The first meeting of the 2008 Florida State Horticultural Society Board of Directors at the CREC was called to order by President Jim Syvertsen at 10:02 am. Syvertsen welcomed the BOD members who each introduced themselves. Attendance was taken by Secretary-Treasurer Jeff Brecht. Board of Director members in attendance were as follows: Jim Syvertsen, Eric Simonne, Ed Etxeberria, Jeff Brecht, Mark Ritenour, Bill Castle, Fritz Roka (by speakerphone), Kelly Morgan and Chris Oswalt, Cecilia Nunes, Jeff Williamson, Juanita Popenoe, and Craig Chandler. Tom Obreza of the Soil & Crop Science Society of Florida (SCSSF) also attended.

Minutes of the June BOD and Annual Business Meetings. Brecht presented the minutes of the meetings, which had been distributed, revised based on BOD comments, and redistributed prior to this meeting. Brecht made a motion that the revised minutes be accepted, Ritenour seconded the motion and it was approved.

Membership report. Brecht presented the current membership figures provided by ASHS as follows:
- 2007 Ann Members — 182
- 2007 Patrons — 6
- 2007 International — 5
- 2007 Students — 34
- 2008 Annual Members — 1
- Honorary Members — 29

Total = 256 (vs. 269 at the end of 2006 and 315 in 2005)

Member-at-Large Bill Castle asked about when membership payment is due. It was explained by Brecht that membership is on a calendar year basis, but that most members still renew their membership at the time they register for the Annual Meeting rather at the beginning of the year.

Treasurer’s report. Brecht reported on the Society’s finances for the second quarter of 2007, which are 11.5% above the previous year. He also presented the Statement of Activities through Aug. 2007, noting that the Society is currently about $14,000 below projected net income for the year because page charges for the Proceedings have yet to be collected. He also noted that the Annual Meeting would have been over $10,000 in the red without the exceptional amount of donations that were received. Castle made a motion that the report be accepted, Chandler seconded the motion and it was approved.

Editor’s report. Editor Ed Etxeberria reported that the request for PFSHS to be indexed by Science Citation Index (SCI) was declined because FFSHS is not open to submissions by the scientific community at large. He explained the current publication procedure through ASHS. Etxeberria reported that Proceedings Vol. 120 will be out by the end of the year.

ASHS has suggested that FFSHS develop a marketing plan — Brecht suggested that we ask ASHS to send “renewal” notices. Marketing Coordinator Mark Ritenour suggested forming a marketing committee. Castle suggested that FFSHS membership notices be included with ASHS notices. Brecht will ask ASHS to send individual membership invoices to FFSHS members in November and to include FFSHS membership as an option when they send out ASHS/ISHS invoices.

There was some discussion of making the Proceedings an open submission publication in order for it to be eligible for indexing.

Ritenour suggested that we could create an open submission section of refereed papers not presented at the meeting. Etxeberria will investigate the SCI rules and report back in January.

Marketing Coordinator’s report. Ritenour recommended forming a committee to explore ways to promote FFSHS membership, Proceedings sales, and the Annual Meeting. Fritz Roka, Eric Simonne, Cecilia Nunes, and Ed Etxeberria volunteered to serve with Ritenour on the committee; Tracy Shawn was appointed by Syvertsen as an ex officio member. The committee will report back to the BOD in January. Ritenour reported that the FFSHS website server motherboard crashed, but it has been migrated to a new server for the time being. He also reported that FCLH has been very slow in posting the current Proceedings as well as the past, scanned Proceedings, none of which have been posted.

There was a discussion of meeting costs — it was agreed that we need to police the receptions to avoid overages and the meeting should be self-supporting without reliance on donations to break even. Brecht will ask ASHS (Tracy Shawn) for the hotel bill breakdown (cost of receptions, how many additional people were paid for). It was also agreed that we should require attendees to purchase tickets for events.

After some discussion on the topic, a motion was made by Syvertsen and seconded by Roka to limit the expenses for the Presidential Reception to $1000. The motion was approved.

A motion was made by Brecht that a $10 late fee for memberships be charged to coincide with the Annual Meeting early bird registration of Apr. 1, excluding Patron Members. The motion was seconded by Castle and approved.

A motion was made by Ritenour to increase Guest (including children) registration to $50 with a naming issue to allow admission to all events. The motion was seconded by Simonne and approved. Brecht will communicate these items to ASHS.

SCSSF representative Tom Obreza indicated that he will supply the SCSSF membership list to Brecht to give to ASHS

Preparations for Annual Meeting. Simonne relayed to the BOD some comments from meeting attendees; he handed out to the BOD a list of VP responsibilities and deliverables to the Program Coordinator, which included: 1) titles by Feb. 15; 2) program by Apr. 11; 3) abstracts by Apr. 11. Simonne made the “2007 VP Challenge”: 1) fill up your entire program; 2) recruit two new graduate student presentations and encourage them to enter the Student Best Paper competition; 3) invite one grower and one industry leader to make a presentation. A question was asked by Castle about budget for an invited speaker; Syvertsen suggested that the VPs work with the Sponsorship Committee (chaired by Gene Albrigo) if that situation arises. Syvertsen also suggested using tape recorders and transcription for industry speakers who will not write a paper. Chandler relayed a request from CEU Coordinator Alicia Whidden that she would like to get an early copy of the program.

Simonne requested ideas for invited speakers. Some suggestions were Terril Nell for Breakfast and Armando Campos for Lunch. Simonne indicated that we need a Keynote speaker.

Etxeberria informed the BOD that Paul Driscoll had volunteered to give a 20-min historical perspective of FFSHS at the Awards Ceremony and the consensus was that he should be encouraged to do so.

