

1. Generate local interest
 - a. Hold a Regional meeting / existing club event
 - i. Choose your area and advertise your meeting. Plant a display garden, if possible.
 - ii. Be sure to have a sign-in sheet, with addresses, phone numbers and email addresses.
 - iii. Have informational displays and handouts.
 - iv. Be sure to have an interesting program for your local attendees.
2. Follow up!
 - a. Call the attendees 2 weeks later
 - b. Solicit a good time for an organizational meeting.
 - c. Set a meeting date and notify to the attendees. Early winter may be a good time for this. (November?)
3. Hold a local organizational meeting
 - a. Give a program – like ‘World of Iris’
 - b. Explain the organization needed
 - i. Hand out a sample by-laws
 - ii. A simple slide/handout of the club/Region/AIS relationship.
 - iii. Simple handouts on shows, sales.
 - c. Let them vote on name, officers, etc. Remember, it’s their club, not yours.
 - d. Schedule a mid-winter meeting, where you can again give a program. (February?)
4. Don’t expect them to become a fully affiliated club right off the bat. They will need time to grow and learn.
5. Be willing to assist, but not overwhelm.
6. Make sure they get any Regional newsletters available and list of contacts for assistance.
7. Most of all, have fun with them! Their enthusiasm will be contagious.