

01 February 2026

The Gesneriad Society
Internet Communications Committee
2026 Annual Report to the Board

Date: February 01, 2026
Name: Ron Myhr
Position: Chair, Internet Communications Committee
Address: 5405 Sideline 4, Pickering, ON Canada L1Y 0A6
Phone: 416 471 4433 (m); 905 649 6369 (h)
Email: ron.myhr@hushmail.com, ron@gesneriads.info

Committee Members/Advisors:

- Ron Myhr (Chair, Editor/Publisher GRW (gesneriads.info))
- Julie Mavity-Hudson, Editor/Publisher Gesneriad Society Website (gesneriadsociety.org)
- Hung Nguyen (Webmaster, GS website and GRW; backup to Ron and Julie)
- Winston Goretsky, back-up to Publishers and Webmaster
- Gary Hitchcock
- Paul Susi (Advisor, social media, membership communication, etc.)
- Terri Vicenzi (Advisor, store, social media, etc.)
- Dale Martens (Advisor, social media, etc.)
- Karyn Cichocki (Advisor)
- Peter Shalit (Advisor)

Back-up Person to Chair:

- Winston Goretsky
- Hung Nguyen (second back-up)

Current Properties:

- n/a

Replacement value for properties held:

- n/a

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How my committee process works:

- Chair works with all committee members on their respective roles, and is principal liaison with website hosting company (GoDaddy) and with Zoom with respect to management of accounts; works with Webmaster to resolve technical hosting or Zoom issues
- Publishers are responsible for website content, including sourcing and adding new material, modifying content and, in consultation with Webmaster, changing/enhancing structure/design of the websites
- Webmaster is responsible for the operation of the websites, including security and technical matters, establishes and monitors protocols for altering or substantially adding-to websites, and is the principle technical liaison with the hosting provider; works with Publishers on their tasks and provides advice and support; reviews significant new content for technical suitability as well as readability and usability
- The Committee engages advisors on their respective areas of responsibility, and consults with them and with others on broader issues of internet communications

The job descriptions/committee process is up to date:

- Yes

Current Suppliers and Contact Information:

- Website Hosting: GoDaddy (godaddy.com)
- Virtual Meetings and Webinars: Zoom (zoom.com)
- Store: Shopify (shopify.com)
- Mailings: Mailchimp (mailchimp.com)
- Contractor for website development project: Chase Gruszewski (chase@cwpdev.com)

Activities/Accomplishments during past year (2025)

- Kept GS website current, including posting about event and activities, posting convention reports including Gallery of show plants, posting Gleanings, posting Gesneriads and posting updates to the Registry (among other things)
- Kept expanding content on GRW website, including adding or modifying many pages of plants and botanical articles about gesneriads
- Supported Zoom-based meetings as necessary
- Facilitated pre-recording of Convention speakers as back-ups
- Monitored performance of GoDaddy as host, addressed issues as they arose
- Engaged developer Chase Gruszewski to work on the development of the new Gesneriad Society website; substantial progress has been made and it is expected that the new site will “go live” in the second quarter of 2026

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Green activities/possible actions:

- All green all the time!

Future plans/goals:

- Focus on the development of the new GS website, and after implementation check and monitor site
- Continue to refine, improve and expand the Gesneriad Society website and the Gesneriad Reference Web
- Support the GS through the various IT modes, including Zoom and Shopify
- Support Conventions through gathering images for convention display, posting past and future presentation videos, etc.
- Continue to seek options and consensus on better utilizing social media

Last Year's expenses (2025)

Please note that the expenses below were paid from GS funds

Description	Amount (US\$)
GoDaddy, website hosting and related (mostly prepaid 2021); Domain renewal for gesneriadsociety.org plus security, etc. Next charge for hosting and security is not until 2029.	175.26
Shopify (store costs)	344.29
MailChimp (group emails)	993.12
Vimeo (making video files available)	114.75
Zoom (meetings, two licenses, no 2025 webinars)	169.90
Codeable, consultant retained to identify and resolve GRW issues Work completed and invoiced in 2025, payment made in 2026	249.10
Total for 2025	2046.42
<i>Budget for 2025</i>	<i>4680</i>
<i>Underspend mainly due to unspent contingency funds</i>	

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GS Website Redevelopment Project

The Board approved engaging Chase Gruszewski, through Codeabl.io, to design and develop a new website for the Gesneriad Society. Total amount approved for the project was \$16,000, to be dispersed in three phases, with some cushion for contingencies.

Phase 1 (Design), completed and paid	4999.63
Phase 2 (Functional Creation), in process, paid in trust pending completion	5999.55
<i>Phase 3 (Final review/delivery/go live) scheduled Q1 2026, not yet paid</i>	<i>3310</i>
<i>Contingencies (not yet needed)</i>	<i>1690</i>

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Proposed budget for next year (2027)

Description	Amount (US\$)
GoDaddy, website hosting and related Hosting with SSL is pre-paid through to 2029, as is security; amount shown is for domain renewals, contingencies and potential costs of website migration	500
Mailchimp Expenditure for 2025 was under \$1000, budget includes potentially higher costs/more mailings	1200
Shopify Expenditure for 2025 was under \$400; cushion is for unexpected contingencies. Note that the store produces revenue more than offsetting costs	500
Zoom (assumes two licenses, two webinars and TechSoup or similar benefits)	450
Vimeo	150
Miscellaneous Includes potential expenses beyond board approval for website development (e.g. member management application), as well as general contingencies	3000
Total Budget for 2026 is \$4450	5800