Simonne informed the BOD that there will be a Continuing Education session on inspections and quarantines on Tuesday afternoon followed by a tour of the APHS facility at the Port of Miami.
Obreza indicated that Bob McGovern is Pres-elect of SC-SSF and will be Simonne’s counterpart to develop the meeting program.

Syvertsen indicated that Sponsorships will go toward the awards.

Commercial citrus display. It was suggested at the June BOD and Syvertsen and Castle agreed to investigate if the variety improvement group at CREC will put that up at the Annual Meeting.

Unfinished Business
Patron Member recognition. Brecht will send to Syvertsen for signature next week.

New Business
Newsletter. Syvertsen announced that the next issue in December will coincide with Membership invoices; subsequent issues are planned for March and June. There was some discussion of articles to include. A suggestion was made by Oswalt to solicit examples of PFSHS-published results that have led to adoption of new practices by the horticulture industry. Castle suggested soliciting letters to the editor and polling the readership on controversial issues.

2007–08 Committees. Syvertsen announced the following committees:
• George Fitzpatrick — Local Arrangements
• Gene Albrigo — Sponsorship (Burns, McClure plus one TBD from SCSSF)

Potential meeting sites. Tracy Shawn has started looking for potential 2009–11 sites and will report to the BOD by January. Syvertsen would like to look in Central-North Florida. Crystal River Plantation is being considered. Simonne began a discussion of how to attract additional attendees. He suggested joining with CCA, FFA, or FFVA and also suggested the IFT trade show scientific program model as something to explore. Simonne will draft something for the Newsletter. Syvertsen mentioned FACTS (now defunct) and the Citrus Expo. Castle suggested that FSHS reach out to Master Gardeners. Syvertsen suggested that the Marketing Committee reach out to other groups.

Website. Ritenour asked for and received permission to renew the domain name for 5 years for $20.

It was agreed that the next BOD meeting will be held at the CREC at 10:00 am on Friday, Jan. 18, 2008.

There being no further business, the meeting was adjourned by Syvertsen at 1:15 pm.

Respectfully submitted,
Jeff Brecht, Secretary

*Addendum
Shawn provided a cost breakdown for the 2007 Annual Meeting in order to illustrate the reasons for the suggestions that she had made regarding meeting registration costs.

Brecht then proposed the following motion, seconded by Syvertsen, which was distributed and voted on by BOD via email:

Moved that the 2008 Annual meeting registrations be set at the following amounts:
• $125 for Members Early Bird
• $175 for Members Regular
• $185 for Nonmembers Early Bird
• $225 for Nonmembers Regular
• $95 for Students

and further that, in lieu of registration, spouses and guests be charged for a ticketed attendance at the receptions as follows:
• $35 for Welcome Reception
• $35 for Industry Reception.

The motion was approved on Nov. 5. This motion supersedes the motion made by Ritenour at the Sept. 21 BOD meeting regarding guest registration.

FLORIDA STATE HORTICULTURAL SOCIETY
Board of Directors
MINUTES
January 18, 2008

The second meeting of the 2007–08 Florida State Horticultural Society Board of Directors was called to order by President Jim Syvertsen at 10:00 a.m. at the Citrus Research & Education Center, Lake Alfred. Syvertsen welcomed the Board of Directors (BOD).

Attending: Secretary-Treasurer Jeff Brecht took attendance and the BOD members in attendance were as follows: Jim Syvertsen, Eric Simonne, Ed Etxeberria, Kelly Morgan, Jeff Williamson, Juanita Popenoe, Craig Chandler, Chris Oswalt, Henrique Mayer, Gene McAvoy, and Tracy Shawn and Mike Neff participated by telephone.

Minutes of the Sept. 21, 2007 BOD meeting. Brecht noted that the minutes had been distributed to the BOD by email prior to today’s meeting. It was moved and seconded that the minutes be approved as previously distributed; the motion was approved.

Membership report. Brecht reported that society membership for 2007 was 257, broken down by category below. This compares to total membership of 269 in 2006 and 315 in 2005.

• 2007 Members (1/1/2007–12/31/2007) = 257
• Annual — 185
• Patron — 6
• International — 5
• Student — 32
• Honorary — 29

It was moved and seconded that the report be approved as previously distributed; the motion was approved.

Treasurer’s report. Brecht distributed a written report prepared by Tracy Shawn that included the society’s 2007 assets and liabilities and projected 2008 budget. FSHS had assets totaling $146,879.37 as of December 31, 2007, of which about two-thirds was in CDs (about $72,000) and the Endowment Fund (approximately $25,000), and one-third in the checking account (about $50,000); this was an 8% ($11,352) increase from the same date in 2006.

Membership dues income was up in 2007 by $625 over 2006 ($11,525 vs. $10,900), and income from the Proceedings exceeded expenses by $5,785. The Society finished 2007 with a net income of $11,351.89—although that was about $2,750 less than projected in the budget.

Brecht stated that he was not sure of the reason why the Society maintains such a large amount of non-operational funds on hand, noting that the By-laws state: “For prudent operation and financial security of the Corporation, funds in an amount at least one and one-half (1.5) times the annual expenses shall be maintained, whenever possible, in such reserve funds and shall not be allowed to exceed two and one-half (2.5) times annual expenses. Deviations from these practices may be authorized by a majority vote of the Board of Directors.” He noted that the amount of funds being maintained at present is about twice the amount of expenses in 2007. Mike Neff indicated that the purpose of the reserve is to ensure that the Society is able to pay off all of its liabilities in the event that it is dissolved. Brecht noted that the
potential liabilities of the Society appear to be quite small and the By-laws indicate that, in the event of dissolution of the Society, any excess funds are to be donated to charity. He suggested that the BOD consider reducing the amount of funds held in reserve as well as potential uses for the excess money.

