

FLORIDA STATE HORTICULTURAL SOCIETY

Board of Directors

MINUTES

September 18, 2008

The first meeting of the 2008–09 FSHS Board of Directors (BOD) was called to order by **Jim Syvertsen, Chairman of the Board** at 10:00 a.m. **Syvertsen** asked the BOD members to introduce themselves. Attendance was taken by **Jeff Brecht**, Secretary-Treasurer. BOD members in attendance were as follows: Jim Syvertsen, Mary Lamberts, Eric Simonne, Ed Ettxeberria, Jeff Brecht, David Hall, Fritz Roka, Chris Oswalt, Jinhe Bai, Mongi Zekri, Henrique Mayer, Cecilia Nunes, Bob Ebel, Pete Andersen, Ed Skvarch, and Monica Ozores-Hampton.

Brecht asked the BOD members to look over the minutes of the previous BOD meeting and Annual Business Meeting. **President Mary Lamberts** provided the Annual Meeting attendance numbers that were missing from the business meeting minutes: 181 members, 21 nonmembers, 35 students, 9 Soil & Crop Science Society of Florida (SCSSF) members. The minutes were approved as corrected.

Treasurer's Report. Brecht presented the report prepared by **Tracy Shawn** (ASHS). There were two questions asked, which were answered by **Shawn**: 1) regarding the amount of \$25,124 for receivables? Due to audit – will be corrected later; 2) regarding the discrepancy between actual and budgeted Program Services – more page charges still to be collected. A motion to approve the report with those explanations was approved. **Shawn** asked that any new spending be communicated to her before the January meeting so as to be included in the budget for the next financial report.

A motion to increase the meeting coordinator fee to \$7,500 was approved as the fee had not been increased in several years. **Meeting Coordinator Shawn** was asked for a cost breakdown of the ASHS management services and a motion to approve an increase in the ASHS management fee to \$10,000 pending receipt of that cost breakdown was approved.

Membership Report. Lamberts reported the most current membership numbers:

Regular Members – 219

International - 6

Patron - 5

Student - 27

Honorary - 29

Total of 286 - Paid membership

Editor's Report on Proceedings Vol. 121. **Editor Ed Ettxeberria** reported that there are 90 submitted papers with maybe 5 more coming, versus 137 presentations. There was a discussion about renewing the use of the author agreement form, which it was agreed would be done. Discussion continued regarding how paper presentation versus submission is tracked. **Program Coordinator Eric Simonne** asked if that information is available/tracked and related his experience with another meeting in which on-time and late submitters information was made available to all members. **Ettxeberria** explained how page charges are handled (selective charges to those with research budgets) but didn't have definitive information regarding whether page charges are inhibiting submissions. There was then discussion of alternative ways of capturing presentations via recording and transcription or voice recognition software, with that being a choice made by the presenter before the meeting and a charge paid at the time of registration. **Ettxeberria** finally reported that, for the papers

submitted, the process is ahead of schedule.

Syvertsen proposed a competition for the Proceedings 121 cover art, to be publicized in the Newsletter and judged by the BOD, which was agreed. **Ettxeberria** informed the BOD that he plans to include thank you comments to the meeting donors inside the cover. He also reminded the VPs that color artwork in papers is free and even videos can be included for no additional charge.

Marketing Coordinator's Report. Mark Ritenour reported (by email) that, after funding from the FCPRAC and several years work by many in his lab digitizing, indexing, hyperlinking, and adding security measures, He is very pleased to announce that the complete volumes of ALL FSHS's proceedings back to 1936, and many back to 1888, are now available online at the FSHS website! He currently has a temporary hyperlinked listing of the available volumes, but the information in most of the volumes can be searched using the Google search box on the website. He encouraged the BOD members to try it out. With the new website design with slick new interface and better search capabilities being developed by **Paul Weikel**, FSHS is going to have a top-notch site stocked with a wealth of information.

Ritenour reported that he still has been unable to locate copies of 29 missing volumes whose binding can be cut (necessary for best quality scans), but he is always looking for donations.

A suggestion was made by **Member-at-Large David Hall** to award free membership to any member who recruits two Patron or five Regular members – a motion to that effect was made and approved.

Discussion of 2008 Annual Meeting. Member-at-Large Fritz Roka asked if students in the best paper competition get feedback – **Syvertsen** will ask the **Student Best Paper Committee chair Jose Reyes** and request that that be done if not already. **Hall** suggested that the winners be publicized at their schools (e.g., in the student paper and department web page) – **Syvertsen** will ask Reyes to do that. A replacement is needed for **Reyes** for one year – **Carlene Chase** (UF/IFAS Horticultural Sciences Dept.) was suggested – **Simonne** will follow up and he also suggested that someone from the UF Ag Extension Education Department be recruited for the committee. **Syvertsen** relayed a proposal from **Reyes** that the Student Best Paper competition be based on the presentation only and the requirement for publication in the Proceedings be waived. It was pointed out by **Lamberts** that this would require a change to the By-laws and it was agreed to leave the competition as is.

