

POLICIES AND GUIDELINES OF ALL-AMERICA SELECTIONS

DIVISION I: Incorporation by reference

The Policies and Guidelines provided herein are provided for the benefit of All-America Selections, the entire contents of which are incorporated herein by reference to the All-America Selections By-Laws for all purposes.

DIVISION II: Officer Responsibilities

1. President:

- a. Shall serve a two year term on the AAS Board of Directors.
- b. Shall preside at all meetings of the Council and of the Board of Directors.
- c. Shall appoint all committees not otherwise provided for.
- d. Shall execute the will and decisions of the Council and of the Board of Directors.
- e. Shall be an ex-officio member of all committees.
- f. Shall make an annual report to the Council.
- g. Shall appoint the chairman of the Comparison Committees, and the Combined Judges Committee.
- h. Shall appoint the Finance Committee, as defined in Division IV, Section 7, that includes the Treasurer.

2. Vice President:

- a. Shall serve a two year term on the AAS Board of Directors.
- b. Shall, during the absence or disability of the President, exercise all the powers and discharge all the duties of the President, until the President shall resume his/her duties, or his/her successor is chosen and is qualified.
- c. On death, resignation or disqualification of the President, the Vice-President shall be President for the unexpired term and until a regularly elected President shall qualify for the office.
- d. Presides at meeting of the Strategic Planning Committee, as defined in Division IV, Section 9.

3. Executive Director:

- a. Shall serve at the discretion of the AAS Board of Directors.
- b. Shall organize all meetings of the Council, committees and Board of Directors.
- c. Shall act as the executive secretary (herein "Executive Secretary") to ensure minutes of all meetings are properly recorded.
- d. Shall submit monthly financial updates to the Treasurer and President.
- e. Shall submit quarterly financial reports, prepared by the AAS Accountant, to the Treasurer and President.
- f. Shall be authorized to sign checks drawn against the funds of AAS for expenditures, as authorized by the Board of Directors.
- g. Shall be an ex-officio member of all committees.
- h. Shall perform all duties as outlined in the Executive Director's job description and as directed by the Board of Directors

4. Treasurer:

- a. Shall serve a three year term on the AAS Board of Directors.
- b. Shall be responsible for the accountability of all funds received by and dispensed for the AAS.

- c. Shall oversee, as directed and approved by the Board of Directors, the selection of a Certified Public Accountant firm.
- d. Shall be authorized to sign checks drawn against the funds of AAS for expenditures authorized by the Board of Directors.
- e. Shall be able to give such satisfactory surety bond for the faithful performance of his/her duties as the Board of Directors may require, the arrangement for and expense of any bond to be borne by AAS.
- f. Shall, on ceasing to hold office, surrender to his/her successors in office, when qualified, or to such other person as the Board of Directors shall designate, all monies, books, papers, electronic documents and other property of the organization under his/her control.
- g. Shall make to the President and to the Board of Directors reports relating to the affairs of his/her office and the funds of the organization as often and in such manner as they may require.
- h. Shall submit a financial report for the half year preceding the summer Board of Directors meeting.
- i. Shall submit an annual financial report, prepared by the Certified Public Accountant firm, for the year proceeding the winter Board of Directors meeting.
- j. Shall prepare an annual statement to submit to the members at their Annual Meeting.
- k. Shall serve as chairperson of the Finance Committee.
- l. Shall serve on the Financial Liaison Committee, along with the National Garden Bureau Treasurer and Executive Director.

5. Immediate Past President:

- a. Shall serve a two year term on the AAS Board of Directors.
- b. Shall serve as Secretary for all Strategic Planning Committee, AAS Board of Directors meetings and AAS open Judges meetings.
- c. Is a member of the AAS/NGB Liaison Committee.
- d. Shall be chairperson of the Policies and Guidelines Committee, as defined in Division IV, #11.
- e. Shall serve as chairperson of the Nominating Committee.

DIVISION III: Board of Director Responsibilities

- a. Shall serve at least one three-year term with the option for a second three-year term.
- b. Power to delegate to the Executive Committee, the full power of the Board of Directors during the intervals between meetings of the Board of Directors.
- c. Power to fill all offices for the unexpired terms.
- d. Power to exercise general supervision over the receipts and expenditures of AAS.
- e. Power to define the duties of AAS Officers other than as defined herein.
- f. Power to do all other acts and things which it may deem to be in the interest of AAS.
- g. When occasion requires, by a two-thirds affirmative vote of the entire Council, authorize the borrowing of money on behalf of AAS to provide for its temporary needs.
- h. At all other times the Board of Directors shall determine and administer the current expense of operations of AAS.

The Board of Directors shall have the power to designate such special committees, other than the ones provided for. Members of such committees shall be appointed by the President subject to the approval of the Board of Directors, and need not be members of the Council.

DIVISION IV: Standing Committee Definition, Responsibilities and Composition

1. Executive Committee:

The Executive Committee, as defined in the Definitions of the By-Laws, can exercise full power of AAS during the intervals between meetings of the Board of Directors; to fill all offices for the unexpired terms thereof; to exercise general supervision over the receipts and expenditures of AAS; to define the duties of its Officers, and to do all other acts and things which it may deem to be to the interest of AAS.

2. Edible Comparison Committee:

The responsibility of the Edible Comparison Committee is to recommend appropriate variety comparisons for each Entry in the Edible Trial. The Edible Comparison Committee chairperson can be a Director, or an industry professional with a background in edibles and appointed by the AAS President. The chairperson of the Edible Comparison Committee will, in turn, appoint no less than two and no more than four other persons with similar backgrounds to serve with him/her. The AAS office shall send to each member of the Edible Comparison Committee a list of Entries with the Edible Comparison Committee's recommended comparisons. Each member shall review and send back his\ or her recommendations to the Edible Comparison Committee chairperson. The Edible Comparison Committee chairperson will make the final decision as to the Edible Comparison Committee's consensus of the recommended comparison varieties to the AAS Executive Director no later than December 15.

