

TGOA/MGCA COMMITTEE REPORTS

Flowers and More Convention

Des Moines, Iowa

June 23-26 2004

AUDIOVISUAL DEVELOPMENT COMMITTEE

Edward J Hall, Chair

Since I discovered the Directors changed the name of the Audiovisual Committee to Audiovisual Development Committee I have been talking with video photographers or filmers at annual meetings. (The directors officially did not notify the chairperson or the committee. We do not get minutes of the meetings.) I have talked to many video filmers at National meetings (Minnesota, Tucson and Albany) about joining the committee and producing videos. Only one person, Robert Novak of Fort Wayne is interested in joining the committee and producing videos. Another did much filming but was too busy with taxes, and the others were not interested. Therefore I have arranged for a committee meeting at the Iowa Convention where the remaining members may elect a new chairman. It is scheduled for Thursday at 11:00 am.

AWARDS COMMITTEE

Donna Shore, Chair

I am pleased to report this year brought a new surge of entries to the various categories in The Gardeners of America/Men's Garden Clubs of America (TGOA/MGCA) National Awards Contests. It was good to see clubs and individuals taking the initiative to share information about people, businesses and clubs that go the extra mile to make or do something extra special happen. Every entry is a winner on its own, and every club that took time to make out an entry, stands high on my list for sharing the outstanding efforts by one or many, thank you for your caring and sharing.

One of the reasons TGOA/MGCA stays strong is due to the efforts of devoted volunteers who serve in a variety of capacities from all over the United States. The Awards Committee is made up of such dedicated people. Jim Acuff of Green Valley, AZ; Cornelius Swart of Raleigh, NC; Suzann Matz of Colorado Springs, CO; Leyton Youngclaus of Santa Rosa, CA; Field Roebuck of Dallas, TX

TGOA BUILDING & GROUNDS COMMITTEE

Gene Den Hartog, Chair

The activities of the Building & Grounds Committee began when a meeting was held with 12 persons present to discuss goals and objectives and planning of special projects. It was decided that the ambitious agenda for special projects compelled that the committee should be expanded and set up two work sessions per week. We currently have 23 persons on the committee most of whom work quite regularly on a Wednesday or Saturday morning of each week.

Our first projects were in the latter part of March with the removal of a very large overgrown juniper shrub. Another major task that day was the removal of wood partially deteriorated. Also removed were partially deteriorated railroad ties planters flanking each side of the steps being removed. The following week, a concrete contractor installed new concrete steps. We are also appreciative to the TGOA Indianola Garden Club for their gift of 60 bags of cocoa bean mulch for the TGOA Headquarters Grounds.

A spring cleanup on April 14 had a large proportion of our committee participating in cleaning up the whole 2 ¼ acres of the TGOA Grounds. Special projects, which followed in the next few weeks, included building a two level planter of landscape retaining wall blocks – in the space of the removed shrub. Another major project was building a 3-tiered planter of landscape blocks on each side of the new concrete steps. Annual flowers and additional perennials were planted in timely fashion. Extensive spade edging followed by mulching was completed around trees on the grounds. Considerable amount of trimming of trees also was completed this spring.

A future project, which could be a real asset, is an automatic sprinkler system for the annual flowerbeds. For these areas the cost is estimated at approximately \$4000, and not conceivable within the current funding for the committee. We welcome your visit to the TGOA Building & Grounds while on the '04 Convention Tour.

CALENDAR COMMITTEE

Judy Schuck, Chair

The selections have been made and hopefully we will have another Calendar to be proud of like last year. We still need to have more seasonal photos, especially for December, January and February. I know this is not a good time to take pictures outside but you may be able to have access to a greenhouse or even winter flowerbeds have some very interesting features. The calendar information has been sent to the printer who is most gracious to make the corrections in the photos when the color is not just right or the photo just needs cropped a certain way or just add a little spark to the exposure. We try to select the best photos for the time of year so you might remember that when you are submitting next year. We try our best to give everyone a chance to be in the calendar, but sometimes it is not feasible to have 13 different photographers. When we are selecting the slides, we have no idea who the photographers are, and many times we have to eliminate a good slide because after we find out who it is, that person has also been selected for one or two other months. We try to get the right slide for the right month so sometimes a photograph will have more than one month.

Just a reminder that any member or member-at-large can submit slides and the more different members we have the better chance we have of only one month per person.

Next year there is a possibility that members of AHS will have slides submitted. This will be discussed in our meeting at the Convention. If that is the case, there will be a much greater selection to choose from. We will still try to be as fair as possible for our TGOA/MGCA members to be represented but will still try to have a beautiful calendar from whatever slides are received.

