FLORIDA STATE HORTICULTURAL SOCIETY
Board of Directors

MINUTES
September 15, 2009
by Polycom Conference

Attendance: Ed Skvarch, David Hall, Ed Etxeberria, Cecilia Nunes (leaving for USF on July 1, 2010 and will be replaced by Michelle Danyluk), Danielle Treadwell, Eric Simonne, Bob Ebel, Fritz Roka, Jeff Brecht, Mark Ritenour, Mary Lamberts, Monica Ozores-Hampton, Peter Andersen, and Chris Owalt.

Meeting was called to order at 9:08 a.m. by Chair of the Board Mary Lamberts. Welcome and introductions of Board Members ensued. Mary Lamberts informed the Board of Directors of the passage by email vote (57 yea, 0 nea) of the following amendments to the FSHS By-laws for the 1) editor position description, 2) program coordinator position description, and 3) new President-elect position.

Approval of Reports: Moved that the minutes of the June 7, 2009 Board of Directors meeting be approved: David Hall; seconded by Ed Etxeberria. Motion carries. Moved that the minutes of the Annual Meeting be approved: Eric Simonne, seconded by Danielle Treadwell. Motion carries. Treasurer’s report by Chris Owalt: the Society’s net worth of $192,705.76 (August 31, 2009), a $12,777.63 increase over the prior year (August 31, 2008). Projections for revenue were down due to less than anticipated meeting registration. Moved to approve Treasurer’s report, Jeff Brecht; seconded by David Hall. Motion carries.

Membership Report: Per ASHS, 172 regular members, 30 student members, 4 patron members, 1 international member.

Editor’s Report: Ed Etxeberria reported that he has received 97 total papers to date and anticipates at least 100 total. Sections with a near full complement of papers include: Citrus, Vegetable, and Ornamental & Landscape. Krome and Handling & Processing will have fewer papers this year. It is anticipated that all papers will be sent to ASHS by October 2009. The new paper format with FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year’s FSHS logo was discussed along with the need to select this year's...
in the annual proceedings. Move by Eric Simonne, seconded by David Hall. Motion carried. Mary Lamberts will work out the details for soliciting abstracts and send out an announcement to UF/IFAS district extension directors.

Old Business

Jeff Brecht opened the discussion of sponsorship levels and the corresponding perks per level. It was contemplated that donors of $1,000 or more would receive the following: 1) 3 ft x 6 ft display area, 2) sponsorship of one of the paper awards, 3) one complementary registration, 3) a CD or hard copy of the proceedings, 4) certificate of appreciation, and 5) recognition in the proceedings. The decision was tabled for further discussion by a committee (Fritz Roka and Gene Albrigo) and would be circulated electronically for comments and acceptance.

David Hall provided a proposed outline for the high school student paper competition. Discussion of the proposal revolved around the award associated with the winners of the contest. The first suggestions involved paying meeting registration, comping a room, paying a stipend of $200. The contest would be open to high school seniors, with the second and third place winners receiving a certificate. After much discussion it was moved by Chris Oswalt, seconded by Mark Ritenour, that the high school student paper award would be cash/scholarship with the winning paper published in the annual proceedings. Written details of the contest were to be submitted by a subcommittee composed of Mark Ritenour, David Hall, Ed Skvarch and Bill Heltemes (Regional Specialized Agent 4-H NE region). This would then be presented to the Board of Directors for final consideration and approved by an email vote of the Board of Directors.

New Business

Certificate of Deposit: Jeff Brecht informed the Board of Directors of the September 10, 2009 rollover of the certificate of a deposit (CD) in the amount of $75,293.80 held by Sun Trust bank for 1.7% with a term of 13 months. This decision was made based on available options and terms at the time of maturity and the knowledge that a second CD held by Wachovia would not come to term until 2012. There was then a discussion involving the best use of these funds to further the society’s mission. There was also some concern on the carryover of these funds and potential IRS regulations. It was suggested that Tracy and Mike from ASHS be contacted on avenues on how to address the carryover issue.

Digital Proceedings: Mark Ritenour provided the Board of Directors with the new username and password for the password-protected issues of the proceedings: username: FSHS; password: bloom.

FSHS Marketing: Mark Ritenour in discussing some potential opportunities to network with the small farms conference asked that the FSHS marketing committee be resurrected. The committee would be charged with annually updating the FSHS marketing plan. The committee would include the following members: Fritz Roka, Ed Skvarch, Eric Simonne, Mark Ritenour, and Pete Andersen. This committee would at this time be charged with actively marketing FSHS to other southern states. Exploring the opportunity to provide expanded comprehensive topics on the Tuesday afternoon session of the annual FSHS meeting. Participation in the 2010 Small Farms Conference was discussed by Eric Simonne. It was mentioned by Mary Lamberts that Bob Hochmuth indicated that FSHS could run one of the four small farms conference sessions in 2010 and fund that session. It was directed that Mark Ritenour, Danielle Treadwell, and Mary Lamberts work with the small farms conference committee to determine our potential role in the 2010 conference.

2011 FSHS Annual Meeting: Mary Lamberts asked if there had been any discussion of the location of the 2011 FSHS annual meeting. Jeff Brecht mentioned that Tracy Shawn (ASHS) was still waiting for the best possible deal for a meeting location and at present one had not been chosen. Mary Lamberts and Jeff Brecht would work on having a list of locations by the April 2010 Board of Directors meeting.

