

REPORT OF THE EXECUTIVE-SECRETARY

to the

N.A.L.S. FIRST MEMBERSHIP MEETING -

July 12, 1974,  
Minneapolis, Minn.,  
Fireplace Room  
University of Minnesota Landscape Arboretum.

It doesn't seem possible that a whole year has gone by since I attended, and saw, "my first" N.A.L.S. Annual Meeting and International Lily Show in Washington, D.C., July 1973, and accepted the appointment to serve as the Society's Executive-Secretary.

It has been a very interesting, enlightening and extremely busy year, trying at times, but always problems were resolved with fine and considerate help from our generous President, Mr. Julius Wadekamper.

The most difficult period, as you now all know, was trying to get the September 1973 Quarterly Bulletin out. The delay was beyond our control, but nevertheless I was most concerned.

I don't know how many of you will recall that I started working even before I was officially in office! I took down Minutes of one of the Membership Meetings in Washington, D.C., for Mr. Abbott, then Secretary, who was absent. Then, on the return trip to Wisconsin, (I rode home with the President and his Mom) - we didn't waste any time in getting a lot of things done. I took down letters almost all the way home! That was all very helpful to both of us - working while things were fresh in our minds.

Our President, I know, has worked very hard all this past year. I'm partly responsible for his being very busy because I send him a lot of mail and along with that - a few questions! I share all the information, with the President, that I receive from members, etc., and he in turn shares that information with the Membership, through the Quarterly Bulletin, and with the Board of Directors.



Since writing my letter of introduction in the September 1973 Quarterly Bulletin, I have received so many fine letters from a lot of our Members. They, in turn, have introduced themselves to me and this has helped tremendously in my grasping the meaning of being Secretary and Executive-Secretary. Is it really necessary for me to have two titles? I can't begin to tell where one begins and the other ends!! I have enjoyed all the letters and have learned many things from them and I immediately got the feeling that Members like hearing from their Secretary. This exchange of communication convinces me ~~MM~~ as being very important in keeping each member's interest in the Society alive and moving. Another thing I have observed is that the members are happy to have their requests attended to promptly. This I have tried to do nearly 100% of the time, for their sake and mine as well, because I assure you there is work to do in my office every day of the week, Sundays included. From these letters, too, I have gathered that, in general, members are happy with the new format of the Quarterly Bulletin and content of each issue, so far.

Mr. Fred M. Abbey transferred all N.A.L.S. files to me, in good shape, through Queen City Printers, Burlington, Vt., by mid August 1973. The next three months were busy ones, sorting things out, trying to figure how things were done, how I should do them, etc. Our President, again, was most helpful. He came to visit me and my family ~~at~~ 4 or 6 times this past year, always assisting me in making my office more workable.

I want to say, too, that the Board of Directors and other Members of the Executive-Board have shown me their friendship and their willingness to assist if needed. I appreciate all this. To Mr. Abbey, I say a very sincere thank you for having explained many things. He has been most helpful too.

During the year I have heard from a few of the Committee Chairmen.



The Board has seen fit to approve the purchase of a good second-hand typewriter for use by the Secretary, also a fine second-hand steel desk and chair. A stapler, scotch tape dispenser, a dater and a bulk-mailing rubber stamp have also been provided.

With the supply of publications, etc., in my office, I have found it necessary to purchase some steel shelving . I also secured a second-hand filing cabinet because it is needed. These latter items still need board approval for payment.

In addition to the above items the President has approved the purchase of a \$4.00 4-drawer, wooden, card file, for ~~MM~~ 3 x 5 membership cards, etc. sold by the Colby City Library. This was a good buy and will be kept for future use.

The mid-winter Board of Directors' meeting, in Mansfield, Ohio, at ~~MM~~ Kingwood Center, accomplished a lot. I observed a very fine Board of Directors at work . Some of the accomplishments at that meeting you are now seeing, or will see, at this Annual Meeting 1974.

I have not run into any serious difficulty, just little problems, that were soon resolved. I have made a few mistakes naturally, but I hope they have not been found to be major ones!

Working with our Quarterly Bulletin Editor, Mr. Robert C. Haring, has been very good. I have tried to do what is expected of the Executive-Secretary, as far as contributions to each Quarterly Bulletin issue is concerned.

I have also received a lot of fine cooperation from Queen City Printers, Inc. and George Little Press, both of Burlington, Vermont, and continue to do so, with respect to our Lily Yearbook needs and "LET'S GROW LILIES" respectively. The supply, of both these N.A.L.S. publications, as you know, is kept by these printers.



Heinzen Printing, Inc., of Marshfield, Wisconsin, our present Quarterly Bulletin printer, has given me very fine cooperation and they have tried to give the Society prompt and good service.