Preparations for 2009 Annual Meeting/Master Calendar. Simonne handed out the master calendar and a document outlining the responsibilities of the VPs. He has set the early bird registration to follow the abstract submission deadline this year so that presenters will know if their paper is accepted before registering.

Simonne issued three challenges to the VPs in his handout. He will send out the first call for abstracts to the FSHS listserve. There are three deliverables required from the VPs: titles, section program, and abstracts. Other instructions were highlighted (all in handout). **David Sui** (UF/IFAS & Palm Beach County Extension Agent for Vegetables & Tropical Fruits) agreed to handle the CEU program. **Simonne** also instructed the VPs to follow up to make sure that their presenters submit papers. **Ettxeberria** will ask **Ruth Gaumond** (ASHS) to cc the appropriate VP when a paper is submitted from their section.

SCSSF is proposing a symposium on biofuels and asks for FSHS support. No action was taken.

Unfinished Business

1) **The Endowment Fund.** Lamberts is forming a committee, including past Chairs **Peter McClure** and **George Fitzpatrick** to investigate possible uses of the fund.

2) **In-service Training.** There was a discussion about sharing costs with the UF/IFAS Dean for Extension – one-half of \$11,000 or \$500 per 11 agents. The discussion included the possibility of using donations to cover the In-service program cost; Lamberts will send certificates of appreciation to the 2008 meeting donors; logos and thanks will go on the program and website; Lamberts will invite donors to sponsor and participate in awards.

3) **Marketing Workshop at 2009 Annual Meeting.** Roka reported that a planning committee has been established – “Business Management for Small Horticultural Operation.” They are developing the content and will promote the workshop. The target audience is industry and county extension agents. **Mickie Swisher** (UF/IFAS Dept. of Family, Youth and Community Sciences) has a SARE grant that can support attendance by agents if ‘sustainability’ is a topic.

4) **Small Farms Conference, August 2009.** Roka and Simonne presented information about this event. This is a first-time event to be held in Kissimmee in early August (i.e., after the 2009 FSHS meeting). There is an opportunity to work with the organizers to recruit new FSHS members by manning a booth (\$500) or being a sponsor (\$2500, \$5000 or \$10,000). Other possibilities: **Krome VP Pete Andersen** will put up an FSHS poster at a trade show in January; **Roka** will do the same at the So. Assoc. Adv. Sci. / So. Region ASHS meeting in January-February.

5) **Storage of past FSHS Proceedings.** Etcheberria described how Proceedings are now stored (un-air conditioned). Proceedings can be stored with ASHS material for \$1,800 per year. Annual sales are much less than that. **Roka** noted that the entire set is almost all scanned and suggested that copies be donated to any library that wants them, and discard the rest. **Neff** (ASHS) noted that ASHS has archived only two full sets of the ASHS journals.

New Business

1) **2007-08 Committees.** Lamberts has begun appointing people to the committees

2) **Access to e-Proceedings and username/password notification.** Lamberts indicated that members who paid dues on time were not provided new passwords – only those who paid after the password was changed in May. That is going to be rectified by **Natasha Clark** (ASHS). Lamberts will ask that sectional professional affiliation questions from the membership application be added to the ASHS Shopping Cart for FSHS membership.

3) **Updating the Operations Guide.** Lamberts is spearheading an updating of the Operations Guide.

4) **Manuscript requirement/Refereed manuscript track.** Syvertsen suggested that it is not clear that presenting a paper includes a commitment to submit a manuscript for publication. **Etcheberria** will check and re-word the author instructions as necessary.

A motion was made that the meeting be adjourned; the motion was seconded and approved. The meeting was adjourned by Chairman Jim Syvertsen at 2:30 p.m.

Future Meetings: Future BOD meetings will be held on January 16 at the CREC and April 17 at the Wyndham Jacksonville Riverwalk, and Sunday, June 7, 2009 prior to the annual Meeting.

122nd Annual Meeting, June 7 to 9, 2009 at the Wyndham Jacksonville Riverwalk

FLORIDA STATE HORTICULTURAL SOCIETY

Board of Directors

MINUTES

January 16, 2009

The second meeting of the 2008–09 FSHS Board of Directors (BOD) was called to order by **Jim Syvertsen, Chairman of the Board** at 10:00 a.m. **Syvertsen** asked the BOD members to introduce themselves. Attendance was taken by **Jeff Brecht, Secretary-Treasurer**. BOD members in attendance were as follows: Jim Syvertsen, Mary Lamberts, Eric Simonne, Ed Etcheberria, Mark Ritenour, Jeff Brecht, David Hall, Fritz Roka, Jinhe Bai, Mongi Zekri, Henrique Mayer, Bob Ebel, Pete Andersen, Ed Skvarch, and Monica Ozores-Hampton. Others attending were Mike Neff and Tracy Shawn of ASHS and Tom Obreza, Bob McGovern and Samira Daroub of SCSSF.

