

FLORIDA STATE HORTICULTURAL SOCIETY
Board of Directors

MINUTES
October 8, 2010
by Polycom Conference

Attendance: David Sui, Jeff Brecht, Eric Simonne, Danielle Treadwell, Mark Ritenour, Fritz Roka, Richard Tyson, Juanita Popenoe, Ed Etxeberria, Alvin Cheng, Mike Orfanedes, Jan Narciso and Chris Oswalt.

Meeting was called to order at 10:08 a.m. by Chair of the Board, **Jeff Brecht**. Welcome and introductions of Board Members ensued.

Approval of Reports:

Minutes: **Chris Oswalt** distributed by email, the minutes of the June 6, 2010, Board of Directors Meeting and June 8, 2010, Annual Business Meeting earlier to the Board. **Eric Simonne**, moved that the minutes of the June 6, 2010, Board of Directors Meeting and June 8, 2010, Annual Business Meeting be approved, seconded by **Fritz Roka**. Motion carried.

Treasurer: **Chris Oswalt** reported the Society's net worth was \$191,432.80 (September 30, 2010) a \$3,659.64 decrease over the prior year (September 30, 2009). There were two non-recurring expenses included in this statement. The first, \$4050.01 for the Long Range Planning Retreat and a prepaid expense for the 2012 Delray Beach Annual Meeting deposit of \$2,500.00. **Ed Etxeberria** mentioned that the grant funds for page charges from the Citrus Research Development Foundation have not been collected (\$5,500). In addition **Ed Etxeberria** has a check for purchased proceedings for \$1,000 to be deposited by ASHS. **Eric Simonne** asked about the increases in credit card fees in the budget. **Chris Oswalt** indicated that it was related to the increase in the use of credit cards to pay for the annual meeting registration, membership dues and page charges. **Eric Simonne** inquired about the uncollected page charges. **Chris Oswalt** indicated that according to **Tracy Shawn** (ASHS) we are ahead of schedule in collecting 2009 page charges for this time of the year with only one paper outstanding. A question was raised about the identification of delinquent authors before acceptance of subsequent papers for future Proceedings was raised. **Chris Oswalt** will work with ASHS to have a list of all delinquent authors to the Sectional Vice-presidents' and Program Coordinator prior to their decision to accept an abstract for the current year's Annual Meeting. **Eric Simonne** indicated that the program printing expense has historically been paid by a sponsorship from the Soil and Crop Science Society of Florida (SCSSF). There has been some extensive discussion about the future involvement of the SCSSF in the Annual FSHS Meeting. It was further decided that the cost of printing the annual meeting program be included in the budget under annual meeting expenses identified as program printing expense (\$2,000). This expense could be offset by a corresponding sponsorship of the SCSSF if they continue to provide for printing of the annual meeting programs. **Mark Ritenour** informed the Board about the current move of all web server functions to the Gainesville server on campus. If this occurs then FSHS would have to budget for web hosting services with an outside provider. **Mark Ritenour** will get estimates for the cost of this service and provide that information to the Board, and it will be added to the budget. Moved to approve Treasurer's Report made by **Fritz Roka**, seconded by **Danielle Treadwell**. Motion carried.

Membership: **Richard Tyson** 203 - regular members, 23 - student members, 10 - patron members, 7 - international members and 28 honorary members for a total of 271 members. **Richard Tyson** asked about the opportunity to expand honorary membership in the Society. The Board discussed a number of potential ideas to try to capture retired members whom may not necessarily attain honorary membership. **Jeff Brecht** charged the Board with making an effort this year to increase the nominees for honorary membership. Furthermore, **Jeff Brecht** asked **Richard Tyson** to develop a proposal to address the potential formation of a new category of membership similar to "life members" in other societies to the Board. Moved to approve the Membership report made by **Mike Orfanedes**, seconded by **Danielle Treadwell**. Motion carries.

Editor: **Jan Narciso** reported that she has received 63 total papers of 114 total presented. There were 4 posters out of 20 received to-date. Sectional breakdown is as follows: Citrus received 12 missing 13, Handling and Processing received 10 missing 14, Ornamental, Gardening and Landscape received 16 missing 10, Vegetable received 16 missing 7 and Krome 9 received 7 missing. There were 7 refereed papers of which 2 were rejected and one of the two pulled the paper for another publication. **Jan Narciso** wanted to thank the hard work of the Sectional Editors this year. **Jan Narciso** asked about the handling of poster submissions. **Eric Simonne** raised some concern about to what degree this new format would be compatible with the published proceedings. **Eric Simonne** provided the following information from this year's Annual Meeting program: poster authors should submit by June 23, 2010, no more than one page of text and one page of figures for publication. It was further discussed that all posters belonged in a corresponding FSHS Section and it was incumbent upon the appropriate Sectional Vice-president to insure that the posters were submitted for publication. **Eric Simonne** mentioned that the Poster Session Coordinator was not charged with collecting the publication form of the poster and he would be solicited to help with this past year's poster collection. **Danielle Treadwell** mentioned that there was an earlier discussion about having the poster form of the abstract published in the Proceedings along with a hyperlink in the digital proceedings to the actual poster as presented at the annual meeting. **Eric Simonne** indicated that in the future the original poster abstracts submitted for consideration into the annual meeting become the published abstract used in the Proceedings (with the current one page limits for both text and figures). **Jeff Brecht** encouraged Sectional Vice-presidents be acutely aware of the need to solicit authors for their sections' missing papers. Moved to approve Editor's report made by **Ed Etxeberria**, seconded by **Mark Ritenour**. Motion carried.

Marketing Coordinator: **Mark Ritenour** reported that the latest edition of the FSHS newsletter has been sent out and posted to the website. The website has been updated to remove information related to this past annual meeting and information related to this year's annual meeting has been added. Move to approve the Marketing Coordinator's report made by **Fritz Roka**, seconded by **Eric Simonne**. Motion carried.

Old Business:

2010 Annual Meeting: **Eric Simonne** indicated that the new program brochure format was well received (larger format with larger fonts). The second change for this past meeting was the poster session. The session drew 20 posters and was by all accounts a success. The Board directed the Program Coordinator to again include this session in next year's annual meeting.

High School Student Contest: Mark Ritenour has met with past member-at-large, David Hall, recently and David was to soon provide the instructions and entry forms to Mark.