3. Ornamental Seed Comparison Committee:

The responsibility of the Ornamental Seed Comparison Committee is to recommend appropriate variety comparisons for each Entry in the Ornamental Seed Trial. The Ornamental Seed Comparison Committee chairperson can be a Director, or an industry professional with a background in Ornamentals and appointed by the AAS President. The chairperson of the Ornamental Seed Comparison Committee will, in turn, appoint no less than two and no more than four other persons with similar backgrounds to serve with him/her. The AAS office shall send to each member of the Committee a list of Entries with the breeder's recommended comparisons. Each member shall review and send back his\ or her recommendations to the Ornamental Seed Comparison Committee chairperson. The Ornamental Seed Comparison Committee chairperson will make the final decision based on the Committee's consensus of the recommended comparison varieties to the AAS Executive Director no later than December 15.

4. Herbaceous Perennial Comparison Committee:

The responsibility of the Herbaceous Perennial Comparison Committee is to recommend appropriate variety comparisons for each entry in the Herbaceous Perennial Trial. The committee chair should be a Board Director but can be a perennial expert willing to serve in this capacity. The committee itself will be made up of industry professionals with a deep knowledge of perennial varieties on the market. The AAS office shall send to each member of the Herbaceous Perennial Comparison Committee a list of Entries with the breeder's suggested comparisons. The committee will have an initial conference call to discuss all the attributes of that entry then review the entries, make their suggestions then return those to the Committee chair. The chair will then hold another conference call, if needed, to determine final varieties that will be used as comparisons by a date as determined by the AAS Office.

5. Vegetative Ornamental Comparison Committee:

The responsibility of the Vegetative Ornamental Comparison Committee is to recommend appropriate variety comparisons for each Entry in the Vegetative Ornamental Trial. The Vegetative Ornamental Comparison Committee chairperson can be a Director, or an industry professional with a background in ornamentals and appointed by the AAS President. The chairperson of the Vegetative Ornamental Comparison Committee will, in turn, appoint no less than two and no more than four other persons with similar backgrounds to serve with him/her. The AAS office shall send to each member of the Vegetative Ornamental Comparison Committee a list of Entries with the Vegetative Ornamental Comparison Committee recommended comparisons. Each member shall review and send back his\ or her recommendations to the Vegetative Ornamental Comparison Committee chairperson. The Ornamental Comparison Committee chairperson will make the final decision as to the Vegetative Ornamental Comparison Committee's concensus of the recommended comparison varieties to the AAS Executive Director no later than December 15.

6. Combined Judges Committee:

The Combined Judges Committee shall consider problems common to all Judges, such as judging standards, scoring of entries, Judges training and other educational programs for Judges. They will also review judge & trial applications, and recommend change of Provisional Judge status to full judge status. Increased communication with all Judges, and between Judges and the Board are all purposes of this committee. The committee consists of one or more persons from each judging category. A Director will serve as chairperson, and other Directors who are Judges shall be committee members. The President may appoint additional Judges to the committee if indicated.

7. Finance Committee:

The Finance Committee is responsible for AAS's long term financial affairs. The Finance Committee is composed of the AAS's Treasurer serving as chairperson, the President, and the Executive Director.

8. Strategic Planning Committee:

The Strategic Planning Committee is responsible for AAS's long term plan for growth. The Strategic Planning Committee is composed of AAS's Vice-President serving as chairperson, the rest of the Board of Directors, and the Executive Director.

9. AAS/NGB Liaison Committee:

The AAS/NGB Liaison Committee shall consist of the corporation's four Officers, the four officers of National Garden Bureau, and the Executive Director for the purpose of discussing issues of equal interest to both AAS and National Garden Bureau.

10. Policy & Guidelines Committee:

The Policy & Guidelines Committee is responsible making recommendations for the consideration of the Board of Directors and/or the Council relative to the By-Laws, Rules and Regulations, Entries, Judges and Trial Grounds, Judging, AAS Awards and public relations. The Policy & Guidelines Committee is composed of AAS's Past President serving as chairperson, three to four Directors, and the Executive Director. The function of the Policy & Guidelines Committee shall be that of an alert advisory body.

11. Nominations Committee:

The Nominations Committee will recommend nominees for Officers, Directors, Committee Members and Service Award recipients (See Divison X). The Nominations Committee is

composed of the Executive Committee and the Executive Director, with the Immediate Past President serving as chairperson.

12. Marketing/Communications Committee:

The Marketing/Communications Committee will be responsible for all outward communication efforts regarding AAS and all AAS Winners. The Marketing/Communications Committee is composed of one Director as chairperson, three or four other Directors, and the Executive Director to assist in both planning and executing the marketing plans.

13. Local Planning Committee:

The Local Planning Committee, along with the Executive Director, determines the best locations to visit, local vendors to use, which hotel to use as the venue, how to market the event using local interests and attractions, obtaining or growing any AAS Winner plants used as decorations and other aid as needed.

14. Financial Liaison Committee:

The Financial Liaison Committee will consist of the Executive Director plus both the AAS and NGB Treasurers and is responsible for reviewing both association's financial health on an annual (or biannual) basis.

DIVISION V: Meetings

AAS holds two meetings per year, supplemented by periodic teleconferences of the AAS Board of Directors and Committees.

1. AAS Winter Meeting

a. Purpose and Intent:

The purpose of the Annual Meeting is to hold a meeting of the Council of Judges. The Board of Directors meets prior to the Annual Meeting, along with certain Standing Committees, and the AAS/NGB Liaison Committee.