Minutes of the September Meeting. Brecht asked the BOD members to review the minutes of the previous BOD meeting. The minutes were accepted as submitted.

Membership Report. President Mary Lamberts reported the current membership numbers: 205 annual members, 31 students, 3 patron members, 7 international members, and 29 honorary members for a total of 275 members.

Treasurer's Report. Brecht presented the report prepared by **Tracy Shawn** (ASHS). He pointed out that as of the end of 2008 the society is worth \$32,608 more than at the same time in 2007 and that the net income for 2008 was \$30,700. **Fritz Roka** asked about the source of the increased income and Brecht identified better dues collection, the BOD decision to run the Annual Meeting on a pay-as-you-go basis, meeting sponsorships, and savings from the change to e-proceedings. A motion to approve the report with those explanations was approved.

Editor's Report on Proceedings Vol. 121. Editor Ed Etcheberria reported that Ruth Gaumond (ASHS) has had the manuscripts since November and is on track to finish copy editing by the end of February. He further reported that there were 104 papers submitted including 23 in Citrus, 23 in Ornamental, Garden & Landscape, 16 in Handling & Processing, 17 in Krome, and 25 in Vegetables sections. He stated that he will work with ASHS to ensure that invoices accompany the galley proofs sent to authors. **Etcheberria** finished by requesting that the BOD members send him their first and second choices among the previously distributed potential cover photos.

Syvertsen asked the VPs to solicit photos that relate to papers so that the next cover can highlight a paper. **Etcheberria** pointed out that authors can be encouraged to include color photos and videos for the CD version of the Proceedings for no charge. He reminded that the photos will be B&W in the printed Proceedings, so they need to have distinct colors that will translate to B&W if the author does not want to pay the \$600 per page for color photos. **Lamberts** asked **Etcheberria** to add instructions for submitting videos to the Instructions to Authors. **Syvertsen** indicated that we will need pdf papers by the end of February for Best Paper judging.

Marketing Coordinator's Report. Mark Ritenour indicated that he is getting ready for a big publicity push for the 2009 Annual Meeting and asked that he be cc'd on paper submissions so that he can use some of those for promotions. **Simonne** suggested that publicity target Duval County and the Small Farms group and further suggested contacting **Mike Sweet** of Duval County Extension for help with that. **Etcheberria** suggested an outreach effort to FAMU, especially the viticulture program. **Roka** sug-

gested that FSHS should be a forum for reporting Citrus box tax supported research and **Syvertsen** pointed out that it is written into the contracts now that the results should be reported via FSHS. **Roka** suggested that we should pursue asking other groups to do something similar.

Further discussion included **Syvertsen** suggesting reviewing the 2008 presentations in the Newsletters. **Mayer** asked if there is funding for marketing FSHS; **Syvertsen** indicated that posters and brochures prepared for the 2008 ASHS meeting are available; **Ritenour** pointed out that those can be found on the website under "Membership." **Hall** suggested targeting high school seniors and college freshman to participate in the Annual Meeting; **Lamberts** charged **Hall** to work with her to identify high schools and community colleges that have horticulture programs.

Unfinished Business

1) **In-service Training.** **Simonne** that Extension Dean **Joan Dusky** is willing to pay half of \$11,000 for agent expenses to attend the Annual Meeting. It was agreed that FSHS will commit \$5,000 to the Extension Foundation for agents if they register for the Annual Meeting and In-service (no late charges to be covered). Agents must be made aware of page charges to publish papers in the Proceedings. **Roka** provided the agenda for the training and listed possible speakers, whose travel expenses will be covered from meeting registration income.

2) **Small Farms Conference**, August 1-2, 2009 in Osceola County (smallfarms.ifas.ufl.edu). **Simonne** and **Ritenour** will coordinate manning a booth, which will cost \$500. They pointed out that this will be an advance recruiting effort for the 2010 Annual Meeting.

3) **Annual Meeting.** **Simonne** distributed a Master Calendar primarily for VPs and discussed the planning that is ongoing. **Carlene Chase** will handle the Student Best Paper competition. **Arpana Gazula** will handle the CEU program. **Chad Hutchinson** will chair the Local Arrangements committee. **Ian Maguire** will conduct a horticultural photography professional development seminar and it was agreed that his expenses would be covered. There was discussion of potential featured speakers; **Ettxeberria** will present the next 25 years 1964-1989) of FSHS history.

It was agreed that a special \$45 registration would be made available for the In-service Training to include Tuesday lunch and regular sessions; this will be to attract small farms and alternative agriculture operators and will not be available for IFAS employees.

Ritenour indicated that paper guidelines including page charge policy will be posted on the website in the Meetings area.

4) **ASHS management topics.** **Mike Neff** indicated that we need to invoice members for dues. **Syvertsen** indicated that a notice will be in the Newsletter. It was requested that ASHS ask and remind members to indicate their Sectional affiliation when they purchase memberships. It was also requested that the password for website content be changed now and provided with memberships as they are purchased, not later like last year.

