

AFGC C23
Fall Board Meeting Report
Valley Garden Center, 1809 North 15th Ave., Phoenix, AZ
October 25, 2023

By Kim Rosenlof, Co-Chair

Stats -- 74 registered attendees representing 15 AFGC clubs and two non-AFGC clubs; 38% of attendees were first timers at an AFGC Convention. We had six vendors, five off-site tours, four keynote speakers, three on-site workshops, and 10 educational or club officer training breakout sessions. We even did a little line dancing!

The committee strived to make the convention as affordable as possible while providing value for your dollar. The registration fees were set to cover meals and minimal expenses. Our sponsorship team brought in about \$1500 in cash sponsorships and an estimated \$5800 in in-kind donations. In addition, the basket raffle, 25/25/50 raffle tickets and silent auction brought in more revenue than anticipated. The result that was we achieved a surplus of over \$5400 after all the bills were paid.

Per the AFGC standing rules, 50% of this surplus goes to the AFGC General Fund and 50% to the clubs or district that do the start-up work, distributed at the discretion of the District Director. For C23, though Central District nominally hosted the event, EVERY district materially participated on the C23 committee and all but three clubs participated on the committee or at the event with vendor tables, centerpieces, leading workshops or leading tours. Therefore, with Central District Director Dana Benoit's blessing,

we're pleased to distribute 50% surplus back to every club and plant society in AFGC.

The checks are weighted to reflect the amount of work and participation that each club contributed to the convention. Clubs that did not participate received a nominal check of \$25, but clubs who had multiple people participate on the C23 committee or during the convention received several hundred dollars. It's our hope that giving back to the clubs will help inspire more participation in future conventions and AFGC events. These events are for YOU, the club members, and as club leaders, we hope you go back to your clubs and inspire your club members to step forward and participate in state-wide activities. They're a lot of fun, you might learn something, and you might make some life long friends. I know I have.

Now for the checks in alphabetical order:

Alta Vista, AZ Herb Assn, Cerbat, Desert Designers, Desert Garden Club, Desert Pointe, Gold Canyon, Los Cerros, Pecan Grove, Scottsdale, Sedona Area, Tempe, Tucson, Washington, Weeders, Yuma, Yuma Orchid and African Violet Society

NEW BUSINESS: Pacific Region Convention (PR25)

As much fun as C23 was, it's now our turn to host the Pacific Region Convention in 2025. Our plan is to co-locate the AFGC and Region conventions, with a one-day AFGC Convention before the three-day Pacific Region convention. We're calling this combined event PR25. It's Northern District's turn to host the AFGC Convention, and while we made an honest effort at finding a good

place to host PR25 in Flagstaff or Prescott, with guidance from Pacific Region we decided that a Phoenix location would be better suited. We're still searching for a location that will be a good mix between affordable pricing and amenities, so that announcement will be out soon, likely by the end of the year.

We have a core group of volunteers from C23 who are willing to help plan a larger convention – Jennifer Moreland, AFGC 1st VP is PR25 co-chair along with myself. Peggy Ahola will return as convention Treasurer. Karen Lyman will return as onsite registration. And C23 co-chair Judy Kennedy will remain involved as AFGC president.

While we're still aways out from PR25 and still shaping the activities, we're always looking for volunteers who want to pitch in. I'm sending around a sign-up sheet – if you're interested in a specific area or just would like to help and not sure how, please sign up and we'll give you a call in a couple of weeks.