

Fireplace Room, University of Minnesota
Landscape Arboretum
Chaska, Minnesota.

President, Julius Wadekamper, opened the meeting.

It was moved by Henry O. Beracha, seconded by John R. Rutledge, That a unanimous ballot be cast for the nominees on the Nominating Committee's slate presented. All in favor, motion carried.

Treasurer: Mr. Earl A. Holl, Indianapolis, Ind.,
to complete the unexpired term of
Mr. Ernest F. Stokes who resigned in
September 1974.

Directors: Dr. Peter D. Ascher, Minnesota.
Mrs. William F. Happich (Mariel), Pa.
Mr. Harry L. Miller, Iowa.
Mr. John A. Montgomery, Maryland.
Mr. Harrison Peters, Ohio, if Dr. Ascher declines.

President Julius Wadekamper indicated that there were a few new committee appointments. We have Mrs. Gary (Karen) Evenson, Bay Shore, N.Y., as Membership Promotion Chairman.

Our new Awards and Standards Committee Chairperson is Mr. Andrew E. Simoni, of Boston (Westwood) Mass., who has kindly consented to do this.

Ad Hoc Committee: At the recommendation of the Executive Board meeting this morning: on Special Funding. Purpose of this ad hoc committee is to raise funds for the 1974 yearbook. As mentioned to you yesterday we are exactly one year behind in our funding. We pay for our 1973 Yearbook with 1974 dues and 74 yearbook we pay with 1975 dues. Not only that but we will be able to get our yearbook out in 1974. Mrs. Edward A. McRae is taking the place of Professor George L. Slate, as Yearbook Editor. She has the 1974 yearbook almost ready to go to print. The recommendation of the Executive Board is to have a special funding committee to raise

4 to 5 thousand dollars for this fund. Mr. Charles Fillmore, of Michigan, has accepted to be chairman of this ad hoc committee. Mr. Fillmore's job, from now until December 31st, 1974, is to raise from 4 to 5 thousand dollars.

Mr. Ted T. Kirsch, of Sun Valley Bulb Farms, Myrtle Point, Oregon, gained the floor, and made a proposal. He began by saying that he is not well known because he is just new in the lily business and just an amateur. He said that what we need is a "challenge." Lilies can be a seasonal cut flower, equal to the daffodil and iris. We do not yet have the varieties commercially available. We sold Enchantment to wholesalers. To make lilies sell like Mums we still must try and get more varieties for the market. I cannot see why we cannot supply lilies to 200 million people. 400 to 500 million stems are used in Holland. Why aren't lilies used as cut flowers? It's because they are too high priced. Lilies are higher than roses in cost. In Chicago "rubrums" are 45 to 50 cents. Roses are cheaper than that. Price or cost is number one item. Also, you have to have lilies for a season. Not good enough for two weeks only. There is no way that growers can be absolutely sure that they can have lilies for a season. At present, most florists do not know how to use lilies. We need a lily that is available from June 1st to 10th, then June 10th to 20th, and on to June 20th to 30th, and July and August. I believe you do not have to have all the colors, just 2 or 3 colors, and I believe lilies can be a success. We have suggested to the North Star Lily Society bulb chairman that we have some of Woodriff's June blooming Orientals. We have some selections we will be introducing soon. We are willing to trade with anything that you think will be good as a cut flower for June, July or August. Asiatics we do not have. We would put those in our test plots and test them for 2 years. We would exchange two of these

named bulbs of ours for 6 of your bulbs. We are going to work with Regional Societies. One bulb to sell and one bulb to exchange, with any lily grower. Now 9 of these 12 we will exchange. Check with your bulb chairman where height is not a problem. If you have something you would like to exchange, I would give you some of these early Orientals. We would like to see you grow some of these Orientals.

Comment: Mr. Edward A. McRae, OBF, Oregon. Lilies in Holland are all forced and greenhouse grown. This is the power of the Dutch industry.

Mr. Kirsch: In order to make a success of a lily industry we would have to grow them outdoors. We have daffodils and iris as cut flowers - 1st to the 15th of June. We grow them all outside. We have a trade that has told us June or July and August are the months for lilies. We have no quantity that we can sell that are of the quality that they want. We went to the florist and I have pictures of church arrangements and funerals using lilies. They want them in July. Lilies in the summer, introduced properly, will sell. Roses and Mums will sit.

Ron L. Chiabotta indicated that as far as the mechanics of this is concerned they should go through N.A.L.S.

Mr. Ray R. Whitcomb, General Manager of Oregon Bulb Farms, Gresham, Oregon, asked for the floor and said. I would like to ask one question first: What are the objectives and what is the preamble of the Constitution of this organization? President Julius Wadekamper replied: To promote the genus *Lilium*. This organization is for amateurs and professionals.

Mr. Whitcomb then asked: I would like to know whether or not this organization, or rather I will ask Mr. Kirsch, if this is done for the

genus Liliium or whether it is done for economic gain and because of the size of the figures you just mentioned, it would seem to me like there will be need to engage a staff geneticist and possibly if you are going to incorporate and coordinate the efforts of the group here, that the staff geneticist coordinate such a program. I apologize for getting up but I feel this is commercialism and I hope that what I am saying will show a different side which I am sure is a proposition that has been given considerable thought by Mr. Kirsch, that it should be viewed by both sides and considered by this meeting.

Henry O. Beracha commented: On that same subject I feel, both as a commercial grower and amateur grower, that there is ample room to promote both levels in this country and in this organization and that there is room for profit, in the genus liliium. It does not have to be a point of conflict. Many of us would enjoy a profit beside the pure pleasures we would enjoy. That there is no personal profit is overlooking it.

Mr. Julius Wadekamper, President, then indicated that in his acceptance address (of the Presidency) at Washington, D.C., July 1973, meeting, he had said his guiding stars would be harmony and justice.

Any other business: Yes - we have to vote on Directors.

The following have been nominated: John A. Montgomery, Maryland.
Harry L. Miller, Iowa.
Mrs. William F. Happich, (Muriel), Pa.
Dr. Peter D. Ascher, Minnesota.

The above names were submitted by the Nominating Committee headed by Mr. William F. Happich, of Penn., and other members of this Nominating Committee are:

Leslie W. Johnson, Minnesota.
Joseph A. Mattas, Illinois.
John A. Montgomery, Maryland.
Mrs. Hunt Nenon (Eloise), Va.

There were no further nominations. Moved by Henry O. Beracha, of N.Y.,