Members of this Committee consist of Chuck and Grace Brasher, Greater Kansas City GOA; Mylan Ross and Sherra Schuck, Overland Park GOA; and Michael Stone, Johnson County Camera Club. I am considering checking with other clubs in the area to see if anyone is interested in being on this committee, which would give us a different perspective in our selections.

CONVENTION SITE & PLANNING 05

Gale Langford, Chair

2005 Convention attendees will have a special treat in store when they come to southeast Florida in June 2005.

Activities:

2005 Convention Hotel Selected

Onsite visits to several local hotels have been conducted. The visits included viewing guest rooms, seeing meeting and banquet facilities, and touring the properties. Based on value and amenities offered, The Jupiter Beach Hotel and Resort (Jupiter, Florida) was selected as the 2005

TGOA Convention hotel. The hotel is located right on the ocean. It's a lovely facility, offering good food and lush, tropical surroundings.

Activities Planned

June is nesting time for sea turtles. At night they come ashore to lay their eggs, and routinely choose the beach behind the hotel. We will offer a Turtle Watch Walk as one of our nighttime activities. Research is underway for additional activities.

Transportation

Investigation into group transportation to and from Palm Beach International (PBI) airport, and other activity venues is underway.

Display and Area Information Available at 2004 Convention

Look for Wayne Gardner, president of the Palm Beach Gardens chapter of TGOA, and his wife Katie in Des Moines! They will have a display where you can pick up brochures from the Jupiter Beach Hotel and Resort. Attendees will also receive information from the Palm Beach County Visitor and Convention Bureau, highlighting what our area has to offer. And of course, Wayne and Katie will be happy to answer questions.

Host Club President Will Attend 2004 Convention

In addition to providing information to attendees, Wayne Gardner's visit to the 2004 convention serves as a fact and information gathering opportunity for our club. Visiting this year's convention gives our club the opportunity to assess the needs and expectations of convention attendees in person.

DIRECTOR MEETING SITE & PLANNING COMMITTEE

Honey Barnekoff, Chair

The fall Directors' Meeting will be held in Overland Park, Kansas at the Doubletree Hotel November 4-6. The room charge is \$79 per night and registration is \$85. MO/KAN Region will be hosting. Local members are planning an enjoyable meeting with three meals furnished, also bus transportation for the garden tours on Saturday, interesting speakers and gracious hospitality. Every effort will be made to pick up our guests at the airport and return them on Sunday morning.

The 2005 Directors' Meeting will be hosted by Youngstown in that city at the Holiday Inn. More information will be share as it becomes available.

MEMBERSHIP/NEW CLUBS COMMITTEE

Paul Bessey, Chair

In December 2003 we chartered the White River Club in Newport, Arkansas. Dale did a great job by building the club, from his wheelchair. My trip and visit was great. All clubs must continue to work on retention and new members. Building new clubs is the key to our growth. **Submitted by** Louis Jones, Past National President

NEWSLETTER COMMITTEE

Howard & Susan Matz, Co-Chairs

The 2004 TGOA/MGCA Newsletter Committee consists of Karen Feyk of Spokane, Washington; Geri Herman of Stow, Ohio; Norman Wagner of Austin, Texas; Albert Labunski of Rockford, Illinois; and Howard & Susan Matz of Colorado Springs, Colorado.

The 2004 Newsletter competition began with the submittal of a total of ten newsletters for judging; one in Class A, seven in Class B, and two in Class C by the due date. After the newsletters were received, it was decided that a new set of judging criteria would be used by the members of the

Committee for determining the winners of each Class. Once the criteria selection was completed, the newsletters were reviewed and judged by the members of the Committee and winners determined by an average of scores from the various committee members.

The winning Newsletters will be presented with their newly designed awards at the 2004 National Convention in Des Moines, IA in June along with a list of their scores and any remarks made by the nationwide judging team. The scores and remarks will allow each Club and Regional Editor to understand their scores and provide them the ability to correct and/or create a better newsletter for the 2005 Newsletter competition.

A Committee meeting will be held at the 2004 National Convention to discuss the submittal of newsletters for the upcoming 2005 competition as well as the revised judging criteria. The Newsletter Committee invites all newsletter editors or anyone interested in submitting a newsletter for judging or individuals interested in publishing a newsletter for their Club or Region to come and listen and learn about new ideas for newsletters.