Long Range Planning Retreat: Eric Simonne reported that the retreat was held about 2 to 3 weeks ago in Sarasota. An assignment was given to attendees to return to Eric for evaluation and reporting back to the Board. To-date there have been only 6 of 15 attendees complete the assignment. Due to the low response rate no report was completed. **Jeff Brecht** suggested that the attendees reconvene in smaller groups to address the components identified in the long range plan. **Jeff** further indicated that typically the President has the authority to form these ad hoc committees and that these smaller groups could address the individual components of the long range plan much more efficiently. It was suggested that the members of these committees be made up of the attendees of the Long Range Planning Retreat. **Eric Simonne** suggested that the long range planning committee get together to make a recommendation as the next steps in implementing the long range plan. **Jeff Brecht** asked **Eric Simonne** to review the 6 goals addressed at the long range planning retreat: define the identity and mission of FSHS, define FSHS target audience, propositions to improve communication with membership, how can we develop a marketing plan for FSHS with a vision for enhancing the proceedings, develop a vision for annual meeting enhancement and does the existing structure serve the needs of the society. **Eric Simonne** asked if it would be permissible to defer until the next Board meeting a more comprehensive report on the retreat. **Richard Tyson** proposed a new section of the Society be created called the "Soil, Crop and Water Section". After much discussion it was suggested by **Eric Simonne** that **Richard Tyson** should formally invite the SCSSF into participating in this year's Annual Meeting as a new section with the idea that, if this works out, there will be a need to amend the by-laws to create this new Section in the future. **Eric Simonne** and **Richard Tyson** will coordinate this effort and report back to the Board in January. Moved by **Fritz Roka** and seconded by **Danielle Treadwell**. Motion carried.

Digitizing Missing Proceedings: Mark Ritenour reported that they have digitized an additional 10 volumes of the Proceedings this past year. This leaves a balance of 10 to 12 volumes that are still missing from having a complete collection. Mark has found the missing volumes at both the Lake Alfred and Ft. Pierce Research and Education Center Libraries. The greatest hurdle at this point to completing the collection is the unbinding and rebinding of the missing volumes. **Danielle Treadwell** suggested contacting the "Special Collections" section of the University of Florida Library System to inquire into who could properly handle the unbinding and rebinding of the missing volumes. **Jeff Brecht** indicated he would help with finding a contact in "Special Collections". **Mark Ritenour** will be assigning a new password in January for the 2011 FSHS website access. The Society continues to post job announcements on the FSHS website. A discussion ensued on the emailing of job announcements through the FSHS email list serves. It was decided not to do this at this time and that this should be addressed by the FSHS Long Range Plan. **Mark Ritenour** inquired if permission was needed from the presenters to post their videos online. **Eric Simonne** indicated that the speakers were informed before the annual meeting about videoing their presentations. **Danielle Treadwell** mentioned that it would be beneficial to have a signed release form on file for presentations posted on the web. **Mark Ritenour** mentioned that he would post the 2010 Annual Meeting videos once the proper

release information is obtained. **Jeff Brecht** indicated that he would request a copy of the ASHS release form and provide that to the program coordinator. This signed release form will in the future be used as the official release document.

New Business:

2011 FSHS Annual Meeting: **Eric Simonne** indicated that he has sent by email the duties and responsibilities for Sectional Vice-presidents and the annual meeting master calendar. The following important dates were emphasized: February 18, 2011, titles due to Vice-presidents and program coordinator, March 16, 2011, deadline for receiving sectional program titles and abstracts, March 25, 2011, complete sectional program and complete list of abstract due to program coordinator. It was again mentioned that the Sectional Vice-presidents responsibilities are not completed until all the papers are turned in. **Richard Tyson** asked if **Jane Morse** could be asked to fill the remaining term of Leland Parker. **Mike Orfanedes** mentioned that he has already contacted Jane Morse about filling out Parker's term and she accepted. **Jeff Brecht** asked **Eric Simonne** to follow up with any of the missing Sectional Vice-presidents about their continued commitment to the annual meeting.

Media Design Services Proposal: **Jeff Brecht** outlined the proposal submitted by Kathy Snyder for "media services". This would include videoing requested presentations and providing photography services at the annual meeting. These would be provided to the Society for a waiver of the room charges and registration fees. Furthermore, she will provide layout and preparation of 4 newsletters per year for \$150/issue. This cost will be reduced to \$100/issue if the annual number of issues exceed 4. Provide media design services for brochures, flyers, posters or other media as requested at \$20/hour. **Ed Etzeberria** mentioned that Kathy has historically done many of these projects requested by the Society as a volunteer. **Fritz Roka** asked how this would be accounted for in the budget. **Eric Simonne** additionally inquired about who would be responsible for the supervision of the media services arrangement. **Jeff Brecht** asked **Ed Etzeberria** to be the individual that would oversee the media services arrangement. Furthermore, **Jeff Brecht** asked for a motion to accept the proposal for media services as outlined in the minutes with a budgeted category called "media service" not to exceed \$2,000 for the 2011 year. Moved by **Mark Ritenour** and seconded by **Eric Simonne**. Motion carried.

Jeff Brecht moved to adjourn meeting at 12:00 noon.

Respectfully submitted,
Chris Oswald, Secretary/Treasurer

FLORIDA STATE HORTICULTURAL SOCIETY **Board of Directors**

MINUTES
January 21, 2011
by Polycom Conference

Attendance: Danielle Treadwell, Eric Simonne, Fritz Roka, Jeff Brecht, Mark Ritenour, Michael Orfanedes, Ed Etzeberria, Jan Narciso Richard Tyson, Juanita Popenoe, Ryan Atwood, Gary England David Sui, Jane Morse, Tom Obreza and Chris Oswald.

Meeting was called to order at 10:13 a.m. by the Chair of the Board **Jeff Brecht**. Welcome and introductions of Board Members ensued.

Approval of Past Board Minutes: **Eric Simonne** moved that the minutes of the October 8, 2010, Board of Directors meeting be approved, seconded by **Jan Narciso**. Motion carries.

Membership Report: **Richard Tyson** reported 278 total members for 2010, 203 - regular members, 28 - student members, 10 - patron members, 7 - international members and 30 - honorary members. 2011 membership (as of 1/21/11) at 37 paid members. **Richard Tyson** proposed a change in the by-laws to add an additional category of membership called Life Members. Tyson's motion was as follows: "**Current members who are 65 years or older may choose to pay a one time fee which will move them into the Life Member category. They will have all rights and privileges of membership for life at no additional membership charge.**" Motion was seconded by **Ed Etxeberria**. Motion carries. **Jeff Brecht** directed **Chris Oswalt** to have an email vote of the membership to approve this change in the by-laws prior to April 15, 2011.

