

Society News

Automating the Convention Plant Sales

Paul Beck, Treasurer

The Williamsburg 2016 convention plant sale is the first time the ASA has had a completely automated plant sale. All plants were tagged with a wrap-around plastic tag containing the cultivar name, group, and a description of the plant along with a unique barcode. The convention attendees had barcodes printed on their badges. At the plant sale, both the badge and each plant was scanned. A detailed invoice was then printed, which included the attendee's name, and a list of the plants purchased. This process was so successful that the average checkout time for a customer was well under one minute, including the time for credit card charging. In most cases the checkout line was no more than one or two customers long.

As a result of the phenomenal success, I am offering use of this automation software to those chapters who wish to use the technology. I will provide the following:

- Written instructions for the cashiers.
- Hands-on training for the cashiers the day before the convention.
- A wireless network setup for the plant sale room.
- A laptop to act as the software server.
- Two barcode scanners to borrow for the convention.
- A website (probably the Northern Virginia site) to host the plant data before the convention so attendees can review the plants to be sold.
- Telephone and email consultation before the convention.
- Printing of labels well before the convention.

In order for this to work well, a significant amount of work needs to be done by the hosting chapter in preparation for the convention. The chapter needs to provide the following:

- A single point of contact for me to coordinate the sale automation. This person should be available for initial discussions at least 3-4 months before the convention.
- Payment for barcode tag stock, approximately \$50 per 1000 labels.
- Individuals with good computer skills to enter the plant data into the website, with all data being ready to print barcodes two months before the convention.
- Plant data includes a description and one or more photographs (with publication permission by the photographer). If the plant is already on the Northern Virginia website, this data does not need to be provided.

- Application of all barcode labels to the plants at least one month prior to the convention, so that any shortfalls of labels can be printed in time.
- Excel list of all plants, including pot size and number of each.
- A wireless laptop for each cashier. These need to be provided for setup and configuration at the training session before the convention.
- A Square™, PayPal™ or other appropriate credit card device for each cashier.
- A fast printer (preferably laser) to print invoices. It's best, if possible, to have one for each cashier. I can provide a recommended laser printer for under \$150.

If you are hosting a convention, and wish to avail yourself of this offer, please contact me via email at pabeck@gmail.com, or by telephone at (703) 860-5676.

Renewal Time is Approaching

Paul Beck, Treasurer

That time of year, when your annual dues need to be paid, is fast approaching. I will be sending out emails in November to all members with an email address on record. Paper mailing of reminders will go out in early December. If you use email, and were not notified last year about your renewal via email, please send me your email address to azaleas.treasurer@gmail.com. If you wish for your email address to not be viewable by other **members** (membership information is not publicly viewable) on our website, please let me know and I will mark it as private. It saves the ASA money for me to take care of the reminder and for you to make the payment electronically. If you choose to not renew electronically, you may use the renewal form on the wrapper of this issue and the winter issue of The Azalean. This application form is also available on the ASA website, at the **Join Us** link.

This year I will also be implementing a subscription service, using the PayPal™ credit card payment service. This will allow you to register your credit card with PayPal, and have your annual membership fees deducted automatically. More details in the winter issue.

Congratulations to Our 35+ Year Members

Paul Beck, Treasurer

I am pleased to recognize the following members who have belonged to the ASA for 35 or more years. Congratulations to these long time members! If I missed your name, please contact me via email (azaleas.treasurer@gmail.com) or phone (703-860-5676) with the year you joined.

Allan Anderson
William F. Bedwell

Larry & Flo Brown
 Hugh Caldwell
 Joe H. Coleman
 Vee-Vee Coleman
 R. A. Comunale
 Mr. & Mrs. Donald L. Droneburg
 Dr. & Mrs. Charles H. Evans
 J. Raymond & Ann Goza
 Dianne & James Gregg
 Mr. & Mrs. Warren Groomes
 Belinda Hobbs
 Donald Hyatt
 Philip Louer
 Lawrence & Milbrey Martin
 Dr. Sandra McDonald
 Mr. & Mrs. W. C. Miller III
 Bob & Jay Murray
 David & Leslie Nanney
 Jane Newman
 Julie & T. J. O'Malley
 Ronnie D. & Donna Palmer
 Robert Patterson
 Helen Ann Patton
 Debby Sauer
 Tom & Fran Schuetz
 Robert Stewart
 John T. Thornton
 Jim & Patsy Thornton
 Deborah Van Vechten
 John K. Weagle

Douglas & Susan Harding
 7 Longmeadow Rd
 Lincoln, MA 01773-4809

Peter Iveson
 34 Little Norway Cres
 Toronto, ON M5V 3A3 Canada

Mike Martin
 71 Highway 198
 Carnesville, GA 30521-3000

Cape Fear
 Bonnie Kriha
 11960 Scenic River Dr
 Baxter, MN 56425-8398

Central Carolinas
 Kelly Brickey
 3833 Piaffe Ave
 Mint Hill, NC 28227-0515

Clifford Ray Brock
 179 Northview Dr. Apt 3
 Athens, GA 30605-1465

James Van Horne
 1371 Omie Way
 Lawrenceville, GA 30043-5846

Northern Virginia
 Chuck Croft
 5256 Queens Wood Dr
 Burke, VA 22015-1532

Emmanuel Mangona
 6716 Rolling Road
 Springfield, VA 22152

Jack Rubenstein
 4518 Green Spring Rd
 Alexandria, VA 22312-1425

Texas
 Martha & Gene Hamilton
 155 County Road 084 N
 Jasper, TX 75951-7046

James & Betty Horne
 10 County Road 225
 Brookeland, TX 75931-9703

Rick & Veronica Lewandowski
 4612 White Oak Rd
 Orange, TX 77632-1244

April Smith
 806 Copeland St
 Lufkin, TX 75904-4948

Vaseyi
 David Updike
 1511 Cedar Ln
 Wilkesboro, NC 28697-2616

New Members

Paul Beck, Treasurer

These members joined since May 21, 2016:

Alabamense
 Doug Leonard & Jane Tripp
 1407 Azalea Dr
 Auburn, AL 36830-6820

At Large
 Ray Abraham
 April Cottage Main St
 Ripon, North Yorkshire HG4 3SE United Kingdom

Joanne Cooper
 1334 Wyoming Mill Rd
 Dover, DE 19904-5719

Linda Evanswood
 Fowler Nursery
 259 Murphy Mill Rd
 Americus, GA 31709-5502

David Funderburk
 4419 Huntshire Dr
 Stone Mountain, GA 30083-2459