

The Gesneriad Society
2025 Annual Report to the Board: Membership Promotion

Date: June 5, 2026

Name: Dale Martens

Position/committee: Membership Promotion Chair

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Committee Members/Advisors: Bob Clark; Paul Susi

Back up person to Chair: Bob Clark; Paul Susi

Current properties: back issues of the journal

Replacement value for properties held: \$100

How my committee process works: The Committee's goal is to increase the membership of The Gesneriad Society. It investigates and implements strategies toward this end.

The job description/committee process is up to date: yes

Current Suppliers and Contact Information: Vista Print for promo cards, Instagram, Twitter, and FaceBook accounts.

Activities/accomplishments during past year (2025): Promotion of Webinars that have membership promotions in them. January – November 2024 (December report not released yet) shows 113 Webinars were ordered for an 11-month income of \$867.10. The Free Gesneriad Society webinar: 42 ordered. These are sent as MP4 files immediately upon ordering, so I no longer receive the request to email the link and the recipient gets them right away.

Green activities/possible actions: I'm on Facebook showing photos of gesneriads and private messages about gesneriads, encouraging people to join, and encouraging attendance at convention. Promoted membership when giving Zoom programs.

Future plans/goals: Make decisions on webinars: new ones? Possibly make some least watched ones free?

Last year's expenses (2025): \$100 for journals the Society paid for

Proposed budget for next year (2027): Expenses: \$400 (promotion materials)

Income: \$800 (webinars)

Expected convention arrival and departure dates: June 28, 2026 to July 2, 2025

2025 Membership Promotion:

Webinars 2025 sales: 57 sold Income \$769. 60

Growing and Hybridizing Streptocarpus =8

Growing and Hybridizing Miniature Sinningias =4

Growing and Showing Primulinas (M. Grice) =1

Growing and Showing African Violets (Skalski) =1

African Violets Growing the Small Ones =2

Growing the Saintpaulia Species =1

Growing and Showing Florist Gloxinias =7

Growing and Showing Episcias =2

Petrocosmeas =4

The Joy of Sinningias =1

Fun with Kohlerias 1 =1

Tips on Growing Show Plants =4

Growing and Showing Achimenes =1

Growing Smithiantha and Eucodonia =2

Growing the Smaller Rhizomatous Gesneriads =1

Primulina C to P =2

Growing Rare and Unusual Gesneriads w Bill Price =3

Marvelous World of Columneas =2

Intergeneric Gesneriads =1

January	\$29.90
February	0.00
March	134.55
April	44.85
May	14.95
June	104.65

July	29.90
August	119.60
Sept	74.75
October	45.85
November	125.75
December	44.85
TOTAL	\$769.60