Treasurer's Report: **Chris Oswalt** presented the proposed 2011 year budget with the additional expenditures as directed by the Board. The proposed budget projects a loss of \$5,220.00 for 2011. **Oswalt** indicated that the Society's net worth of \$184,727.92 (December 31, 2010) a \$9,393.73 decrease over the prior year (December 31, 2009). In 2010 meeting sponsorship income was down \$5,200.00, a non-budgeted long range planning retreat cost of \$4,819.14 and a \$3,533.85 increase in award expense. Anticipated grant monies in the amount of \$5,500 were also not received in the 2010 budget year. **Mark Ritenour** requested that a \$100.00 expense be added to the 2011 budget for web hosting service. **Ed Etxeberria** moved to approve the treasurer's report, seconded by **Jan Narciso**. Motion carries.

Editors Report: **Jan Narciso** reported that she has received 60 total papers to date out of 114. Forty-eight of these are final and have been sent to ASHS. Section breakdown as follows: Citrus 20, Handling and Processing 1, Krome 11, Ornamental, Gardening and Landscape 13, Vegetables 15. **Narciso** indicated that it is becoming more difficult to find section editors for the Proceedings. It would be beneficial to have section editors in place before the annual meeting. In addition it is important that the sectional vice-presidents meet with the editors prior to the meeting to fully understand what are their obligations as sectional vice-presidents. In addition it has become more difficult to get authors to even submit their completed papers. **Ed Etxeberria** reminded the Board that all authors need to sign the revised author's agreement for this year's annual meeting. **Jeff Brecht** asked **Narciso** to send an email out to the list of authors that have not submitted their papers and the entire list of delinquent authors to the Board. **Jan Narciso** presented a proposal to have the digital Proceedings reproduced on a flash card memory versus the current compact disc format. Converting future Proceedings to this format would cost an additional \$1400.00 for 275 copies of the Proceedings. **Fritz Roka** suggested to survey the membership at this year's annual meeting for their preference of digital format. After much discussion of this proposal, **Eric Simonne** asked that we table the proposal to a later date. **Jeff Brecht** directed that the membership be asked about their preference in this matter at the annual business meeting. **Fritz Roka** moved to approve the editors report, seconded by **Mark Ritenour**. Motion carries.

Marketing Coordinator's Report: **Mark Ritenour** reported that the call for abstracts and the high school student paper competition have been posted to the website. **Eric Simonne** asked who was assuming the role of coordinator of the high school student competition. **Simonne** also suggested that past Board member

David Hall be contacted to serve as the coordinator. **Mark Ritenour** indicated that he would contact David Hall about his interest in the role of coordinator, and if David was unable to assume these responsibilities **Mark Ritenour** would serve as coordinator. **Ritenour** mentioned that we are having website issues related to the current server located in Lake Alfred. Currently, and in the future, we will not be able to change and/or update the password to the website. Furthermore, **Ritenour** suggested that now would be the best time to migrate to a new web hosting service and his research indicated that godaddy.com would be the best. **Mark Ritenour** made the following motion: "**that the Board allocate the expenditure of up to \$200 for the transfer of the FSHS website to a suitable web hosting service**". Motion seconded by **Chris Oswalt**. Motion carries. **Mark Ritenour** indicated that a donation by the UF, Mid-Florida Research and Education Center now only leaves us short on volume of having the entire proceedings in digital format and on the website.

Old Business:

FCPRAC/CRDF Grant: **Ed Etxeberria** reported on his conservation with Dan Gunter, COO of the Citrus Research Development Foundation (CRDF). CRDF is the entity that absorbed the Florida Citrus Production Research Advisory Council (FCPRAC) and holds our current proceedings grant. **Etxeberria** indicated that we could continue with the grant funding if the President or Chairperson of the Society would request in writing a five year continuation.

High School Student Paper Competition: See marketing report

Soil and Crop Science Society of Florida (SCSSF) Invitation: **Richard Tyson** deferred this discussion to Tom Obreza and Eric Simonne. **Jeff Brecht** reviewed the genesis of the invitation to SCSSF and that they would be invited as a session this year. Provided that all parties are agreeable there would then be an effort next year to amend the by-laws to have the former SCSSF become a FSHS section. **Tom Obreza** mentioned that the SCSSF has suspended operations (not collecting membership fees), and that any residual remaining funds of the SCSSF would be used for the David V. Calvert graduate student paper awards of this session and/or a section in following years until such funds were depleted. **Obreza** indicated that former SCSSF members would now need to become members of FSHS to participate in the annual meeting. **Obreza** said that the SCSSF has allocated some funds to complete the digitization of past proceedings of the society. He further indicated that the SCSSF would provide the printed program for this year's annual meeting.

Long Range Planning Retreat Update: **Eric Simonne** briefly reviewed the long range planning retreat and process and where we currently stand in the process. On December 6, 2010, discussions by the long range planning committee goal group leaders indicated that it would be wise to send out a survey to the membership to gauge the Society's preference for implementation of certain aspects of the plan. **Simonne** indicated that he would be providing an article for the FSHS newsletter outlining to the membership where we are in this process. **Eric Simonne** mentioned that at the December 6, 2010 meeting, leadership for this effort and the subsequent survey will be lead by either Jeff Brecht, Richard Tyson or Aparna Gazula. The plan is for the member survey to be distributed by February 15, 2011, with a response return date of March 1, 2011. The results could then be presented at the April 2011 Board Meeting.