Soil and Crop Science Society of Florida (SCSSF): A discussion of the intentions of the SCSSF was mentioned by Ed Etxeberria, indicating that he has not heard any talks about SCSSF rejoining FSHS as in the past.

Ed Etxeberria indicated that he would make the last presentation at the annual meeting on the history of FSHS in the last 20 years. Eric Simonne moved to adjourn the meeting at 11:50 a.m.

Respectfully submitted,
Chris Oswalt, Secretary/Treasurer

FLORIDA STATE HORTICULTURAL SOCIETY
Board of Directors

Minutes
January 15, 2010
by Polycom Conference

Attendance: Ed Skvarch, David Hall, Michelle Danyluk, Danielle Treadwell, Eric Simonne, Fritz Roka, Jeff Brecht, Mark Ritenour, Mary Lamberts, Michael Orfandees, Cheng Guiwen, Peter Andersen, and Chris Oswalt. Joining the meeting by phone were Tracy Shawn and Mike Neff of the American Society of Horticultural Science (ASHS).

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

Approval of Reports: David Hall moved that the minutes of the September 15, 2009 Board of Directors meeting be approved; seconded by Fritz Roka. Motion carries.

Membership Report: Per ASHS, 203 total, with 169 regular members, 29 student members, 4 patron members, and 1 international member. 2010 membership (as of January 13, 2010) at 32 paid members. Jeff Brecht indicated that an email was sent to the membership reminding them that annual membership dues are due on the first of January each year.

Treasurer’s Report: Chris Oswalt reported the Society’s net worth of $195,553.94 (December 31, 2009), a $15,965.92 increase over the prior year (December 31, 2008). 2009 revenues were down due to less than anticipated meeting registration. This was more than offset by reductions in Society’s expenses during the 2009 budget year. Mary Lamberts inquired about outstanding expenses associated with the 2009 in-service training program owed by the Society to the University of Florida’s Institute of Food and Agricultural Sciences (UF/IFAS). The agreement with UF/IFAS was to provide the in-service opportunity if the Society would pay for half the expenses associated with the training program. Jeff Brecht mentioned he had a conversation with Dr. Joan Dusky, Associate Dean for UF/IFAS, Agricultural Programs, and the “ball was in their court” to provide a bill for half of the training. Eric Simonne indicated to Tracy Shawn that it would be good to include these expenses in the 2010 budget under “program
Editors Report: Jeff Brecht (in the absence of Ed Etxeberria) reported that he has received 111 total papers to date (104 non-refereed and 7 refereed). Section breakdown as follows: Citrus 26; Handling & Processing 16, 3 refereed; Krome 16, 1 refereed; Ornamental, Gardening & Landscape 23, 1 refereed; Vegetable 30, 2 refereed. All but 3 papers (missing only figures) have been sent to ASHS headquarters to date. Ed Etxeberria in his written report asked about the winners of the student paper competition and inquired about adding that designation to the paper title. The winners of the 2009 FSHS student paper written competition will be announced at the next annual FSHS meeting in 2010. Jeff Brecht reiterated that the 2009 student paper winners will be published in the 2009 proceedings, but will not be designated as winners until the 2010 annual FSHS meeting. Mary Lamberts requested if there would be an opportunity to designate student paper winners in the online version of the proceedings. Mark Ritenour indicated that this could be easily done. It was agreed in principle to allow Ed Etxeberria to provide trial copies of the “Proceedings” on digital memory sticks. The current cover art for the “Proceedings” is being arranged and Ed Etxeberria is holding conversations with the artist about the copyright.

Marketing Coordinator’s Report: Mark Ritenour reported that the latest edition of the FSHS newsletter has been posted. The membership and payment information has also been updated. The current password for the latest three copies of “Proceedings” has been changed to “blooming”; this information will be included at the bottom of your membership receipt when you pay your current dues. The website deadlines have been updated. An additional “Proceeding” volume has been digitized and is now available on the web. We currently have all but 27 volumes of the FSHS “Proceedings” now digitized and available online. Currently revising and updating the FSHS email list with a link on the website to sign up for email delivery of the FSHS newsletter. The newsletter has also been sent out to the email and current contact lists. Sent out a “save the date” reminder for the annual meeting in December 2009 and January 2010. Added an annual calendar to the home page for events held during the year.

Administrative Report: Tracy Shawn is developing the online registration for the annual meeting. There were no other updates or issues of concern.

Old Business

Board of Directors Voting: Chris Oswalt reported that the Board affirmed in the majority to conduct a “High School Student Paper Competition” and to have “Extension Agent Abstracts” as part of the FSHS Annual Meeting.

High School Student Paper Competition: David Hall reported on the structure of the competition and suggestions for judging and awards. After much discussion centered on how the contest would be marketed and its relevance to high school seniors, Mary Lamberts requested that the competition be tabled for this year while these important details are addressed and furthermore continued the authorization of the ad hoc committee for the high school student paper competition. Mary Lamberts requested and Danielle Treadwell agreed to circulate with the “Board” her suggestions on the high school student competition.

Extension Agent Abstracts: Mary Lamberts discussed the need to determine page size and number of words per page to accurately allocate space in the “Proceedings” for the extension agent poster abstracts. Submission for initial call would be a regular abstract following the guidelines for all authors. Upon acceptance to the “Proceedings” and at the annual meeting the authors would produce an extended abstract for a poster display. Abstract content to be based on the methodology of successful extension programs. The dimensions of the printed posters (extended abstracts) to be defined using landscape orientation and roughly 8.5 inches × 11 inches or similar size based on the final edition of the annual “Proceedings”. Jeff Brecht formed the following committee to work out the finer details of the extension agent abstract poster program: Eric Simonne, Mary Lamberts, Michael Orfamedes, Ed Skvarch, and Brad Burbaugh. Mary Lamberts defined that the content of the extension agent abstract be limited to horticultural crops and production. At the initial time of abstract submission, the extension abstract author needs to go through the appropriate sectional vice-president for acceptance.

