



Hunt Institute for Botanical Documentation  
5th Floor, Hunt Library  
Carnegie Mellon University  
4909 Frew Street  
Pittsburgh, PA 15213-3890  
Contact: Archives  
Telephone: 412-268-2434  
Email: [huntinst@andrew.cmu.edu](mailto:huntinst@andrew.cmu.edu)  
Web site: [www.huntbotanical.org](http://www.huntbotanical.org)

The Hunt Institute is committed to making its collections accessible for research. We are pleased to offer this digitized version of an item from our Archives.

*Usage guidelines*

We have provided this low-resolution, digitized version for research purposes. To inquire about publishing any images from this item, please contact the Institute.

*About the Institute*

The Hunt Institute for Botanical Documentation, a research division of Carnegie Mellon University, specializes in the history of botany and all aspects of plant science and serves the international scientific community through research and documentation. To this end, the Institute acquires and maintains authoritative collections of books, plant images, manuscripts, portraits and data files, and provides publications and other modes of information service. The Institute meets the reference needs of botanists, biologists, historians, conservationists, librarians, bibliographers and the public at large, especially those concerned with any aspect of the North American flora.

Hunt Institute was dedicated in 1961 as the Rachel McMasters Miller Hunt Botanical Library, an international center for bibliographical research and service in the interests of botany and horticulture, as well as a center for the study of all aspects of the history of the plant sciences. By 1971 the Library's activities had so diversified that the name was changed to Hunt Institute for Botanical Documentation. Growth in collections and research projects led to the establishment of four programmatic departments: Archives, Art, Bibliography and the Library.

Antigua, Guatemala, 21 Feb 1970

Dr Cecil Blackwell,  
Executive Director ASFS  
St Joseph, Michigan

Dear Doctor Blackwell:

Second notice regarding 1970 dues was awaiting me here on my return from several weeks in Honduras. I regret the delay in sending my check for \$25, enclosed herewith.

Some months ago I received a letter from our member in Davis California who is in charge of getting new members or hanging on to old ones. I forget his name for the moment, but who will know. He sent me a list of members in Guatemala who are in arrears and I have been trying to get them to stay in the game. But it is pretty nearly hopeless, at the present rate of membership, and more especially because our members down here, in general, get the information they need from the Proceedings of the Tropical Region, which Ernesto Casseres has been so successful in developing that I have told him that if he doesn't look out the tail will soon be wagging the dog.

Faithfully yours,

Wilson Popenoe



American Society for Horticultural Science

P.O. Box 109 • 914 Main Street • St. Joseph, Michigan 49085

Phone (616) 983-6723  
Cecil Blackwell  
Executive Director

March 21, 1972

TO: ASHS Membership Committee Representatives in the USA and other Countries.

*Cecil Blackwell*

From: Cecil Blackwell, Executive Director

Re: New supply of Membership Brochures; membership promotion; and names of delinquent members to be contacted.

Attn: *Wilson Popenoe - Guatemala*

The Society's Membership Committee recommended last year that, in the future, membership promotion materials be sent directly to you from the headquarters office. Accordingly, we have sent, under separate cover, about 75 Membership Brochures (with Application for Membership forms inserted) to representatives in the USA and Canada, and 25 copies to representatives in other countries (see enclosed sample, printed with red ink). The packages also contained 15 Sustaining Membership Enrollment forms for those of you in the USA and Canada, and 10 copies for representatives in other countries (these are also printed with red ink, a sample copy of which is enclosed).

I am sure that most of you still have on hand some of last year's (green) Membership Brochure and Application for Membership form. You can use these by affixing the adhesive labels containing the revised dues schedule for 1972, and by inserting the revised application form printed with green ink (see enclosed samples). The packages sent under separate cover contain 20 copies of the green application form and adhesive labels for representatives in the USA and Canada, and 10 of each for those of you in other countries. If any of you need an additional supply of any of these materials, please let me know.

Also enclosed, with this letter, are addressograph proof cards for    members in your state, area, province, or country who have not yet paid their membership dues for calendar year 1972. "Delinquent as of 3/15/72" is printed in the upper right corner on each card. You are urged to contact these delinquent members as soon as possible. Please encourage them to continue their membership in and support of the Society. Please assure them that their membership will be reinstated as soon as we receive their remittance, and that they will then receive all back issues of *HortScience* and/or the *Journal* for 1972 as well as subsequent issues for the year. Remittances should be sent directly to this office, accompanied by a copy of the dues notice sent earlier (if they haven't lost it).