Now let's talk about statistics - there is quite a bit of this in my work. First - MEMBERSHIP: As of July 10, 1974, 505 members have renewed their 1974 membership. A few of these though were 1973 late renewals. In some cases a member renewed for 2 years. Just last week I received a renewal for 4 years back! This member has been travelling a lot the last few years and she was sorry she had let her membership slip by with-  
out renewing. She indicated she didn't want this to continue...I mean the matter of forgetting to renew each year. At this date we have 260 1973 members who have not as yet renewed for 1974. We can send a 2nd renewal form when the September 1974 Quarterly Bulletin goes out to these particular members. Since coming to office, <sup>141</sup>~~137~~ NEW MEMBERS have joined N.A.L.S. I have received word from 7 members who did not wish to renew. The reasons for not renewing were not for lack of interest but for other personal reasons mainly. I have received word of 6 members having passed away.

We have "back issues" of our N.A.L.S. LILY YEARBOOKS on hand at Queen City Printers, Burlington, Vt., as follows:

1946	64	1954	63	1961	63	1968	79
1947-48	38	1955	58	1962	25	1969	sold out
1949	55	1956	27	1963	53	1970	171
1950	sold out	1957	62	1964	38	1971	109
1951	sold out	1958	sold out	1965	65	1972	143
1952	34	1959	sold out	1966	72	1973	168
1953	64	1960	22	1967	17		

This supply count may slightly vary from actual figures at QCP but that would only be 1, 2 or 3 if at all.



HEINZEN PRINTING, INC., Marshfield, Wisconsin, has printed the following jobs for us:

2,000	8½ x 11 "Letter to a New Member" form	\$ 40.00
2,000	Membership Dues Renewal Notice form.	20.00
2,000	2-color Membership Card.	35.00
2,000	6½ x 9½ brown envelopes - used mainly for Quarterly Bulletin mailing.	45.00
2,000	"Growing Lilies from Seed" - same format as the old one - no change in content - except new exec-sec.'s name included.	120.00
10,000 10,000	6 x 9 sheets, 2 kinds of Notepaper, including ) small white envelopes. )	300.00
2,000	Sept. 1973 Quarterly Bulletin, 44 pages, 4 color cover.	660.00
2,000	Dec./73 Q.B., 12 pages, with insert. Tax on above jobs	275.00 56.14
200	1974 Separate Seed Exchange List airmailed to Foreign Members.	29.75
1,000	March 1974 Quarterly Bulletin, 60 pages, 4 color cover.	795.00
1,100	June 1974 Quarterly Bulletin, 4 color cover. 36 pages.	575.00
10,000	copies "INVITATIONAL" Membership Application form.	475.00
2,000	6½ x 9½ brown envelopes	45.00
500	mailing labels.	8.50
TOTAL. . . . .		<u>\$3499.39</u>

In mid December 1973 GEORGE LITTLE PRESS, INC., printed for N.A.L.S. 5,011 copies of "LET'S GROW LILIES" with a price change on front cover and a new back cover listing. These cost the Society \$2,155.11.

Distribution or sales, to date, as follows:



500 copies LGL shipped to Executive-Secretary - to be used for small orders received. A good supply of this figure still remains in the e.s. office.

100 " " sold to Mr. Ronald Chiabotta, Maryland.

50 " " " " Cruickshank, Toronto, Ontario, Canada.

110 " " " " Rex Bulb Farms, Oregon.

12 " " " " Mrs. Childress Hill, Va.

500 " " " " Oregon Bulb Farms.

150 " " " " Ohio Lily Society.

100 " " " " Kingwood Center, Mansfield, Ohio.

These purchases have all been paid. Total copies sold, as noted above: 1,522 (this includes the 500 copies in office of the e.s.). 3,489 remains at the Printer's. For your information, now it takes 18 cents to mail one LGL.

The increase, decrease, or number remaining the same, in our Membership is as follows:

<u>U.S.</u>	<u>Total Reported in March/74 Q.B.</u>	<u>Total To Date</u>	<u>Remarks</u>
Alabama	1	1	same
Alaska	2	2	same
Arkansas	4	4	same
California	43	47	4 increase
Colorado	3	3	same
Connecticut	25	26	1 increase
Delaware	7	8	1 increase
District of Columbia	3	3	same
Florida	3	3	same
Georgia	3	5	2 increase
Hawaii - dropped out lack funds.	1	-	* 1 minus
Idaho	2	2	same
Illinois	31	38	7 increase
Indiana	15	17	2 increase
Iowa	11	14	3 increase
Kansas	5	6	1 increase
Kentucky	2	2	same
Louisiana	5	5	same
Maine	5	5	same
Maryland	16	18	2 increase
Massachusetts	34	34	same
Michigan	39	41	2 increase
Minnesota	41	50	9 increase
Mississippi	2	2	same
Missouri	16	17	1 gain