Brecht reported on the Annual Meeting finances as provided by Shawn, noting that the meeting cost breakdown compiled by Shawn and her recommendations for 2008 meeting charges based on the 2007 meeting costs were distributed to the BOD by email and a motion by Brecht to ensure that the Annual Meeting income and expenses will break even, seconded by Syvertsen, was discussed, voted on, and approved by the BOD in November (see Addendum). A discussion ensued regarding meeting costs and the role of sponsorships in budgeting for the Annual Meeting. It was agreed that the Society should not consider potential donations when budgeting for the Annual Meeting.

There was a discussion about the Proceedings returning a profit and the need to improve the procedure for collecting page charges; Mike Neff agreed to set up online payment of FSHS Proceedings page charges on the ASHS Shopping Cart website.

Chandler moved and McAvoy seconded that the Treasurer’s report be accepted; the motion was approved.

Editor’s report on Proceedings Vol. 120. Etxeberria reported that the material was submitted to ASHS in early December; Tracy said it is almost finished and the CD will be sent out before the printed copies are finished. Ed showed the Board the cover for Vol. 120.

There was discussion about inclusion of photos from the Annual Meeting in the Proceedings – Syvertsen will ask Local Arrangements Chair George Fitzpatrick to find someone to be responsible for picture-taking. Henry Mayer suggested Ian Maguire from TREC.

Ed pointed out that the sectional editor terms are ending. Discussion followed regarding adding the task of editing non refereed papers to the VPs’ duties. It was agreed that that duty should be introduced with the new, 2008-09 VP-elects.

Oswalt moved and Simonne seconded that the report be accepted; the motion was approved.

Marketing Coordinator’s report. Brecht presented the report that Mark Ritenour submitted by email. Ritenour is taking over the scanning (digitizing) of Proceedings papers for the FCLA due to their inaction. There was a discussion of how to help Mark keep FSHS.org updated. Syvertsen will check if the CREC webmaster can work on it; Chandler mentioned that Mark solicited a proposal for website re-design and he will check on the status of that. Website update will be put on the April BOD meeting agenda. It was moved and seconded that the report be approved as submitted; the motion was approved.

Administrative report. Tracy Shaw reported that the Proceedings ordering system is working smoothly. After a short discussion, renewal of the contract with ASHS for administrative services was voted on and approved. ASHS proposed that their CPA prepare the FSHS tax return, and the Board agreed. Neff reported that the ASHS Online store is working great for membership & meeting registration. Tracy will send out requests to hotels in central and northern for 2009-11 meeting site bids in the next few weeks.

Old Business

Preparations for 2008 Annual Meeting. Simonne reported that he is using June 1-4 as the meeting dates in order to include the scheduled in-service training on Tuesday afternoon through Wednesday. SCSSF has agreed to pay for program printing.

There was a discussion about displays for the Annual Meeting: suggestions included the Center for Tropical Agriculture; Teresa Olczyk and Mary Lambert and Jonathan Crane for tropical fruits & vegetables; Tim Spann for a citrus breeding display; Florida Seed Foundation. Syvertsen will ask Fred Gmitter about setting up a PowerPoint citrus display. There was also discussion about having posters, such as from other meetings, put on display — Simonne is taking the idea under consideration.

Simonne further reported on progress regarding speakers and scheduling and the need for titles and durations of talks; solicited proposals for other meeting groups. The Tuesday-Wednesday In-Service Training will be about quarantines – presentations on Tuesday afternoon plus tours in Miami on Wednesday. Extension personnel need to sign up for FSHS and the session as two, separate in-service trainings.

Eric discussed the timetable of duties for the VPs — VPs collect titles by Feb. 15 for publicity use; VPs submit to Eric a list of titles with author names, followed by abstracts and arrangements into a session program – he instructed the VPs to refer to the “VP Challenge” distributed at the September BOD meeting for due dates and other instructions. He urged the VPs to offer recording & transcribing of their talks to industry speakers. He finished by providing instructions to the VPs on procedures for conducting their sessions during the Annual Meeting.

Website and online Proceedings database. See Marketing Coordinator report above.

Newsletter update. Syvertsen announced that the next newsletter due date for material is Feb. 15 for the March issue. Articles are coming from Simonne and Fitzpatrick related to the Annual Meeting and Ft. Lauderdale area horticulture; Brecht suggested including news releases about new fruit, vegetables and ornamental plant varieties – Syvertsen will contact Jay Scott about his new, high lycopene tomato variety.

New Business

2007–08 Committees. Syvertsen reported that he is working on appointing these committees and requested suggestions from the BOD.

Potential meeting sites. Brecht will communicate to Shawn that we want to visit hotels in time to report to the BOD at April meeting. Syvertsen, Brecht and Simonne will visit the potential meeting sites.

Call for Honorary Member nominations. Brecht will send out a call for nominations to the FSHS members within the next month with the nominations due and to be considered at the April BOD meeting. He briefly described the types of special individuals who have traditionally been honored in this way. It was suggested that the call for nomination indicate that the names of the current Honorary members can be found in the back of the Proceedings.

Refereed Proceedings papers. There is now a category in IFAS T&P for Refereed Proceedings. The Editorial Committee will prepare a description of the process to be used.

Syvertsen noted that the next BOD meeting will be at 10:00 a.m.-12:00 p.m. on Friday, April 18 at the Marriott North. The Annual Meeting will be June 1-4 at the Marriott.

There being no further business, the meeting was adjourned by Syvertsen.

