



THE GARDENERS OF AMERICA
MEN'S GARDEN CLUBS OF AMERICA
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REGION ORGANIZATION

A typical region has the following officers:

- President
- Vice Presidents (two or more)
- Secretary
- Treasurer
- Board of Directors

Sometimes a Chaplain is also included as an officer.

Chairmen are usually appointed by the president for the following committees:

- | | |
|-------------------------|--------------------------------|
| 1. Awards | 7. Photography |
| 2. Finance | 8. Plant Study |
| 3. History | 9. Projects-TGOA/MGCA & Region |
| 4. Judging School | 10. Publicity/Public Relations |
| 5. Membership/New Clubs | 11. Region Meetings |
| 6. Nominations | 12. Youth Gardening |

Many times these committees are supervised by the vice president who then reports progress to the president. In some regions the first vice president takes care of the Programs while the second vice president is the Membership Chairman.

The above list of committees is taken from one of the more active regions of TGOA/MGCA. Some may not want or need all twelve committees. Each region should determine the organization that best suits its requirements. It is important to recognize that over a few years a region changes. New interests develop and new objectives come into play. Don't assume that because a committee was, or was not, formed at a given time that the function is not desirable or cannot be tolerated at some future time. A region should be **flexible**.

The region officers generally serve for one year except National Director, who is elected for a three year term. Your choice for second vice president is very important. He should understand that he is expected to assume the first vice presidency and the following year he is to become the president. This succession should help train each officer so he can effectively supervise his officers when he becomes president.

Each region adopts and amends its own by-laws, except that nothing in the region by-laws shall be in conflict with the Articles of Incorporation or the by-laws of TGOA/MGCA. If TGOA/MGCA adopts a change in by-laws, it becomes necessary that the region adopt similar wordings if the by-laws are in conflict.

TGOA/MGCA DIRECTORS

Provisions pertaining to the number, tenure, and qualifications of TGOA/MGCA Directors are outlined in Article VIII, of the TGOA/MGCA By-laws.

By these provisions each region is entitled to elect its own director(s) to represent them. This is a responsibility that requires careful, thoughtful consideration. It should

also be kept in mind that the TGOA/MGCA Nominating Committee looks to the directors as a source of officer candidates. Therefore, it behooves the regions to choose outstanding individuals who have demonstrated leadership ability and who have the time and resources to devote to the task.

DISTRICTS WITHIN A REGION

Regions as now defined are geographical areas. The by-laws recognize this fact and provide that where several clubs are relatively near to each other, they may work together as a district if they choose to do so. No formal organization is visualized at this time, but naming a district chairman or representative would be desirable. One region has three districts and each has a coordinator who will also attend Board of Directors meetings.

The district idea is fine for joint club activities such as Ladies Night, flower shows, judging schools, and establishing new clubs. Visits of two or three members from one club to another, sometimes called "inter-clubbing" is most desirable.

REGION MEETINGS

The Annual Region Meeting is a highlight of the year in most regions. Some have spring, summer, and fall meetings. These are usually family type and generally are two day weekend affairs. The ladies enjoy the programs as much as the men. There are horticultural workshops, speakers on various plant subjects, tours of members gardens, visits to civic beautification projects, and of course, a fine banquet dinner. These meetings are set up much the same as the TGOA/MGCA Convention, although on a smaller scale. A different club or district hosts the region each time so members become acquainted with all sections of the region.

In some regions, the summer conference is held on a college campus where summer activity is much reduced, but still requires that the college maintain cafeteria facilities for the few summer students. Whatever additional people are served and housed is done so at a greatly reduced cost to the school as they must maintain personnel and other expenses which a conference will help pay, at reduced cost to the conference.

Most of the long established regions find they need at least one annual Business Meeting. It is usually held at a central point so representatives of the various clubs can travel to it and return home the same day. Sometimes, the Board of Directors meet in the same fashion.

Region meetings knit clubs together and give a sense of unity. Many members attend these meetings who will never attend a TGOA/MGCA Convention due to the time and travel involved. On the other hand, attendance at a region meeting creates a desire to attend the TGOA/MGCA Convention.