2. AAS Summer Summit

a. Purpose and Intent:

The purpose of the AAS Summer Summit meeting is to bring the home garden industry together:

- i. To evaluate AAS trials and other trials;
- ii. As a training and educational opportunity for the AAS Judges;
- iii. For AAS Directors and Judges to discuss areas of concern about the AAS program;
- iv. The intent is to select a meeting site in the U.S. or Canada where as many AAS trials as possible can be visited; and
- v. The meeting revenues should cover expenses and is not intended to be either a money-maker or a money-loser.

b. Board Approved Policies:

- i. Company sponsorships are allowed to help offset overall meeting expenses. Hosting companies may pay for a meal when AAS attendees visit their trials. All remaining meeting expenses are incorporated into the Summer Summit registration fee.
- ii. AAS is responsible for the Summer Summit program content and will not allow attendees to make announcements.
- iii. AAS encourages full registration for the Summer Summit meeting and banquet. However, partial registrations for meals at the hotel and single day registrations may be allowed.

c. Meeting Format:

- i. The Summer Summit meeting begins with an opening reception the evening before the first day of visiting trials. Program and events are visiting Trial Grounds, AAS display garden(s) and, if there is time, a banquet for AAS to present AAS Awards, a Judges/ Directors meeting and a program for all attendees. If there is time a National Garden Bureau Membership Meeting can be held in conjunction with the AAS Summer Summit.
- ii. The day before and/or after the Summer Summit is reserved for AAS and NGB's Committee and Board meetings.
- iii. The Executive Director and the Local Arrangements Committee determine the hotel to use as the meeting venue and negotiates complimentary rooms and any other concessions. The Executive Director signs the contract with the hotel as AAS pays the catering expenses and all invoices for the AAS Summer Summit.

d. Local Planning Committee:

- i. The Local Planning Committee is responsible for assisting the Executive Director in determining the best locations to visit, local vendors to use, how to market the event using local interests and attractions, obtaining or growing any AAS Winner plants used as decorations and other aid as needed.

DIVISION VI: Entrants, Entries & Trial Coordination

1. Entrants will use the current AAS entry form and will refer to the instructions, policies and guidelines associated with Entries. The Entrants shall fill in the information as requested for each Entry on the Entry form provided by the Executive Director. Entrants shall submit Entry forms, Entry fees and samples to the Executive Director by the following deadlines:
 - a. Ornamental Seed Trial: Entry forms by November 1, fees and samples by December 1;
 - b. Edible Trial: Entry forms by November 1, fees and samples by December 15;
 - c. Herbaceous Perennial Trial: Entry forms by September 1, fees by August 1; and seed/samples by date TBD depending on variety genus.
 - d. Vegetative Ornamental Trial: Entry forms by November 1, fees and samples by Dec 1, or as required.

Entries received after these deadlines will be held for trial the following year. Entrants shall be required to furnish a sufficient number of samples and each sample shall contain a sufficient amount of seed or plant material to conduct a valid trial. (Contact AAS office for exact quantities.) Extra samples shall be reserved to supply Trial Judges who may have had a failure in establishing a fair trial of any Entry or Entries. Watermelon, melon and brassica Entries must provide a copy of the proof of testing certificate to ensure only clean, tested lots are sent to the AAS Trial Grounds.

2. The Executive Director shall for at least one year hold the remaining original Entry samples of all AAS Winners for trial in the event that, at the time of retail introduction, there seems to have been a substitution, reversion or other marked dissimilarity from the Entry as it appeared in trials. Other samples of any suspect Entry shall be obtained by the Executive Director from several retail sources for comparison with the original Entry in designated Trial Grounds. If the trials confirm a substitution, reversion or marked dissimilarity, the trade shall be so bulletined or otherwise notified, and any such case shall be brought before the Board of Directors as a grievance matter for action. In any case of probable substitution or other unfair practice, the Entrant or Entrants so charged shall be allowed to appear before, or submit defense to, the Board of Directors in his or their behalf before a verdict is made known or penalty imposed by the Board of Directors.
3. An Entrant may withdraw his/her Entry from judgment and award consideration at any time during the testing period and may re-enter the same variety or kind as a new Entry in a succeeding year. An Entrant may pay the regular Entry fee and request retrial and judgment of any entry the following year provided:
 - a. No AAS Winner has been designated, or
 - b. An AAS Winner was designated which, in the opinion of the Entrant, should have been higher.

4. The AAS Biotech Statement:

AAS has not, to date, accepted Entries that are genetically engineered, as defined by the USDA*. AAS will consider genetically engineered Entries when consumer and/or industry support for this technology reaches an agreed-upon level of acceptance by the Board of Directors.

*USDA Definition of Genetic Engineering:

Genetic engineering, very broadly, is a technique used to alter or move genetic material (genes) of living cells. Narrower definitions are used by agencies that regulate genetically modified organisms (GMO's). In the United States, under guidelines issued by USDA's Animal and Plant Health Inspection Service, genetic engineering is defined as the genetic

modification of organisms by recombinant DNA techniques (7CFR 340: 340.1). Definitions used in Europe are somewhat broader.

5. There shall be a fee for each Entry considered eligible for AAS trials (herein "Entry Fee"). The Board of Directors, at the AAS Annual Meeting, shall establish the amount of the Entry Fee a year in advance of the trials covered by such Entry Fee.
6. Informative help may be given to any Entrant relative to quantities needed for introduction of any AAS Winners and other pertinent information towards the successful production and introduction of AAS Winners and Regional Winners
7. Breeders are encouraged to begin production the same season as the AAS trial to help speed up introduction of all AAS Winners.

8. Comparisons

To encourage breeders to enter innovative new breeding into the AAS trials, AAS shall have three criteria for choosing comparisons.

- a. First is to select a comparison from the same species, grown using the same propagation method.
- b. If that's not possible, then step two is to select from the same genus.
- c. If that is not possible either, then step three is to select a variety that may not be the same genus or species but has a similar attribute or trait that the breeder claims for the entry.