Respectfully submitted,

Jeff Brecht, Secretary

Addendum (Item 1)

From: Tracy Shaw [mailto:tshawn@ashs.org]
Sent: Thursday, Oct. 25, 2007 9:53 a.m.  
To: Brecht, Jeffrey K; Syvertsen, James P  
Cc: Michael Neff  
Subject: Cost breakdown  
Dear Jeff and Jim,  
I can offer the following information regarding the current and  
anticipated breakdown on costs related to the annual meeting &  
registration income:  
2007 — Average cost to FSHS per attendee = $176.68. As you  
are aware, we had quite a bit of sponsorship income to over-  
come the fact that the registration rates were as follows:  
• $100 Early Bird  
• $150 Regular  
• $150 Early Bird Nonmember  
• $200 Regular Nonmember  
• $50 Student  
As you can see, there is quite a discrepancy in some of these  
categories, for example, the cost to the society to have a student  
attend is $126.68 ($176.68 – $50).  
There were a few circumstances that caused the 2007 per person  
cost to be higher than normal ... first, we had people attending  
the receptions that were not paying registrants or paid spouses.  
Second, the president’s reception was not budgeted for as it was  
covered entirely by the sitting president for the 4 previous years.  
This, however, should have been included as a budget item and  
will be in the future. We suggest limiting the budget to $1500.  
Third, the food and beverage rates and A/V costs were higher at  
the PGA National Resort than they are at other venues. And finally,  
the spouse fees collected did not cover the cost of attending the  
receptions...however, this has been the case for many years - it  
was just more significant this year because the food costs were  
higher at the meeting site.  
If you would like to see the cost breakdown for this year’s  
meeting, it was as follows:  
• Opening reception — $11,601.70  
• Industry reception — $10,983.66  
• Continental breakfast — $2,425.25  
• Second morning coffee — $1,051.03  
• A/V — $2,592.12  
• Supplies — $727.54  
• Meeting Coordinator — $6,426.85  
• President’s reception — $2,500  
• Awards — $1,878.80  
• Student rooms/Gold Medal Winner sleeping rooms —  
  $1,115.83  
• Tuesday breakfast — $1,340.20  
• Tuesday lunch — $1,828.59  
2008 — assume attendance of 245 ppl. comprised of:  
• 160 — FSHS & SCSSF Members  
• 40 — FSHS & SCSSF Nonmembers  
• 45 — Students  
We will not include the spouse/guest fees in the following  
calculations as they will be paying a per ticket price this year for  
the exact cost of the event that they choose to attend.  
At the current registration rates, assuming that 25% of attendees  
register prior to the Early Bird Deadline, that breaks down to:  
• 40 × $100 = $4,000  
• 120 × $150 = $18,000  
• 10 × $150 = $1,500  
• 30 × $200 = $6,000  
• 45 × $50 = $2,250  
This will bring in approximately $31,750 to pay for the  
conference. However, in looking at menus, estimating A/V,  
supplies, awards, the president's reception, printing of the program,  
and the meeting coordinator services and travel expenses, the  
anticipated amount needed for 2008 is $39,030 (cost per  
attendee $159.06).  
Therefore, the registration rates will need to be adjusted, and  
we recommend the following:  
• 40 × $125 = $5,000— Members Early Bird  
• 120 × $175 = $21,000— Members Regular  
• 10 × $185 = $1,850— Nonmembers Early Bird  
• 30 × $225 = $6,750— Nonmembers Regular  
• 45 × $95 = $4,275— Students  
These changes should result in essentially a break even budget  
with regard to the meeting (assuming that the breakdown of  
attendees remains close to what was last year. The change will  
will allow FSHS not to have to depend on unsecured sponsorship  
dollars to cover the cost of the meeting. Sponsorship money that  
is acquired could then be used to enhance the meeting if desired.  
Another option depending on the rules associated with your  
endowment fund would be to use endowment money to subsidize  
the cost for a student to attend the meeting, thus being able to  
lower their registration fee ... although, I will mention that it is  
possible that a large number of the students attending are there  
for the SCSSF part of the meeting.  
The cost structure for spouses/guests will be amended this  
year. We recommend that the prices be as follows:  
• Spouse/Guest Ticket — Welcome Reception $45  
• Spouse/Guest Ticket — Industry Reception $45  
Please let us know if you need any additional information.  
Sincerely, Tracy  
Tracy Shawn, CMP  
Asst. Executive Director  
American Society for Horticultural Science  
113 S. West Street, Suite 200  
Alexandria, VA 22314  
Phone: 703-836-4606  
Fax: 703-836-2024  
www.ashs.org  

(From)  
From: Brecht, Jeffrey K  
Sent: Thursday, November 01, 2007 12:36 PM  
To: ‘Peter McClure’; Syvertsen, James P; Echevarria, Edgardo  
Juan; Ritenour, Mark A; Simonne, Eric H; Castle, William  
S; Roka, Fritz Michael; Morgan, Kelly T; Oswalt, W Chris;  
Popenoe, Juanita; Mayer, Henrique; ‘gluzio@citrus.usda.gov’;  
Cecilia do Nascimento Nunes; Williamson, Jeffrey G; ‘Ayala-Silva,  
Tomas’; Chandler, Craig K; McAvoy, Eugene J (Gene)  
Cc: Michael W. Neff; Shawn, Tracy (tshawm@ashs.org)  
Subject: Sept. BOD Minutes & Annual Meeting cost  
breakdown  
Dear FSHS BOD members:  
I have attached the minutes of our September meeting to this  
message. An item of special note is the discussion and decisions  
that we made regarding the budget and procedures for the 2008  
Annual Meeting, which is highlighted in the attached minutes.  
I was asked to request from Tracy a cost breakdown for the  
2007 meeting, which she has provided to us (see below). The  
breakdown illustrates the reasons for the suggestions that Tracy  
made regarding meeting registration costs.  
We agreed to distribute the meeting registration forms  
(and membership renewal with coinciding deadline dates) to  
the membership in late November (or in the early December
The third meeting of the 2007–08 Florida State Horticultural Society Board of Directors was called to order by President Jim Syvertsen at 10:00 a.m. at the Marriott North Ft. Lauderdale Hotel. Syvertsen welcomed the Board of Directors (BOD).