<u>U.S. continued Membership</u>	<u>Total Reported in March/74 Q.B.</u>	<u>Total to Date.</u>		<u>Remarks</u>
Montana	2	2		same
Nebraska	3	8	5	increase
Nevada (new State gained in /74)	2	2		same
New Hampshire	4	4		same
New Jersey	14	21	7	increase
New Mexico	1	1		same
New York	67	70	3	increase
North Carolina	8	7	* 1	decrease
North Dakota	2	2		same
Ohio	45	47	2	increase
Oklahoma	3	3		same
Oregon	23	27	4	increase
Pennsylvania	33	32	* 1	less
Rhode Island	1	1		same
South Carolina	4	5	1	increase
South Dakota	1	1		same
Tennessee	4	4		same
<del>XXXX</del>	<del>XXX</del>	<del>XXX</del>	<del>XX</del>	<del>XXXX</del>
Texas	6	8	2	increase
Utah	4	3	* 1	less
Vermont	5	5		same
Virginia	37	41	4	increase
Washington	17	18	1	increase
West Virginia	2	2		same
Wisconsin	21	24	3	increase
Wyoming	4	5	1	increase
 <u>CANADA</u>				
Alberta	6	6		same
British Columbia	12	13	1	increase
Manitoba	5	5		same
New Brunswick	2	2		same
Nova Scotia	3	3		same
Ontario	39	43	4	increase
Quebec	5	6	1	increase
Saskatchewan	12	15	3	increase

see next page for Foreign Countries

---



<u>FOREIGN COUNTRIES MEMBERSHIP</u>	<u>Total Reported in March/74 Q.B.</u>	<u>Total to Date.</u>		<u>Remarks</u>
Argentina <del>XXXXXXXXXX</del>	1	1		same
Australia	18	24	6	increase
Belgium	1	2	1	increase
Czechoslovakia	7	7		same
Denmark	4	4		same
England	18	21	3	increase
<del>XXXXX</del> Finland	1	2	1	increase
France (honorary)	1	1		same
Germany=	13	20	7	increase
Holland	5	5		same
Hungary	1	1		same
Israel	2	3		same
Japan	5	5		same
Jugoslavia	1	1		same
New Zealand	9=	9		same
Norway	1	1		same
Poland	1	1		same
Scotland	1	1		same
South Africa	4	5	1	increase
Sweden	2	2		same
Switzerland	2	5	3	increase
Taiwan	2	2		same
U.S.S.R.	4	4		same
Venezuela (Dr. Mencia on leave )	1	1		same
Bermuda (new Country gained) in 1974.	1	1		increase

As far as I can determine, we have 30 LIFE MEMBERSHIPS,

In mid June 1974 I received 10,000 copies of the newly printed "INVITATIONAL" application form. This will be a big help in time saved from having to write individual letters each time someone asks about membership. Thank you for getting this printing done!

Our President has undertaken the job of addressing, on a borrowed Elliott Addressograph Machine in Minnesota, all envelopes for the mailing of the Sept/Dec. 1973 and March/June 1974 Quarterly Bulletins. Because the Society does not have such a machine available in the office of the e.s., it has been necessary for the President, to take care of this job. As I see it, this is, correctly, a job for the e.s. to do and I am willing to do it. I have heard that with the Sept. 1974 Q.B. mailing I will have access to the machine and I can do the entire operation.



This mailing job (addressing of envelopes included) used to be done by QCP. With the exec. secretary now undertaking it - will mean considerable dollar saving to our Society.

To make sure that the Master Membership Card File and the Stencil file are in accord with each other, only one person should do the job, as I see it now. There is considerable updating of a membership list and when two people handle the job - from two locations - there is considerable correspondence going on and errors are more possible.

We have a Bulk Mailing Permit with the Colby, Wis., Post Office. This mailing permit applies only to U.S. mail. Everything has to be arranged in good zip code number order - from lowest to highest. Mailing of the quarterly bulletin to Canadian and Foreign Members does not come under this Permit. The postage is higher for the latter two. U.S. bulk mailing is 11 cents a lb (with a very slight increase in March this year). The Society has paid \$15.00 for the Permit Imprint (No. 7). Bulk mailing fee \$30.00 annually. Present Trust Fund at Colby Post Office is \$6.14. Before the September Q.B. mailing, we need to make a deposit in this trust fund again.

We have a fair steady sale of publications. We order R.H.S. Lily Yearbooks for NALS Members wanting them. R.H.S. ships direct to purchaser.

I see the need for a new "List of Publications Available to Members." The old form needs so much change and/or deletion that by the time I get this done - the form looks "cluttered up."

I wish to, again, Thank the Board of Directors and the members as a whole for having given me a \$300.00 remuneration for the period of July to Dec. 1973 and I appreciate the \$100.00 a month given to me to enable me to attend Annual Conventions. If I have missed reporting on something please call my attention, feel free to ask me questions.

July 11, 1974.

*Betty Clifford*  
Betty Clifford