9. Policies for Retrial

When an Entry's average score is not high enough to be considered as a Holdover or future AAS Winner or Regional Winner; but requires a review due to the large percentage of the scores that are on upper ends of each scale, there should be a consideration of asking the Entrant to retrial this variety.

The Executive Director shall make the judgment call, then communicate with the breeder informing the breeder of all the details, then ask the breeder if the breeder would like to retrial.

If the breeder agrees to retrial, there will be no additional Entry Fee for the Entrant, but the Entrant will have to furnish samples for the retrial.

If the Entrant agrees to retrial, the AAS office needs to:

- a. Use the same description sheet and add retrial to the end of the number (e.g. 15E06 Retrial) and use that for the Judge's description sheet.
- b. Give the retrial a new AAS Entry code to reflect the year it is in retrial.
- c. Add the retrial to the current year's list of Entries to obtain comparisons and be sent to Trial Grounds with the rest of the current year's entries and comparisons.
- d. The Executive Director informs the Executive Committee that we have a retrial and explain the circumstances.

11. Trial Coordination

- a. **Process entries** – The AAS Trial Coordinator logs in Entries and assigns an AAS trialing code. It is very important to make sure that the name or company of an Entrant is never released outside the AAS office until the trials are complete.
- b. **Communicate with entrant** – Clarify Entry form description and details, request Entry seed, Entry image and Entry Fee.
- c. **Work with Comparison Committee** – Send the Comparison Committees their responsibilities along with the description sheet and image of each entry. The Comparison Committee chairperson informs AAS which comparisons are to be used.

- d. **Obtain comparisons** – Contact comparison companies to request seed for seed Entries. Use a check-in log. As of 2013, companies who donate comparison varieties will receive the end-of-season scores and evaluation comments (in aggregate) from the AAS office at the end of the trialing season, once all AAS Winners are announced. Individual Judge’s scores and comments will not be identifiable.
- e. **Prepare for entry and comparison shipments** – After Entries have a final AAS code, print Entry labels and affix to Entry envelopes. Count packets and place in appropriate bins. It is critical that the Entries not be mixed up. Package one Entry at a time. Never leave Entries or comparisons lying around.
 - i. Print the comparison labels as seed comes in or if AAS has written confirmation regarding the comparison variety. When all comparisons have been received, send a list of Entries and comparisons to the Judges to help them plan their trial site. Place unopened comparison packets into the AAS comparison envelope. Seal and place in bin.
 - ii. An Entry is complete when the Entry and all comparisons have been received. Staple the envelopes together in order with the Entry envelope on top.
- f. **Send shipments** – When all Entries and comparisons have arrived and are packaged, send Entries and comparisons to the judges. The shipment may include seed of new AAS Winners.
 - i. In March, prepare score sheet/evaluation forms, email to the Judges and inform those Judges who must score “E” (for “Own Entry”).
- g. **Tally scores** – Prepare aggregate score sheet and remind the judges to send in their score sheets. As score sheets arrive, if any information is missing or is not clear, communicate with Judge for clarification. Inform the accountant’s office of any corrections made in the AAS office. Double check to make sure a Judge has not given a numerical score where they should have given an “E.”
 - i. Trials Coordinator proofs the scores with another person then creates an anonymous copy of the score spreadsheet. Change “E” score to an “X.” This spreadsheet is named “Score Sheet Anonymous” and email to the Combined Judges Committee Chair for review with the Executive Director for any anomalies.
- h. **Evaluation forms** – Log in the score sheet/evaluation forms as they arrive.
- i. **Final, official score sheets** – All final score sheets are sent to the Directors. Entrants receive the score sheet of the trial(s) that they entered. Judges receive the score sheets of the trial(s) that they judged. Companies providing comparisons are send the score sheet/evaluation forms of the Entries where their comparisons were used.

DIVISION VII: Judges and Judging AAS Entries

1. Qualifications to be a Judge

- a. Each AAS trial has an official Judge. New Judges are approved by the Board of Directors, subject to review by the Council of Judges. Judges must have a broad knowledge of varieties and a record of careful, methodical trial work.
- b. Additional supporting qualifications include:
 - i. Must have a greenhouse in which to start all seeds or nurture seedlings/liners for the greenhouse score.
 - ii. Must have sufficient acreage for the garden performance trial, that varies year to year. (We always have at least two comparison varieties for every entry, thus the space requirements.)
 - iii. Must be very familiar not only with current and new varieties on the market but older, classic varieties.
 - iv. Must provide proof of their past experience as a Trial Manager and show aptitude for careful and meticulous recording of trial data.
 - v. Must understand the distribution chain in order to make recommendations on market potential.

The six major responsibilities of an AAS Judge are:

- vi. Supervising the AAS trial.
 - vii. Evaluating each Entry over the entire growing season(s).
 - viii. Scoring each Entry at the end of the trialing period.
 - ix. Submitting the scoring and evaluation results on a timely basis.
 - x. Serving as an esteemed member of the Council.
 - xi. Control access to Vegetative Trials as explained in Division VII, Section 7b.
- c. One of the most important rules is as follows:
 - i. Trial Ground Judges shall exercise extreme precaution to prevent any loss or pilferage from samples or Entries under trial. There shall be absolutely no seed, plants, cutting, divisions, buds, pollen, or any other reproductive material saved, used or transported from any Entry for reproductive purposes. Any and all excess seed and plant material, except as needed in conducting the trials, shall be destroyed.
 - d. Each new Judge receives a copy of the AAS Charter, By-Laws, Policies and Guidelines, and Trialing Timeline. A Judge should become familiar with AAS rules relating to judging and governance of AAS.
 - e. Judges serve without financial compensation.