There was a discussion of the Carl Campbell Memorial fund and **Lamberts** indicated that she would ask his family if they have any special purpose that they would like to see the funds used for.

5) **Student Best Paper By-laws amendment.** **Reyes** indicated that there is a problem with student papers being withdrawn (or never submitted) because of the publication requirement. He proposed to create two competitions: an oral presentation competition plus a best paper competition to be run like the regular

Best Paper competition. **Reyes** will write a new description for the By-laws and submit it to the BOD for approval, then a vote by the membership will be solicited by **Brecht** via email before the March 15 abstract submission deadline.

Ettxeberria suggested adding a job list to the website. It was agreed that the BOD would solicit position announcements and relay them to **Ritenour** for posting.

New Business

1) **2008-09 Committees.** **Lamberts** indicated that **Jackie Burns** will chair the Nominations committee to include past VPs. **Lamberts** is working on the Membership committee; **George Fitzpatrick** will chair the Endowment Fund.

2) **Honorary Member nominations.** **Brecht** indicated that he would send out a call for nominations to the membership, which will be due by April 13 (prior to the next BOD meeting).

A motion was made that the meeting be adjourned; the motion was seconded and approved. The meeting was adjourned by **Chairman Jim Syvertsen** at 1:30 p.m.

Future Meetings: Future BOD meetings will be held on Friday, April 17 at the Wyndham Jacksonville Riverwalk, and Sunday, June 7, 2009 prior to the annual Meeting.

122nd Annual Meeting, June 7 to 9, 2009 at the Wyndham Jacksonville Riverwalk

FLORIDA STATE HORTICULTURAL SOCIETY

Board of Directors

MINUTES

April 17, 2009

The third meeting of the 2008-09 FSHS Board of Directors (BOD) was called to order by **Jim Syvertsen, Chairman of the Board** at 10:10 a.m. **Syvertsen** asked the BOD members to introduce themselves. Attendance was taken by **Jeff Brecht, Secretary-Treasurer**. BOD members in attendance were as follows: Jim Syvertsen, Mary Lamberts, Eric Simonne, Ed Ettxeberria, Mark Ritenour, Jeff Brecht, David Hall, Fritz Roka, Chris Oswalt, Jinhe Bai, Henrique Mayer, Cecilia Nunes, and Pete Andersen. Others attending were Mike Sweet, Francesco Di Giola, and Brad Burbaugh.

Minutes of the January Meeting. **Brecht** distributed the minutes of the January BOD meeting for review. The minutes were accepted as submitted.

Membership Report. **President Mary Lamberts** reported the current membership numbers based on renewals and new memberships as of April 15: 99 annual members, 11 students, 3 patron members, 2 international members, and 29 honorary members for a total of 144 current (paid) members.

Treasurer's Report. **Brecht** presented the report prepared by **Tracy Shawn** (ASHS) for the first quarter of 2009. He pointed out that the statement does not include a large amount of money received before the April 15 early bird cutoff for dues and meeting registrations. Also, the \$5,500 donation is from the FCPRAC grant to support the publication of the Proceedings, which was issued on September 23, 2008, but not received (credited) until January. As of March 31, 2008 the society is worth \$17,715 more than at the same time in 2008. A motion to approve the report was made and approved.

Editor's Report on Proceedings Vol. 121. **Editor Ed Ettxeberria** reported that the CDs and invoices for the Proceedings went out on March 31, and page charge collections have begun.

He reported that there were a lot of color photographs plus one video in this year's Proceedings. A discussion followed regarding the lateness of the Proceedings. **Ettxeberria** pointed out that ASHS had all of the manuscripts on November 1, but no deadline was agreed upon to finish the copy editing. He stated that he will specify a deadline next year. **Ettxeberria** stated that he plans to begin again to use the Authors Agreement so that authors will have no excuse for not being aware that meeting registration is required, a manuscript is expected for every paper presented, and that the senior author must be an FSHS member. **Syvbertsen** indicated that he would send the Authors Agreement to the Vice-Presidents. It was pointed out that the requirement for a manuscript is stated in the guidelines on the webpage, but that needs to be amended to state that presentations in the Student Best Presentation competition are exempt.

Marketing Coordinator's Report. **Mark Ritenour** reported that press releases for the Annual Meeting have been sent to various outlets: trade journals, Extension agents, local press, and ASHS. He indicated that he will make a flier about local restaurants and attractions and things to do. **Hall** suggested posting things to do on the FSHS website and agreed to submit items to **Ritenour**. **Ritenour** will update the 2008 Sponsor list on the website. **Syvbertsen** pointed out that there are sponsors listed in the Newsletter and that **Gene Albrigo** had sent letters to potential sponsors the week before the BOD meeting.