PHOTOGRAPHY COMMITTEE

Judy Schuck, Chair

We have received over 400 slides from 26 different photographers. The judging of these slides took place in my studio with three groups of judges. Most of them were from the Johnson County Camera Club (all good photographers and some of them with gardening experience) and a couple of photographers with ties to Kansas University. Since this is my first year, I hope I don't forget to do all that is required of this committee. There is quite a bit of paper work that comes after the slides are judged to prepare for presentation at our Convention. I have had offers to help me put together the slide show from several members of the Photographers Association of Greater Kansas City so hopefully will be able to present a show that all will enjoy.

We'll see how this year goes to see if any changes need to be made for next year. We will need to discuss the possibility of including the members of AHS in our slide competition for next year. This will be included in our Committee meeting at the Convention. I'm sure many of our photographers will be interested in giving their opinion on this subject. Hopefully all will be done and in place in June. See you in Des Moines.

Members of the committee include Sherra Schuck, GOA/Overland Park; Michael Stone & Gretchen Cole, Johnson County Camera Club; Jon Blumb & Joe Terry, Kansas University.

PUBLICITY COMMITTEE

John Hunt, Chair

Very little was accomplished in the area of publicity during the past year. Publicity to our members and to the public is very important to our clubs and the national organization. The committee will focus on the following recommendations and ideas for the coming year.

National Website

Add a link called "**Press Release**" to post press releases to the media and to the public. Interested parties could pull this information (on a passive basis) from our site.

Swap '**Links**' with other web sites of consequence that will provide credibility, revenue, qualified visitors and *publicity* opportunities.

Establish an '**Ask the Expert**' for members, prospective members and the public to ask gardening questions and have them answered by our gardening experts around the country. This could help grow our organization. And we could use it as a PR tool. This may now be provided under the AHS site.

Conventions and Conferences

At the national convention and at regional conferences provide experts to talk about important topics i.e. membership growth, fund raising, *publicity*, gardening from the heart, etc. People that could provide this information could be drawn from the ranks of the members that are participating or from local experts within the host-city. These local experts may provide information for free or a small fee in order to get exposure for their business or get their message out. These programs could be held at the same interval as the current plant talks are given to furnish participants access to important issues and alternative programs. I may not be interested in listening to a program on growing chrysanthemums but may want to hear about methods that could increase club membership, *publicity* etc.

Club Publicity

Local publicity is the most important. I found out some years ago that the Dallas club was virtually an unknown commodity. Publicity by local clubs to a specific entity (magazines, newspapers, etc) should start with a '**Press Kit**' first, then progress to informative faxes and/or email. Use fax first, emails are especially easy to delete because most of these entities are besieged with unsolicited emails daily.

What to include in the 'press kit'? That depends on what your focus is. What are you trying to promote – club scholarships, club meetings, special events, gardening from the heart? Club meetings can be the hardest, so start with the others first, the meeting PR may become easier after the relationship with your local newspaper is established. A press kit can include, a cover letter, detailed information about the event, photos, articles, endorsements, sponsors, etc.

And last, we will work with all clubs to add and update their club information to the national web site under "Club Activities." Currently only fifteen clubs list their activities. This is a must and requires so little to accomplish and can benefit us so much. Now that we are affiliated with AHS, lets step up, set the bar a little higher and show a more professional look to our organization. As they say "You only get one chance to make a first impression."

SCHOLARSHIP COMMITTEE **Tom Wilten, Chair**

The scholarship committee is comprised of five individuals: Alana Holste of MO-KAN; Richard Cotton of Akron, Ohio; Ray Ratliff of Jackson, Mississippi; Joe Herman of Cohoes, New York; and Tom Wilten of Dallas, Texas.

Fourteen applications were received: 1 from Arizona, 1 from Nebraska, 5 from Ohio, 1 from Florida, 2 from Dallas, 1 from Mississippi, 2 from Kansas State, and 1 from University of Missouri at Columbia.

Keep in mind that in order for a candidate to succeed in obtaining one of the five \$1000 scholarships that are available, that not only must he or she be a quality applicant; his application must be in good order. If parts of the application are missing or faulty, this will weigh heavily against the candidate.

As chairman of the committee, I stand ready to help and advise those interested in initiating a scholarship program or in gaining insight into how candidates are graded. Those who want to put a candidate's application in good order, I recommend consulting Mr. Frank Mitch of Akron, Ohio.

WEB SITE COMMITTEE **Frank Mitch, Chair**

Web Site major progress items since April 2003:

All TGOA/MGCA Newsletter inserts from The Gardener magazine were posted during the past year. Also the President's messages from each Gardener magazine were posted.