2. Guidelines to conduct the trials

- a. Ornamental Seed trial: There is an average of 5-15 Entries each year. Each Entry usually has two comparison varieties. For planning purposes, one can expect to grow a total of 15-45 varieties for the AAS Ornamental Trial. AAS recommends growing 15-20 plants of each Entry and comparison in order to have sufficient plants for evaluation. Judges may not delete a variety chosen as comparison but are free to add varieties. Trial grounds must provide natural shade or a shade house for Entries and comparisons needing shade. Using an average of 30 varieties (10 Entries plus 2 comparisons for each) in the trial, with 20 plants of each one, grown one per square feet, then the AAS Bedding Plant Trial should require approximately 600 square feet of land.
- b. Vegetative Ornamental Trial: There is an average of 5-10 vegetative ornamental Entries each year. Each Entry usually has two comparison varieties. For planning purposes, one can expect to grow 15-30 varieties for the AAS Vegetative Ornamental Trial. Vegetative Ornamental Trial: Using an average of two

comparisons and five entries, three containers each, the AAS Vegetative Ornamental Trial should require approximately forty-five 14-18" containers.

- c. Edible Trial: There is an average of 20-30 Entries each year. Each Entry usually has two comparison varieties. For planning purposes, one can expect to grow about 30-90 varieties for the AAS Edible Trial. Edible Trial: Using an average of 60 varieties in the trial (20 Entries plus 2.5 comparisons each), the AAS Edible Trial should require approximately 3,000 square feet of land. For large, vining crops, judges can grow fewer plants than for smaller crops like peppers.
- d. Trial grounds also grow the current year's AAS Winners and AAS Holdovers.
- e. Each year the trial program is different so it is necessary to be flexible with trial space. A complete list of Entries and comparisons is sent to each AAS Judge in December of the year preceding the trial. A Judge can begin to allocate space for the AAS Trial at that time. Entry and Comparisons are sent in December/January.
- f. Growing practices
 - i. AAS provides a descriptive sheet for each Entry. This sheet gives the breeder's growing instructions. The Judge should follow these instructions as closely as possible, especially concerning sowing date and container size. No pinching or cutting back of plants should be done as this often alters plant habit. For the Edible Trial, common garden practices are encouraged, such as staking and pruning indeterminate tomatoes, hilling leeks, etc.
 - ii. Each year there are Entries such as carrot and lettuce that require sowing directly into the soil and Entries such as tomatoes and peppers that require sowing indoors and transplanting outdoors at a later date. Judges must be equipped to grow plants in greenhouses for transplanting and will follow the breeder's instructions for how to sow.
 - iii. AAS rules require that a Judge grow each Entry and comparison side by side in rows or blocks of plants. Each Entry and its comparisons must be grown under the same conditions. Entry and comparison plants should be planted outdoors as soon as possible. For the Ornamental Seed Trial, this occurs after first flowering has been noted and each Entry has been scored for greenhouse performance.
 - iv. Judges evaluate plants on performance only. To ensure the confidentiality of the Entrant, each Entry is given a coded number. Entrants are not known to the Judge and no Judge is permitted to vote for any Entry originated by any company with whom he/she or his/her company is financially involved. Judges are not to speculate as to which breeder might have submitted the Entries.
 - v. When germination problems occur with either the Entry or comparisons, the Judge will contact the AAS office and rely on them for guidance. If timing and quantity allow, replacements for both the Entry and comparisons will be sent. If a germination problem occurs with one comparison and the Trial Ground already has that variety growing elsewhere in their trials, they are allowed to use that plant as a comparison.
 - vi. Practices should be comparable to those utilized by the average home gardener in Trial Grounds area. Soil fertility is important for proper plant growth. Organic or inorganic fertilizers or insecticides may be used. Controls should be applied if pests become a problem threatening a valid evaluation of trial material.

3. Judge Status

AAS has two classifications of Judges: Provisional Judge and Judge.

- a. Provisional Judge: A person will be designated as a Provisional Judge for at least one year after Board approval. This gives the new judges the time and experience to learn the AAS evaluation and scoring system before becoming a Judge.

- i. The Board will ask a Judge to mentor each Provisional Judge.
 - ii. Any questions from the Provisional Judge can be directed to either their Judge mentor or to the Executive Director.
 - iii. An AAS Judge, Director or Executive Director may visit any AAS Trial Ground but will notify the Provisional Judge at that location in advance.
 - iv. An official AAS score sheet/evaluation form is filled out by each Provisional Judge and submitted in the same manner as a Judge.
 - v. At the end of the trialing season, Provisional Judge scores are reviewed by the Combined Judges Committee to see if they fall in line with the Judges scores.
 - vi. If their scores are in line, the Combined Judges Committee may recommend to the Board of Directors that a Provisional Judge be moved to Judge status.
 - vii. If their scores are out of line, the Combined Judges Committee may recommend to the Board of Directors that a Provisional Judge may be moved to Judge status, or if they should remain a Provisional Judge for another year.
 - viii. At the discretion of the AAS Board, the Provisional Judge's scores will be applied toward the total average score of an Entry unless it is severely out of line, in which case, it will be disallowed.
 - ix. If they are disallowed, the Judge mentor will contact the Provisional Judge to review their scores, and discuss their Judge status.
- b. Judge: Judge status in AAS is an honor held by a select number of edible and flower experts in North America.

4. Judge Mentors: A Judge mentor's responsibilities include:

- a. Assist their Provisional Judge with any trialing, evaluation, or scoring questions,
- b. Give guidance based on their experience in judging AAS trials,
- c. Be in consistent contact with their Provisional Judge during the trialing season.