2011 Annual Meeting: **Eric Simonne** mentioned that there

will be 3 “calls” for papers and explained the current efforts to solicit papers for the annual meeting. **Simonne** reviewed the important 2011 Annual Meeting sectional program deadlines. It is the responsibility of the Poster Session Coordinator (Brad Burbaugh) to accept extension agent posters. Sectional vice-presidents are to ask if extension agent submissions are for the poster/abstract or for a paper and presentation. **Simonne** asked that each of the sectional vice-presidents make an effort to involve the vice-president elects in nominating their successors and working on the following years annual program. A full session is 25 total presentations in three sessions. A 3 hour Monday morning session, a 3 hour Monday afternoon session and a 2 hour session on Tuesday morning. **Eric Simonne** asked Krome vice-president elect, **Gary England**, to assume the responsibilities of vice-president of the Krome section for the 2011 Annual Meeting. England agreed to accept these responsibilities for the 2011 meeting. The Tuesday afternoon in-service training will be on “the consequences of the recent legislation on Florida agriculture”. This will be used as the theme to determine what speakers to invite for the annual meeting keynote addresses. **Eric Simonne** presented three names for the keynote addresses and asked the Board if the slate was acceptable. The Board directed **Simonne** to make the initial invitations to the proposed speakers. **Richard Tyson** was asked to make the initial contacts with the keynote speakers as President of the Society. **Fritz Roka** inquired about a speaker for the Sunday evening session. **Ed Etxeberria** thought it would be a good idea to make the Sunday evening session more attractive to members. **Eric Simonne** indicated that he would followup with arranging for a speaker for the Sunday evening session. **Danielle Treadwell** asked if Ed Etxeberria would be interested in making a presentation at the business meeting on a historically significant subject in FSHS history. **Ed Etxeberria** indicated that he would be willing to make a short presentation during the business meeting.

New Business:

Committee Appointments: **Richard Tyson** indicated that he has contacted Mary Campbell, County Extension Director from Pinellas County, to see if she could encourage some of the county faculty to help with local arrangements. **Jeff Brecht** mentioned that he would work with Richard Tyson on providing information on the additional committees that would need to be functioning before the annual meeting.

Honorary Membership Nominations: **Chris Oswalt** wanted to remind everyone that there is a link on the FSHS website for honorary member nominations.

Other Business: **Chris Oswalt** brought to the attention of the Board that this year the Outstanding Commercial Horticulturalist and President’s Gold Medal awards are to come from the Krome Section. **Oswalt** also mentioned that a list of delinquent authors was included in the packet of information provided to each of the Board Members. **Chris Oswalt** directed the Board to review the video release form included in the Board Meeting packet. **Jeff Brecht** mentioned that the video release form needs to be sent to the Sectional Vice-presidents and be distributed with the Authors Agreements.

Jeff Brecht moved to adjourn the meeting at 12:10 p.m.

Eric Simonne seconded the motion.

Respectfully submitted,
Chris Oswalt, Secretary/Treasurer

FLORIDA STATE HORTICULTURAL SOCIETY Board of Directors

MINUTES

April 15, 2011

*Vinoy® Renaissance St. Petersburg Resort & Golf Club,
St. Petersburg, FL*

Attendance: Danielle Treadwell, Eric Simonne, Jeff Brecht, Mark Ritenour, Richard Tyson, Juanita Popenoe, Ryan Atwood, Gary England, Jane Morse, Mike Neff from American Society of Horticultural Science (ASHS) and Chris Oswalt.

Meeting was called to order at 10:18 a.m. by the Chair of the Board **Jeff Brecht**. Welcome and introductions of Board Members ensued.

Approval of Past Board Minutes: **Danielle Treadwell** moved that the minutes of the January 21, 2011, Board of Directors meeting be approved, seconded by **Richard Tyson**. Motion carries.

Membership Report: **Richard Tyson** reported 155 total members for 2011 (as of 4/14/11), 112 - regular members, 8 - student members, 4 - patron members, 1 - international members and 30 - honorary members. There are as of April, 11, 2011, a total of 14 registrations for the 2011 Annual meeting. **Ryan Atwood** moved to approve the membership report, seconded by **Gary England**. Motion carries.

Treasurer’s Report: **Chris Oswalt** reported that the Society’s net worth of \$189,533.39 (March 31, 2011) a \$13,082.68 decrease over the prior year (March 31, 2010). **Oswalt** presented an update version of the 2011 year budget by decreasing expenditures due to the original budget projecting a loss of \$5,220.00 for 2011. Suggested changes included: offering the Proceedings in CD format only (\$3,000.00), budgeting only for Society awards that are required in the by-laws (\$2,700), removing any additional expenses for the in-service training on Tuesday of the Annual meeting (\$0.00), removing the Small Conference booth rental (\$500.00) and having the Annual meeting program expense donated (\$1,500). Additional expenses for nonprofit corporation filing was required (\$650.00) and Media Services expenses (\$1,500.00) as per a Board request in the 2011 budget. These changes resulted in a net budgeted profit of \$330.00 for the Society in 2011. **Jeff Brecht** further explained the current reduction in net worth to a Board decision to spend reserves over the required by-law amount on expenses that would increase overall Society membership and student participation. **Oswalt** indicated that the by-laws require a 1.5:1 expense to asset ratio for the Society and that with the original proposed budget the ratio was 2:1. If the suggested changes to the proposed budget were adopted the ration would be 2.14:1. The ensuing discussion centered on the idea that running a deficit in any given year was acceptable if it will further the vision of the Society and has Board approval. **Eric Simonne** moved to approve the Treasurer’s report, seconded by **Danielle Treadwell**. Motion carries.

Editors Report: **Jan Narciso** submitted the following written report: Proceedings for 2010 is finished and being printed; copies should be available soon. An instruction sheet is being prepared for all VP’s this year with deadlines and information that they will need to pass on to their speakers (most of it is listed below). It will be emphasized this year that all speakers are expected to submit a paper (even though some will not) before they give their talks. There will be submission deadlines of July 31st for refereed papers and August 31st for non-refereed papers with no exceptions. This year I still had papers coming in at the beginning

of March. We need to be careful that folks submitting papers are members (or one of the authors is). When I went over all of the papers with Natasha Clark (ASHS) this year, there were some where none of the authors were members. The author who will pay the page charges must be designated when the paper is turned in (again, Natasha Clark (ASHS) and I had to call and e-mail people to find out who was responsible). In short, I think people do not read the author directions. We had a difficult time getting Section Editors to help out. It seems it will be a problem again this year. If you can encourage colleagues to volunteer, that would be great. I think with more deadlines enforced it will be easier on the editors and they will have more time to work with the author changes. This year most of it fell on me and with the change to Fort Pierce coming up in the summer/fall, I will not have much extra time this year getting my program reestablished and my lab set up. I need help! Ruth Gaumond (ASHS) was great and did a lot of information gathering for me when I was snowed under, and Natasha was very patient with helping me figure out who owed what. **Eric Simonne** indicated that the Extension Agent Abstract Program caused some delay this past year due to confusion in the submitted abstracts and expanded abstracts for publication. **Simonne** indicated that this year the call for abstracts was for the expanded version of the abstract. **Jeff Brecht** indicated that it is important for the Sectional Vice-presidents to require author agreements for presenters before this year's Annual meeting. **Mark Ritenour** moved to approve the editors report, seconded by **Eric Simonne**. Motion carries.

