



2020-2021 Website Manager Report

Submitted by Nate Bremer - Manager

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The APS Website has seen many changes since its launch in 2019 – some positive and some growing pains! The website serves as an outstanding resource for the public and its members. Excellent information is publically available concerning many aspects of peony cultural practices, Society activities and individual peony cultivars.

Analytics tell us the website is heavily used during winter months in the northern hemisphere, especially the Peony Registry. In January-February 2021, the website saw nearly 20,000 visits, many of which were to the Peony Registry. Monthly visits number greater than 3000 per month. Thanks go to Reiner Jakubowski, APS Cultivar Registrar, for outstanding new registration information! Most users are from the United States and Canada, followed closely by Russia and Western Europe.

The Member Portal is gaining use by members. It serves as a location for Society business and as an online reference library. Recent Bulletins may be viewed and read by members and older editions are now available through the Hathi Library link. Special thanks goes to David Michener for arranging the outstanding Hathi Library option for our membership. Many other articles and resources are available through the Member Portal and we encourage our members to become acquainted with this invaluable option.

This year, with the absence of a live convention, the website was used to create a virtual option. Zoom meetings, a photo show/contest, and a number of other options were available for members to become involved with. The Zoom meetings were quite popular and attending members expressed continuation of these meetings throughout the winter months (especially hybridizing). Lois Girton deserves a HUGE thank you for her assistance in managing these meetings and for arranging a very popular “peony disease” meeting.

Most of our membership subscriptions are now applied for a paid for through the website. This has been challenging on some fronts, but also quite helpful on others. Renewals in early 2020-2021 created the largest challenge due to their complexity and changes which the website did not recognize – causing some member confusion and extra work on the part of our volunteer Membership Chair (Linette Sorrentino). A big thank you to Linette for working with members and myself to get people signed up. We are hopeful this year will be a bit less problematic concerning website renewals.

David Sorrentino, our APS Vice President, also services the website and assists me with some of the more technical issues. David is a good sport and his assistance is greatly appreciated – thanks David!

As noted earlier, the Peony Registry is one of the most used components of the website. Reiner Jakubowski, APS Cultivar Registrar, is responsible for supplying much of the content for this resource and deserves appreciation from users around the world – thanks Reiner for you invaluable work. Numerous members are now submitting images for use in the Peony Registry through the website’s image upload utility. Thanks go to those members for filling missing images and adding new ones to galleries of those already represented. We invite our members to submit images for peonies that may be missing an image in the Registry – this helps our worldwide peony community to have a viable and authentic resource.

APS is always looking to improve and welcome assistance and leadership. If you have suggestions, image/video/content donations, expertise or leadership involving our electronic presence through the website, please do not hesitate to contact me.

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