5. Judging and Evaluating Entries

- a. Each trial will be judged by the respective group of approved Judges, all in accordance with the By-Laws, Policies and Guidelines of AAS.
- b. Sowing dates should be appropriate for the region in which the trial is being conducted. For the Ornamental Seed Trial, seed must be sown and evaluated in the greenhouse before being transplanted and evaluated again, on a weekly basis, in the garden. Ornamental Seed Trial Entries receive two scores: one for greenhouse performance (if possible) and one for garden performance.
- c. AAS expects the Judge or the Judge's assistant to observe and make notations about the Entries on a regular basis throughout the growing season. A photo record is extremely helpful for evaluations.
- d. The timing of evaluations will vary depending upon location. It is up to the Judge to determine the optimum evaluation dates.
- e. All Judges shall report their scores by an agreed-upon deadline for the trial(s) under their jurisdiction. They shall vote their recommendations according to the uniform system of the Council on the official AAS score sheet/evaluation form, as will be provided by the Executive Director. Each Judge may use his/her criteria for voting from zero to five points but, to be considered worthy of introduction to home gardeners, an Entry must be either superior or unique to the established varieties in the same class.
- f. Points are awarded on a scale of 0-5:
 - i. 0-1 points: Not worthy of AAS Winner
 - ii. 2-3 points: Should receive AAS Winner
 - iii. 4-5 points: Should receive AAS Gold Medal Winner
- g. An AAS Winner award designation represents the best in the class. An AAS Gold

Medal Winner is reserved for a significant breeding breakthrough.

- h. Judges may report late maturing Entries to the Executive Director after submitting their regular reports and voting forms. Late voting must follow the same guidelines as for all other scoring.
- i. Each Judge shall use the score sheet/evaluation form for each Entry, and will include a basic description and opinion as to merits and desirability
- j. No Judge shall be permitted to vote for any Entry originated by any company with whom he/she or his/her company is financially involved.
- k. The AAS Combined Judges' Committee is responsible for reviewing each Judges' performance, score sheets, scoring procedures and trial gardens.

6. Judge Responsibilities and Expectations

- a. All Judges are invited, though not required, to attend the annual meeting of the Council of Judges and the AAS Summer Summit.
- b. Trial Grounds Judges shall exercise extreme precaution to prevent any loss or pilferage from samples or Entries under trial, that there shall be absolutely no seed, plants, cuttings, divisions, buds, pollen, or any other reproductive material saved, used or transported from any Entry for reproductive purposes. Any and all excess seeds and all plant material, except as needed in conducting the trials, shall be destroyed.
- c. Judges often have an assistant of some sort to help them germinate, plant, care for and observe the AAS Trials. AAS does not discourage this practice; in fact, we ask that Judges provide the names of their assistants to the AAS office so they can be tracked in our system. Ultimately, it is the AAS Judge's responsibility to oversee and approve the trial and give the final scores, not the assistant.

7. Trials shall be open for AAS inspection

- a. All AAS Trial Grounds shall be open for Judges' inspection, noting and photographing, by appointment, under proper supervision and at reasonable hours during the growing season. Each Entry in the trials shall be legibly marked, by stake or other label, with the official AAS trial number of the Entry.
- b. AAS Vegetative Ornamental Trials shall be in a controlled, limited access area which is not publicly accessible. Signage at the trial site will state that the plants located there are for testing purposes only and no trespassing is allowed. The vegetative trials shall be open for Judges inspection, noting and photographing, by appointment, under proper supervision and at reasonable hours during the growing season. Each Entry in the trials shall be legibly marked, by stake or other label, with the official AAS trial number of the Entry.

DIVISION VIII: Criteria for Introduction, Holdovers and Introduction of Winners

1. Overview:

According to Article VIII, Section 1 of the AAS By-Laws, once an Entry becomes an AAS Winner or Regional Winner, entering breeders shall obligate themselves to offer a generous and reasonable amount of product, direct or through regular North American distribution channels, to trade professionals at wholesale levels in order that they may cooperate in offering and promoting AAS from date of introduction. The public is asked to purchase all AAS Winners from their usual sources, and resellers must have ample opportunity to purchase them for introductory sales.

The AAS Board of Directors has set the following minimum average scores for an Entry to be considered as an AAS Winner, an AAS Regional Winner or as a Holdover:

- a. AAS Ornamental Seed Trial - Average point score of 2.0 for garden performance and 1.75 for greenhouse performance and a majority of scoring Judges giving 2 points or more for the garden score.
- b. AAS Edible Trial - Average score of 1.75 and a majority of scoring Judges giving 2 points or more.
- c. AAS Perennial Trial - Average point score of 2.0 and a majority of scoring Judges giving 2 points or more.
- d. AAS Vegetative Ornamental Trial - Average point score of 2.0 in both categories and a majority of scoring Judges giving 2 points or more.

2. Criteria for Introduction

AAS requires that the following criteria must be met before any AAS Winner is introduced to the marketplace:

- a. Criteria to be submitted to the AAS office by the following dates for introduction and promotion:
 - i. **January 1** for a late January introduction;
 - ii. **June 1** for a July introduction; and
 - iii. **November 1** for a November introduction.
- b. Full, complete marketing name (including all trademarks, patents, etc.).
- c. A minimum of one (1) image of the cultivar: One digital cross platform (for PC and MAC) format 300 DPI RGB JPEG of a size to print at least a 5 x 7" high quality image. These images will be used extensively by AAS and by the garden media. Please send your highest quality images. PREFERABLE: Up to five (5) images of the cultivar in various settings such as: 1) Close-up, 2) Container, 3) Landscape, 4) "Glamour" shot (your choice, can be a culinary shot for edibles) and 5) In a combination or mix.
- d. Estimated total quantity of the Entry that will be sold to the home garden industry (includes mail order sales, packets sales and bedding plant sales) in North America (U.S. and Canada) the first 12 months from introduction date, stated in both weight AND count.
- e. Current inventory – inventory should be equal or greater than the quantity of the Entry needed for the first year of sale, stated in weight AND count. To be considered by the AAS Board, the Entrant must have 100% of Entry in inventory.
- f. Breeder must verify that the AAS Winner is in inventory and available for immediate shipment to distributors in North America. All AAS Winners must pass all plant health requirements for the U.S. and Canada.
- g. Laboratory germination test on blotter or soil (one most prevalent for that species/genera), with a certificate signed by a registered technologist from an accredited lab.