Annual Meeting Report. **Program Coordinator Eric Simonne** thanked the Vice-Presidents for their efforts in putting together the program of presentations. He provided instructions to the Vice-Presidents for conducting their sessions and requested pictures to put on the cover of the Program. Simonne further stated that there would be display tables provided for the Sponsors.

It had been pointed out by ASHS staff that the amount to be charged for late Student membership dues had been overlooked, so a motion to set the late membership dues for Student Membership at \$20 was made and approved. There was some discussion about using surplus funds of the Society to support student activities, which led to a motion being made to set the awards for the Student Best Presentation competition at \$300, \$200 and \$100 for first, second and third place, and the awards for the Student Best Paper competition at \$500, \$400 and \$300. The motion was approved.

Unfinished Business

2008-09 Committees. **Lamberts** reported that the committees are all in place and working on their tasks.

Update on FSHS website changes. **Ritenour** reported that the new layout of the FSHS website is in place and being added to continuously.

Honorary Member nominations. **Brecht** reported that there were no nominations submitted by the April 13 due date.

New Business

Student Best Presentation/Paper contests By-laws change. **Brecht** reported that the motion to change the By-laws to split the Student Best Paper competition into separate 'presentation' and 'paper' competitions was approved by the vote of the members.

During the ensuing discussion of procedures for the student competitions, a motion was made and approved to limit to 15 in 2010 the number of Student Presentation Award oral presentations, which will be accepted on a first-come, first-served basis, and must be submitted to the Student Best Presentation and Best

Paper Awards Committee chair with the section for the presentation identified.

BOD position nominations. **Brecht** distributed a handout showing the sequence of upcoming elections for BOD members. For 2009-2010, a new President, Secretary, Treasurer (or Secretary-Treasurer), and Member-at-Large, as well as Vice-Presidents-Elect for the five sections will be elected. He pointed out that a By-laws amendment to eliminate the separate Secretary and Treasurer positions, and create a new, Secretary-Treasurer position, needs to be prepared and voted on prior to the next Annual Business Meeting in order for an election to be held for the new position. He also pointed out that the Editor and Program Coordinator duties are not described in the By-laws and should follow the model of President, Secretary, Treasurer and Editor position descriptions. **Lamberts** stated her view that a position of President-elect is needed for better distribution of duties and smoother transition. She also indicated that the Program Committee described in the By-laws as being chaired by the President is not in agreement with the current duties of the President and Program Coordinator and should be eliminated.

After some discussion, it was agreed that **Brecht** would prepare the following By-laws amendments for consideration by the membership:

1. Eliminate the Secretary and Treasurer positions, and create a Secretary-Treasurer position. This to be done and voted on prior to the Annual Meeting.
2. Describe separate Editor and Program Coordinator position descriptions and duties.
3. Create Board of Directors position of President-elect.
4. Eliminate the Program Committee.

Local meeting arrangements. It was reported that plants for decorating the meeting site are being acquired and a list of horticultural attractions is being assembled. **Lamberts** instructed the Local Arrangements Committee to submit those to **Simonne** for inclusion in the program.

The Monday afternoon Canning Workshop has been planned. There will be one or two 15-person sessions with \$20 registration fee and a book from University of Georgia for sale for \$18. A tour of a local processing center for local products is planned.

FSHS promotion at the small farm conference. **Simonne** reported that the arrangements have been made to staff a booth at the conference.

A motion was made that the meeting be adjourned; the motion was seconded and approved. The meeting was adjourned by **Chairman Jim Syvbertsen** at 12:30 p.m.

Future Meetings: Next BOD meeting: 2:00-4:00 PM, June 7, 2009, prior to the Annual Meeting.

122nd Annual Meeting, June 7 to 9, 2009 at the Wyndham Jacksonville Riverwalk

FLORIDA STATE HORTICULTURAL SOCIETY

Board of Directors

MINUTES

June 7, 2009

The third meeting of the 2008-09 FSHS Board of Directors (BOD) was called to order by **Jim Syvbertsen, Chairman of the Board** at 2:00 p.m. **Syvbertsen** asked the BOD members to introduce themselves. Attendance was taken by **Jeff Brecht, Secretary-Treasurer**. BOD members in attendance were as follows: Jim Syvbertsen, Mary Lamberts, Eric Simonne, Ed Ettxeberria,

Mark Ritenour, Jeff Brecht, David Hall, Fritz Roka, Chris Oswalt, Henrique Mayer, Gene, McAvoy, Bob Ebel, Pete Andersen, Ed Skvartch and Monica Ozores-Hampton. Others attending were, Ken Boote and Jacque Breman from SCSSF, Mike Neff from ASHS, Liz Baldwin (for VP Jinhe Bai), CEU Coordinator Aparna Gazula, Nominating Committee Chair Jackie Burns, Sponsorship Committee Chair Gene Albrigo, and interim Student Best paper Committee Chair Carlene Chase.

Minutes of the April Meeting. Brecht distributed the minutes of the April BOD meeting for review. The minutes were accepted as submitted.