Marketing Coordinator's Report: **Mark Ritenour** reported that the meeting abstracts have been posted to the website. A notice has been again sent to the membership about the Annual meeting and the deadlines. Information has also been provided to media outlets about the Annual meeting. Videos from last year's Annual meeting are now available online. The biggest issue is that the videos have to be downloaded before viewing. Our current web service does not include streaming video capabilities. The website has now been moved to the new server and is operational. There are still some lingering issues with the ability to password protect the last 3 volumes of the Proceedings. Ritenour indicated that all but the following Proceeding volumes are now available online: 1892, 1893, 1894, 1916 and 1924. **Ryan Atwood** moved to approve the marketing coordinator's report, seconded by **Gary England**. Motion carries.

Program Coordinator's Report: **Eric Simonne** reported that speakers have been arranged for the 2011 Annual meeting. On Sunday afternoon for the Awards Ceremony Dr. Rod Clouser, Monday morning General Session Adam Putnam, Tuesday Horticultural Sciences breakfast Mary Ann Gosa and Ted Campbell for the Tuesday Extension Luncheon. Speakers for the Tuesday afternoon in-service training have also been secured. The 2011 meeting program has 94 presentations compared to 124 in 2010 and 7 posters compared to 20 in 2010. The graduate student competition has only 3 or 4 papers entered at this time. **Simonne** mentioned that presentations in the Krome and Processing and Handling sections of the Annual meeting will be completed by Monday afternoon. There is some concern about losing those sections on Tuesday if there is not something to keep them involved. **Simonne** reported that the Soil and Crop Science Society of Florida (SCSSF) had 3 submissions to the FSHS Annual meeting. One of those has been merged into an existing FSHS Section and the other 2 could become abstract posters. It appears that SCSSF may not have any residual membership joining FSHS in the future. A

further discussion ensued about the future of the Annual meeting and participation. **Ryan Atwood** moved to approve the program coordinator's report, seconded by **Gary England**. Motion carries.

Administrative Report: **Mike Neff** from ASHS reported that everything on the administrative side for FSHS was on track. **Simonne** asked Mike how has ASHS responded and adapted to the same types of issues facing FSHS. **Neff** indicated that a few years back ASHS Board of Directors shifted their focus from Board management to Board governance. This enabled ASHS to address the strategic issues facing ASHS and not so much the nuts and bolts of daily operations. Many of the same issues face ASHS and FSHS such as, smaller audiences and expanding membership outside of our traditional members.

Old Business:

Committee Board & Award Appointments: **Richard Tyson** indicated that Jane Morse, Ornamental, Gardening and Landscape Sectional Vice-president elect will be working on the local arrangements committee. **Jane Morse** indicated that she had enlisted the help of Theresa Badurek from the Pinellas County Extension Office to help on the committee. **Richard Tyson** mentioned that Jose Reyes would be chairing the Student Oral Presentation competition. **Tyson** indicated that the Best Paper Awards and Student Written Paper Award Committees will be appointed when the 2010 Proceedings become available. **Eric Simonne** stressed the importance of identifying a potential Program Coordinator between now and the June 2011 Board meeting. The Board then had an open discussion of potential candidates for the Program Coordinator position. **Tyson** indicated that he would have recommendations back to the Board for the vacant Board positions by the June 2011 Board meeting. **Chris Oswalt** indicated that the awards that rotate will be in the Krome Section this year. **Gary England** asked about the vice-president election for Krome Section since he was promoted to vice-president this year. The **Board** indicated that if Gary was willing to serve as vice-president of Krome next year the section would only elect a vice-president elect at the Krome Sectional business meeting this June.

Life Member By-Law Change: **Chris Oswalt** reported that the current by-law change including a new membership category called "life member" was not circulated for a vote to the membership as directed by the Board's January 21, 2011, directive. **Oswalt** reported due to the timing of the FSHS membership year only 37 members would be able to vote for the change, thus it was not circulated. It was further suggested that any by-law changes be done early before the end of the calendar year or wait until the Annual Business meeting. **Richard Tyson** directed that this vote be taken during the Annual Business meeting on June 7, 2011.

CRDF Grant: **Chris Oswalt** reported that the Citrus Research Development Foundation (CRDF) had indicated a desire to continue supporting the printing of the Proceedings. CRDF has provided payment for the 2010 Proceedings publication. **Oswalt** asked if the Chair or President had requested that the grant funding continue for this year. After some discussion it was determined that this was not completed before Dan Gunter had resigned his position at CRDF. It was decided to again pursue this funding with the new or interim CRDF Director.

Long Range Planning Survey: **Richard Tyson** suggested that the Board provide questions for a written survey to be distributed during the Annual meeting at the registration desk. **Jeff Brecht** suggested collecting additional questions for the survey and to have the questions circulated through the Board before distribution at the Annual meeting.

High School Student Paper Competition: Mark Ritenour reported that there was no interest or entries for the competition. **Ritenour** indicated that the information was sent to the state 4-H and FFA offices. **Mike Neff** suggest that we advertise the competition with the National Junior Horticulture Association, Florida chapter. **Ritenour** asked if the Board was still interested in continuing this competition next year. The Board indicated a desire to continue with this competition and do a better job of circulating contest information.

New Business:

BOD Position Nominations: See above in Committee Board & Award Appointments section of old business.

Honorary Membership Nominations: Chris Oswalt indicated that information on honorary membership nominations was included in the Board meeting materials. There is not a two-thirds's quorum in attendance at this Board meeting. **Oswalt** will circulate nominations for a vote by email to the Board next week.

Special Student Scholarships: Jeff Brecht indicated that there was an anonymous \$1,000.00 monetary donation by a Society member to support student participation in the Annual meeting last year and that the same donation was made this year. It was decided, by the Board, that it was important to continue with this scholarship program again this year. **Mark Ritenour** mentioned that he would distribute the application information about the student scholarships. Requirements would be the same as last year's applications (a written abstract, student enrolled in a horticulture or related program and be either an undergraduate or graduate student). **Ryan Atwood** made a motion "**to match, up to \$1,000.00, the anonymous donation using these funds for ten, \$200.00 student scholarships**", seconded by **Mark Ritenour**. Motion carries.