2010 Annual Meeting: Eric Simonne mentioned that there will be three “calls” for papers. It is the responsibility of the sectional vice-president to determine or ask if extension agent submissions are for the poster/abstract or for a paper and presentation. Graduate students participating in the best student paper competition must be scheduled for Monday presentations since the awards are announced at the Tuesday morning business meeting. There will be three files required from sectional vice-presidents for the annual meeting. The first file is to contain only titles in plain text format (due February 19, 2010), the second will contain titles and abstracts, and third the finished program again in plain text format (due March 31, 2010). Remember the vice-president challenge to shape your submissions and requests to authors into your vision of the sectional program. Encourage extension agents to register on the professional development UF/IFAS website to have registration paid. In-service training for Tuesday afternoon will be on marketing value-added horticultural commodities economically and safely. There was a recent effort to invite the Florida Blueberry Growers Association to actively participate concurrently with the FSHS annual meeting, similar to our relationship to the Soil and Crop Science Society of Florida. It appears that there is little interest at this time with the Blueberry Growers Association. There is, however, interest by Florida blackberry growers to participate in the Krome section if there was a special program focus on blackberries for one of the sessions. Pete Andersen indicated he would be willing to make some contacts with researchers in Arkansas working with blackberries. We are still looking for speakers for the opening session, horticultural breakfast, and the extension luncheon. Local arrangements committee has not been formed and Jeff Brecht indicated that he would contact Gary England in Sumter County. CEU coordinator is unavailable this year and Eric Simonne indicated that Barton Wilder from Alachua County would be filling that commitment for this meeting. Eric Simonne informed the Board that the student coordinator Carlene Chase was stepping down after this meeting and there is an effort to find a trainee to help Carlene this year, with that individual taking on that role for next year’s meeting.

New Business

Committee Appointments: Jeff Brecht indicated that he has not yet started on committee assignments for this next year. The Gold Medal and President’s Industry Awards will come from the Citrus Section according to the award rotation schedule.
The auditing committee will be dispersed as previously formed. This function is not a requirement of the By-laws, not required by the IRS, and based on the advice of the ASHS administrative management team, will not be instituted at this time.

Report on 2011 and 2012 Annual Meeting Locations: Tracy Shawn led an open discussion of potential locations for the 2011 and 2012 annual meetings. It was decided to have Tracy use her judgement to narrow the list down to nine properties. These would further be circulated by email to the “Board” for further consideration and three of the nine would be selected for site visits to be conducted before the April 2010 Board of Directors Meeting.

Report on Marketing and Long Range Planning: Mark Ritenour indicated that the marketing committee plan for this year (short range) was to develop and build an email list that would be searchable and targetable. Develop individual marketing tools for specific groups, i.e., blueberry or blackberry growers demonstrating the value of membership in the “Society.” This could be a sheet listing the titles and abstracts of relevant manuscripts printed in past proceedings related directly to these groups. There are also some issues with the identification of who we are; specifically, at the small farms conference, participants thought we were a group from Florida State University due to the current color scheme, not the University of Florida.

Mary Lamberts asked if it would be possible to capture additional information on the registration and or membership renewal forms to help better describe the interests of “Society” members, i.e., section affiliation. Mike Neff indicated that this could easily be done during the online registration and membership renewal process. He asked specifically what information needed to be collected and he would add it to the form.

Eric Simonne mentioned that in his role as program chair over the past 4 years that we as a “Society” have started a number of initiatives to reach out to different groups. This has led to an overall feeling that we do not have a structured approach to the issue of the University billing the “Society” for our share of in-service training costs. It was further directed that a sub-account be included in the budget called “professional training expenses” with a corresponding income account for this Tuesday meeting.

Small Farms Conference: Eric Simonne mentioned the dates of the 2010 Small Farms Conference would be July 31 to August 1, 2010. He reviewed the process from last year related to the “Society’s” presence at the booth. It was suggested that this year that a specific individual be the sole coordinator in charge of the “Society’s” presence at the Small Farms Conference. Danielle Treadwell made a suggestion to involve current graduate student members of the “Society” to man the Small Farms booth.

Danielle Treadwell moved to adjourn the meeting at 12:14 p.m. Eric Simonne seconded the motion.

Respectfully submitted,
Chris Oswalt, Secretary/Treasurer

FLORIDA STATE HORTICULTURAL SOCIETY
Board of Directors

MINUTES
April 16, 2010
The Plantation Golf Resort and Spa, Crystal River, FL

Attendance: Ryan Atwood, Ed Etxeberria, David Hall, Michelle Danyluk, Eric Simonne, Bob Ebel, Jeff Brecht, Mark Ritenour, Mary Lamberts, Monica Ozores-Hampton, and Chris Oswalt. Joining the meeting by phone were Tracy Shawn and Mike Neff of the American Society of Horticultural Science (ASHS). A quorum of at least two-thirds of the Board of Directors were present.

Meeting was called to order at 10:19 a.m. by the Chair of the Board, Mary Lamberts. Welcome and introductions of Board Members ensued.

