



New Peony Cultivar Registrations Directory Report

Date: 6/16/2020

It was decided last year the New Peony Registrations Directory would be a member benefit. Kris Jurik, our treasurer, noted recently that the costs involved in layout, printing and mailing to members exceeds what APS collects from memberships. She is correct in this analysis and the sustainability of this publication in its current form and distribution is not in APS' best interest financially.

The International Society of Horticultural Sciences (ISHS) appears to require International Registry of Cultivar Authorities (IRCA's) to physically print information about newly registered cultivars as a reference. Thus APS has an obligation to make the publication available to members as a stated benefit and preferably freely available to certain libraries for public consumption. This publication is provided by APS and is available through the Hathi Library Trust and a number of other libraries, thus we have fulfilled public availability obligations minimally. We do not need to freely provide the printed publication to members, but benefits state we make it available (this can be done freely online in the future). How to handle this and make it a break-even publication for APS appears to be the real question.

Costs: Total layout, Printing, Mailing? Advertising has been sold to a couple of commercial growers. We need to do a cost analysis.

I would like to see a group of people develop some workable options in regards to the Peony Directory and make some decisions to present to the BOD later this summer or fall. I'm not seeing much opportunity to make immediate changes for the year as it will take some time to put options in to play and notify membership of any changes, but a good plan for the future seems reasonable. Some possibilities that come to mind are:

- 1) Publish a limited number of Directories and make them available for purchase through the website and Bulletin. To fulfill our obligation to members as a benefit, an online version could be made available for viewing/printing through the Member Portal.
- 2) Restructure memberships to include or exclude a printed copy of The Directory of New Peony Cultivars. Again, the Directory could be viewed/printed as an electronic document through the Member Portal. Membership options and costs probably should be reviewed anyway due to rising costs of layout, printing and mailing.
- 3) Make the printed version for purchase through pre-order. This way we would know how many members actually would like a printed copy. Make the electronic version available through the member portal.
- 4) Continue as is and raise the price of all memberships. One drawback to this is we have numerous long term members and will not capture required payments to break-even in the short term.

- 5) ??? I'm sure there are more options or variations of the above which may be better.
Discussion and action will be needed.

Thanks,

Nate Bremer