Meeting Sponsorships: Chris Oswalt reported for Gene Albrigo that sponsorship letters have been sent to potential sponsors. He indicated that he was on schedule and would have additional information as it becomes available. **Eric Simonne** mentioned that Gene has been performing this function for the Society for a number of years and was stepping down at the conclusion of this year's Annual meeting. He indicated that meeting sponsorships were an important part of funding for the Annual meeting and we need to identify a replacement for Gene.

Meeting Publicity: Mark Ritenour asked if Kathy Snyder would be videoing the Annual meeting this year. **Chris Oswalt** indicated that this was included in the budget. **Ritenour** also inquired about a video release form and **Oswalt** mentioned it was included in the packet of materials for the January Board meeting. The form would typically be used for the keynote speakers.

Small Farms Conference: Richard Tyson asked if we were interested in continuing with the Small Farms Conference booth this year. **Eric Simonne** indicated that the booth at the Small Farms Conference was to increase the Society's visibility and membership. After much discussion it was decided to continue with the Small Farms Conference booth this year.

Extended Receptions: Richard Tyson brought up for discussion extending the meeting receptions from 1 hour to 1½ hours each night. **Chris Oswalt** informed the Board that this would increase the cost of the receptions from \$10,000.00 to \$15,000.00. The Board discussed the proposal and decided not to act on extending the receptions this year. **Richard Tyson** asked about the President's reception held on Monday night and who was typically invited.

Plans for 125th Anniversary of FSHS in 2012: Chris Oswalt

wanted to remind the Board of considering plans for the 2012 Annual meeting. This would be the 125th Anniversary of FSHS.

Other Business: Eric Simonne indicated that it would be important to include the Soil and Crop Science Society of Florida (SCSSF) as a section and amend the by-laws to reflect this change at the June 2011 Annual Business meeting. **Simonne** made a motion "**to add the former Soil and Crop Science Society of Florida as a section of FSHS to be renamed appropriately**", seconded by Ryan Atwood. Motion carries.

Danielle Treadwell moved to adjourn the meeting at 12:34 p.m. **Gary England** seconded the motion.

Respectfully submitted,
Chris Oswalt, Secretary/Treasurer

FLORIDA STATE HORTICULTURAL SOCIETY Board of Directors

MINUTES

June 5, 2011

*Vinoy® Renaissance St. Petersburg Resort & Golf Club,
St. Petersburg, FL*

Attendance: Ryan Atwood, Ed Etxeberria, Eric Simonne, Jeff Brecht, Mark Ritenour, Gene Albrigo, Gary England, Richard Tyson, Fritz Roka, Danielle Treadwell, Mike Orfanedes, Juanita Popenoe, Jan Narciso, Jane Morse, Tim Gaver, Alvin Cheng and Chris Oswalt. Also in attendance was Mike Neff of the American Society of Horticultural Science (ASHS). A quorum of at least 2/3 of the Board of Directors were present.

Meeting was called to order at 2:05 p.m. by the Chair of the Board **Jeff Brecht**. Welcome and introductions of Board Members ensued.

Approval of Minutes: Eric Simonne moved that the minutes of the April 15, 2011, Board of Directors meeting be approved, seconded by **Richard Tyson**. Motion carries.

Approval of Reports:

Membership: Mike Neff reported a total paid membership of 192 (as of 6/3/11), 165 - regular members, 18 - student members, 6 - patron members, 3 - international members and 31 honorary members.

Treasurer: Chris Oswalt reported the Society's net worth of \$224,024.07 (May 31, 2011) a \$8,512.51 increase over the prior year (May 31, 2010). To date in 2011 income was (January 1, 2011 to May 31, 2011) \$48,878.35 and expenses of \$7,082.20. **Mike Neff** mentioned that meeting registration through June 3, 2011, was 181. **Fritz Roka** moved to approve the Treasurer's report, seconded by **Richard Tyson**. Motion carries.

Editor: Jan Narciso reported that last year there was an issue with getting authors to submit papers by the stated deadline. In response to this issue the following deadlines were set for Sectional Vice-presidents to have papers submitted. For refereed papers the deadline is July 31, 2011, and for non-refereed papers August 31, 2011. Narciso indicated that the Sectional Vice-presidents need to be more aggressive in getting authors to submit papers by the assigned deadlines. There also seems to be some confusion about the responsible party for page charges. Narciso will formulate a checklist for Sectional Vice-presidents to be used to insure that all the responsibilities of the Vice-presidents will be completed

for the current Proceedings. Finding editors to review papers is becoming an issue for the Society. . **Eric Simonne** made a motion to accept the Editor's report, seconded by **Richard Tyson**. Motion carries.

Marketing Coordinator: Mark Ritenour reported that the process of indexing last year's proceedings has been completed. The Annual Meeting program and abstracts have been posted on the website along with updated Honorary Membership and meeting sponsor lists. Emailed several meeting and hotel deadline announcements including information on local activities. Posted and emailed the latest issue of the FSHS Newsletter. There was some discussion about exploring the use of Facebook to distribute timely information to the FSHS membership. **Ryan Atwood** moved to approve the Marketing Coordinator's report, seconded by **Danielle Treadwell**. Motion carries.

Annual Meeting: Eric Simonne reported that the program is doing well. Brad Burbaugh will be unable to attend the meeting and Elena Tora will be overseeing the poster session. **Richard Tyson** informed the Board that the Florida Commissioner of Agriculture could not attend and his Chief of Staff, Mike Joyner will be speaking for the Commissioner. **Simonne** indicated that there were 10 student paper entries, 115 scheduled presentations and of these 94 oral presentations would be published in the Annual Proceedings.

Administrative Report: Mike Neff reported there are no issues or items for discussion. Meeting registration was as follows: 130 FSHS members, 14 student members, 22 non-FSHS members and 15 complimentary members for a total of 181 registered at this time.

Old Business:

Local Arrangements: Jane Morse, chair of local arrangements, indicated that everything is going good with the arrangements. Plants have been obtained for the meeting rooms and need to be distributed at the conclusion of the Board meeting.

