

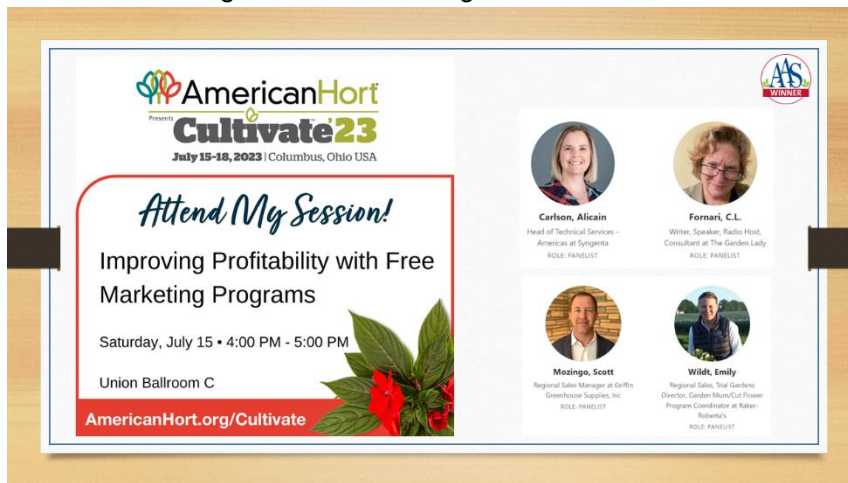


ALL-AMERICA SELECTIONS®

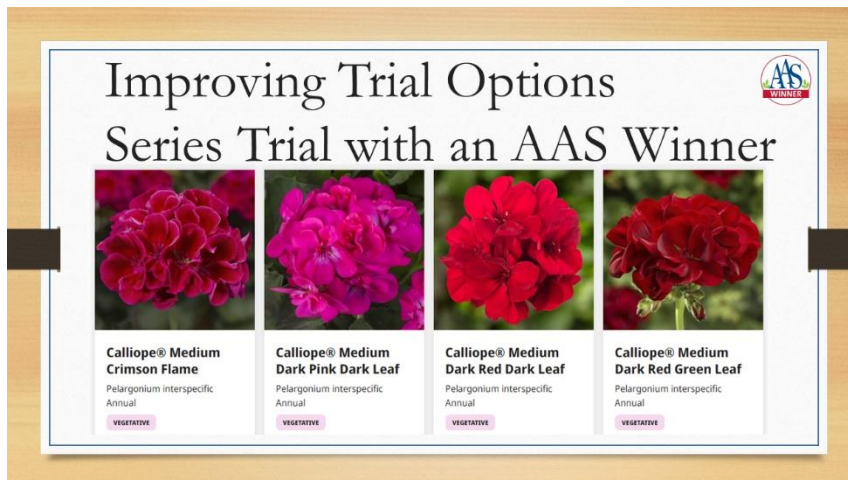
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AAS Update Sunday, July 16, 2023 Hyatt Regency Columbus

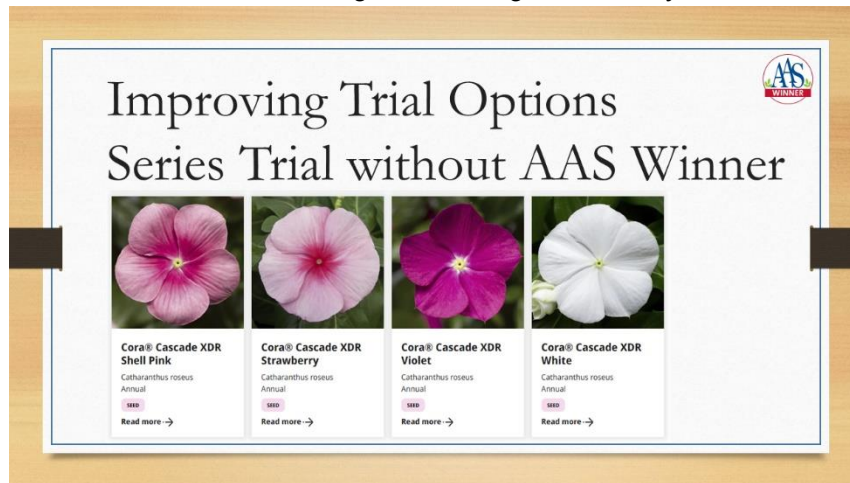
1. Welcome Joe Cimino, Marketing Chair
2. Welcome & Saturday Panel Recap, given by Alicain Carlson, President
 - a. The four of us, moderated by Diane, gave a presentation to 60-70 garden retailers giving tips and ideas on how to use the programs and tools from AAS and NGB to make their lives easier and give their marketing a new twist.



3. Improving Trial Options and Quality, update given by Alicain Carlson
 - a. Sister/Series trial is something new we are testing this year but will make available in future years. This is a way that we can test a new color in a series where one color has already won an AAS award. To win an AAS Award, it has to be equal to or better than the other color in the series that did win an AAS Award.



- b. Sister/Series trial where there is not an AAS Winning color already in the series is another option. Then, we do trial the entry against a comparison but also trial it against another color in the series, meaning it is no longer an anonymous trial.



