



The American Rose Society

GUIDELINES FOR ROSE SOCIETY LEADERS

Produced for ARS Affiliate Societies by the
ARS Local Society Relations Committee
and the
ARS Marketing & Membership Committee
1999
Revised 2008

VI ROSE SHOW INFORMATION

IN THIS SECTION

VI. ROSE SHOW INFORMATION

Running a Rose Show From A to Z

Introduction

Trophies

The Show Schedule

Advertising and Properties

Setting Up the Show

Recap

Alternatives

RUNNING A ROSE SHOW – FROM A TO Z

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A rose show is one of the most important means rosarians have to demonstrate the beauty of roses to the public. Rose shows are educational and fun; it is fascinating to see roses grown to perfection. The rose show is an excellent way to gain new members for the American Rose Society and your society, introduce the American Rose Society to the public, and make money for your treasury.

A successful rose show takes a well organized show team, society members that are willing to work on various committees and a treasury that can support all the costs of a rose show. A year ahead of the date for your show is not too early to find a location to hold your show. All society members need to be informed that you are planning a rose show before a date and location are chosen. Let members be in the planning stages from the beginning. Get input from members as to when their roses are at their peak bloom and where they think would be a good location to hold a rose show. A preliminary budget should be presented to society members to determine the cost of the show and if the society can afford the expenses of every aspect of the show—rental of the location if necessary; tables and linens for the show; containers for rose entries; entry tags and ribbons; certificates, trophies and/ or keeper awards; a judges luncheon and/or other gratuities; printing and mailing expenses; publicity and miscellaneous supplies. A budget should be approved that the society can afford and not put a burden on other operating expenses of the society.

In the following sections, we will discuss each segment of setting up and running a rose show from the duties of each key position to reporting the final results. Most of the suggestions in this booklet are not requirements. Local societies may have their own traditions or procedures, and of course, should be followed.

The first and most important item is where to hold the rose show.

LOCATION, LOCATION, LOCATION

We have heard these words about the perfect home or successful business. Approach the search for the rose show location as if you were searching for a business location. Look for one that will give you the greatest exposure to the public. Common places for rose shows are community centers, botanical gardens and enclosed shopping malls. Outdoor shows or shows in open malls are difficult because of lack of security, interference by the public during judging (the public is more likely to touch or move roses and arrangements unless you have strict security) and lighting. The weather can be a deterrent such as wind knocking over vases, or heat causing roses to open too soon or to wilt.

Think of a rose show as a business, and sell it to the management of the proposed site as a great opportunity to bring customers to their location. It will benefit the businesses around the show area if at a mall, or help to increase attendance at other facilities. People come from all over to see rose shows and they have money that could be spent in stores or gift shops. Don't underestimate the value (or drawing power) of your event.

Select a date when your society member's roses will be in peak bloom and one that will not conflict with other societies. Decide if you want a one-day or two-day show. Remember, costs go up for a two-day show if you are paying for the room and supplies. Also, a two-day show requires workers and security each day. It is not unusual for one society to have a show on Saturday, and then another society holds their show on Sunday.

Where the rose season is very short, doubling up cannot be avoided. In the Southern United States there is a very long show season in the spring and fall. Most societies have a set weekend for their show, while a couple of societies go “head-to-head” with other societies. This should be avoided if possible, as it causes bad feelings, plus rosarians enjoy being able to visit and exhibit at shows other than their own.

Some locations will even pay you to have a show if it is successful. They may waive the normal fees for the renting the room, donate money up front, donate trophies, provide tables and tablecloths, security, etc. At one society, the mall enjoys hosting the rose show each year, as it is one of the two most successful events that bring people to the mall. They provide all the tables, tablecloths, security, and do the set-up and tear down of the show. They even donate an expensive trophy for the best horticultural entry. At the end of each show, they are eager to start on next years show. Some societies may not be as fortunate, but you need to approach it with the right attitude and use your best salesmanship.

Once you have your location, you are ready to proceed.

THE SHOW TEAM

The selection of good workers who will perform their jobs well is the key to the success of any show. The most important of those jobs, and the first person to be appointed, is the rose show chairman. The show chairman is ultimately responsible for the smooth running of the show and for its success. He should build a team of sub-committee chairs carefully, trying to get the best person for the job. The main team positions are:

Show Chair	Clerks
Treasurer	Consulting Rosarian
Properties	Membership
Trophies	Sales
Advertising	Information
Setup/Tear Down	Hospitality
Classification	Security
Placement	Recording
Judges (Horticulture & Arrangements)	Calligraphy (or computer)

THE SHOW CHAIR

The show chair(s) is the person responsible for the success of the whole show. A failure in any area will reflect upon him. It is important for the show chair to delegate the responsibilities and to surround himself with good people who will get the job done. The show chair needs to be familiar with all the duties and tasks necessary to putting on a successful show, and be able to convey that information to each member of the team. The show chair should prepare a rose show checklist highlighting every area and task. He needs to keep abreast of each sub-committee’s progress and be prepared to firefight when necessary a time line planner is also very helpful. The checklist will need to be updated as preparations progress. Some societies will have co-chair, however, this can be more of a burden than it is worth. It is difficult to do anything by “committee”, as any business professional will tell you. The show chair is the “president” and CEO of this “business” and he needs to have the full responsibility and authority to get the job done well.