Membership Report. President Mary Lamberts reported that current membership as of the Annual Meeting was follows:

Regular Members - 143

Students - 25

Patrons - 4

International - 1

Total - 173*

Lamberts also reported that approximately 20 people registered for the Annual Meeting as members or submitted papers for the meeting without paying dues. These people were to be notified of a balance due at registration.

Treasurer's Report. Brecht indicated that it is too soon at this point to be much concerned about the society budget since most income and expenses are related to the Annual Meeting and the Proceedings, which are both only just getting underway. He did point out that the Society's net worth is about \$37,500 greater than at the same time last year.

Editor's Report. Ed Etxeberrria, Editor reported that collections of page charges for the Proceedings are coming along fine. He also reported that the Author's Agreement Form has been updated to correspond to the By-laws; he stated that it still needs some tweaking to make it an e-form. Etxeberrria informed the BOD that this form will be used beginning next year – it will be sent to paper submitters upon acceptance of their abstract. A motion was made and seconded to use the revised form beginning next year; the motion was approved.

Marketing Coordinator's Report. Mark Ritenour, Marketing Coordinator reported that he had sent out news releases regarding the Annual Meeting to trade magazines; additional announcements in Georgia and Alabama (Auburn) and through the IFAS listserve. For next year, Syvertsen suggested inviting local garden clubs – VP Gene McAvoy suggested using county extension offices to reach out to local horticulture groups.

Annual Meeting Report. Eric Simonne, Program Coordinator presented the Program that was prepared for the Annual Meeting. He explained that, in the future, earlier decisions on workshops would allow more effective advertising and earlier registration for separate registration & payment events.

SCSSF Meeting arrangements. The SCSSF Board, represented by Ken Boote and Jacque Bremen, reported that the SCSSF meeting program is in place, and that it was put together by the President-elect Samira Daroub like another FSHS section. Boote also mentioned that it may develop that SCSSF 're-joins' FSHS at some point in the future – a topic that is being discussed now.

Administrative Report. Jeff Brecht reported that ASHS staff is doing a good job handling FSHS duties and, speaking for the BOD members, he thanked Mike Neff for the good working relationship that we are now enjoying.

Unfinished Business

By-laws Amendments. Jeff Brecht re-capped the changes

to the By-laws that had been approved earlier this year: 1) New arrangements for the Student Best Presentation/Paper contests were approved by the membership; 2) the new, combined Secretary-Treasurer position that has been in place for the past few years was approved by the membership.

Brecht then gave a brief review of the new By-laws proposals that he had previously distributed to the BOD: after some discussion, 1) a motion to accept the proposed new wording of the Editor duties was approved; 2) a motion to accept the proposed new wording of the Program Coordinator duties was approved; and 3) a motion was made and seconded to discontinue the Program Committee since the Program Coordinator and the VPs fulfill that role now; the motion was approved. Lamberts proposed the creation of a new position of President-elect, patterned after the same position in ASHS. She explained that she had found it difficult to assume the duties of the President without prior experience and that it would have been beneficial for her to have had a year to learn how the BOD operates and the role of the President. After some discussion, a motion was made and seconded to create the President-elect position and the motion was approved. Brecht agreed to draft a description of duties for the new position for presentation to the membership.

Brecht informed the BOD that he had discovered an inconsistency in the By-laws regarding who is to temporarily take over the duties of the President when the President is not available: both the Chairman of the Board and the VP of the Citrus section are designated in different sections of the By-laws to assume the President's duties – he reported that he had asked Dan Cantliffe and Sal Locascio, who were the Society Presidents in 1993 and 1994, respectively, at the time the By-laws was last re-written if they recalled which procedure was the intent of the BOD and they agreed that it was for the Chairman of the Board to assume the president's duties. The BOD then voted to remove the mistakenly retained wording in VP section and retain the wording designating the Chairman of the Board as the temporary replacement for the President.

Local Arrangements Report. Mike Sweat, Committee Chair was not present.

Meeting Sponsorships Report. Gene Albrigo, Committee Chair reported that letters were sent to potential sponsors in February and March and eight sponsors donated over \$7,000; in addition, the Florida Citrus Promotion Research Committee (FCPRC) again donated \$5,500 to support publication of the Proceedings. Albrigo proposed that sponsors should receive some standard, tangible benefits for their support of FSHS. He suggested that donors of \$1,000 or more get a 3x6-foot display space in the reception room for their products. He also suggested that sponsorship of a best paper award should be indicated for companies donating \$1,000 or more. Furthermore, Albrigo suggested that donors should receive one complementary meeting registration, a CD of the Proceedings, Certificates of Appreciation, and recognition in the Proceedings. It was agreed that his written proposal should be distributed to the 2009-10 BOD for consideration at the September meeting. Lamberts noted that she had prepared Certificates for multi-year sponsors and that she would hand them out at the Business Meeting. Lamberts thanked Gene for coordinating the Sponsor effort.