REGION NEWSLETTERS

Each region needs a news organ. It may be a simple mimeographed sheet, or a more elaborate printed publication. It may be issued quarterly, semi-quarterly, or annually; whatever type and frequency best serves the needs of the region. The important

consideration is that each region should issue a newsletter of some type.

The newsletter should always contain a calendar of events; local, regional, and TGOA/MGCA information. It is a good medium in which to publish the names and addresses of the officer, chairman of the committees, etc. It is also useful in publishing the locations and dates of meetings of the various clubs in the region. It can carry news stories of the region projects, awards, contests, objectives, plant studies, and membership reports. It should be a source for region news for the TGOA/MGCA newsletter. A copy of each issue should be forwarded to the TGOA/MGCA Office, as well as to the presidents of other regions.

First class postage makes the cost high, especially if copies are sent to each club member. This cost can be kept low, if the region elects to have the TGOA/MGCA Office mail copies under its bulk mailing permit. This is a service that is offered by TGOA/MGCA. Contact the office for details.

Some regions now publish an excellent newsletter. The objective should be a news bulletin in every region. It will promote region interest, unity, and serve as a calendar of events.

TGOA/MGCA AND REGION PROJECTS

The Gardeners of America, Inc./Men's Garden Clubs of America, as a non-profit educational and scientific organization, is committed to such matters as plant study, youth gardening, conservation of natural resources, beautification, and preservation of an ecological balance.

The trend over the last few years has been for TGOA/MGCA to look more to the regions to take on the direction of these activities. This is especially true of plant study and youth gardening programs. These two should be a regular part of the region's program each year. In fact, most regions appoint chairmen for these two activities and require reports from them to show the progress made. The Big Pumpkin/Giant Sunflower Contests have gained wide popularity and appeal. Cooperation with the leaders of 4-H programs is a real service to youth.

The regions should also support the efforts of TGOA/MGCA in connection with conservation and all other educational endeavors.

There is yet another field which should demand much attention from the regions . . . that of encouraging the clubs to put forth great effort to recruit new members and to form new clubs. Clubs soon lose interest and die out if they do not have the desire to work for new members.

MEMBERSHIP AND NEW CLUB PROMOTION

Many procedures have been proposed and used to increase membership and establish new clubs. TGOA/MGCA has been, and continues to be, most helpful in making promotional materials available to the clubs and regions.

The region has a real responsibility for seeing that its members take an active interest in promoting club growth. The region officers should be familiar with the Spade Club

program and devise ways to encourage more participants . . . perhaps an annual contest and an award to the region club which has the most Spade Club Members. In some regions, it would be possible to have a meeting, banquet, or some other activity reserved for Spade Club Members only.

Under the direction of its Membership Chairman, a region can promote club growth by setting up objectives for members and new club growth. A goal of a 10% increase in each club should be a minimum objective. Clubs which increase their membership total over the previous year become Honor Clubs in TGOA/MGCA and receive certificates as such.

The growth and future development of The Gardeners of America, Inc./Men's Garden Clubs of America depends to a great extent on the efforts and leadership in the local clubs within the regions. Region officers can furnish an inspired leadership and plant the seeds of desire in each member to share the fun and privileges of our organization with others who love gardening or have a desire to garden.

AWARDS FOR THE DESERVING

Everyone likes to receive recognition for outstanding and dedicated service. The number of awards which can be made by the local club and by the region have been increased with the publication of the recent TGOA/MGCA Supplies and Services Catalog. There is a certificate, plaque, or medal to cover almost every worthy activity or project. Copies of the catalog should be a part of your club's Red Book or are available from the office. There is no charge for the catalog.

There is a TGOA/MGCA Awards Chairman and committee and each club and region should also have a chairman of an Awards Committee.

Regions are urged to keep award presentations at the forefront. They should develop programs to recognize one or more clubs every year at their region meetings. Each year all regions should submit candidates for the TGOA/MGCA awards. These nominations should be sent to the Awards Committee Chairman, Bert Konzal, 5213 W. Royal Palm Road, Glendale, AZ 85302. Each club in the region should be urged to participate actively in the awards program.

Award merit where it is found!