Approval of Reports: Bob Ebel moved that the minutes of the January 15, 2010 Board of Directors meeting be approved, seconded by Jeff Brecht. Motion carries.

Membership Report: Per ASHS – total, 102 regular members, 6 student members, 6 patron members, 4 international member. 2010 membership (as of April 14, 2010) at 118 paid members. Tracy Shawn indicated that as of April 16, 2010, annual meeting registration was 100. Jeff Brecht indicated that there was some discrepancies with the patron membership list and it needed to be updated. Mary Lamberts opened a discussion on annual membership dates. It was further suggested that the FSHS long-range planning committee review this process. Eric Simonne indicated that the current procedure works well if everyone follows the deadlines.

Treasurer’s Report: Chris Oswalt reported the Society’s net worth of $202,161.79 (March 31, 2010), a $17,603.01 increase over the prior year (March 31, 2009). To date, in 2010 income was (January 1, 2010 to March 31, 2010) $13,555.19, with expenses of $1,238.05. Eric Simonne mentioned that there was still the issue of the University billing the “Society” for our share of the in-service training costs. It was further directed that a sub-account be included in the budget called “professional training expense” with a corresponding income account for this Tuesday training program. Jeff Brecht inquired about the Wachovia CD and if statements were received at ASHS’s new office. Tracy Shawn indicated that they have not received a statement since they moved their offices. The officers of FSHS would need to be in touch with Wachovia to determine who is the registered agent of record to make address changes to the account. Jeff Brecht also mentioned that the SunTrust CD matures in June 2010 and it would need to be renewed. Ryan Atwood moved to approve the Treasurer’s report, seconded by David Hall. Motion carries.

Editor’s Report: Ed Etxeberria reported that volume 122 of The Florida State Horticultural Society has just gone out. There have been 27 printed copies mailed out to date. This number should increase as the year progresses. Linda Chandler provided the cover artwork this year for the proceedings. There are three formats of the proceedings available this year: a CD copy, a printed copy, and a copy on a memory SD card. There are 275 CD, 100 printed, and 25 SD memory card formats of volume 122 produced this year. The cost for the SD memory cards was roughly twice the cost of the CD version. It was further suggested that the SD memory card format be made available to the membership. The membership, at this annual meeting, could then vote as to their proceedings format of choice: SD memory card or CD. $21,720 in page charge bills...
for volume 122 have been sent out. Last year all “authors” were current with their page charges. Volume 122 has a new layout this year including the FSHS seal at the top of the page. There will also be a copy of an abstract linkable table of contents to be distributed through the FSHS email lists. Mark Ritenour moved to approve the Editor’s report, seconded by Ryan Atwood. Motion carries.

**Marketing Coordinator’s Report:** Mark Ritenour reported that the table of contents for this year’s annual meeting should be out soon. He has put the annual meeting dates on various industry, trade, association, and university calendars for advertising purposes. There is a new link on the FSHS home page to subscribe to the newsletter along with job listings. Continuing to work on a comprehensive email list for information to members and prospective members. Meeting registration is now linked to home page with comprehensive information about the annual meeting. Mark was going to work with local arrangements chair Gary England on getting the word out locally about the annual meeting. Michelle Danyluk moved to approve the Marketing Coordinator’s report, seconded by David Hall. Motion carries.

**Annual Meeting Report:** Eric Simonne reported that there are 113 talks and presentations scheduled for this year’s meeting. There was a discussion about the lower number of presentations this year compared to last. It was mentioned that there could be some reluctance by some authors to participate due to the requirement that a manuscript be completed. It was suggested that talks could be provided in a recorded format without the manuscript in today’s digital world. However, in order to fulfill the requirements of the society, we need to have a published record of the proceedings. There was the comment that in the past keynote speakers have been recorded and the presentations have been transcribed for the proceedings and there may be an opportunity to expand this practice. It was further mentioned that the transcription of presentations could be done by graduate students, allowing these students to be co-authors on published manuscripts. Eric reported that there are 12 students participating in the student competition this year and 11 extension agent abstracts. Brad Burbough would be the coordinator of the extension agent abstracts. Keynote speakers for the meeting have yet to be contacted; several suggestions were made on potential speakers.

Chris Oswalt reported for Gene Albrigo, Sponsorship Committee chair, that it was going well but did not have a report for this meeting. Eric Simonne asked Ed Etxeberria to conclude his history of FSHS at the business meeting on Tuesday by reporting on the past 20 years. Ed Etxeberria mentioned that the box tax, citrus initiative, and mechanical harvesting contracts require that researchers using these grant funds must publish their results in FSHS. Eric Simonne reported that Carlene Chase was the committee leader of the student best paper contest this year. Barton Wilder is the new CEU coordinator for this year’s meeting. There are five commercial displays and Eric was going to contact the Small Farms Conference about having a poster display.

**Administrative Report:** Tracy Shawn reported that the web registration was operational. There is one issue related to the use of purchase cards (p-cards). There is a prohibition on the purchase of food using the p-card and this has caused some web registration problems. Natasha at ASHS has been helping with handling this problem. Tracy indicated that the award amounts for the student written paper competition were to be $500 for first, $400 for second, and $300 for third. Ryan Atwood moved to approve the Administrative Report, seconded by Ed Etxeberria. Motion carries.