Some of the delinquent members may be retirees, and they may not be aware of the reduced rate of annual dues for Emeritus Members (see paragraph about Emeritus Membership in the revised brochure). You will note that "Active Emeritus Members" pay \$15.00 and receive both the *Journal* and *HortScience*, whereas "Emeritus Members" pay \$7.50 and receive only *HortScience*.

March 21, 1972

To: ASHS Membership Committee Representatives in the USA and other Countries.

Page 2

The following membership statistics may be helpful to you in your membership enrollment and retention efforts:

- 1) Total membership for 1971, as of December 31, was 3,203. This compares with 3,208 for 1970; 3,167 for 1969; 2,937 for 1968; 2,878 for 1967; 2,884 for 1966; and 2,732 for 1965, as of December 31 each year. Thus, the upward trend in total membership since 1965 leveled off to a net loss of 5 for 1971 compared with 1970.
- 2) A total of 288 members were enrolled and/or reinstated from previous years during 1971; however, 41 members cancelled their membership and there were 252 delinquent members at year's end, for a total loss of 293 and a net loss of 5 members. For comparison, 311 members were enrolled and/or reinstated in 1970; there were 63 cancellations and 207 delinquent members at year's end for a total loss of 270, leaving a net gain of 41 members in 1970 (this was the year that Active Membership dues were increased from \$18.00 in 1969 to \$25.00 in 1970). The year 1969 was a "good" year in that 492 members were enrolled and/or reinstated, for a net gain of 230 members (meaning that there were 262 "drop outs" due to delinquency, cancellations, deaths, etc.). Thus, the delinquency-drop rate was 9.2% for 1971; 8.5% for 1970; and 8.9% for 1969. This suggests that we should work as hard to retain members as we do to enroll new members.
- 3) As of this date (March 21, 1972), a total of 113 new members have been enrolled for 1972. These include 60 Active Members, 40 Student Members, 10 Associate Members, 1 Sustaining Member, and 2 Collegiate Branch Clubs. However, there have been 78 cancellations to date, and 485 of last year's members have not yet paid their dues for 1972 (i.e. are currently delinquent). For comparison, in 1971 there were 436 delinquent members on April 6, but all except 252 had reinstated their membership by year's end; and, in 1970 there were 476 delinquent members on April 1 and all but 207 had reinstated their membership by the end of the year.

It is thus obvious that we must enroll and/or reinstate about 450 members during the balance of 1972 if we're to "hold the line" in total membership. I suggest a goal of enrolling an additional 250 new members and getting at least 250 of the 485 delinquent members to reinstate their membership for 1972.

Incidentally, in your efforts to enroll new members, I suggest that you refer to the "Geographical Distribution of Members" on pages 673-685 in the Membership Directory for 1971, published as Section 2 of *HortScience*, Vol. 6, No. 6, December 1971. Then, by process of elimination, you can determine which of your professional and vocational colleagues are not already members.

New members in any category of membership are most welcome, and none should be made to feel "second rate." Keep in mind that Active, Student, and Sustaining Members receive both the *Journal* and *HortScience*, whereas Associate Members receive

March 21, 1972

To: ASHS Membership Committee Representatives in the USA and other Countries.

Page 3

only *HortScience*. Thus, your friends in vocational horticulture, county agents and vo ag teachers, and those in business or industry related to horticulture may be more interested in Associate Membership, but they would be welcome as Active Members if they wish to receive the *Journal* as well as *HortScience*.

It is particularly desirable to enroll as many Student Members as possible, especially those who are graduate students and who will soon be entering the horticultural profession. I hope some of you can also enroll a few new Sustaining Members among your industry contacts. The number of Sustaining Members has been declining since the Sustaining Membership Committee was discontinued a couple of years ago.

Finally, I am sure you have been hearing some "static" from members about the increase in membership dues for 1972, and the scheduled increases through 1976. There also appears to have been inadequate communication with the membership regarding plans for construction of a headquarters facility for the Society. I am enclosing a copy of the folder dated October 15, 1971, "Re: Reasons for increases in membership dues," which was sent to members last October along with the FIRST NOTICE for 1972 membership dues. On page 5 of the folder, under the heading "What the proposal means," it is mentioned that at least half of the increase in gross income from membership dues is to be earmarked for a building fund.

