

Petal Power

Golby-Reasoner Chapter
American Hibiscus Society

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Here's the whole story...

Well, pretty much. At the least here is the rationale (stated or not) the Board of Directors used as they decided that the main publicity emphasis for our Annual Show would shift from newspaper ads to strategically placed posters, quarter page fliers, and (hopefully) feature newspaper articles!

And why the change you may ask? Here is the thinking behind the decision. The small ads that we have purchased in recent years in the Herald Tribune and the Bradenton Herald (and Lakewood Ranch Herald) cost over \$400.00. (\$417.98 in 2009) It was difficult to ascertain the effectiveness of the ads, but it was easy to determine that in 2009 we had to sell 83 plants (at \$5.00 profit per plant) to pay for the ads. It is furthermore easy to see that the proceeds of almost 60% of the 140 plants we sold at our 2009 show went to pay for newspaper advertisements.

While other things entered into the decision-making process, the bottom line is that a main thrust of the Chapter's 2010 effort to "get the word out" about our annual show will be posters, placed in a multitude of places by Chapter members. The posters will feature a picture of a hibiscus bloom, in color, along with pertinent information about the show and a supply of quarter sheet fliers. (At this time, there is thinking that color pictures of blooms cut out of old issues of *The Seed Pod* will be used on the posters.)

(Another element of spreading the word about the show is the wide distribution of quarter page fliers by members through out the community.)

There is a picture of a prototype of the type poster being considered for use on the Chapter website (www.4hibiscus.com). The poster pictured was designed by **Marion Duncan** and was one of several he made as an example of what could be produced. The poster that will be used will be black on white (with a picture of a hibiscus bloom in color

pasted on it) and will be smaller than the 28"x14" poster shown.

HERE IS WHAT WE ARE BEING ASKED TO DO AT THIS TIME. Since the posters will require some financial outlay as well as effort to produce, each of us is being asked to bring a list of the places we expect to place posters and bring it to the January 10th Chapter meeting. Those not in attendance will be surveyed by phone. (The members of the Subcommittee for Placement of Posters and Flyers will assure that, for instance, a doctor's office isn't targeted for a poster by two or three members.) It is considered important to consider placing posters only where you are known, i.e. doctor and dentist's offices, garden centers and nurseries, lawyer's and insurance agent offices, dry cleaners, park and country club club houses, restaurants, etc.

If, as it is hoped, the number of posters required per membership is five or more, time will be set aside in the February Chapter meeting for the production of posters.

Avatar has nothing on Golby-Reasoner

Just as theaters had a real blockbuster in Avatar, the January meeting of the Golby-Reasoner Chapter will have its own blockbuster when **Doctor Bob Hunter** discusses "*Movers and Shakers of the Past in AHS*". It is always a treat to hear a presentation by Bob since he is unparalleled in front of a group, but to hear his memories about the history of the AHS and the Golby-Reasoner Chapter should be very special. Bob has been an officer in the AHS and a President of the (then) Norman Reasoner Chapter. His perceptive view of a subject he is extremely well qualified to discuss, is sure to provide a very entertaining and informative program.

The opportunity to hear and see **Bob Hunter** in action should be all that's necessary for every member to make sure they get to the January Chapter meeting. Put it on your calendar – right

now! “Chapter meeting, 1:00 p.m., January 10th at the Synovus Bank, Manatee Ave. at 26th Street West” See you there!

Sponsors required!

2009 was the first year that an organized effort was made to enlist sponsors for our show. It is hoped that members that didn't obtain a sponsor then will find one or more sponsors for the 2010 show. Our next show will not include a Gift Table and sponsorships could easily replace that lost income. The forms needed to sign up sponsors will be available at the January 10th Chapter meeting. The forms may contain a new wrinkle, pursuant to Board action, that may provide a track for use that may be helpful to both Chapter members selling sponsorships and prospective sponsors.

Everything but Santa...

With many thanks to **Dottie Erickson**, members of the Chapter greatly enjoyed the setting, food, and fellowship at the Annual Christmas Party, which was held at the Bradenton Country Club this year. It seemed that all in attendance thought well of the event and in this time of relatively high prices – the price was very reasonable. In addition to arranging and coordinating the entire affair, Dottie also put together a beautiful basket of goodies as a door prize. Twelve poinsettias provided other door prizes. They were contributed by **Dottie Erikson** (again), **Rae** and **Dave Flanders**, and **Shirley** and **Gayler Boettcher**. One thing that is always nice about door prizes is that the winners don't have to be on a list – that is checked twice...

Board Meeting Minutes Excerpts, 12/7/09

The Treasurer's report for the period ending November 30, 2009, given by **Shirley Boettcher**, was directed to be filed. Beginning balance is \$1736.60. Income from raffle is \$26.00 and expenses of Petal Power is \$42.60, leaving an ending balance of \$1720.00.

Bob Haendel reported that the April picnic will be at Palma Sola Botanical Garden and the June restaurant and installation will be at Peridia Country Club.

