President’s Letter
Charlie Andrews—Cumming, Georgia

Providing Value to Our Members
In my first letter back last summer, I mentioned three areas I wanted us to work on. One was to give value to our members. I said we succeed by providing value. It is obvious that we can retain and gain members if our “product” is valuable. This is key to our success as a plant society. Why would someone join ASA? What do they want as members? Finding the answers to these questions and providing solutions leads to healthy, active chapters. If we ignore the needs of our members they will over time drop their membership.

Chapter Leaders, please review the Chapter Ideas for Success, available on our website (About the Society>Chapters>Resources>How to make a chapter successful). Sit down together and come up with additional ideas and let us know so we can share your good ideas with other chapters. Evaluate your current position and determine where you can provide more value to your members.

Providing value is not straightforward. Many chapters have members spread over wide distances. Not all members can attend local events. Event locations may need to be rotated. Tools such as newsletters, Zoom meetings/hybrid meetings, social media, websites are useful for non-local members. Members range from novice to expert. Novices may want to learn about plants, culture, and propagation. Experts may have a desire to delve into more advanced areas or share their knowledge and expertise with others. Interests vary. Some may be interested in gardening, some in field trips; some in educational meeting programs, some in community projects; some in evergreen azaleas, some in deciduous azaleas. You get the idea. You need to know your membership, and it may change.

Chapter Members can play an important role in this too. What do you want from being a member of ASA? Don’t be bashful. Tell your chapter leaders what ideas you have to add to your chapter’s activities. Let them know what you like about the chapter as well as what can be added and improved. I also want to know what you think. Copy me on your ideas and write to me about any ideas you may have.

At-large Members can rely on The Azalean, our website, and our annual conventions. I strongly recommend at-large members consider choosing a chapter even if it is not near to them. Chapters may have informative newsletters, Facebook pages, and websites, and can be a great source for additional information. In addition to one’s regular chapter, a member can join additional chapters as an associate member for only $5.00 each per year.

I want to hear from you. You can reach me at president@azaleas.org.

~ Charlie

Azalea Society of America

The Azalea Society of America, organized December 9, 1977 and incorporated in the District of Columbia, is an educational and scientific non-profit association devoted to the culture, propagation, and appreciation of azaleas which are in the subgenera Tsutsusi and Pentanthera of the genus Rhododendron in the Heath family (Ericaceae).

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Terms expire 2023
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( chartered 2018)
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At-Large Contact
Rick Bauer

Regular membership is open to all interested parties for an annual amount of $30; life membership for one or two persons at the same address is $600. Members receive The Azalean and are eligible for participation in all activities of the Society. For information and a membership application, write to Donna Palmer, Secretary, 1106 S. Evans Road, White Hall, AR 71602-9430 or visit www.azaleas.org.