

INTERNATIONAL OUTREACH GROUP

Cory Tischman (Head of Group) and Leena Liljestrang (Europe)

Meeting minutes on Saturday, 20 January 2021, 10:30-12:00 CST / 5:30-7:00 PM CET

1) The purpose and goals of the International Outreach Group

Make connections with international entities, such as growers, organizations, individuals and provide a sounding board for new ideas and channel this information to appropriate individuals and committees within APS.

2) Barriers to goals, problems

In Europe: in some countries language barriers, possibly even cultural. Not feeling any “brotherhood” with APS? APS too US-focused? Membership fee vs benefits in Europe.

3) The responsibilities of the members of this committee?

Cory is the head of the group, Leena reports to him. All ideas and suggestions as well as all development will be discussed in meetings, and if deemed to be of value, forwarded to APS, either directly to the President, or to a suitable group (Bulletin/Editorial, Website, Social Media etc)

4) What other committees or officers would be most likely communicating with often?

Mainly Bulletin/Editorial, Website, Social Media, the President

5) Do we want/need to recruit more people?

Not at this stage. Maybe later, and the emphasis would be on languages (French, German, Russian, Chinese)

6) How often do we want to meet?

When needed

Planning for the coming weeks:

- Cory takes contact first via Facebook with the **NZ Peony Society**, then email. Regarding contacts with for example **Russia and Ukraine**, we could ask Dick Westland for help, and in **South America (Chile) and in South Africa** we know that Ruud Warmerdam has good contacts. Cory will contact Dick and Ruud.
- Leena has already spoken with **Norwegian** peony enthusiasts and **The Danish Peony Society**; next step to contact growers in EU and UK.
- As we are to actively seek international sources of articles, images etc, Leena will contact Martin Page regarding the **RHS Peony Trials** (ended 2020) for more information and possibly an article. Two articles already on the way, one on a Finnish “Village Peony Park” and the other personal history of the man behind P. ‘Karl Rosenfield’.
- Make APS members aware of the relatively new European peony site **The Peony Society**. A very good source of peony information and news: <https://www.peonysociety.eu/>

- Discuss with the concerned people/groups how the **2021 convention** (mainly garden visits and lectures) are to be arranged. Possibility for everyone to attend for a fee (5\$?) via web? Practical questions around this. Maybe not only during the convention? Winter lectures?
- Suggested to discuss benefits for the non-US members. Better benefits, such as an **EU peony Auction**. Leena has discussed this tentatively with a couple of growers, and they are willing to participate (i.e. donate and send the roots to the winners, but only within EU). Information would be available on APS homepage, and all the income would, of course, go to APS.
- As the President of SPS, Leena suggested something that works very well for SPS: the US peony growers could give the APS members in the US a **discount**. This is a win-win, as it will be a lucrative addition to the APS benefits in the US and create more business for the growers. There are other possibilities: companies/firms producing/selling signs, bulbs, perennials, seeds, garden utilities etc could also be included. All would get a sponsor ad for free on the website (not in the bulletin). This works very well in the Nordics.
- A suggestion from Leena: a **magazine collector** for the Bulletins, to keep them fresh and available in a nice way. See below.

Suggestion for a magazine collector for APS Bulletins

- Logo plus a label for years, ex. 2018-2019.
- Room for 8+2 bulletins.
- Material: carton, or fabric clad carton, easy to send as a flat pack in an envelope.



Colour suggestions:
A dark green or
a lime-blossom
green base