Attending: Secretary-Treasurer Jeff Brecht took attendance and the BOD members in attendance were as follows: Jim Syvertsen, Eric Simonne, Ed Etxeberria, Mark Ritenour, Kelly Morgan, Jeff Williamson, Juanita Popenoe, Chris Oswalt, Cecilia Nunes, Henrique Mayer, Gene McAvoy, Fritz Roka, and George Fitzpatrick.

Minutes of the January 18 BOD meeting. Brecht distributed the minutes and it was moved and seconded that the minutes be approved; the motion was approved without discussion.

Membership Report. Brecht presented the current membership numbers supplied by Tracy Shawn (ASHS), which are 80 below the 2007 final total, but ahead of the same date last year. Brecht also noted the meeting registration numbers supplied by Shawn. Simonne proposed that the timing of early registration and program preparation should be coordinated so that presenters can register for the meeting with the knowledge that their submitted paper is accepted and when it is scheduled. Syvertsen tasked Simonne with proposing a system at the September 2008 BOD meeting.

Treasurer’s report. Jeff Brecht reported that the Society’s income is ahead of last year at the same time and noted that it is premature to discuss the Society’s finances before we know how much income and expenses are associated with the Annual Meeting in June.

Brecht noted that the Society’s assets are about $165,000 which is almost 2 and one-half times the total expenses for 2007; the By-laws recommend “For prudent operation and financial security of the Corporation, funds in an amount at least one and one-half (1.5) times the annual expenses shall be maintained, whenever possible, in such reserve funds and shall not be allowed to exceed two and one-half (2.5) times annual expenses.” He suggested that the BOD begin deliberating on appropriate ways to spend down these assets in order to benefit the society.

Etxeberria mentioned that the Endowment is intended to support student activities. Discussion followed on how to support student attendance at Annual meetings; how to help students financially versus help their professor; more student competitions and prizes. Simonne volunteered to develop a plan to be presented at the September BOD meeting to increase student involvement in the Annual Meeting. Brecht moved that the report be accepted; McAvoy seconded; the motion was approved.

Editor’s (final) report on Proceedings Vol. 120. Editor Ed Etxeberria reported that the CDs and printed copies of the Proceedings are done; Syvertsen proposed to conduct a photo competition for the Volume 121 cover; it was decided to run the competition via the Newsletter and vote in September.

Syvertsen mentioned that page charges are being collected with the ASHS online payment system that is up and running; Ritenour noted that links to papers are being added to the FSHS web page.

Brecht brought up the problem of presenters not being registered for the Annual Meeting or even being FSHS members; there was some discussion of procedures related to future meeting registration and presentation. Regarding collection of past registration fees and dues, Gary Luzio brought up the problem of federal employees not being able to pay bills from a previous fiscal year. It was agreed to publicize this in the Newsletter (i.e., pay before the meeting or make alternate arrangements); Brecht will ask Natasha (ASHS) to send additional notices.

It was suggested that invited speakers be given the option of getting a 1-day registration. Discussion followed regarding possible policy for invited speakers: extra-session versus session speakers – VPs will have authority to allow non-registration/membership if the speaker is from outside FSHS and will not attend the entire meeting. Simonne emphasized that VPs are not required to collect papers – they go to Etxeberria directly or via fshsproc@fshs.org (VPs can pass them on to Ed though).

Marketing Coordinator’s report. Marketing Coordinator Mark Ritenour presented efforts to improve the webpage and publicize the annual meeting. The Marketing/Publicity committee met on February 28th to discuss and expand upon a marketing plan developed in 2006 by Ray Rafie and Chris Oswalt. There was a discussion of the groups that should be targeted in our marketing efforts. Simonne mentioned that UF/IFAS has a major faculty (state and county) involvement with “Small Farms”, they have regional conferences, and suggested FSHS could serve as one of their regional conferences (depending on location). Roka discussed ideas/efforts to get faculty in the Food & Economics Newsletter), so we need to make a final decision on this prior to our next BOD meeting in January (at the CREC at 10:00 am on Friday, January 18).

To that end, I propose the following motion, which Jim Syvertsen has seconded:

Moved that the 2008 Annual meeting registrations be set at the following amounts:

- $125 for Members Early Bird
- $175 for Members Regular
- $195 for Nonmembers Early Bird
- $225 for Nonmembers Regular
- $95 for Students

and further that, in lieu of registration, spouses and guests be charged for a ticketed attendance at the receptions as follows:

- $35 for Welcome Reception
- $35 for Industry Reception

This motion would supersede a motion made by Ritenour at the BOD meeting regarding guest registration.

Please take a look at the information that Tracy has provided and, if you have any points of discussion, “Reply to All” by tomorrow (Friday). If no changes are necessary, please reply to me by Monday November 5th with your Yea or Nay vote.

Thanks, Jeff
Jeffrey K. Brecht, Secretary-Treasurer
Florida State Horticultural Society
Horticultural Sciences Department
Institute of Food & Agricultural Sciences
University of Florida
POB 110690
1301 Fifield Hall
Gainesville, FL 32611-0690
Ph: 352-392-1928x213
Fax: 352-392-5653
Email: jkbrecht@ufl.edu
http://www.fshs.org

FLORIDA STATE HORTICULTURAL SOCIETY
Board of Directors
Minutes
April 18, 2008

Dept. for involved. It was agreed that general subject sessions at the Annual Meeting should be considered to attract a more general audience.

Ritenour reported that an announcement for the annual meeting was created and e-mailed to numerous newspapers, commodity groups, extension agents, and throughout the UF/IFAS list serve. Ritenour’s contacts within the ornamental & tropical horticulture areas are weakest and he solicited such contacts from the BOD members.

