

A lush garden scene featuring a variety of flowers. In the foreground and middle ground, there are several pink flowers with bright orange-brown centers, likely Echinacea. Interspersed among these are numerous purple flowers with many thin, spiky petals, possibly a type of Aster or Amaranthus. The background is filled with more of these purple flowers, creating a dense, textured look. The overall color palette is dominated by purples, pinks, and oranges, with green foliage visible between the blooms.

ASCFG Board of Directors Responsibilities



President

- Work with Board and staff to chart the course for the ASCFG.
- Plan, coordinate, and preside at the General Meeting.
- Plan, coordinate, and preside at the Board of Director meetings.
- Follow up with staff and board members after meetings to ensure that commitments are completed.
- Guide and mentor Regional Directors.
- Promote the ASCFG.
- Serve on the Executive Committee.



Vice President

- Identify and cultivate members for future Board positions.
- Serve as Chairperson of the Nominations Committee.
- Step in for President, if necessary.
- Serve on the Executive Committee.



Secretary

- Take comprehensive meeting minutes and distribute to Board and staff in a timely fashion.
- Assist in creating other communications as needed.
- Serve as Chair of the Membership Services Committee.
- Serve on the Executive Committee.



Treasurer

- Work with Board and staff to develop and articulate long-term financial goals.
- Work with staff to manage ASCFG finances.
- Provide annual income statements and balances sheets to the membership at meetings.
- Work with President and staff to modify budget, if necessary.
- Serve as Chair of the Finance Committee.
- Serve on the Executive Committee.



Regional Directors

- Regularly communicate with members of Region.
- Actively support membership recruitment and maintenance.
- Actively participate in Board of Directors and committee meetings, and projects associated with them.
- Attend and assist with the educational events such as Conferences, Farm Tours, online sessions, and others.
- Plan Regional Meetings.
- Write Regional Reports for *The Cut Flower Quarterly*.



Regional Reports

- Poll members on a topic, such as what is new with their markets.
- Summarize your own on-farm trials.
- Highlight favorite on-farm practices, tools, machinery, cultivars, etc.
- Photos are always welcome.



Committee Chairs

- Authorized to spend money as permitted by ASCFG budget.
- Organize, preside over, and conduct Committee Meetings, which includes setting agenda, developing plan to accomplish the goals, insuring projects are completed on time and under budget.
- Must submit formal summary of activities to the Board, and a written summary for publication in *The Cut Flower Quarterly*.



Managing Director

Membership Management

- Provide day-to-day management of new membership and renewal processing.
- Create documents and materials for membership processing.
- Compile data and generate membership reports.
- Oversee book and apparel ordering and shipping.
- Develop and coordinate communications for prospective members.

Advertising and Sponsorship

- Develop relationships with suppliers to solicit and confirm print and virtual ads.
- Organize all ad placement, both print and virtual.
- Event Sponsorship and Trade Show exhibitor solicitation, confirmation, and management.

Graphics

- *The Cut Flower Quarterly* – Print and online layout.
- Create applications, programs, promotional materials, order forms, signs, new member packet documents, ads, etc.
- Maintain the ASCFG Photo Library.



Managing Director

Financial Management

- Maintain bank accounts and QuickBooks records.
- Responsible for accounts payable (pay bills) and accounts receivable (invoicing).
- Generate monthly and year-end reports. Create financial statements at the request of Treasurer.
- Communicate with the payroll service and record monthly wage statements.
- Monitor and record transactions of investment funds.
- Oversee credit card and online transactions, and reconcile to general account.
- Create spreadsheets and reports as necessary for programs and events.
- Communicate with the accountant and prepare reports and documents for annual tax filing.
- Develop, with the Executive Director and Treasurer, the annual budget for approval by the Board. Manage all financial activities in accordance with the budget.

Websites and Social Media

- Maintain websites (ascfg.org, ascfgmembers.org, localflowers.org), creating new content and updating existing material, including 2700+ member records.
- Oversee the data entry for the Membership Directory and LocalFlowers.org Member pages.
- Create registration forms, order forms, and surveys.
- Review all posts, and support the social media coordinator as needed.



Managing Director

Event Planning and Coordination

- Assist the Executive Director and the Conference Committee, in the development and execution of educational conferences, such as the National Conference and Trade Show, Growers' Schools, and other conferences and meetings.
- Collaborate with the Executive Director in the planning and execution of online education.

Part-time Staff Hiring, Training, and Oversight

ASCFG Research Foundation

- Bookkeeping, correspondence with donors, promotions, communicate with the accountant and prepare reports and documents for annual tax filing.



Executive Director

Leadership and Management

- Help develop Board strategies and goals.
- Convert Board strategies and goals into action items and ensure that those items are completed.
- Represent the organization and promote its objectives and views to the general public, agencies, organizations, and the media.
- Establish and maintain strong relationships with other floral industry groups and organizations.

Communication

- Effectively communicate with the Board, Association members, and the public.
- Keep the Board fully informed on the condition of the Association and important factors influencing it.
- Effectively publicize the activities of the organization, its programs, and goals.

Programs

- Produce *The Cut Flower Quarterly*.
- Organize and manage the ASCFG Cut Flower Trials.
- Assist with maintenance and updating of all websites.
- Work with staff to coordinate and oversee social media platforms.
- Coordinate and manage the ASCFG Mentor Program.
- Solicit and coordinate Grower Grant, Research Grant and Dave Dowling Scholarship applications.
- Oversee membership recruitment and renewal.
- Manage the Cut Flowers of the Year project.
- Oversee the ASCFG Research Foundation, including promotions, fundraising, application review, and awards.



Executive Director

Office Management

- With the Managing Director, provide day-to-day management of all ASCFG functions and activities. Direct and supervise all Association activities.
- Maintain official records and documents, and ensure compliance with all federal, state and local regulations.
- Develop, with the Managing Director and the Treasurer, the annual budget for approval by the Board. Manage all financial activities in accordance with the budget.
- Review all posts, and support the social media coordinator as needed.

Event Planning and Coordination

- Organize and produce, with help from staff and planning committees, in-person and virtual educational events, such as the National Conference and Trade Show, Growers' Schools, webinars, Zoom meetings, and other online learning methods. Ensure that all event coordinators understand their responsibilities and carry them out.

Board Support

- Non-voting member of all Committees.
- Coordinate one or two Board of Directors meetings annually.
- Work with the Nominations Committee to develop a slate of nominees for election each year.
- Educate new Board members regarding duties and how the Board functions prior to their first Board meeting.



Executive Advisor

- Serve on the Executive Committee.
- Serve on the Finance and other committees.
- Non-voting.
- Advise the board and provide continuity across time and administrations.
- Assist (especially) with research, grower grants, scholarships, and meetings.



Communications

- Board members are expected to reply expeditiously to communications from staff and other Board members. This is especially important when votes are necessary. If no response is received, it is assumed that Board member is supportive of whatever stance is being taken.
- Sometimes responses from all Board members are necessary, in a timely fashion, such as for votes.
- Sometimes responses are desired, such as commenting on a proposal or an issue. If no response is received, it is assumed that Board member is supportive of whatever stance is being taken.



What you will get in return!

- Giving back.
- Spending time with fellow business owners visiting cut flower farms around the country.
- Learning more about cut flower production and marketing.
- Learning more about leadership and management.