

ASCFG Regional Directors' Responsibilities

Communication

Regional Directors serve as liaisons between the ASCFG and the members of their Regions, and between the members themselves. Information about the ASCFG, including actions taken by the Board, membership benefits, policy changes, upcoming events, etc. ideally should come from the Regional Director. Potential members are referred to the Regional Director for ideas on how the Association can benefit a grower locally. A Regional Director may also refer a grower to another member with similar expertise.

Outgoing Regional Directors are expected to update their successors on current Board actions, procedures, and the status of the Region.

All Board members are expected to maintain communications with the Executive Director and the rest of the Board.

Membership Recruitment and Maintenance

At every reasonable opportunity, Directors should promote the organization by distributing ASCFG material at local trade shows, growers' meetings, floral design events, extension courses, flower or farmers' markets or wholesalers—anywhere growers are found.

Once a month, Linda sends the members who joined that month an email via Constant Contact, introducing the Regional Director and her or his contact information, encouraging them to take advantage of the ASCFG's services, and to contact the Regional Director (see accompanying pdf). She also sends spreadsheets to Directors with the most recent new members highlighted, and reminds them that the "Welcome" email has been sent.

Directors are occasionally sent the names of members in their Regions who have not renewed their memberships, so that the Director may contact the non-renewers to find out why they have not renewed: no longer in business, too expensive, don't like it, etc., and reports to the Managing Director.

The Cut Flower Quarterly

Each Regional Director is responsible for four Regional Reports a year for *The Cut Flower Quarterly*. They do not need to be extensive, or contain flawless spelling or sentence structure—that's up to the Editor. Opinion, humor, personal experiences (success or failure) are appreciated. As long as it's related to flower growing, it's relevant.

As you write, remember that your piece may not be read for another month or six weeks, and plan the contents accordingly. For example, at the time of the December deadline, you may be thinking about the holidays, but that issue won't be out until the end of January, when growers are thinking about gearing up for the planting season. Musings and updates on current weather conditions are relevant only at the time they're written, not at the time they're actually published and read, and are strongly discouraged.

Any other material for the magazine including calendar of events notices, letters to the editor, material from other publications that can be reprinted, etc. are welcome.

Deadline for all contributions: MARCH 1, JUNE 1, SEPTEMBER 1, DECEMBER 1

Board of Directors and Committee Meetings

Regional Directors are required to attend two Board of Directors meetings per year. One is usually in the spring and the other in the fall, and are usually one to two days long. The Association pays for travel and lodging, and provides a modest per diem; incidentals are the responsibility of the Director. Locations and dates for Board meetings are determined by the Board members. Working committees may be formed for specific programs or events; active participation is encouraged.

National Conference and Other Meetings

If not the Regional Director is not the actual organizer or on the planning committee of a National Conference or other event, he or she should plan to be present for help with organization, and to meet with members from the Regions.

Materials available from the ASCFG office:

- Membership applications
- "On the Spot" discount coupons
- Order form for books
- Back issues of The Cut Flower Quarterly
- Current lists of members by region or alphabetically, as Excel lists or on mailing labels
- Online services access instructions
- "Why Buy Local?" flyers
- "Local Flowers – Local Farmers" dvds

Other information as requested.