Several Club Newsletters were posted during the year as examples of a club newsletter. In the case of the Phoenix club newsletter, a link is given to their web site where their newsletter can be viewed each month.

In May 2003 the new TGOA Committee News page was started and the Committee reports for the past year were posted.

In August 2003 the Albany Convention Summary and Awards were posted.

In August information re the 2004 Des Moines Convention and the 2005 Palm Beach Florida Convention were posted.

In August the 2003 Scholarship Awards were posted.

In August TGOA/MGCA offers elected for 2004 were posted.

In August a new Question & Answer page was started on the public side.

In August a new Gardening from the Heart page was started on the public side.

In September the Agenda and Information re the 2003 Board of Directors meeting in November in Jackson, Mississippi were posted.

In September tentative plans for the 2004 Des Moines Convention were posted.

In September the new Photo Album page, including the 2003 Photo Competition winners, was posted.

In November the Thompson & Morgan free seed offer for 2004 was posted in Members Only Bargains.

In November news of the new TGOA/MGCA partnership was posted with a link to the American Horticultural Society (AHS) web site.

In November the first ever Fall Spectacular Sale of Merchandise and 2004 Calendars was posted on the Home page.

In January the new 2004 Committee List was posted.

In January a comprehensive copyright notice was posted on all web site pages.

In February 2004 the Convention reservation forms, hotel and agenda information were posted.

The nasty "Witty Worm" attacked the CIHost company servers and shut down our web site for two weeks in March. Good backups saved the day.

In April, new American Horticultural Society information page.

In April the Directory and Officer pages were updated for all Officers, Directors, Regions, and Member Club information.

Thanks and Recognition

The super support from Marcia Peterson by providing the many needed documents in final form made all of the above accomplishments possible. Thanks to Honey Barnekoff for providing very much appreciated direction from the Exec. Committee. And Special Thanks to our Past Committee Chair Miles Raymond for providing conference calling service earlier in the year. Thanks for a whole bunch of help from Past President Bill Lanning in posting all of the 2004 Club Information Updates.

Also, much thanks to all committee members and present and past officers for much appreciated comments and assistance. Bill Lanning, Chuck Burt, Mike Kielszek, Terri Williams, Tom Cartwright, Olin Miller, Honey Barnekoff, Louis Jones, Steve Bush, Paul Bessey, Jim McKay, Jim Mack, Bill Carney, Dale Davies.

YOUTH GARDENING

Donald Otterness, Chair

Committee Meeting Notes, 2003

Meeting called to order at 11 am at 2003 Convention

I. Discussion of handouts:

1. Youth Garden Membership – available & being used; has been board approved

2. Pumpkins can provide giant fun
 - Fewer reports sent in; reports continue to decrease
 - Instructions for growing to be in seed packet request
 - Distribute handout through Gardener Magazine & put in packet when seeds are requested
 - Seeds that are not used – send back to Youth Committee Chairman for reuse; ask seed companies for free or low cost; use Gardener to notify when seeds are ready to distribute
 - Changed to Big Mac seed for cost coverage
 3. Youth Gardening Report
 - Information (written & slides):
 - A. Use of information on web & Gardener to inform about progress
 - B. Slides: copy & put in National office
 - Public garden
 - Need skilled volunteers to help with program
 - Follow up is important to success
- II. Discussion on motivation to get participation:
1. Have membership forms available
 2. Be visible at fairs, home & garden shows, etc. to promote Sunflower & Pumpkin Contests

Other Committee Reports

Bequests & Grants –

James Tracy, Chair
No Report Sent In

Book Review –

Bernard Freeland, Chair
No Report Sent In

Gardening From the Heart –

Rosemary Borowitz, Chair
No Report Sent In

Nominations Committee –

William Moorehouse, Chair;
James Acuff, Co-Chair
No Report Sent In

Planning Committee –

Paul Bessey, Chair
No Report Sent In

Shows & Judging Committee –

Peggy Moody, Chair
No Report Sent In

Bylaws Committee –

Robert Ireland, Chair
Nothing to Report

Convention Site & Planning 04 Committee –

Jerri Scott, Chair
Nothing to Report

Credentials Committee –

David Moody, Chair
Nothing to Report

Endowment & Investment Committee –

William Lanning, Chair
Nothing to Report

Environmental Issues Committee –

Marlin Caris, Chair
Nothing to Report

Finance Committee –

Steven Bush, Chair
Nothing to Report

Internal Affairs –

Jim McKay, Chair
Nothing to Report

Merchandise/Marketing Committee –

Holly Walquist, Chair
Nothing to Report