she received 289 reports from 36 reporters on 120 rose varieties. Barry Crassweller noted that many of the cultivar names were not recognized and are not available in our area.

**Program Development** – Open

No report.

**Great Lakes District Web Site** – Clint Bremer

Clint made a request to send him copies of power point presentations to add to the learning center portion of the district website. He also asked for a current consulting rosarian list and copies of the Paul Banish rose lore articles for the website.

**Great Lakes District Review Publisher** – Bill Blok

A while back the decision was made to simplify tracking subscription expiration dates and make everyone's expire at the end of the year. Prior to that change, everyone's start date was tracked and their subscription expired after one year giving everyone a full year of the newsletter. Although some societies use a cutoff date, for example of Sept 1 on their memberships, a proposal was made to return to the old system of tracking full year subscriptions based on the starting date. Currently they mail about 40 reviews.

Motion to revert to the old system of tracking individual subscriptions for the district review, MOTION approved.

**District Directory and Review Editor** – Sarah Hanifi

She is in the process of collecting updates for next year. Reminder to send her updates for changes such as new officers, contact information and show dates.

**Membership** – Lynne Hammill

She has noticed a trend on memberships which may be more balanced and leveled off within the district. ARS membership counts the \$5 trial memberships as new members and she wants to do further research on the number of people who actually join after the trials. Also, she is interested

in finding out if the free rose offer in the Better Homes and Gardens magazine incentives are working? She asked if the 'ARS and You' emails can it be added to the website.

**Historian** – Jackie Steinert

Jackie made a request for ink (\$50) and book publication, (\$50) expenses. MOTION approved.

**Consulting Rosarian Coordinator** – Rose Enders

We were relieved to learn she is back from Spain and not mugged, contrary to the email. We have 48 consulting rosarians in the district, however 12 are in serious deficit regarding maintaining their educational requirements. A few are moving to emeritus status. The remaining are in jeopardy of losing status and must get their paperwork in to Rose asap. All CRs must re-certify every 4 years by earning at least 4 credits which demonstrates you are continuing your education. CR reports come out on January 1st (avail online and regular mail for people who do not have email, and are due February 1st. She is disappointed in the number of roses in review reports and reminded us that even if you do not have any new roses you still need to submit the report. We learned ratings can only be lowered on the 5 year survey and these ratings are a nation-wide average. She received only one nomination for master CR, but unfortunately the candidate was short on the 10 year ARS membership requirement. Contact Rose for the nominating paperwork. She was asked when the district will host a CR school. Rose is investigating coordinating with Toledo, Ohio. Saginaw is going to volunteer hosting a CR school, but needs more information on the logistics. A concern was raised about the long distance to drive and asked if a CR school can be done online? The CR manual is currently being revised and the ARS committee is currently on chapter 8 of 12 in the rewrite. The first 5 new chapters have been approved by ARS.

**New Business**

- District spring 2012 host. Duane is working with Grosse Point and Metropolitan to co-host at the Quality Inn, (former Holiday Inn), in Troy. He is considering opening the conventions to master gardeners. Reminder speakers must be pre-approved for CR credit.
- Fall 2012 may be one day show, week-end. Is there a host society?
- Spring 2013 - Saginaw will host with a CR school.

District officer terms will be up at the end of the next year. If we do not have a fall convention, we would have to hold elections at a different time. Next year we will need a new representative for Prizes and Awards as Barry's second term ends. The district director term will also be up. A nominating committee will be considered for Spring. If someone is interested in these positions, training will be provided. We are finding ourselves in a state of change in our local societies, districts and national levels. Memberships continue to drop along with a decline in treasuries. Do we think Great Lakes will merge with Buckeye district? We are coordinating with the Buckeyes more for CR and judges. Should we move to host only one convention a year? Jolene Adams will automatically become the next ARS President.

### **GLD Support Fee**

The Great Lakes District Support Fee currently at \$3, assessed on the number of paid attendees at district conventions was proposed to continue at the same rate for 2012. Motion passed.

### **New Business**

A District trophy review meeting will follow this meeting. The group will review the trophies, pick out the best 6 or so and dispose of the rest.

### **Adjournment**

A MOTION was made to adjourn the meeting – MOTION PASSED – meeting adjourned at 1:17 PM.