At this time, the location should be selected, the Show Chair should be named, and the show team – the sub-committee chairs – should be appointed.

TREASURER

The treasurer is an important part of the rose show team. The budget should be prepared several months before the rose show to ensure there are enough funds to put on a rose show. Set maximum amounts for trophies, meals, roses to purchase, properties to buy, etc. That way you know how much to aim for and how much you need to raise.

There are various fund raisers societies can have. One society has an annual BBQ and rose auction to raise money for the show. They offer donated sell hard-to-find and one-of-a-kind roses at auction, and often make a sizeable amount of money for the treasury. To help pay for the show, some societies ask members for donation of money or trophies, while others have a bare-root auction in February, or sells roses, especially minis at the mall or botanical garden for Mother's Day.

For the show, especially if you are selling items, have a cash box with plenty of change. People have plenty of \$20s from the ATMs, so be prepared. Be prepared to receive personal checks.

Many societies claim their rose shows lose money, but this really shouldn't happen with proper budgeting and planning.

TROPHIES

It has been said that exhibitors don't care about trophies. The fun of competition is the main reason they exhibit. However, if a show gives out beautiful, useful or unusual trophies, then the exhibitors may be inclined to return. It is human nature to remember the beauty of the awards table, and to want to claim beautiful trophies for your winnings.

Most rose shows offer trophies of crystal, maybe silver, or special crafts. Plan how many trophies you need to buy, and establish a budget on how much you can spend. This will be the limiting factor on deciding which trophies to buy. Relatively inexpensive, good quality crystal can be purchased at local manufacturers warehouses. A normal budget for crystal, for a large show with a lot of classes could run over \$1,000. This is where trophy donations, money donations, and a fundraiser are so important.

Some shows have offered trophies of windsocks, linens, cheap plastic toys, etc., but don't get too creative in your selection. A gift certificate is a good trophy, but please make sure you do not place it in a class where the winner could be from out of town, such as in the judges' class. Certificates or good pruners make excellent novice trophies. Generally the exhibitor of the hybrid tea Queen or the best horticultural entry ("Best in Show") receives the biggest trophy. The King and Princess are next followed by the Miniature Court, Dowager, Victorian, etc. Plan a price range for each trophy and purchase accordingly. That way you can stay within your budget.

A strong suggestion is to have a Court of Honor for the hybrid teas, minis and mini-floras. You do not need to have a trophy for these, but the exhibitors like to see what were the next best roses, and it is a thrill for a newbie to get one up on the table.

Begin advertising early in your bulletin for trophy donors. Mention them in your bulletin if they donate. Also proudly display their names on a banner at your show. Other sources of trophies are stores, shops, nurseries, etc. Some will donate a trophy for a specific class. A very successful program is to have your members obtain ownership of a specific rose class trophy, such as Dowager. Print their names in the schedule under the class they specifically donated the trophy or money.

When you purchase the trophies, keep all of the receipts, especially if you need to be reimbursed. If you are the trophy chair, you should be looking for trophies all year round. Sometimes department stores will have huge sales on crystal pieces. Get them! It is better to buy and store, than to pay double or triple the price later.

Think of the exhibitor when you make plans for the presentation of trophies. Many have driven long distances and been up since the wee hours of the morning. Most societies move the trophy presentation time to 2 p.m. when judging is over and everyone has had a chance to eat lunch and look over the show. If times allows a list of show winners can be printed and available. This is especially helpful for the public if they are interested in buying plants of the winning roses. Have a good presenter give them out. Use a microphone if necessary, especially if the presentation is in a noisy, public place such as a mall. Also, make sure that presenter is interesting. The last thing you need is someone who tells a story for each trophy, or reads them off like a machine. The celebration for the winners you hoped to portray may fall flat with a poor presenter. Remember, the public is listening.

When the trophies are handed out, the exhibitor should not have to search for the box it came in. One of the best systems is to mark the trophy and its box, with small dots with the class number written on them. Store the boxes under the table where the exhibit is placed for easy access, or at another table where a person will hand the exhibitor the box after receiving the trophy.

To have an impressive trophy table, provide stands for the trophy cards/certificates. You can purchase plastic stands, or cut and paint small blocks of wood with a saw cut at a slight angle so the card leans back slightly. It is a good idea to have a small strip of paper with the class number on it so you can find the proper place when you return with the winning rose and the filled out trophy cards and certificates.