- h. The quantity of Entry that will be sold the first year depends on the price. The AAS Board of Directors would like a general indication of pricing such as "the same as F₁ Hybrid petunia" or "higher than normal F₁ Hybrid petunia pricing."
- i. The AAS Board of Directors requires a prior indication of enhancement (i.e., seeds that are pre-pelleted, crusted, primed, treated, or plants that are pre-treated, etc.) All AAS Winners must be available as untreated.
- j. Fill out an Excel worksheet template to be provided by AAS or be obtained through AAS' website so the AAS office has complete variety details for the AAS website. This in-depth variety information will remain on the AAS website for the full assessment time period. To see this information live on the website, please go to www.aaswinners.com.

This information is submitted to the AAS Board of Directors for the introduction decision. AAS Entries and Holdovers are considered for introduction three times each year, January, July and November.

3. Holdovers

- a. Any Entry with a high enough score to become an AAS Winner or Regional Winner, but does not meet the above criteria for introduction is considered a Holdover (i.e., potential future AAS Winner). The Holdover has three years to meet criteria and accept the award.
- b. Breeding companies can include their Holdovers in **internal** product launches if clearly marked "not to be presented to the public until [expected introduction date]".
- c. AAS Holdovers **CAN** be displayed at industry events, as long as it is labeled as "AAS Holdover, for future Introduction, **No Publicity**" and a variety name can be used, if the breeder has decided on a name at that time.
- d. AAS Holdovers **CAN** be included in PowerPoint or other presentations to distributors and growers as part of New Variety presentations, preferably in presentations held within 12 months of award acceptance. Holdovers should be labeled as "AAS Holdover, for future Introduction, **No Publicity**" and a variety name can be used, if the breeder has decided on a name at the time of the presentation.
- e. Holdovers cannot be published in any catalogs, brochures or advertisements until the day of the formal introduction date.
- f. Entering breeders of AAS Holdovers may send small amounts of that Holdover to select customers for trialing before it is awarded the Winner designation. The AAS Board of Directors encourages the promotion of holdovers by breeding companies to industry participants (such as growers and distributors) as an experimental variety.
 - a. Appropriate forms of promotion include: grower trials, new variety presentations, internal product launches, CA Spring Trials
 - b. There should be no promotion in trade publications or to the general public until the variety has been announced as an AAS Winner.
 - c. The variety can be named, and the name used in promotional material and sample packages, but should be clearly labeled as "AAS Winner, status not finalized."
 - d. No sales of the holdover can occur until the acceptance of the AAS Winner award.

4. Introduction and Promotion of Winners

- a. Designated AAS Winners and Regional Winners are subject to delay from the time the award is decided until the time of introduction unless an Entrant can show he/she has an adequate supply of product on hand, as determined by the Board of Directors. If an adequate supply is not available within three (3) years of the award designation, the award may be withdrawn by the Board of Directors.

- b. AAS Winners and Regional Winners will be introduced at the same day and time as sales commence. Those introduction dates are:
 - i. November 10-15 (depending on Board teleconference date);
 - ii. January 24-28 (depending on the dates of the ASTA Annual Winter Meeting);
 - iii. July 1-2 (depending which day of the week the 4th of July holiday falls);
- c. Entries or Holdovers that do not meet the Immediate Introduction criteria by the above dates continue in Holdover status until they are able to do so.
- d. Certificates noting the award, prepared by AAS Executive Director, shall be furnished to the entering breeding company and signed by either AAS President or by the Executive Director.
- e. An AAS Winner variety may use the AAS Trademarks for marketing of a vegetative variety only if the vegetative variety is a clone from the AAS Winner variety. In the event that an AAS Winner is sold and marketed by vegetative means in the 5 year period following an AAS award in the United States and Canada using AAS Trademarks, the breeding company will be obligated to pay AAS Assessments each year under the following condition:
 - i. The vegetative variety is sold and marketed using the exact name of the winning Entry.
 - ii. AAS Assessments will be paid each year to AAS and tracked by the royalty administration company working for the propagator and/or breeder.
 - iii. If the vegetative variety is a clone of the winning variety, but is not the exact winner, the breeding/marketing company may not use the AAS Winner designation and is therefore not obligated to pay fees to AAS.
 - iv. If a breeding company chooses to market and produce a clone from a winning variety via vegetative means and does not use the name (series name including color designation) of the winning variety or the AAS Winner designation, it is under no obligation to pay any fees to AAS. The minimum yearly fee will apply to the winning variety unless the AAS Winner status is revoked by AAS.
- f. AAS Winners and Regional Winners are the beneficiaries of a wide range of promotional activities. The first year is the most intense phase of promotion in order to successfully launch a new AAS Winner or Regional Winner. Beyond the first year, there remains a consistent effort to keep all AAS Winners top of mind with brokers, growers, retailers, garden writers and home gardeners. Promotions continue long after the five year AAS Assessment time frame because once an AAS Winner, always an AAS Winner. The Brand Development Task Force created a promotion plan for each AAS Winner that includes, but is not limited to:
 - i. Press releases
 - ii. E-newsletters
 - iii. Website
 - iv. Seed source lists
 - v. Social Media tools
 - vi. National Garden Bureau's New Varieties program
 - vii. Display Gardens
 - viii. Preview Gardens
 - ix. Trade Shows
 - x. AAS Winner brochure
- g. The Executive Director shall provide each AAS Winner and Regional Winner, by written consent, the non-exclusive right to use the AAS Trademarks in the United States and Canada during the five year AAS Assessment time frame. The Executive Director shall provide a guide for each AAS Winner and Region regarding the proper use of the AAS Trademarks, and each AAS Winner and Regional Winner shall be responsible to strictly

adhere to the proper use of the AAS Trademarks. All goodwill associated with the AAS Trademarks shall be to the benefit of AAS and AAS shall maintain the right to review and assure the quality control of the AAS Trademarks.

