

Help Wanted

The ADS is run by a group of dedicated volunteers. The ADS Bulletin, trial gardens, website, etc. would not exist without the volunteers dedicating their skills and time to the organization. Everyone who belongs to the ADS should appreciate the efforts of these volunteers.

Currently we need to fill the following two positions within the ADS Executive Board: 1) Chair of the Publicity/Public Relations Committee and 2) Bulletin Advertising Manager. We need individuals with the skills, enthusiasm, and dedication to make the ADS a great organization. The following is a description of duties of the two positions:

Chair of the Publicity/Public Relations Committee - the By-Laws state: "The Publicity/Public Relations Chair shall be appointed by the President and shall promote the dahlia through published and transmitted media by providing articles, electronic images and prints as well as information about the activities of the American Dahlia Society and its Participating and Affiliated Societies. The Chair shall also support the Participating Society sponsoring the ADS National Show."

The individual filling this position should be marketing and social media savvy. This individual needs to conceive and implement a strategy to market our organization using traditional media outlets and social media. The overall goal should be to diversify the membership of the ADS by appealing to a varied group of gardeners interested in raising beautiful dahlias. The range of interest can be from exhibiting in competitions to raising a few plants for home bouquets.

Advertising Manager – there is no definition in the By-Laws. This individual will be a member of the Publications Committee and will work with Linda DeRooy Holmes-Cook, Editor of The Bulletin and Sharon Somerville Swaney, Website Coordinator. The Advertising Manager will solicit a wide range of vendors regarding placement of advertisements in the various editions of the Bulletin and the ADS website. The vendors contacted should be in the horticulture industry but should not be limited to those that only produce dahlia tubers. This individual will be responsible for obtaining camera-ready copy of the advertisements to the Bulletin printer each quarter. This person shall also work with the Treasurer to create a suitable process for invoicing and keeping track of all Bulletin advertisements.

If you are interested in either of these positions, please contact me at rffree1990@comcast.net. A brief resume or statement about your experience in marketing and/or advertising would be helpful – this can be either in paid and/or volunteer positions.

Remember the vitality of the ADS is dependent on the volunteers who serve it.

Brad Freeman,
President