**Old Business**

**Annual Meeting Locations:** Jeff Brecht and Eric Simonne reported on locations for the 2011, 2012, and 2013 FSHS annual meeting locations. After touring the locations and based on the advice of Tracy Shawn, it was decided to have the 2011 meeting at the Renaissance Vinoy Hotel in St. Petersburg, FL. In 2012 the meeting would be at the Marriott Delray Beach, and in 2013 at the Hyatt Regency Sarasota. Tracy Shawn negotiated a room rate of $109 with parking and internet included. Eric Simonne moved “to have Tracy Shawn enter into a contractual agreement with all three hotels for those meetings and sign the contract for the 2011 annual meeting at Renaissance Vinoy.” Seconded by Ed Etxeberria. Motion carries.

**Committee Appointments 2009–10:** Jeff Brecht indicated that he has made significant progress on the committee assignments. These assignments should be completed when he hears back from a few more individuals.

**Honorary Membership Nominations:** Chris Oswalt reported that two individuals had been nominated for honorary membership in FSHS. The first was Becki Campbell, wife of the late former FSHS president Carl Campbell and mother of past president Craig Campbell. Mrs. Campbell was nominated by Carlos Balter. David Hall made the motion to elect Becki Campbell into the honorary membership of FSHS, seconded by Jeff Brecht. Motion carries unanimously. The second was Dr. Robert Stamps, long time member of the “Society”, author, outstanding paper award winner, and sectional vice-president. Dr. Stamps was nominated by Craig Campbell. Eric Simonne made the motion to elect Dr. Robert Stamps into the honorary membership of FSHS, seconded by Ed Etxeberria. Motion carries unanimously.

**Small Farms Conference:** Eric Simonne reported that the following would be helping man the FSHS booth at the Small Farms Conference: Jim Syvertsen, Ryan Atwood, Eric Simonne, and Teresa Olczyk. A discussion followed about the limited potential opportunities in participating in the Small Farms Conference from a marketing and membership perspective. There are a number of marketing opportunities available through the Small Farms Conference, but most of these were direct benefits to the Small Farms Conference and had little potential to fit into the FSHS long range marketing plan.

**Long Range Planning Efforts:** Eric Simonne mentioned the opportunity to participate in a retreat for 20 members of the “Society” in forming the long range vision of FSHS. It was proposed that the retreat would be held in central Florida and start at noon, running to noon the following day. Faculty within the Department of Family, Youth and Community Sciences would be able to help with this training. This was one approach identified by the long range FSHS marketing committee (Mary Lamberts, Mark Ritenour, David Hall, and Eric Simonne). The potential costs for the retreat were estimated to be $5000. Eric Simonne made the following motion: “that the FSHS marketing committee be charged with developing a formal plan to be presented at the June 6, 2010, FSHS Board meeting and at the annual Business Meeting on June 8, 2010.” Seconded by Jeff Brecht. Motion carried.

**High School Student Paper Competition:** David Hall reported on the structure of the competition and suggestions for judging and awards. After much discussion centered on how the contest would be marketed and its relevance to high school seniors. It was determined that the best way to market the program would be to have it as a video contest. These videos would be 2 to 5 minutes in length using the same content guidelines as the pro-
FLORIDA STATE HORTICULTURAL SOCIETY
Board of Directors

MINUTES
June 6, 2010
The Plantation Golf Resort and Spa, Crystal River, FL

Attendance: Ryan Atwood, Ed Etxeberria, David Hall, Michelle Danyluk, Eric Simonne, Jeff Brecht, Mark Ritenour, Mary Lamberts, Monica Ozores-Hampton, Gene Albrigo, Gary England, Richard Tyson, Fritz Roka, Ed Skvarch, Pete Andersen, Carlene Chase, Danielle Treadwell, Mike Orfanedes, and Chris Oswalt. Also in attendance was Mike Neff of the American Society of Soil and Crop Science Society of Florida (SCSSF). A quorum of at least two-thirds of the Board of Directors were present.

Meeting was called to order at 2:10 p.m. by the Chair of the Board Mary Lamberts. Welcome and introductions of Board Members ensued.

Approval of Minutes: Eric Simonne moved that the minutes of the April 16, 2010, Board of Directors meeting be approved, seconded by Carlene Chase. Motion carries.

Approval of Reports

Membership: Jeff Brecht reported total paid membership of 240 (as of June 2, 2010), with 175 regular members, 22 student members, 9 patron members, 6 international members, and 28 patron members. Ed Etxeberria moved to approve the Membership Report, seconded by David Hall. Motion carries.

Treasurer: Chris Oswalt reported the Society’s net worth of $238,352.44 (May 31, 2010), a $15,542.39 increase over the prior year (May 31, 2009). To date, in 2010 income was (January 1, 2010 to May 31, 2010) $54,602.68 and expenses of $10,421.89. Mike Neff mentioned that meeting registration through May 31, 2010, was 188. Ryan Atwood moved to approve the Treasurer’s report, seconded by Fritz Roka. Motion carries.

Editor: Ed Etxeberria reported that volume 122 of the proceedings has been published in three formats: CD, memory card, and text versions. The old past proceedings have been removed from the Citrus Research and Education Center storage area. Mark Ritenour mentioned that all but approximately 20 volumes of the proceedings have now been digitized. Jeff Brecht inquired about the missing presidential addresses in past proceedings not being accessible. Mark Ritenour agreed to check the links since that information has been digitized and should be available. Gene Albrigo indicated that these missing volumes are available at the Citrus Research and Education library and if the Society would incur the cost of unbinding and rebinding we could inquire about digitizing these last few volumes to complete the collection. David Hall “made a motion to approve reimbursement cost of unbinding and rebinding these missing volumes,” seconded by Mark Ritenour. Motion carries. Mark Ritenour made a motion to accept the Editor’s report, seconded by Danielle Treadwell. Motion carries.