Student Program Report. Carlene Chase, Interim Student Program Committee Chair, reported on the presentation and paper competitions. Etxeberrria clarified that the papers are to be submitted with the same deadlines as other papers and he will forward the student papers to the committee for judging.

Syvertsen instructed the VPs to mention to the student presenters that they can enter the paper competition. **Chase** reported that the committee has revised the scoring forms to reflect the new competition procedures.

Nominations Report. Jackie Burns, Nominating Committee Chair, reported that the sections will discuss and select the VP-elect candidates at their business meetings for nomination to the membership at the Annual Business Meeting. She reported that the nominees selected by the Nominating Committee for consideration by the BOD were as follows:

Member at Large – Fritz Roka

Secretary-Treasurer – Chris Oswalt

President – Jeff Brecht

The candidates were accepted by the Board.

New Business

FSHS booth at the Florida Small Farms Conference. Eric Simonne reported that **Aparna Gazula, Mark Ritenour** and **Mary Lamberts** had volunteered to help him staff the FSHS booth and that the volunteers will receive free registration to the conference.

Dates & locations for 2009–2010 BOD meetings. Mary Lamberts expressed her preference to meet by videoconferencing in 2009–10 and the board agreed to follow that option.

David Hall reiterated his intention to reach out on behalf of FSHS to high schools and community colleges. **Ritenour, Chase**, and **Simonne** volunteered to assist him in those efforts.

There being no further business, the meeting was adjourned by **Syvertsen** at 4:00 p.m.

FLORIDA STATE HORTICULTURAL SOCIETY Annual Business Meeting, Wyndham Jacksonville Riverwalk

MINUTES

June 9, 2009, 8:30 a.m.

AGENDA

The 122nd Annual Business Meeting of the Florida State Horticultural Society was called to order by Chairman Jim Syvertsen at 8:30 a.m. on June 9, 2009 at the Wyndham Jacksonville Riverwalk Hotel. Syvertsen requested that the members observe a moment of silence for deceased members including Frederick W. Bistline and Joseph R. Orsenigo, who passed away during the previous year.

Syvertsen introduced the Outgoing President and new Chair of the Board of Directors, Mary Lamberts, presented her with a gavel and turned conduct of the meeting over to her. Lamberts presented a plaque to outgoing Chairman Syvertsen, expressing the Society's appreciation for his service over the past two years. Lamberts then opened the Business Meeting.

Minutes of the 2008 Annual Business Meeting. Secretary-Treasurer Jeff Brecht noted that the minutes of the 2008 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.

Membership report. Jeff Brecht reported that total membership for 2008 was 275, broken down by category below. This compares to membership totals of 315 in 2005, 269 in 2006,

and 257 in 2007, so let us hope that we are finally seeing a slight reversal of our recent declining membership numbers! He also noted that, while the membership was 275 as of 12/31/08, there are only 180 paid members as of today, 6/9/09.

2008 Members (1/1/2008–12/31/2008) = 275

Regular Membership - 205

International - 7

Patron - 3

Student - 31

Honorary - 29

Brecht further stated that the BOD is going to continue the outreach efforts begun in 2007–08 – targeting professional and amateur horticulture groups that would benefit from FSHS membership, but that may be unaware of the Society, especially people involved in new and nontraditional horticulture enterprises. He stated that each FSHS member needs to make a special effort to ask our colleagues and neighbors who should be FSHS members if they are members and if they have paid their dues.

Treasurer's report. Jeff Brecht thanked ASHS Executive Director Mike Neff and particularly ASHS Assistant Executive Director Tracy Shawn for their help in compiling the report. He reported that FSHS had assets totaling \$180,190 at the end of 2008, which is \$33,211 more than at the end of 2007. The endowment at the end of 2008 was almost \$26,000, or about 15% of our total assets; funds in checking account and CDs are about equal and account for the remaining 85% of the Society's assets. One of those CDs is worth about \$75,000 and matures on August 1, 2009.

Total income for 2008 was \$99,568 versus \$68,861 in expenses, so the Society finished 2008 with a net income of \$30,707. Membership dues income in 2008 was \$14,310 – an increase of \$2,785 from 2007. Assets were more than 2½ times expenses again in 2008 (the By-laws recommend that assets equal to 1½ times expenses be maintained).

In contrast, the numbers for 5 years previous (2003) were assets = \$111,434 versus expenses of \$75,009, or assets less than 1½ times expenses. The Society's income exceeded expenses in 2003 by \$1,796, which was our first year in the black after many years of operating at a loss! The Society's total assets in 2004 were only \$87,369; and income during 2004 was \$60,617 versus expenses of \$58,968 for a net income of \$1,649. Assets were again less than 1½ times expenses.

The Society's continued increase in income over the last several years can be ascribed to more efficient dues collection, the BOD decision to run the Annual Meeting on a pay-as-you-go basis, generous meeting and Proceedings sponsorships, and cost savings stemming from our change to primarily an electronic proceedings in 2005.