Meeting Sponsorships: Gene Albrigo reported that we have completed a successful year. The total number of sponsors this year is 16. The total pledged amount is \$15,850 of which \$9,050 has been received, and the remainder is firm pledges or the check is in the mail. **Albrigo** recommended that the sponsor categories be changed to Platinum, Gold, Silver and Bronze, moving the funding categories up one medal so that Platinum will now be the \$2000 or higher category. This will replace Pewter with Bronze and in his opinion provide better sounding names for the sponsor categories. We have renegotiated the agreement with the Citrus Research and Development Foundation (CRDF) to support publishing of citrus papers (\$5,500), particularly as they deal with greening and canker research. This support will now require a formal request each year in the form of a grant request. A suitable agreement is being prepared by Dr. Harold Browning, the new COO of CRDF. We have one new sponsor that requested a display table, only the second time for this. We need a Board decision of how much to charge in the future for these kinds of requests above a sponsor level. This year, natural Industries sponsored at the Silver level \$1,500. That is \$500 over the base Silver Sponsorship (two registrations, Best Paper Award (Ornamental, Garden and Landscape)) and a display table. I believe we received \$250 extra for a display table. The Board needs to be more aggressive at finding a replacement to Chair this committee. I have gotten the process down to fairly easy steps, but I don't know that I will last much longer in this position. I would like to work with someone next year to make a transition. **Gene Albrigo** made a

motion to "**change the sponsorship levels to Platinum, Gold, Silver and Bronze**", seconded by **Jeff Brecht**. Motion carried. There was discussion about standardizing the cost of a sponsor display table. It was decided that this information along with complimentary registrations for sponsors needed to be consistent in the future. Additionally, **Ryan Atwood** volunteered to transition into the Sponsorship Committee Chair role as Albrigo reduces his responsibilities.

Student Program: Richard Tyson reported that he has been in contact with Jose Reyes Chair of the Student Program and the judges are set for this year's meeting.

Nomination Committee: Mary Lamberts, Chair of the Nomination Committee, presented the slate of officers proposed by the committee as follows: Vice President Elect - Nancy Roe, Program Coordinator - Aparna Gazula and Member-at-large - Jeff Brecht.

Meeting Publicity: Mark Ritenour asked if we provide Patron Members with certificates. **Chris Oswalt** indicated that to date there has been nothing developed for Parton Members, but it could be done based on the direction of the Board.

Long Range Planning: Richard Tyson presented a draft survey for FSHS membership based on discussion from the long range plan retreat held last year. The Board discussed the survey and made additional suggestions related to the survey questions. Tyson indicated that the survey would be distributed during the Opening Session of the Annual Meeting and also available on the website.

Soil and Crop Science Society of Florida (SCSSF): Tom Obreza confirmed that the SCSSF is no longer a functioning Society. A discussion ensued about the potential for adding an additional FSHS Section to include potential presentations that would have been a part included in the SCSSF meeting. This section would be an expansion of traditional SCSSF topics including sessions related to energy production, biofuels and other hot topics of horticulture. **Eric Simonne** asked if the SCSSF was considering digitizing their past proceedings. **Tom Obreza** indicated that this was being done and that the idea was to have these Volumes available on the FSHS website in the future.

By-Laws Changes: Chris Oswalt indicated that there were 2 proposed by-laws changes that have been sent out to the membership. These changes would be voted on at the Tuesday morning business meeting. The first dealt with adding a new membership category called "life members". The second dealt with adding a new section to FSHS to accommodate the disbanded SCSSF with necessary changes in the by-laws to reflect and increase from 5 sections to 6 sections. **Danielle Treadwell** made the motion "**to name the session formally called soil and crop to natural resources section**", seconded by **Eric Simonne**. Motion carried. **Eric Simonne** inquired about adding some sense of permanency to the current position of Chair of the Poster Session. The Board tabled further discussion of this subject to the September Board of Directors meeting.

New Business:

Single Day Meeting Registration: Richard Tyson brought up for discussion the idea of a single day registration for the Annual FSHS meeting. He indicated that this currently exists for the Tuesday session of our Annual meeting. The Board discussed the idea of a single day registration and decided to table this to the September Board meeting.

Dates and Location for 2011-2012 BOD Meetings: Richard Tyson listed the following dates for BOD meetings for 2011-2012. September 16, 2011, by polycom, January 20, 2012, by polycom,

April 20, 2012 at the Delray Beach Marriott and June 3, 2012 at the Delray Beach Marriott.

The meeting was adjourned at 4:00 p.m.

Respectfully submitted,
Chris Oswalt, Secretary/Treasurer

**FLORIDA STATE HORTICULTURAL SOCIETY
Annual Business Meeting,**

*Vinoy® Renaissance St. Petersburg Resort & Golf Club,
St. Petersburg, FL*

MINUTES
June 7, 2011, 8:30 a.m.

The 124th Annual Business Meeting of the Florida State Horticultural Society was called to order by Chair of the Board Jeff Brecht at 8:35 a.m. on June 7, 2011 at the Vinoy® Renaissance St. Petersburg Resort & Golf Club.

Brecht introduced the outgoing President and new Chair of the Board of Directors, Richard Tyson, presented him with a gavel, and turned conduct of the meeting over to him. Tyson presented a plaque to outgoing Chair of the Board Brecht, expressing the Society's appreciation for his service over the past two years. Tyson then opened the Business Meeting.

Minutes of the 2010 Annual Business Meeting: Secretary-Treasurer Chris Oswalt noted that the minutes of the 2010 Business Meeting were published in the Proceedings, which had been distributed to the membership of the Society. He asked if there were any comments or questions regarding the published minutes and there were none. A motion to approve the minutes as published was made by Gary England and seconded by Gene McAvoy; the motion was approved.

Membership report: Oswalt reported that total membership for 2010 was 278, broken down by category below. This compares to membership totals of 315 in 2005, 269 in 2006, 257 in 2007, 275 in 2008 and 231 in 2009. Although the membership number was down in 2009, the membership as of today (6/3/11) is 192.

2010 Members (1/1/2010-12/31/2010) = 278

Regular Membership - 203

International - 7

Patron - 4

Student - 29

Honorary - 28

Treasurer's report: Oswalt reported that the Society had a net worth of \$184,727 as of December 31, 2010, this represents a decrease of \$9,393 over the December 31, 2009, net worth.