Marketing Coordinator: Mark Ritenour reported that they are in the process of indexing last year’s proceedings. In addition to date information on the annual meeting deadlines, hotel reservations, posting of this year’s abstracts and program brochure has been completed. Michelle Danyluk moved to approve the Marketing Coordinator’s report, seconded by Ryan Atwood. Motion carries.

Annual Meeting: Eric Simonne reported that the program is doing well. Everything has been completed in preparation for the annual meeting. Eric Simonne requested comments on the improved larger version of the program brochure format. A special thank you was made to Mark Ritenour for the timely posting of information about the annual meeting on the FSHS website. Eric Simonne thanked the sectional vice presidents for the great job they did on this year’s program. There are 114 oral presentations on this year’s program, 20 extension agent poster abstracts, and 46 participants for the in-service training on Tuesday afternoon. Sectional vice president meeting supplies (extension cord, duct tape, and power strip) will be available at the registration desk. Fritz Roka moved to approve the Annual Meeting report, seconded by Danielle Treadwell. Motion carries.

Soil and Crop Science Society of Florida (SCSSF): Tom Obreza made a report to the Board on the status of the SCSSF. Tom Obreza indicated that there were 17 presentations by members at this year’s annual meeting and SCSSF membership was thought to be less than 30 total members. In addition, there is a posed written contest. Contest entries would be emailed as a link to the video. The theme would be “Horticulture in Florida” and/or “How Horticulture Affects my Life.” There would be a single winner next year with a $300 scholarship and a printed certificate. It would initially be marketed through our 4-H and FFA contacts.

Graduate Student Scholarships: Mary Lamberts reported the anonymous gift in the form of a donation of $1000 to be used to help students. Mary suggested that it be used for a special scholarship to help with lodging at the annual meeting. It was proposed that this would be five $200 scholarships to cover the two nights at the annual meeting. Furthermore, Mary Lamberts made the following motion: “that FSHS match our $1000 donation and create 10 student scholarships to be used for lodging or whatever they want at this upcoming meeting.” Seconded by Jeff Brecht. Motion carries.

Local Meeting Arrangements: Jeff Brecht reported that he has received some information from Gary England, local meeting arrangements contact. Jeff indicated that he was going to follow up with Gary on arrangements for plants for the annual meeting.

Meeting Publicity: Mark Ritenour brought up for discussion the potential for using a graduate student to do FSHS marketing work related to developing marketable products. These would include a comprehensive topic list of papers published in the proceedings. The person could manage and update some of the database applications used by the “Society.” After some discussion it was decided to have the long range marketing committee evaluate this request.

Storage of Past Proceedings: Ed Etxeberria reported that we can no longer store our proceedings in their current location in Lake Alfred. After much discussion of the fate of past printed copies, it was determined that these past volumes would be offered for free to anyone who would pay the postage for delivery. There would also be a number of sets of proceedings offered to Research and Extension Offices if wanted. Ed said that he would bring a number of copies to the annual meeting for members who would be interested in past printed proceedings.

Eric Simonne moved to adjourn the meeting at 1:53 p.m.

Ryan Atwood seconded the motion.

Respectfully submitted,
Chris Oswalt, Secretary/Treasurer
possibility that the SCSSF will be suspending operations after this meeting. An open conversation by the Board ensued on potential opportunities to facilitate SCSSF presentations into a new FSHS Section. Eric Simonne made a motion to “incorporate future SCSSF presentations into a new FSHS Section.” The motion was seconded by Ed Skvarch. Upon further discussion it was decided to pursue this idea further in the proposed long range planning retreat schedule for this fall. Motion was tabled.

**Administrative Report:** Mike Neff reported there are no issues or items for discussion. Everything is going very well with FSHS administratively and financially due to the hard work performed by the Board. Mark Ritenour moved to approve the Administrative report, seconded by Ryan Atwood. Motion carries.

**Old Business**

**Local Arrangements:** Gary England, chair of local arrangements, indicated that everything is going well with the arrangements. Activities at the resort include fishing, boat rentals, and golf across the street. Plants have been obtained for the meeting rooms and need to be distributed. The Board would like to formally thank Brantley Nursery from Longwood, FL, for donating the caladiums and ornamental sweet potato plants for the annual meeting. Also, the Board would like to formally thank Brooksville Palms for providing 15 European fan palms for display during the meeting. Gary England requested that reimbursement be made for the expenses he incurred buying supplies for the plants. Mary Lamberts instructed that this reimbursement be made through Tracy Shawn.

**Meeting Sponsorships:** Gene Albrigo reported that this has been a difficult year for obtaining sponsorships for the Society. Many of our normal sponsors were unable to participate due to declining sales. The major sponsorship is from the Florida Citrus Production Research Advisory Council (FCPRAC) that has been supporting citrus page charges for presentations that are funded by the FCPRAC. Gene Albrigo inquired if there was supporting documentation on the use of this sponsorship for FCPRAC papers. Jeff Brecht indicated that this was an effort made by Jim Syvertsen through a 5-year grant to have FSHS as the publication record for projects funded by FCPRAC. Gene Albrigo mentioned that as a requirement of the grant a statement as a footnote should be included on all papers that received funding from FCPRAC. There was an additional $4300 in sponsorships for program enhancement received for this year’s annual meeting. The printing of the program brochure is an in-kind sponsorship by the SCSSF for around $2500. There was a concern raised about the SCSSF suspension of operations and how that would affect the sponsorships needed to cover the cost of the program brochure. Mark Ritenour has the sponsors now linked on the FSHS website (as a slide presentation) as a way to provide the sponsors with additional justification for their sponsorship beyond just the annual meeting. Profowers.com is one of the new sponsors that requested that their website be linked from the FSHS home page as part of their sponsorship. Gene Albrigo indicated that all sponsors now have weblinks on the FSHS webpage and that this practice should continue. Eric Simonne brought up the fact that the program brochure should be included as part of the meeting expenses and additional sponsorships would not be needed to cover that expense. Gene Albrigo mentioned that he would be willing to provide his documentation and contact information to any individuals who would be interested in working with him in securing sponsors this year. Gene is considering transitioning out of the meeting sponsorship role.