The cost of the 2007 Proceedings (Volume 120) was \$21,413 versus income of \$21,183 and it appears that Volume 121 for 2008 will be self supporting as well (more than 2/3 of its production cost has already been recovered as of May 31). In addition, a grant of \$5,500 was again received from the Florida Citrus Production Research Advisory Council (FCPRAC) to support publication of the Proceedings. So, the Proceedings will be profitable for the fourth year in a row – coinciding with the change to electronic Proceedings on CD and the restructuring of page charges. Prior to that, the Proceedings regularly were losing about \$15,000 per volume.

Brecht asked if there were any comments or questions. A question was asked regarding why the Society is currently operating at such a seemingly high profit. Brecht explained that recent Boards of Directors had been working to return the Society to the good

financial state that it was in prior to a few years of poor management and that the Society is now in a position that will allow the next Board to consider investing some of the Society's assets in programs to improve services for members as well as reach out to potential new members. A motion to approve the report as presented was made and seconded; the motion was approved.

Editor's report. Editor Ed Etxeberria thanked the Associate Editors, Jim Syvertsen, Doug Caldwell, John Manthey and Sal Locascio, and also the authors. He also reminded authors that their papers are due in one month and manuscripts should be submitted to: fshsproc@fshs.org following the instructions in the Meeting Program and on the FSHS website.

Etxeberria then called on Marketing Coordinator Mark Ritenour to report on changes on the FSHS website related to the Proceedings. Ritenour reported that the Proceedings is completely searchable by keyword and author and is complete except for some issues prior to 1936. He stated that he would post a notice regarding those missing copies in hopes that some members might be able to donate personal copies to fill in the gaps.

Etxeberria then made a presentation entitled, "A History of the FSHS Proceedings (III): Volumes 75–100 (1962–1987)" 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 122nd Annual Meeting. Program Coordinator Eric Simonne reported that there were 211 attendees this year. He reminded authors that their manuscripts are due in one month to ensure inclusion in the Proceedings. He mentioned the Small Farms Conference in Jacksonville on August 1–2 and that FSHS will have a display and booth there, where volunteers will be promoting the society to the conference attendees.

Unfinished Business. There was no unfinished business.

New Business

By-laws changes. Jeff Brecht informed the membership of several changes to the Society By-laws that have been approved by the Board of Directors and which were shown on copies of the By-laws that were distributed at the business meeting. He also told the members that voting on these changes would be conducted by email in about a month following this meeting. The changes being proposed included new, expanded descriptions of the duties of the Editor and Program Coordinator; elimination of the Program Committee to reflect the current situation in which the Program Coordinator and sectional Vice-presidents fulfill the role previously played by the Program Committee; creation of a new Board position of President-elect in order to provide better transition of leadership within the Board; and a correction regarding temporary assumption of the President's duties relating to both the Chairman of the Board and the Vice-president of the Citrus section being identified in different parts of the By-laws as having that duty – it had been determined that the mention of the Citrus VP had been inadvertently retained when the By-laws were re-written in 1993.

Student Best Presentation Awards. Interim Student Program Chair, Carlene Chase announced the winners of the competition:

First Place: Rachel A. Itle for her presentation, "Correlation between L a b Color Space Values and Carotenoid Content in Pumpkins and Squash (*Cucurbita* spp.)." Rachel's coauthor was Eileen A. Kabelka, UF/IFAS Horticultural Sciences Dept., Gainesville, FL.

Second Place: Camille Esmel for her presentation, "Effects of Sulfur Rates and Drip Irrigation Volumes on Tomato." Camille's coauthors were Bielinski M. Santos, Jack E. Rechcigl, Eric H. Simonne and Joseph W. Noling, UF/IFAS Gulf Coast REC, Balm, FL.

Third Place: Cecil O. Montemayor for her presentation, "Prospects for Biological Control of *Microtheca ochroloma* Stål." Cecil's coauthor was Ronald D. Cave, UF/IFAS Indian River REC, Ft. Pierce, FL.

Nominations for 2009-10. Kelly Morgan reported for Nominations Committee Chair Jackie Burns on the slate of nominees for open positions. Morgan presented the following candidates being nominated by the committee:

- President—Jeff Brecht
- Member-at-Large—Fritz Roka
- Vice President-elect (Citrus)—Ryan Atwood
- Vice President-elect (Handling and Processing)
 - Alvin Cheng
- Vice President-elect (Krome)—Mehboob Sheikh
- Vice President (Ornamental & Garden and Landscape)
 - Mike Orfanedes
- Vice President-elect (Vegetables)—Danielle Treadwell

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

Recognition of 2008-09 Officers, Sponsors, Patron Members, and Award Winners. Mary Lamberts thanked her fellow Board Members for their work on behalf of the Society. She 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.

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

Respectfully submitted,
Jeffrey K. Brecht, Secretary

**2010 – 123rd Annual Meeting:
June 6–8 at the Plantation Inn, Crystal River**