Total income for 2010 was \$78,996 versus \$88,922 in expenses, so the Society finished 2010 with a net income loss of \$9,925. Assets were more than 2 times expenses in 2010 (the By-laws recommend that assets equal to 1½ times expenses be maintained).

Oswalt explained that there were a number of factors that affected this year's financial report. First, due to the efforts of Dr. Gene Albrigo, Chair of the Sponsorship Committee there was an increase in sponsorships for the Annual Meeting. Second, the Society membership approved an expenditure of reserve funds for a Long Range Planning Retreat. Third, there was a lapse in receiving grant funds to the Society in last year's budget that will be posted in this year's budget. A motion to approve the report as presented was made by Fritz Roka and seconded by Mary Lamberts; the motion was approved.

Editor's report: Tyson reported for Jan Narciso that there

were over 100 published papers in Vol. 123 of the proceedings from the annual meeting held in Crystal River, FL.

There have been some recent issues with authors not turning in papers to the editor by the published deadlines. This resulted in delaying the distribution of the Annual Proceedings to the membership. This year the deadline for refereed papers is July 31, 2011, and August 31, 2011, for non-refereed papers. A motion to the report by acclimation was made by Tyson.

Ed Etxeberria, past FSHS Editor, then made a presentation entitled, "Historical Agritainment" in which he used the Proceedings to highlight notable, interesting occurrences and highlights over those years in the Society as well as the world of agriculture at large.

Report on the 124th Annual Meeting: Program Coordinator Eric Simonne first reminded authors that their manuscripts are due on the dates specified in the Editor's report. Simonne thanked the sectional vice-presidents and editors for all their work and reminded sectional vice-presidents that their job was not completed until all papers in their section are submitted. He reminded the membership that the Society's Annual meeting has three primary functions: the contributed presentations, student papers and special events. In conclusion, Simonne indicated that the meeting went well.

Unfinished Business:

Long Range Planning Survey: Tyson asked the membership to please take the time to fill out the long range plan survey. This will be used to better focus the future direction of the Society.

New Business:

Proposed By-law Changes: Oswalt announced that there are two By-law changes proposed by the Board of Directors. The first dealt with adding an additional category of full membership called "life member". This category of membership would be available to retired members who would be allowed to pay a one time membership fee set by the Board of Directors. These life members would no longer be required to pay annual Society dues. A motion to amend the By-laws to include "life members" as presented was made by David Hall and seconded by Ed Stover; the motion was approved. The second change addressed appropriated changes in numerous sections of the By-law's that would add a new Section to the society called "Natural Resources". A motion to amend the By-laws to include a new Section called "Natural Resources" as presented was made by Sal Locascio and seconded by Eric Simonne; the motion was approved.

Student Scholarship Awards: Tyson announced that this scholarship was made possible by an anonymous gift that was additionally matched by the Board of Directors' of the Society. This gift made possible ten \$200 scholarships for students attending the meeting. Tyson announced the recipients and presented the awards to the following: Tyler Baras, Eduardo Chica, Angelos Deltsidis, Connie Johnson, Ming Wei S. Kao, Francisco Loayza, Mildred Makani, Rosa E. Raudales, Safira Sutton and Xiaojing Yu.

Student Best Presentation Awards: Jose Reyes, Student Program Chair, recognized his fellow judges: George Fitzpatrick, Jim Syvertsen and Svetlana Folimonova. Reyes then announced the winners of the competition and Tyson presented the award checks:

First Place: Rosa Raudales for the presentation, "Review of Efficacy Tests for Chlorination of Irrigation Systems". Rosa E. Raudales and P.R. Fisher, UF/IFAS Environmental Horticulture Dept., C.L. Harmon, UF/IFAS Plant Pathology Dept., and B.R. MacKay, ThomasBaine Ltd, New Zealand.

Second Place: Connie Johnson for the presentation, "Fertilizer Selection as a pH Management Tool in Floriculture Production". Connie Johnson, P.R. Fisher and J. Huang, UF/IFAS Environmental Horticulture Dept., Gainesville, FL.

Third Place: J. Li for the presentation, "Yellow Traps for Assessing Diel Pattern of Density of Leafminer, *Liriomyza trifolii* (Diptera: Agromyzidae) and its Parasitoids, *Opius* spp. (Hymenoptera: Braconidae) and *Diglyphus* spp. (Hymenoptera: Eulophidae)". J. Li and D.R. Seal, UF/IFAS Tropical Research and Education Center, Homestead, FL; and G.L. Leibee, UF/IFAS Mid-Florida Research and Education Center, Apopka, FL.

Nominations for 2011–12. Mary Lamberts, Nominations Committee Chair, reported the slate of nominees for open positions. Lamberts presented the following candidates being nominated by the committee:

President-elect	Nancy Roe
Program Coordinator	Aparna Gazula
Member-at-Large	Jeff Brecht
Vice President (Natural Resources)	Tom Obreza
Vice President-elect (Citrus)	Tim Gaver
Vice President-elect (Handling & Processing)	Cecilia Nunes
Vice President-elect (Krome)	Mercy Olmstead
Vice President-elect (Ornamental, Garden & Landscape)	Alex Bolques
Vice President-elect (Vegetables)	Crystal Snodgrass

Lamberts called for additional nominations from the floor and there were none. A motion to close the nominations was made by Gene McAvoy and seconded by Fritz Roka; the motion was approved. There being no further discussion, Lamberts called for acceptance of the presented slate of candidates by acclamation, which was done.

Recognition of 2010–11 Officers, Sponsors, Patron Members, and Award Winners. Tyson thanked his fellow Board Members for their work on behalf of the Society. He congratulated all of the award winners, thanked all of the Sponsors and Patron members for their support of the Society, and thanked the ASHS staff for their assistance, especially with preparations for the Annual Meeting.

Unfinished Business and Announcements: Craig Campbell suggested that there be a consideration for initiating a display of blueberry cultivars at next year's annual meeting. This could be expanded in subsequent years to focus on a specific crop with associated products produced in Florida by grower members of the Society. Tyson indicated that this would be discussed at the next FSHS Board of Directors meeting in September 2011. There was additional discussion by members about current plans for next year's meeting and the incorporation of these types of displays.

Tyson adjourned the Business Meeting at 9:24 a.m.

Respectfully submitted,
Chris Oswalt, Secretary

**2012 – 125th Annual Meeting
June 3–5, 2012, at the Delray Beach Marriott,
Delray Beach, FL**