Ritenour also gave an update on the FSHS website. Proposals for a redesign of the website were solicited and three have been received. He indicated that we can expect to pay $2,500 to $3,000 for a professional web design. Ritenour made a motion, seconded by Brecht, to allocate up to $3,000 of the Society’s funds to be approved to spend on the web site redesign; the motion was approved. Ritenour will rank the proposals and distribute them to the BOD for voting by email.

Annual Meeting Report. Program Coordinator Eric Simonne reported that the 2008 joint meeting will have a total of 161 oral presentations, including 137 in FSHS (6 invited/featured, 29 in Citrus, 26 in HP, 20 in Krome, 25 in OGL and 31 in Vegetables; 14 of these presentations were entered in the Graduate Student Paper Competition), 19 in SCSSF (including 10 graduate student papers), and 5 in the In-service Training. He distributed a draft of the program and mentioned that the abstracts are online. He informed the BOD that six student helpers have been drafted to help with the six sections – they will receive two free hotel nights.

Simonne then described the IFAS Extension In-service Training on quarantines—all expenses are being paid courtesy of the Dean for Extension. He informed the Board about the invited speakers, silent auction, historical perspective presentation by Etxeberria; display.

Administrative Report. Brecht had nothing additional to report.

Old Business

Final 2007-08 Committees. Syvertsen reported that the committees have all been formed with Chairs as follows (Best Paper Award Committees are anonymous as per the Bylaws):
- Auditing Committee—Tracy Shawn & Mike Neff
- Nominating Committee—Bob Stamps
- Local Arrangements Committee—George Fitzpatrick
- Sponsorships Committee—Gene Albrigo
- Publicity/Marketing Committee—Mark Ritenour
- Student Affairs Committee—Jose Reyes
- Editorial Committee—Ed Etxeberria
- President’s Gold Medal Award Committee—Jim Syvertsen

Honorary Membership nomination. Brecht distributed the nomination packet for Dr. Robert Bullock and suggested that in the interest of time the BOD consider the nomination and vote by email within the next two weeks. It was agreed to do so.

Update: Bullock received a 2/3 majority vote of the BOD and will be designated an Honorary Member of FSHS.

Best Paper Award honoraria. Brecht reminded the BOD that the 2006-07 BOD had passed a motion to discontinue Best Paper Award honoraria and it is up to the current BOD to either follow through with that or pass a new motion countermanding the previous motion. Syvertsen argued that the Society can well afford the honoraria with our current fiscal position and gave his opinion that they are well received and appreciated by the awardees. Without further discussion a motion was approved to continue awarding honoraria for Best Paper Awards at the levels previously awarded.

New Business

BOD position nominations. Syvertsen told the BOD that a potential nominee for President has been identified, but that he would prefer to keep the person’s identity confidential until there had been an opportunity for him/her to be approached privately. Syvertsen also asked Board members to think about potential nominees for Member-at-Large, the only other BOD position besides section VPs that will be open for next year. Brecht agreed to solicit nominations from the membership.

Local meeting arrangements. George Fitzpatrick, Local Arrangements Committee chair, described the committee’s activities, including acquiring brochures and maps; recommending a Florida horticulture silent auction and indicated that the committee has already acquired some items for the auction – he noted that a winner’s bid is tax deductible (the Treasurer will write a letter to that effect for the winners); the Program Committee will determine when to conduct the auction; Fitzpatrick also announced that Mary Lamberts will coordinate the tropical vegetables display and Jonathan Crane will again coordinate the tropical fruits display.

Meeting sponsorships. Syvertsen reported that about $11,000 in sponsor donations have been pledged. He commended Gene Albrigo and his committee for their excellent and productive efforts in having such a significant amount this soon before the Annual Meeting.

Potential 2009-10 Annual Meeting sites. Simonne reported that he and Syvertsen and Brecht had made site visits to four hotels recommended by Tracy Shawn as potential 2009-10 Annual Meeting sites. The hotels were in Orlando, Jacksonville and Crystal River. Simonne explained the bid process and how the site visits were conducted. He described the four properties and gave the site Committee’s ranking of 1. Wyndham Jacksonville, 2. Plantation Crystal River, 3. Hyatt Regency Jacksonville Riverfront, 4. Marriott Maitland.

There was some discussion about how a meeting as far north as Jacksonville might affect participation by members from south Florida. Etxeberria noted that he is investigating travel by Amtrak train to Jacksonville from south Florida and that he has determined that there are two trains per day from Miami to Jacksonville. It was agreed that attendance might drop the second year if the meeting site was Jacksonville for two years in a row.

A motion was made and approved to instruct Tracy Shawn to pursue contracts with the Wyndham Jacksonville for June 7-9 2009 and the Plantation Crystal River for June 6-8 2010.

Marketing workshop proposal. Member-at-Large Fritz Roka discussed several options for presenting a marketing workshop. He suggested that the workshop should focus on small farms and alternative enterprises, which would be a good tie-in with north Florida agriculture and could attract new members to FSHS. Roka was tasked by Syvertsen to explore the concept and make a formal proposal at the BOD meeting in September for implementation in 2009 at the annual Meeting.

Adjournment

**Site tour at 1:30 PM for any interested.**

Next BOD meeting: 2:00-4:00 PM, June 1, 2007, prior to the Annual Meeting, June 1-4 at the Ft. Lauderdale Marriot North Hotel
FLORIDA STATE HORTICULTURAL SOCIETY
Board of Directors

MINUTES
June 1, 2008

The fourth meeting of the 2007–08 Florida State Horticultural Society Board of Directors at the Fort Lauderdale Marriott North Hotel was called to order by Chair Peter McClure at 2:00 PM who welcomed the BOD members. He turned the meeting over to President Jim Syvertsen. Board of Director members in attendance were as follows: Peter McClure, Jim Syvertsen, Eric Simonne, Ed Etxeberria, Jeff Brecht, Mark Ritenour, Bill Castle, Fritz Roka, Cecilia Nunes, Chris Oswalt, Gene McAvoy, Kelly Morgan, Henrique Mayer, Jeff Williamson, and Craig Chandler. Mike Neff of ASHS also attended.