However, no details are given in the folder regarding plans for construction of a headquarters building. As a matter of hindsight, this is unfortunate, although the information regarding possible relocation and construction of a headquarters facility was subsequently published in Section 2 of the December 1971 issue of *HortScience*. Please refer to and read the following reports; 1) Report of the Headquarters Committee, page 630; 2) Report of the Board of Directors, see page 610 (7th and 8th paragraphs near the bottom of the left column); 3) Report of the Annual Business Meeting, see last paragraph on page 613 and top paragraph on page 614; and 4) Report of the Executive Director, see page 615 (section under the heading "Headquarters building and relocation").

In reading the aforementioned reports it may appear that the Board of Directors made an "irrevocable" decision to relocate the Society's headquarters in the vicinity of Washington, D.C. This is not necessarily the case. If the proposed Renewable Natural Resources Center can be developed as envisioned, participating societies will be allocated a site on which to build, at no cost for the land; and, groups of societies can elect to join together in construction and use of the same building and facilities for reasons of economy and efficiency. Even if the proposed Center does materialize, the Society is not presently committed to becoming a participant. If the Center does not materialize, or even if it does, the Society is at liberty to explore other alternatives such as the possibility of joining with other horticultural organizations such as the American Horticultural Society in the construction and use of a headquarters facility. No one seems to

March 21, 1972

To: ASHS Membership Committee Representatives in the USA and other Countries.

Page 4

be thinking in terms of "going it alone," especially in the vicinity of Washington, D.C. If we should subsequently decide not to relocate, we could construct a modest building and operate headquarters more economically in any number of locations other than the Washington, D.C. area. In the long run, however, owning our building should cost no more than renting, possibly less.

Incidentally, when the ASHS membership was polled on the subject in the spring of 1970, a majority of those responding (548) indicated that the Society should not rent space for headquarters indefinitely, that a fund drive should be initiated to buy or construct a headquarters building, and that all the staff (including editors) should eventually be located at headquarters. See August 1970 *HortScience* 5(4); 285 for a report of the membership poll.

Whatever the ultimate decision may be regarding location, the Society would not be in a position, financially, to even consider the purchase or construction of a building until its financial reserves are improved substantially. The projected increases in membership dues, together with increases in page charges and subscription prices, are designed to accomplish this. Once we begin to show improved year-end balances and a substantial escrow account set aside for a building fund, we will be in a better position to solicit contributions from industry, foundations, etc. for a building fund - after the matter of location has been decided. We will have demonstrated that members of the Society and the horticultural profession support the concept.

I hope this lengthy letter, and your reading of the reports cited, will enable you to "field" the questions that members may ask you regarding the matter. In this regard, we would like to think of you as the Society's representatives and emissaries at the "grass roots" level. Any "feed back" you wish to report will also be appreciated, and will be helpful to the Board of Directors, the Executive and Finance Committees, and other committees in formulating sound decisions on behalf of the membership and the profession.

CC: Membership Committee  
Board of Directors  
Finance Committee  
Building Committee



## American Society for Horticultural Science

P.O. Box 109 • 914 Main Street • St. Joseph, Michigan 49085

March 27, 1972

Phone (616) 983-6723  
Cecil Blackwell  
Executive Director

AIRMAIL

Dr. Wilson Popenoe, Director Emeritus  
Escuela Agricola Panamericana  
Antigua, Guatemala  
Central America

Dear Dr. Popenoe:

Please accept my sincere apology for the delay in responding to your letter of November 10, 1971.

The Society's records indicate that you have been an Active Member of the ASHS since 1943, through 1971. This, plus the fact that you have been officially retired as Director of Escuela Agricola Panamericana for 10 years certainly makes you eligible for Emeritus Membership. In fact, you have been eligible since your retirement 10 years ago.

I am pleased to note in your letter and on the Deferred Payment Copy of your dues notice that you wish to continue your membership as an Active Emeritus Member at \$15.00 per year. Accordingly, the SECOND NOTICE copy of the dues notice for 1972 is enclosed. Please disregard the "Late Charge". Since you returned the Deferred Payment Copy of your dues notice, we did not pull your addressograph plate and you should have been receiving your copies of both the Journal and HortScience for 1972.

I also have your letter of November 10, 1971, addressed to Dr. William L. Hollis, Chairman of the ASHS Membership Committee last year. We appreciate the fact that you have continued to serve as Membership Representative for the Society in Guatemala. You will note in the enclosed letter to Membership Representatives that there are currently no delinquent members in Guatemala. The three members in Guatemala, other than yourself, have paid their dues for 1972. These include: Frank Rodrigues in Amatitlan who has been an Active Member since 1968; Eduardo A. M. Matheu at Guatemala City who has been an Active Member since 1968; and John G. Smith at Guatalon who was an Active Member from 1951 through 1969 and changed to Associate Membership beginning in 1970.