**Student Program:** Carlene Chase reported that the winners of last year’s best student written paper awards were as follows: first, Kirandeep Mann; second, Francesco Di Gioia; and third, Laura Waldo. Last year’s best oral paper judges were George Fitzpatrick, Jonathan Crane, and Carlene Chase. George Fitzpatrick and Carlene Chase judged the best written paper award for Volume 122 of the proceedings. There are 15 students entered in the best oral presentation competition this year. This year the judges are Jose Reyes, George Fitzpatrick, Jim Syvertsen, and Carlene Chase. The deadline for the student best written paper competition is July 6, 2010. Last year there were 12 written paper entries. Carlene Chase indicated that this was her last year as Student Program Coordinator.

**Nomination Committee:** Jeff Brecht reported for Jim Syvertsen, Chair of the Nomination Committee, who was not present. The slate of officers proposed by the committee were as follows: President, Richard Tyson; Vice President Elect, Juanita Popenoe; Editor, Jan Narciso, and Member-at-large, Ed Etxeberria.

**Meeting Publicity:** Mark Ritenour had nothing new to report.

**Long Range Planning:** Eric Simonne presented a final formal plan for a long range plan retreat. The plan calls for a retreat to be held in September or October of this year, using the resources of Kumaran from the Family and Consumer Sciences Department in Gainesville to moderate the retreat. Ten to 12 participants with an interest in FSHS will be asked to attend. Eric Simonne made a motion that: “the Board approve the long range plan retreat as outlined in the formal presented plan at a cost not to exceed $5400.” Seconded by Ed Etxeberria. Motion carried.

**New Business**

**Annual and Board Meetings:** Jeff Brecht reported that contracts have been executed for the 2011 annual meeting at the Vinoy Renaissance Hotel in St. Petersburg, FL (June 5–7, 2011) and the 2012 annual meeting at the Marriott Delray Beach, FL (June 3–5, 2012). There was some concern raised about the required deposits for these hotels. Mike Neff indicated that the Society has the resources to pay these deposits for future annual meetings and that paid deposits are credited back to the society after completion of the annual meeting. It will appear on the financial statement as a prepaid expense. Jeff Brecht was further instructed by the Board to sign the contract for the 2013 annual meeting to be held at the Hyatt Regency Sarasota. Jeff Brecht set the dates for the 2010–11 FSHS Board meetings as follows: October 15, 2010; January 21, 2011; April 15, 2011; and June 5, 2011.

**Online Registration:** Eric Simonne made an inquiry about online registration and the current issue with the system not allowing for separation of the horticulture breakfast and extension luncheon from the general meeting registration. Mike Neff indicated that this was a registration software issue that could not be addressed before this annual meeting. Solutions to this issue will need to be further explored.

**Video Recording:** Ed Etxeberria introduced Kathy Snyder who will be providing video and photographic documentation of this year’s annual meeting.

Eric Simonne moved to adjourn the meeting at 3:40 p.m. Ed Skvarch seconded the motion.

Respectfully submitted,
Chris Oswalt, Secretary/Treasurer
The 123rd Annual Business Meeting of the Florida State Horticultural Society was called to order by Chair of the Board Mary Lamberts at 8:35 a.m. on June 8, 2010 at the Plantation Golf Resort and Spa.

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

Minutes of the 2009 Annual Business Meeting: Secretary-Treasurer Chris Oswalt noted that the minutes of the 2009 Business Meeting were published in the Proceedings, which had been distributed to the membership of the Society. He asked if there were any comments or questions regarding the published minutes and there were none. A motion to approve the minutes as published was made by Jim Syvertsen and seconded by David Calvert; the motion was approved.

Membership Report: Oswalt reported that total membership for 2009 was 231, broken down by category below. This compares to membership totals of 315 in 2005, 269 in 2006, 257 in 2007 and 275 in 2008. Although the membership number was down in 2009 the membership as of today (June 8, 2010) is 241.

2009 Members (January 1, 2009–December 31, 2009) = 231
Regular Membership, 169
International, 1
Patron, 4
Student, 29
Honorary, 28

Treasurer’s Report: Oswalt reported that Society had a net worth of $195,553 as of December 31, 2009, this represents an increase of $15,965 over the December 31, 2008, net worth.

Total income for 2009 was $88,271 versus $73,423 in expenses, so the Society finished 2008 with a net income of $10,310. Membership dues income in 2009 was $9,830, a decrease of $4,480 from 2008. Assets were more than 2½ times expenses again in 2009 (the By-laws recommend that assets equal to 1½ times expenses be maintained).

