

ASA Seed Exchange

Contributing Seed

2019 has been a good year for azalea seed production. Seed contributions for 2020 are accepted from ASA members and other sources until December 31, 2019. Put the seed from each plant into one paper envelope and describe by:

- Contributor's name
- Seed parent name
- Pollen parent name
- Plant type (evergreen, deciduous, azaleodendron)
- Pollination type (cutting wood, open pollinated, hand pollinated)
- Where collected (geographic feature or town)
- Notes

Write this information on seed envelopes or download and print the seed data form (4KB) from the ASA website at: **Propagation>Seed Exchange**. Mail seed envelopes to:

Lindy Johnson
843 Wallace Rd
Trade, TN 37691

If you have digital pictures of the parents, please e-mail them to Dave Banks (dfbanks@earthlink.net), with the name, date and location taken, for posting on the web linked to your seed.

When we receive the seed, each lot is cleaned and packaged into #1 coin envelopes, assigned identification numbers, and stored.

Ordering Seed

The 2020 seed list will be posted online on or about January 1st, with an address to request a hard copy list of seed available.

Seed is shown on the web on a **seed list page**, where it is listed alphabetically by seed parent name with the information provided by the seed contributor, including links to any pictures of the parent plants.

Seed distribution schedule is on a first-come, first-served basis:

- January 1-March 1: to contributors and ASA members
- After March 1: to anyone
- Each seed packet (#1 coin envelope) contains approximately 50 seeds.
- Costs: \$2.00 per packet, plus \$3.00 for shipping and handling all the envelopes in one order.

Orders can be placed by e-mail to lindyjohnsonse@gmail.com or by a letter addressed to the address provided above. All seed not distributed before the annual convention will be offered for sale there. Payment can be by a check made out to "ASA" with "seed exchange" on the memo line, or by a credit card payment through [PayPal](#) using the form on the Seed Exchange page.

Advertising Manager for *The Azalean*

By Paul Beck, Treasurer

The ASA membership dues do not cover the costs for editing, layout, preparation, printing and mailing of *The Azalean*. The costs have been made up by generous donations by a few members and a few advertisements by our members with nurseries or gardens. We need to seek out advertisements from other sources to remove our dependence on donations. There has historically been an Ad Manager to pursue advertisements for *The Azalean*; however, this position has been unfilled for several years. The previous reimbursement for the ad manager has been a low 10% of revenue for new ads, and 5% of the cost for repeat ads. This low reimbursement has not been



much of an incentive to get new advertising.

At the 2019 Board of Director's meeting in Summerville, SC, the board approved a considerably higher reimbursement rate in order to make the position more attractive. The new reimbursement rate is 50% of the first year's revenue for new advertisements, and 10% of subsequent year renewals. For example, a full page (not back cover) ad costs \$1,080, so the ad manager would receive \$540 for obtaining a full page advertisement. Please contact me at treasurer@azaleas.org if you are interested in the position of **Advertising Manager** for *The Azalean*.