- c. Non-Seed and Perennial trial logistics are changing. We used to ask the entering breeder to send URCs to a third party rooting station. Now, we are asking breeders to send the URCs directly to our judges. After analyzing the judging locations at a number of breeders, we realized they are already sending product to 8-10 of our judges already. So instead of sending three shipments to the rooting station, the breeders will now send directly to the judges, which will mean going from 8-10 shipments (plus the 3 for AAS), you will now ship directly to our 20 AAS Judges, many of whom you already ship to for their trials. Again, now that breeders are shipping directly to the judges, these trials will no longer be anonymous.

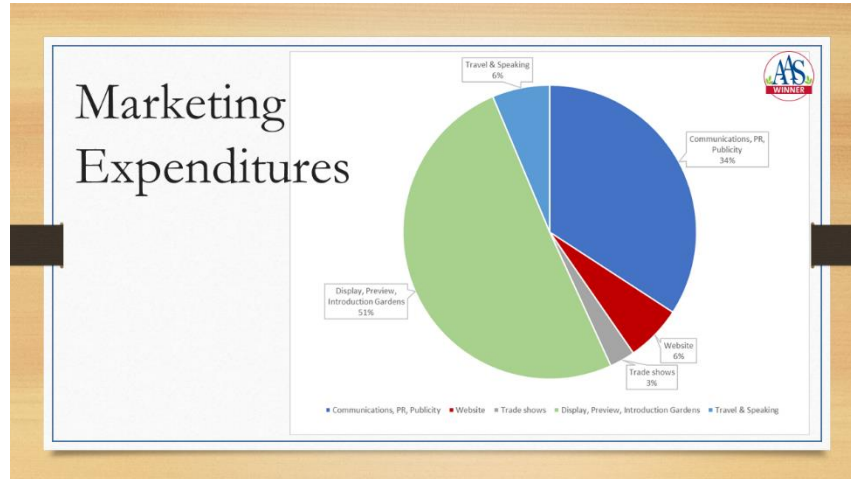


Key Trial Changes

1. Logistics
2. Anonymity

4. Update on Marketing

- a. Breakdown of marketing expenditures by AAS Treasurer Rebecca Siemonsma explained where and how the assessments from AAS Winners are spent to market the AAS Winners. A majority is spent supporting the 200 AAS Display Gardens that are public gardens across North America.

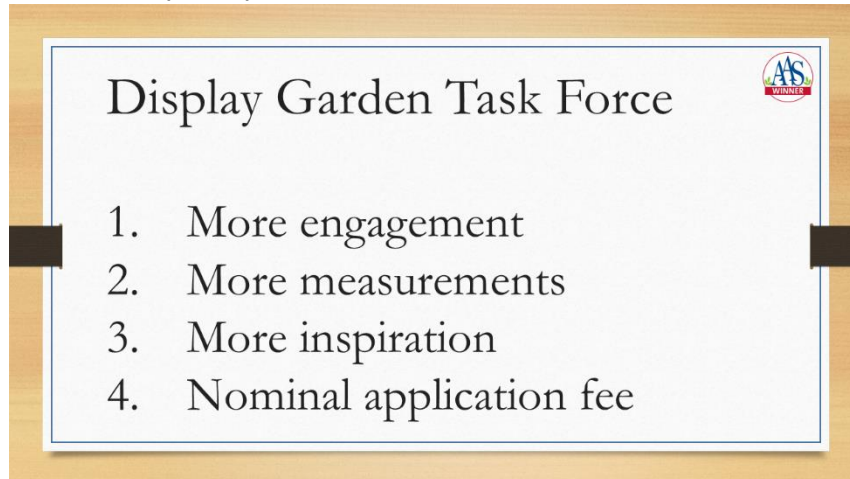


- i. Traditional marketing areas we are continuing include publicity, PR, consumer communications and of course, social media. A few of the new things we are executing are YouTube (shorts and traditional), more direct communications with brokers and in the near future, podcasts to interview AAS Judges and breeders about AAS Winners.

Marketing Plan Overview

1. Traditional (PR, Publicity, etc.)
2. New (YouTube Shorts, etc.)
3. Future (Podcasts, etc.)

- b. A Display Garden Task Force update was given by Penny Merritt-Price where she explained how we are upgrading and updating our process for approving and engaging with Display Gardens. We are now collecting a nominal application fee just to make sure the applicant understands and reads the expectations. This fall we will have a Best Practices meeting where Display Gardens can learn from each other. A few additional measures of engagement have been put in place for this year and coming years as we up the ante for participation.



5. Update on branded retail container for Retail. Alicain explained that we launched a branded pot for retail in some stores this year. As we analyze the success of that program, we will work on details for a 2024 expansion.



6. An explanation of our proposed Umbrella Organization was given by Alicain where she explained how the two organizations (AAS and NGB) are planning on a merger of the two non-profits. Externally, nothing will change but internally, we will have much more streamlined administrative and operational processes which will save some time and money that can be better spent on promoting AAS Winners.



7. Trial Managers conference, part of Summer Summit 2025 – This discussion was a question about reviving the International Trial Managers Conference that was held at Longwood Gardens in 2013 then in Portland, Oregon in 2015. We will form a task force to explore but overall the group seemed interested.



8. Open discussion focused on the shipments of URCs to the AAS Judges and the options of breeders also providing comparisons. It is proposed that any breeder providing a comparison get a discount on their entry fee and there was general consensus that was a good option.