Your comment about the increase in dues has been noted, and I hope the enclosed letter will be helpful in explaining the increase as related to tentative plans for relocation and construction of a headquarters facility for the Society. I have also noted your comments about Tropical Region membership and the value of the Tropical Region Proceedings along practical lines versus information in the ASHS Journal. We hope, however, that information published in HortScience will increasingly be along practical lines, and that workers in the tropical areas of the Americas will at least find it of value to be Associate Members of the parent Society in order to receive HortScience.

AIRMAIL  
March 27, 1972  
Dr. Wilson Popenoe

Your comments and observations are appreciated, and will be passed along to appropriate ASHS officers and committees.

Yours sincerely,

*Cecil Blackwell*

Cecil Blackwell  
Executive Director

CB/jl

CC: Dr. Herman Tiessen, Chairman  
ASHS Membership Committee



Antigua, Guatemala 6 May 1972

Dr Cecil Blackwell, Executive Director  
ASHS, St Joseph, Michigan.

Dear Doctor Blackwell:

Many thanks for your letter of 27 March, regarding Active Emeritus membership. I herewith enclose my check for \$15 and thank you for waiving the late charge.

I have also received the round robin letter to Membership Committee representatives and a liberal supply of brochures etc. I will do what I can; I am more hopeful of getting a few new members in other tropical American countries than I am here in Guatemala, because I have worked on our local horticulturists in the past, obtained a few new members, but some of them have since fallen by the wayside. I have written you that the \$30 figure is the big obstacle, the other being that the Tropical Region has been giving us information on tropical fruit and vegetable crops. I am beginning to be afraid we may get less from this source in the future. Ernesto Casseres who has been our secretary ever since I retired has moved to Chile, and feels he can not do much at that distance. Our regional group developed numerically to a remarkable extent and was very active throughout the many years that he carried the load. The hopeful feature is that Casseres may not remain in Chile; if he comes back to Central America or Florida maybe we can talk him into taking over the job again. I regret that I am far too old to tackle it again myself.

Cordially yours,



## American Society for Horticultural Science

National Center for American Horticulture  
Mount Vernon, Virginia 22121, USA

Phone (703) 768-0700  
Cecil Blackwell  
Executive Director

AIRMAIL

March 15, 1974

Dr. Wilson Popenoe  
Director Emeritus  
Escuela Agricola Panamericana  
Antigua, Guatemala, Central America

Dear Dr. Popenoe:

At a meeting of the ASHS Executive Committee in February, approval was given to an offer by Dr. Norman F. Childers of Rutgers University to sponsor an ASHS award for excellence in research with tropical and subtropical fruits. Dr. Childers proposed naming the award in your honor. In a conversation with Dr. Childers a few days ago, he indicated that he had not contacted you with regard to whether or not you may have any objections to the award being named in your honor.

Enclosed are two copies of the tentative specifications for the award, which includes some brief biographical information about you under the heading "History." If you have no objections to the award being named in your honor, please check the biographical information for errors and let me know if any changes need to be made.

You may also have some remarks or comments regarding the proposed "Eligibility Requirements." If so, these would be welcomed.

The tentative specifications are also being reviewed by Members of the ASHS Committee on Awards. When the final specifications have been approved, I'll try to remember to send you a copy.

I look forward to hearing from you soon.

With best regards and good wishes.

Yours sincerely,

Cecil Blackwell  
Executive Director

CB:dh

CC: Dr. Norman F. Childers  
Dr. Carlos Enrique Fernandez  
Dr. A. H. Krezdorn

Members of the ASHS Awards Committee:  
Dr. James M. Beattie, Chairman  
Dr. Alvin L. Kenworthy  
Dr. John P. Mahlstedt  
Dr. Charles E. Hess  
Dr. Thomas W. Whitaker

AMERICAN SOCIETY FOR HORTICULTURAL SCIENCE  
Mount Vernon, Virginia 22121

Tentative Specifications for

THE WILSON POPENOE AWARD  
For Excellence in Research with Tropical and Subtropical Fruits