5. All-America Selections/Fleuroselect double winners

Oftentimes, an AAS Winner is also a recipient of a Fleuroselect award in Europe. In these instances, we encourage the breeder to accept both awards at the same time, which is usually the November announcement.

- a. If Fleuroselect introduces a variety as a winner and the same variety is still an AAS Holdover and has chosen to accept the AAS award at a later date, it does not automatically forfeit an AAS award due to prior publicity.
- b. The same rules for publicity and trialing of Holdovers apply to Holdovers that are also Fleuroselect winners. See point #3 above.
- c. Joint Winners pay AAS for North American sales only.

DIVISION IX: Financial Responsibility

1. The AAS Board of Directors will manage the AAS investment portfolio by majority rule in accordance with these policy guidelines:

- a. The investment strategy for AAS assets is to manage monies in a conservative manner to prevent asset erosion yet utilize an investment vehicle that provides interest at Certificate of Deposit rates or better, with similar risk.
- b. Consistent with prudent practices for non-profit organizations, reserve funds equal to the average annual expenses (defined as most recent 2 years actual and current year budget) will be maintained.
- c. To the extent reserve funds exceed the above minimum, such amount may be invested in one or more "growth and income" no-load (equity type) mutual funds.
- d. The following timeline for the budgeting process was approved by the board August 2011:
 - August: First preliminary budget for the following year is presented and discussed.
 - November: Revised preliminary budget for the following year is presented and tentative approval given.
 - January: Final budget is presented and approved.

2. Entry Fees and AAS Assessments:

Revenues for AAS come in the form of trial Entry fees and AAS Assessments on sales of AAS Winners.

- a. An AAS Assessment is to be paid to AAS by the Entrant of the AAS Winners.
- b. The AAS Assessment shall consider sales to North American customers (excluding sales to processors and commercial growers of edibles).
- c. The AAS Assessment is to be paid to AAS on sales beginning on the announcement date for no less than five years.
- d. Payments of AAS Assessments should be made to the Executive Director twice yearly, from assessment notices sent on December 31 and June 30.
- e. The Directors need to have a two-thirds affirmative vote to change the future amount/calculation of AAS Assessments.

National Ornamental Winner assessment amounts approved as of June 1, 2000, are as follows:

- 10% of net sales for five years
- \$2,000 minimum/year
- \$20,000 maximum/year

Regional Ornamental Winner assessment amounts approved as of August 12, 2013 are as follows:

2% per region of net sales for five years with a minimum/maximum of \$1,000/\$10,000

1 region: 2% \$1,000/\$10,000

2 regions: 4% \$1,200/\$12,000

3 regions: 6% \$1,400/\$14,000

4 regions: 8% \$1,600/\$16,000

5-6 regions: full 10% (National Award)

National Edible Winner assessment amounts approved as of April 28, 2015, are as follows:

- 7% of net sales for seven years

- \$1,400 minimum/year
- \$14,000 maximum/year

Regional Edible Winner assessment amounts approved as of April 28, 2015 are as follows:

2% per region of net sales for seven years with a minimum/maximum of \$1,000/\$10,000

1 region: 2%	\$1,000/\$10,000
2 regions: 4%	\$1,200/\$12,000
3 regions: 6%	\$1,400/\$14,000
4 regions: 8%	\$1,600/\$16,000
5-6 regions: full 7% (National Award)	

Ornamental Vegetative National Winners are assessed for 3 years. Minimum of \$1,000 and maximum of \$20,000 each year, based on 10% of royalties on sales.

Herbaceous Perennial National Winner assessments are 10 percent of sales on royalties on sales for seed, vegetative or tissue culture perennials over a five year period, with a minimum of \$1,000 per year and a maximum of \$20,000 per year for a five year period. If the perennial trial winner is a bare root entry, the perennial assessment is one percent of wholesale sales with a minimum of \$1,000 and a maximum of \$20,000 per year for a five year period.

DIVISION X: Additional Awards

1. Service Awards

The Council shall from time to time at its discretion designate and present service awards for achievement to individuals who have contributed to the advancement of horticulture or the garden industry in an exceptional manner.

- a. The Breeder's Cup is an award for achievement in breeding by individuals in both ornamentals and edibles based on his or her years of experience, and number of variety releases to the industry. The number of AAS awards as part of the breeder's resume should also be considered.
- b. The Medallion of Honor award is a recognition of an individual for distinguished service in the horticulture industry and to AAS specifically.

A permanent reference file of both award nominees and winners will be maintained by the Executive Director for use by succeeding chairpersons.

DIVISION XI: Adding and Amending Policies and Guidelines

1. The Board of Directors may, by majority vote of the whole Board, propose to alter, amend, make new or repeal these Policies and Guidelines at any regular or special meeting, provided notice of such proposal of such making, alteration, amendment or repeal has been given to each Director at least ten (10) days prior to such meeting or that such notice has been waived. Any such proposals must be given to each Director at least ten (10) days prior to such meeting or that such notice has been waived. Any such proposals may be submitted to the Policies and Guidelines Committee for consideration and recommendation, but such submission, consideration and recommendations are not obligatory. The Board of Directors shall submit to the members of the Council any Board approved proposals to alter, amend, make new, or repeal these Policies and Guidelines either by letter ballot or at any regular meeting of the Council. The submitted proposals shall be stated in a form approved by the Board of Directors. If by letter ballot, not less than 15 days nor more than 30 days shall elapse between the mailing of such letter ballot and the closing of the poll thereon. If at a regular meeting of the Council, the proposals must have been sent to each Council member 15 days prior to such a meeting. The ballots cast shall be counted by the Executive Director, unless tellers are appointed by the President. An affirmative vote of two-thirds of the Council shall be and constitute a binding instruction to the Officers of All-America Selections.