

APS Website Report

American Peony Society July 2020

The APS website continues to grow, with the addition of the Member Portal and numerous updates to the main website. The website has experienced an increase in traffic over the past year and the most visited pages are the Peony Registry and Learn sections.

The Peony Registry is heavily used by members and others worldwide. Additions of new cultivars to the Registry numbered more than 100 last year. Hundreds of new images have been donated this past year, notably from Roy Klehm and David Buzzel. These new images have helped to fill in gaps of older missing cultivars. Thanks go to Adriana Feng and Reiner Jakubowski for their continue work in the Registry.

The new Member Portal has seen increased activity as more members have time to explore the libraries and other content available. APS is working to make past bulletin more available and hopes to have further information in coming months relating to access. The Portal also has made use of numerous online surveys and submission forms, which membership is beginning to use more often. The Member Portal is meant to involve members in a variety of ways and we look forward to building an online community in the future.

Of particular note was the use of a submission form to produce “Popularity Poll” results. This was carried out by David Sorrentino and was a big success! Thanks David.

The website has also seen success in the building of new membership for the society. New memberships are recorded weekly throughout the year by our Membership Chair, Linette Sorrentino. Linette reports a marked increase in memberships this year, mostly via the website.

The website has required a bit more monetary outlay than originally expected, but should settle down as updates and problems are resolved, and fewer technical issues are encountered.

We look forward to moving further into the electronic world and believe the website will serve us well.

Nate Bremer

Website Programs

American Peony Society