Minutes of the April BOD Meeting. Secretary Jeff Brecht presented the minutes of the April 18, 2007 Board of Directors meeting, which had been distributed, revised based on BOD comments and redistributed prior to this meeting. Brecht made a motion that the revised minutes be accepted, which was seconded and the motion was approved.

Treasurer’s report. Brecht reported on the Society’s finances for the first quarter of 2008 and gave a preview of the 2007 year-end report to be presented at the Annual Business Meeting. He pointed out that membership dues income are always low as of March because most members are still renewing their membership at the same time that they register for the Annual Meeting. Updated membership and meeting registration numbers from Meeting Coordinator Tracy Shawn were to be presented at the Business Meeting. A motion was made that the report be accepted, it was seconded and the motion was approved.

Editor’s report. Editor Ed Etxeberria reported that the procedure for support from ASHS in preparing the Proceedings involves them conducting almost all of the clerical work that was previously overwhelming the Editor and is going very well. Etxeberria described the paper submission and editorial process and noted that the procedure is printed in the Meeting Program. A motion was made that the report be accepted, it was seconded and the motion was approved.

Marketing Coordinator’s report. Marketing Coordinator Mark Ritenour reported on the announcements and stories of the Annual Meeting that had appeared in various venues. He indicated that the Annual Meeting programs and abstracts had been posted to the FSHS website well in advance of the meeting. He also reported that the process of scanning past Proceedings for posting on the web was continuing and is near completion.

Program Coordinator’s Annual Meeting report. Program Coordinator Eric Simonne distributed copies of the Program; he reported on the numbers of papers to be presented in each session and noted that there were 12 student papers. Simonne thanked all the VPs and others who have helped with the program. He provided instruction to the VPs on conducting their sessions, including the arrangements for student presentationists.

Local Arrangements and Meeting Sponsorships. In the absence of Local Arrangements Chair George Fitzpatrick and Sponsorship Coordinator Gene Albrigo, Syvertsen reported on the work that had been done to arrange for decorations and displays, information on local attractions, over $12,000 in donations to support the meeting.

Student Program. Student Best Paper Committee Chair Jose Reyes was not present, but it was pointed out by Simonne that the Program showed that 12 students were participating in the competition.

Nominations. Nominations Committee Chair Bob Stamps was not present, but Syvertsen noted that Mary Lamberts had agreed to serve as President and David Hall had agreed to serve as Member-at-Large. He explained the VP-Elect nominees will be determined by the individual sections and the names communicated to the Nominations Committee, which includes two members from each section, after the Sectional Business Meetings.

Administrative report. Neff indicated that things are going well from the standpoint of the ASHS staff. Upgrades to ASHS services include Shopping Cart upgrades. Accounting is now being outsourced. There were 202 people pre-registered for the Annual Meeting as of Friday (173 of those registered online). There were 193 FSHS members registered as of Friday.

Unfinished Business
Website Re-design Contract. Ritenour reported that the Marketing Committee had decided to award the contract for redesigning the FSHS website to Paul Weikel.

FSHS Market Research Proposal. Marketing Committee Member Fritz Roka presented a proposal from Al Wysocki of the UF/IFAS Food Resource Economics Department to conduct a recruitment survey of target clientele. The survey would serve to both identify agribusiness and other sectors that could be served by FSHS and also to identify issues of interest to agribusiness that could be incorporated into entrepreneurial workshops to be conducted during the 2009 Annual Meeting. After some discussion and due to the significant cost involved ($10,332) it was agreed to postpone further discussion and action until the new, 2008-09 BOD convenes in September.

New Business: There was no new business to be addressed. There being no further business, the meeting was adjourned by Syvertsen at 3:50 p.m.

Respectfully submitted,
Jeff Brecht, Secretary

FLORIDA STATE HORTICULTURAL SOCIETY
Annual Business Meeting, Marriott North Hotel

MINUTES
June 3, 2008, 8:30 am

The 121st Annual Business Meeting of the Florida State Horticultural Society was called to order on June 3, 2008 by Chairman Peter McClure at 8:30 a.m. at the Marriott North Hotel, Fort Lauderdale. McClure requested that the members observe a moment of silence in honor of deceased members including Herman Reitz and others. McClure introduced the Outgoing President and new Chairman of the Board, Jim Syvertsen, presented him with a gavel and turned conduct of the meeting over to him. Syvertsen presented a plaque to outgoing Chairman McClure, expressing the Society’s appreciation for his service.

Minutes of the 2007 Annual Business Meeting. Secretary-Treasurer Jeff Brecht noted that the minutes of the 2007 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 and seconded; the motion was approved.

Treasurer’s report. Brecht thanked ASHS Executive Director Mike Neff of ASHS for the FSHS website redesign contract. Ritenour reported that the Marketing Committee had decided to award the contract for redesigning the FSHS website to Paul Weikel.

FSHS Market Research Proposal. Marketing Committee Member Fritz Roka presented a proposal from Al Wysocki of the UF/IFAS Food Resource Economics Department to conduct a recruitment survey of target clientele. The survey would serve to both identify agribusiness and other sectors that could be served by FSHS and also to identify issues of interest to agribusiness that could be incorporated into entrepreneurial workshops to be conducted during the 2009 Annual Meeting. After some discussion and due to the significant cost involved ($10,332) it was agreed to postpone further discussion and action until the new, 2008-09 BOD convenes in September.

New Business: There was no new business to be addressed. There being no further business, the meeting was adjourned by Syvertsen at 3:50 p.m.

