

American Hemerocallis Society

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Dear Commercial Grower

As a commercial grower of daylilies, we invite you to participate in the second year of a new program designed to increase membership in the American Hemerocallis Society. While the Society is certainly healthy, like all horticultural societies, membership has been flat or in decline over the last five years. In most cases, that lack of growth is a direct result of the U.S. and Canadian economy. We wish to take a proactive approach in obtaining new membership.

The program is a voucher system based on the following parameters;

New membership definitions:

1. Any individual who is not an AHS member and becomes one at the **one-year level** (single or dual membership will be provided with a voucher to be used for redemption of daylilies from a single commercial grower. The new member is entitled to the voucher on a one-time basis only. Individuals joining one-year and failing to renew the next year are not eligible for a voucher in future years.
2. Any individual who becomes an AHS member at the **three-year level** (single or dual membership) is defined to include new members as defined above or a current AHS member who renews at the three-level for the first time. These AHS members will be provided with a voucher to be used for redemption of daylilies from a single commercial grower. The new three-year member is entitled to the voucher on a one-time basis only. Three year members renewing in subsequent years at the three-year membership level are not eligible for a voucher in future years.
3. Any individual who becomes a **lifetime member** between October 1, 2007 and October 1, 2008 will be provided with a voucher to be used for redemption of daylilies from a single commercial grower. **A life membership provided by a region or AHS in recognition of service as an RVP, President, or other officers, or other honor is not eligible for the voucher program.**

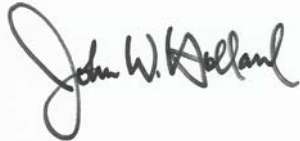
The voucher, provided by the Executive Secretary, to the new member, will entitle the new member to obtain daylilies, based on the conditions established by the participating commercial growers. To keep it simple a simple voucher will be used and the value of the voucher, which we ask to be at least \$25.00 (the new AHS one-year single membership fee) and no more than \$50.00, will be determined by you. A list of participating commercial growers and the value of the voucher by grower will be published on the AHS website. The shipping cost will be the responsibility of the purchaser unless otherwise advised by you.

The benefit to you is potentially new customers, and new sales. If you request, at least once a year we will provide participating growers, labels for new members to use for mailing catalogs or to update your customer data base. These labels will be without cost to you. The complete list of AHS membership is available electronically to your mailing entity or a complete set of labels for your use at reasonable cost by contacting the Executive Secretary, Pat Mercer.

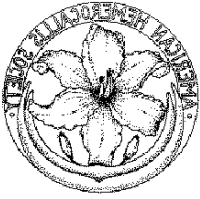
To participate, we ask that you complete the attach form and return it to Kevin Walek at giboshiman@aol.com ASAP to be included on the vendor sheet. We will provide that information to the Webmaster as we receive the information.

We do hope that you will be able to participate in this program designed to increase our membership and provide new marketing opportunities for you. We appreciate the support we have had from you in the past and look forward to a strong and long-lasting relationship between the "organization", our membership and you. Thank you.

Sincerely

A handwritten signature in black ink that reads "John W. Holland". The signature is written in a cursive style with a large initial "J" and "H".

John Holland



American Hemerocallis Society Voucher Program

I wish to participate in the AHS Program effective _____. I understand that my participation is valid through October 2008. My participation will continue each year thereafter unless I advise otherwise in writing to the then current membership chair.

The value of daylilies provided in exchange for the voucher will be \$_____ (at least \$25.00).

The minimum order to include the value of the voucher is \$_____.

Web listing information

Name _____

Address _____

City, State & Postal Code (ZIP) _____

Telephone contact _____

Fax contact _____

Web site address _____

Email _____