Oswalt asked if there were any comments or questions. A question was asked regarding what were the Society’s expenses. Oswalt said that the majority of the expenses of the Society were accrued in publishing the proceedings, the annual meeting, awards and scholarships. A second question was asked about membership numbers compared to last year. Oswalt indicated that at the current-time membership was up from the previous year. A motion to approve the report as presented was made by Ed Stover and seconded by Dan Cantliffe; the motion was approved.

Editor’s report: Editor Ed Etxeberria then made a presentation entitled, “A History of the FSHS Proceedings (IV): Volumes 100–122 (1987–2010)” 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. Etxeberria reported that there were 101 published papers and 2 videos in Volume 122 of the proceedings from the annual meeting held in Jacksonville, FL. Members received copies of the proceedings in CD format, libraries received printed copies, and there was a test printing of the proceedings on a memory card format. The proceedings paper layout was changed to include the FSHS seal. Etxeberria expressed his gratitude to all those who contributed to the success of the proceedings over the past 9 years. A motion to approve the report as presented was made by Reggie Brown and seconded by Gene McAvoy; the motion was approved.

Report on the 123rd Annual Meeting: Program Coordinator Eric Simone first thanked Joan Dusky for her continued support of the Society. The program brochure has been reformatted this year, a little larger with an increase in the font size. Simone reminded authors that they are encouraged to use color photographs and videos in their manuscripts. He reminded authors that their manuscripts are due on June 23, 2010, to ensure inclusion in the annual proceedings. Simone thanked the sectional vice-presidents and editors for all their work and reminded sectional vice-presidents that their job was not completed until all papers in their section are submitted. He praised the success of the new extension agent poster presentation session, indicating that there were a total of 20 posters in the session. Simone reported that there were 210 attendees at this year’s meeting, up one from last year.

Unfinished Business

There was no unfinished business.

New Business

Long Range Plan Retreat: Eric Simone presented the idea of a 2-day long range planning retreat to the Society’s membership. Simone identified the following goals of the planning retreat: identify the Society’s strengths, develop a vision statement, review the structure of the annual meeting, identify groups the Society should be partnering with and ideas to increase membership. He invited anyone who would be interested in participating to see him after the business meeting.

Student Scholarship Awards: Jeff Brecht announced that this was a new scholarship made possible by an anonymous gift that was additionally matched by the Board of Directors of the Society. This gift made possible ten $200 scholarships for students attending the meeting. Brecht announced the recipients and Mary Lamberts presented the awards to the following: Allison Beyer, Dustin Meador, Bee Ling Poh, Rosa E. Raudales, Fnu Sambhav, Gurreet Brar, Jinghua Fan, Harsimran K. Gill, Connie N. Johnson, and Assma Zekri. A question was asked about the criteria for the student scholarships. Brecht said the criteria was to write a statement indicating the importance of attending this meeting personally and professionally. These submitted statements were then judged by the executive committee of the Society.

Student Best Presentation Awards: Carlene Chase, Program Chair, recognized her fellow judges: George Fitzpatrick, Jim Syvertsen, and Jose Reyes. Chase then announced the winners of the competition:

First Place: Divya Kainth for her presentation, “Induction of Autotetraploids in Pummelo (Citrus grandis L. Osbeck) through Colchicine Treatment of Meristematically Active Seeds In Vitro.”

Second Place: Ming-Wei S. “Sherry” Kao for her presentation, “Polygalacturonase Activity Does Not Fully Explain Textural Differences of Melting Flesh versus Non-melting Flesh Peaches.”

Third Place: Veronica Santillan for her presentation, “Spa-
tial Variability of Leaf Wetness Duration in Citrus Canopies.” Veronica’s co-author was Clyde Fraisse, UF/IFAS Agricultural and Biological Engineering Dept., Gainesville, FL.

Nominations for 2009–10. Jim Syvertsen, Nominations Committee Chair, reported the slate of nominees for open positions. Syvertsen presented the following candidates being nominated by the committee:

- President: Richard Tyson
- President-elect: Juanita Popenoe
- Editor-in-Chief: Jan Narciso
- Member-at-Large: Ed Etxeberria
- Vice President-elect (Citrus): Fritz Roka
- Vice President-elect (Handling & Processing): Greg McCollum
- Vice President-elect (Krome): Gary England
- Vice President (Ornamental, Gardening & Landscape): Lelan Parker
- Vice President-elect (Vegetables): David Sui

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

Silent Auction Report: Jeff Brecht reported that there were 21 items available at this year’s silent auction. There was $315 raised for the Society’s endowment fund from the auction.

Recognition of 2009–10 Officers, Sponsors, Patron Members, and Award Winners. Jeff Brecht thanked his fellow Board Members for their work on behalf of the Society. He congratulated all of the award winners, thanked all of the Sponsors and Patron members for their support of the Society, and thanked the ASHS staff for their assistance, especially with preparations for the Annual Meeting.

Unfinished Business and Announcements

Jeff Brecht asked if there were any additional business or announcements for the Society. David Hall, Member-at-Large, mentioned the new high school video contest for next year’s Annual Meeting. The contest is open to high school seniors who will produce a 3- to 5-minute video on the topic “What Florida Horticulture Means to Me.” Gary England, Local Arrangements Chair, openly thanked the nurseries (Brantley Nursery and Brooksville Palms) that provided plants for this year’s annual meeting. Jeff Brecht adjourned the Business Meeting at 9:38 a.m.

Respectfully submitted,
Chris Oswalt, Secretary

2011 – 124th Annual Meeting
June 5–7 at the Vinoy® Renaissance St. Petersburg Resort & Golf Club, St. Petersburg, FL