Respectfully submitted,
Jeff Brecht, Secretary
Mike Neff and ASHS Administrative Assistant Tracy Shawn for their help in compiling the report. He reported that FSHS had assets totaling $149,865 at the end of 2007, of which two-thirds is in the form of CDs and the endowment and one-third in checking. Total income for 2007 was about $86,000 versus about $72,000 in expenses. The Society finished with a net income of $13,648. Current assets are about $165,000 which is almost 2 and one-half times the total expenses for 2007.

Membership dues income in 2007 was $11,525 – an increase of $575 from 2006. The cost of the 2007 Proceedings (Volume 120) was $18,417 and is on track to be self-supporting for the third year in a row – coinciding with the change to electronic Proceedings on CD and the restructuring of page charges. In addition, a grant of $5,500 was received from the Florida Citrus Production Research Advisory Council (FPCRAC) to support publication of the Proceedings.

Registration income for the 2007 Annual Meeting was about $6,000 more than budgeted and Sponsor income (i.e., donations) was $8,000 more than budgeted. Unfortunately, these were offset by hotel and reception expenses that were $13,800 more than budgeted. However, the Society ended up covering the expenses of the meeting with the income exceeding the expenses by about $1,900.

Brecht reported the desire of the Board of Directors to get away from relying on our generous donors to cover meeting expenses, and that steps were taken this year to ensure that the 2008 Annual Meeting would be fully self-supporting. He reported that the Society will for the first time be able to carry forward sponsor donations to next year’s meeting – allowing the BOD to plan enhancements to the Annual Meeting that will make it an even more attractive and enjoyable event.

Brecht asked if there were any comments or questions and there were none. A motion to approve the report was made and seconded; the motion was approved.

Membership Report: Brecht reported that total membership for 2007 was 257, broken down by category below. This compares to membership totals of 315 in 2005 and 269 in 2006.

2007 Members (1/1/2007-12/31/2007) = 257
• Regular Membership — 185
• International — 5
• Patron — 6
• Student — 32
• Honorary — 29

The BOD is planning outreach efforts in 2007–08 targeting professional and amateur horticulture groups that would benefit from FSHS membership but may be unaware of the society, especially people involved in new and nontraditional horticulture enterprises.

Brecht asked if there were any comments or questions and there were none. A motion to approve the report was made and seconded; the motion was approved.

Editor’s report. Editor Ed Etxeberria announced that preparation of the 2007 Proceedings for publication is proceeding ahead of schedule. He also reminds authors that the new procedure of papers being handled by ASHS staff is in effect and that authors should submit their manuscripts to fshsproc@fshs.org following the instructions in the Meeting Program and on the FSHS website. Etxeberria presented a slide show on “A History of the FSHS Proceedings” covering Volumes 50-75 (1938-1963).

Program Coordinator’s report. Program Coordinator Eric Simonne reported that there were 217 FSHS members registered for the Annual Meeting and 17 Soil & Crop Science Society of Florida (SCSSF) members jointly meeting with FSHS. He reported that a total of 137 FSHS papers were presented, plus 19 papers presented in the SCSSF program, and not including the invited presentations and the presentations to be made in the Extension In-Service Training on Phytosanitary Inspections and Quarantine Treatments.

Simonne thanked Local Arrangement Coordinator George Fitzpatrick and Sponsorship Coordinator Gene Albrigo for their efforts in making this year’s meeting a success. He mentioned the invited speakers, Paul Driscoll, Steve Rogers, Terril Nell and Armando Campos; the Keynote Speaker, Florida Agriculture Commissioner Charles Bronson; and thanked them. Members were reminded to thank the meeting Sponsors. Simonne also mentioned the CEU Program, thanking Alicia Whidden for her efforts in coordinating that.

Unfinished Business. No unfinished business was identified.

New Business
Student Best Paper Awards. Student Program Chair Jose Reyes thanked the committee members and praised the 12 participating students for the quality of their papers. He was assisted by McClure and Syvertsen in presenting the following awards:

1st Place ($300 honorarium) – Sharon Dea, Jeffrey K. Brecht, M. Cecilia do Nascimento Nunes, Jean-Pierre Émond, and Khe V. Chau. “Impact of Environmental Conditions during Distribution on Tomato Fruit Quality and Decay.”

2nd Place ($200 honorarium) – Preeti Sood. Ed Etxeberria, Chris Ference and Jan Narciso, “Effects of Laser Labeling on the Quality of Citrus Fruit During Storage.”

3rd Place ($100 honorarium) – Stacia L. Davis, Michael D. Dukes and Grady L. Miller, “Irrigation Scheduling Using Evapotranspiration-based Irrigation Controllers in Florida.”

Nominations for 2008. Steve Sargent, standing in for Nominations Committee Chair Bob Stamps, presented the slate of nominations recommended by the committee:

• President — Mary Lamberts
• Member-at-Large — David Hall
• Vice President-elect (Citrus) — Bob Ebel
• Vice President-elect (Handling and Processing) — Jinhe Bai
• Vice President-elect (Krome) — Pete Andersen
• Vice President (Ornamental Garden & Landscape) — Ed Skvarch
• Vice President-elect (Vegetables) — Monica Ozares-Hampton

A motion to close discussion was made and seconded; the motion was approved. There being no further discussion, Syvertsen called for acceptance of the presented slate of candidates by acclamation, which was done.

Recognition of 2007–08 Officers, Sponsors, Patron Members, and Award Winners. Jim Syvertsen thanked his fellow Board Members for their work on behalf of the Society. Syvertsen congratulated all of the award winners. He then thanked all of the Sponsors and Patron members for their support, and the ASHS staff for their assistance, especially with preparations for the Annual Meeting.

A motion was made that the Business Meeting be adjourned; the motion was seconded and passed. The meeting was adjourned by the Chairman at 9:30 a.m.

Respectfully submitted,
Jeffrey K. Brecht, Secretary

2009—122nd Annual Meeting:
June 7–9 at the Wyndham Jacksonville