History

This award was established in 1974 to encourage and recognize noteworthy research with tropical and subtropical fruits (other than citrus). The award is named in honor of Dr. Wilson Popenoe, Director Emeritus, Escuela Agricola Panamericana, Antigua, Guatemala; a devoted and distinguished scholar, plant explorer, and researcher in the field of tropical and subtropical horticulture. Dr. Popenoe was born in Topeka, Kansas, March 9, 1892, studied at Pomona College in 1910-11, and has been awarded honorary Doctorates of Science by San Marcos College (1925), Pomona College (1927), and the University of Florida (1950). He was an Agricultural Explorer with the Office of Foreign Seed and Plant Introduction, USDA (1913-25); Superintendent of Agricultural Experimentation (1925-32) and Director of Tropical Research (1932-41), United Fruit Company; and became Director of the Escuela Agricola Panamericana in 1942. Dr. Popenoe is a longtime member of the ASHS and its Tropical Region group.

The award was proposed in January 1974 by Dr. Norman F. Childers of Rutgers University and approved by the ASHS Executive Committee in February 1974, with formal specifications and criteria to be developed by the Executive Director in consultation with the donor and the ASHS Committee on Awards. The award is endowed in perpetuity by Dr. Childers, and is to be administered by the American Society for Horticultural Science.

Donor

Norman F. Childers, Blake Professor of Horticulture, Department of Horticulture and Forestry, Rutgers University, New Brunswick, New Jersey 08903.

Award

\$200 and an engraved plaque, provided by the donor. In case of multiple authorship the monetary award will be divided equally among the authors, and each author will receive a plaque.

Eligibility Requirements

The author or one of the co-authors of the research paper selected for the award shall be a member of the American Society for Horticultural Science. Papers eligible for consideration for the award shall be those published in the previous year's issues of the Society's Journal or HortScience, or in Proceedings of the Tropical Region ASHS for the previous TWO years (in many cases, the volume for the previous year will not have been published by the time the Screening Committee must make the selection for the award).

(OVER)

Eligible papers shall be those reporting the results of original research, basic or applied, dealing with or relating to the breeding, selection, propagation, production, processing, marketing, or utilization of ANY tropical or subtropical evergreen fruit crop other than citrus (and excluding temperate zone deciduous fruits, even when grown in tropical areas at higher elevations). Papers will be judged on the basis of: 1) contributions to the advancement of knowledge on the subject, 2) originality, 3) accuracy, and 4) clearness and conciseness of presentation.

#### Screening Committee

Papers will be screened by a committee consisting of five members of the ASHS, appointed by the President of the Society.

#### Omission of Award

If, in any year, no paper is considered by the Screening Committee to meet the criteria and standards for the award, the committee may recommend to the Awards Committee that no award be given that year.

ASHS CB 3/14/74

Antigua, Guatemala, 22 March 1974

Dr Cecil Blackwell, Executive Director  
American Society for Horticultural Science  
Mount Vernon, Virginia 22121.

Dear Cecil:

It will indeed be a great honor to have Dr. Childers' award named for me. It will make it much easier for me to stand the irreversible progress of senile decay.

I take the liberty of enclosing a tentative re-draft of the historical portion of the specifications. I hope you will find this satisfactory but of course you have no obligation to utilize it verbatim. I would like to make one comment regarding "Mission of Award". Some years ago the late Henry A. Wallace gave us funds to give an annual award of \$500 to the graduating student of Escuela Agricola Panamericana who presented the best paper on a project he has chosen to work while at our school. After giving this award for a couple of years for papers which did not merit \$500 by any means, we asked permission of the Wallace family to divert the funds to other work. I am glad you are providing for this work of thing in your tentative specifications.

With much gratitude for this proposed honor, I am

Faithfully yours,

Wilson Popenoe  
Director Emeritus

The award is named in honor of Wilson Popenoe, Director Emeritus of the Escuela Agricola Panamericana in Honduras, who now resides in Antigua, Guatemala. He is a distinguished pioneer in tropical and subtropical horticulture and pomology. He was born in Topeka, Kansas, 9 March 1892, studied at Pomona College, California 1910-11, and holds honorary doctorates in science from the University of San Marcos (Lima, Peru) 1925, Pomona College 1947, and the University of Florida 1950. He was awarded the George Robert White Medal of Honor of the Massachusetts Horticultural Society and the Wilder Medal of the American Pomological Society. From 1913 to 1925 he was an Agricultural Explorer of the U.S. Department of Agriculture. From 1926 to 1940 in charge of tropical research for the United Fruit Company. From 1941 to 1958 he was Director of Escuela Agricola Panamericana in Honduras. He was one of the first members of the Caribbean Region (later Tropical Region), ASHS and its Secretary for some years.