

Annual Report
HIPS Public Relations Chair
May 8, 2016

The PR focus in 2015 was mainly on revamping and distributing our new HIPS membership brochures. By the end of May, 2015, I had distributed 4,790 of the 5,000 printed brochures. These were sent to 17 commercial iris vendors for inclusion in their shipments, three botanic gardens, and 15 individuals in the US, Canada, England, France, and the Czech Republic. These individuals requested small sets of brochures for use at iris shows and other events, and to hand out in their display gardens.

HIPS also participated in several projects involving historic iris collections. Dyna Hermann, of Schreiner's Iris Gardens, worked with me to locate a large number of "lost" Schreiner's irises from previous decades. With the help of HIPS members, several dozen rare Schreiner irises were shipped to their garden for planting in a new historic iris bed.

The National Collection of British Dykes Medal winners in England is missing a number of irises. James Hall, head gardener at Myddelton House where the collection is displayed, sent a list of 14 Dykes irises that had been lost. HIPS members have located all of them and they will be shipped to Myddelton House in June, 2016. We also contributed to historic iris garden projects in Colorado, West Virginia, and Arizona.

The administration of the HIPS Facebook page changed hands in Fall, 2015 and several HIPS members are now monitoring it and posting as administrators. Mike Unser, one of the administrators, continues to post iris photos on a weekly basis and the number of followers is now over 2,000.

My focus in 2016 will continue to be increasing membership, while seeking out new projects where historic irises are featured and HIPS members can contribute. Our new website makes it easy for someone to sign up, and our e-memberships are gaining popularity. If you have an idea or suggestion, please contact me at pr@historicism.org.

Respectfully submitted,
Cathy Egerer, PR Chair