Program Chair, **Jeri Lovett**, reported that the speaker for the January 10 Chapter meeting will be **Dr. Bob Hunter** on “*Movers and Shakers of the AHS*”. Hospitality will be **Jeanne Nathan** and **Dotty Taaffe**. **Dave Kaplan** will be given a few minutes to explain posters to be made for the Annual Show's publicity.

Donny Waldroup has taken photographs at Crosley Mansion for possible placement of a memorial Hibiscus tree for **Pat Grant**.

Annual Membership Meeting of AHS

PETAL POWER actually had a reporter on the scene of the fall meeting of the AHS, which was held in Tampa, November 13-15. Well actually, our reporter was only there for the meetings held during the day on Saturday, November 14th. And, actually, although the Hilton Garden Inn that the meeting was held at had a Tampa address, it felt like it was in Brandon. So much for setting the scene.

Perhaps because there had been some contentious exchanges on an AHS internet mail list in the days just prior to the meeting, the printed meeting schedule began with a listing of objectives of the AHS, which have changed very little since they were stated in the original charter dated November 10, 1950. The objectives are:

- To encourage and promote the development and improvement of hibiscus.
- To collect, record and make available to the public, educational and scientific information concerning hibiscus through publications, exhibitions, shows, public information, activities and whatever other means present themselves.
- To establish and maintain a nomenclature catalogue listing names and other pertinent information concerning old and new varieties of hibiscus.
- To publish a general bulletin, The Seed Pod, covering subjects of interest to hibiscus enthusiasts, including but not limited to care, culture, nomenclature, exhibition, supplies, development, use and history of hibiscus.

Although our Chapter bylaws contain somewhat the same objectives, we thought publishing the AHS objectives would be of interest to some. Again, perhaps because of the contentious activity that went on before the meeting, the following was added to the bottom of the objectives, "Each member of the Society should be aware of these long standing objectives and strive to fulfill them as they pursue their individual fields of endeavor." Everyone in every session our reporter attended was congenial and the sessions seemed to be productive.

While several of the individual sessions may be of interest to our members, we will briefly discuss, in general terms, only the Seedling Evaluation Committee meeting. In general, the purpose of that committee is to determine which seedlings meet the criteria necessary to be a recognized variety. To reach that objective, a volunteer member receives wood from the seedling to be evaluated – from the person who wants it evaluated. The volunteer grafts it to several root stock plants and nurses them until they have grown several inches at which time they are sent to several members to grow and evaluate according to a set procedure. And, very briefly, that is the way seedlings become a recognized variety and is one of the little known services the Society provides its members and the entire Hibiscus world.

Hibiscus Gardening in January

Since we discussed at some length the subject of protecting plants from the cold last winter, we will not spend much ink on that this year.

The month of January continues the dry season so that means that if it doesn't really get cold where you are, spider mites could be a problem. Use something with *Acephate* in it or a miticide – or neem oil could offer protection.

Of course keeping our plants watered will be a chore that will be with us for another couple months. Sprinkler systems tend to get a real workout during this time of year. Be sure to check them frequently to make sure they are working and that they are watering what you mean for them to water. That sick looking plant may look that way because it's thirsty! And that's because the sprinkler that is supposed to water it – hasn't. Sound familiar?

Some would say that a light fertilization would be in order to keep the hibiscus healthy, but not to make new growth. Again, where you live in relation to the Gulf will have a bearing on your gardening actions, but we tend to be comfortable with not fertilizing until late February or early March – largely depending on when we do spring pruning – if we do any.

The most important gardening activity for many January gardeners involves listening to weather forecasts - and picking a few really nice blooms!

Chapter Meeting: December 5, 2009

President Flanders welcomed all members and called on Janet Love to introduce Doris Kessell as a guest. He thanked Dorothy Erikson for arranging the Christmas luncheon at the Bradenton Country Club and also for donating a special door prize (also from her husband, Len).

President Flanders remarked that the beautiful poinsettias were donated by Dorothy Erikson, the Boettchers and the Flanders and will be given as door prizes. He thanked all the members who brought beautifully wrapped gifts for the migrant children and to Don Waldroup for delivering them.

He reminded us that Eric Golby would have been 101 years old on Dec. 11. Happy birthday, Eric!

After enjoying a delicious lunch (dinner) with great fellowship, a short business meeting was held. The minutes were approved as written in the Petal Power and a motion was made to dispense with the Treasurer's report. It was announced that Dr. Bob Hunter will speak on "Movers and Shakers of the Past in AHS" at the January 10, 2010 meeting. The meeting was then adjourned.

Carl Kramer awarded the door prizes and led us in the singing of Christmas carols.

Rae Flanders, Secretary

Coming Events

Monday, Jan. 4, 6:30 p.m.: Board Meeting
Central Library

Sunday, Jan. 10, 1:00 p.m.: Chapter Meeting,
Synovus Bank: **Bob Hunter, "Movers and Shakers of the Past in AHS"**