INFORMATION FOR REGIONS

Each region president should not only have this guide, but also be familiar with:

CLUB OFFICER GUIDES
MEMBERSHIP CHAIRMAN HANDBOOK
TGOA/MGCA COMMITTEE ROSTER
TGOA/MGCA SLIDE CONTEST RULES
AUDIO/VISUAL PROGRAMS

IDEAS FOR YOU, MR. PRESIDENT
TGOA/MGCA SUPPLIES & SERVICES CATALOG
TGOA/MGCA DIRECTORY
PROGRAM SUGGESTIONS
YOUTH GARDENING MANUAL

JUDGING SCHOOLS

Judging flower and vegetable shows is an important service of TGOA/MGCA. Schools to train and qualify accredited judges are conducted in the various regions. It is a TGOA/MGCA objective that all of its judges meet high standards and merit the respect of all organizations which they serve. To this end, a new and revised manual has recently been published and schools are held at regular intervals in many regions.

If your region does not have accredited judges, give serious consideration to starting a school for judges, using the new manual for your textbook. Consult the TGOA/MGCA Office.

REGION FINANCES

The budget for each region is a matter for each region to determine. It should be tailored to fit the region's needs. Here, a few comments are offered.

Experience indicates the amount of money needed to operate a region can be very modest. The principle need is for stationery, postage, and the region bulletin. Some regions have been able to do this for a cost of \$.75 to \$1.00 per member. Of course, postage costs are the heaviest toll on any budget today. One region maintains a garden booth at the State Fair for one week each year and receives income for this service; another receives some revenue from exhibitors at their annual region meeting. It is suggested each region find ways and means of keeping its income as high as necessary and its operating costs as low as feasible considering the program the region initiates.

REGION AWARDS

Each region should display TGOA/MGCA publications and insignia at every region meeting.

Green Bronze Award is given as recognition for a member of TGOA/MGCA who has rendered outstanding service to his region. Only one award per year may be given.

Horticultural Achievement Award is given as recognition for a man in his region who has made outstanding achievements in the field of horticulture. Any number may be awarded.

Certificate of Appreciation is given without limit or restriction to the use of this certificate. The use is left to the good taste of the region and local clubs. Any number may be given.

Complete details on the awards are in the current TGOA/MGCA Supplies and Services Catalog.

STREAMLINE COMMITTEE OPERATIONS IN THE REGION

In the interest of gearing the region for action it has been suggested that they might group committees according to the region and for liaison with TGOA/MGCA committees. Committee structure could be streamlined to include:

TGOA/MGCA ORIENTED:

1. New Clubs
2. Membership
3. Judging Schools
4. Youth Gardening Education
5. Conservation - Ecology - Research
6. Photography

REGION SERVICE:

1. Region Garden Conferences
2. Publicity/Public Relations (includes Region Newsletter)
3. Internal Operations (Nominations - History - Finance)
4. Awards (Region TGOA/MGCA)

GARDENING SERVICE:

1. Vegetable Gardening Committee
2. Flower Gardening Committee
3. Landscaping - Shrubs - Trees Committee

Appoint a Region Chairman for each of the groups and include a section in each Region Gardening Conference for all members of the same committee in each club to meet together to discuss their particular problems in the growing area covered by the region.

A directory of TGOA/MGCA Committees is published yearly and copies are available to each region officer and committee.

A DIGEST OF REMARKS MADE BY 1973 MGCA PRESIDENT C. HAL NELSON AT A REGION PRESIDENTS' CONFERENCE

In most service clubs the chief region office is dedicated to the principles and programs of the national organization; in fact, he's the liaison who sees to it that clubs remain strong and do all in their power to carry out national programs. He's an important cog in the chain of command.

For the success of the TGOA/MGCA region, strong leadership is essential. It's the responsibility of the region president to see to it that his region is active in carrying out the TGOA/MGCA programs.

Gardening education for both young and the elderly is the kind of service program ideally suited to the gardeners who make up the TGOA/MGCA membership. It is the program in which TGOA/MGCA regions can fill a vitally important role.

Regions can participate in youth gardening programs by encouraging all local clubs within their region to carry out a youth garden program each year. When a number of smaller clubs are involved, the annual youth garden show could become a region promotion.

There is a need for TGOA/MGCA to get back to the grass roots job for which it was organized . . . that of helping local clubs and individual members add to their horticultural knowledge and to disseminate this knowledge to others . . . including America's youth.

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