A subject that can be controversial is perpetual trophies. Some exhibitors choose to take the perpetual trophies with them, and others would rather not bother with polishing the silver, storing, and being responsible for returning the trophy the following year. Be certain you have a policy regarding these perpetual trophies: can the trophies be taken by the winner?, who is responsible for engraving the winner's name?, do you have a record of who has received these trophies so they can be found the next year?, etc. It is a good idea, especially for district shows, to provide a "keeper" trophy for the winner.

THE SHOW SCHEDULE

The most important item for any rose show is the show schedule. It contains all of the show rules and classes. Make sure you have a well-written show schedule. There should be no reason for the exhibitors or judges to have to assume what you meant during judging. Do not make any last minute changes, as it will cause more confusion than help.

Theme. It is fun and can be a good marketing tool to have a theme for your rose show. It might be an anniversary, like the 75th Annual Show, or a seasonal theme like “Sunshine in Summer” or “El Nino Lives!” This theme can carry over to a special challenge class or titles for the arrangement section. One society used song titles from the 1930s to celebrate their 60th anniversary.

There are several things that should be in all show schedules and several pitfalls to avoid. First and foremost, have an experienced judge involved with the writing of the schedule. It is suggested that the show scheduled be approved by the District Director or a person the District Director as appointed to approve rose show schedules such as the District Chair of Horticulture Judges and the District Chair of Arrangement Judges. This helps keep rose shows consistent throughout a district.

It would help if the judges were well versed in all types of roses. You could always copy a good schedule since there are no copyrights. The schedule can be developed into a booklet, tri-fold pamphlet, or the multi-fold square. The important thing is to get all the information in the schedule and duplicate it for distribution. Cost is a factor here as the booklets cost more to print. Make sure you mail a show schedule to all the known exhibitors and make them available at your monthly meetings. A mailing list of area exhibitors can be developed and used by all societies.

Each show schedule should offer all the ARS certificates available. This is a good base to build a show schedule. The certificates for large roses, such as English Box, Rose Bowl, etc., can be used for floribundas, hybrid teas, old garden roses, shrubs, etc. Some of the more impressive English boxes in recent years have been in the OGR and shrub classes. There are currently 40 ARS horticulture certificates, 13 arrangement certificates and 9 arrangement rosettes available. All can be used in any show, except for the shrub class. You may choose either the one Best Shrub Certificate, or the two certificates for Classic Shrub and Modern Shrub. The Best Seedling class has been very popular and should be included in all schedules, especially when frequent or expected exhibitors are amateur hybridizers. It is also important to offer several novice classes, perhaps one for hybrid teas and one for miniatures, to encourage new members as well as the general public. By all means, have judges' classes in the schedule, and try not to limit them to a particular type of rose, such as one hybrid tea. Several Best Judges' Certificates could be given in different classes. One rose society offers four classes with four ARS judges' certificates: hybrid tea/grandiflora, floribunda/polyantha, miniature, and everything else including OGRs and shrubs. Also, provide arrangement classes for the arrangement judges where the horticultural judges can also enter.

The Queen, King and Princess certificates are standard and some societies have added the Prince for the 4th place winner. Again, please have a Court of Honor. Exhibitors want to know how well their roses did; getting a rose in the Court of Honor is a prestigious event especially since the results are reportable to Rose Exhibitors Forum. It costs nothing to have a Court of Honor. Currently there is no ARS certificate for those winners; a simple sign is more than adequate. The exhibitors will be pleased, and a trophy is not necessary if you are concerned about costs. Courts of Honor can have any number; six or seven is the most common.

The schedule must address the use of wedging materials. Some schedules allow no wedging to be used; others allow all types of wedging materials, and most fall somewhere in between. Choices of wedging material have been foil, plastic wrap, foam wedges, and rose stem/foilage. Some believe the best rose show is the best-staged show; therefore wedges are necessary. The issue can be controversial during the judging of the show, so the schedule should be specific. Plastic wrap is difficult to work with and to get water around hem; so many societies have banned their use. Foam is an ideal wedge. Also note in your schedule that if wedging protrudes above the lip of the vase and is distracting that it should be penalized, rather than disqualified.

It should be clear if exhibitors are limited to just one entry per challenge class or more. Judges should also be instructed as to whether to award more than one blue ribbon per challenge class before choosing the trophy winner from the blues. State if the novice winners are eligible for hybrid tea and mini/mini-flora Queen of show or not. In collections and sprays state if they need to be exhibition form or not. Note in the schedule what type of ink or pencil is acceptable. Blue or black ink seems to be a standard. Felt pens run when wet and should be avoided.

When using ARS certificates, write your schedule so the wording is the same as the certificate. Special care should be given for the wording for the Best Climber class. The certificate is for roses which are classed as Large Flowered Climbers (LCI), Hybrid Giganteas and Hybrid Wichuranas, and was not meant for climbing sports of roses that normally grow as a bush. There are many roses named Cl. xxx, or those described in catalogs as climbers such as Aloha (CL HT) that are not classed by ARS as LCI, HGig or HWich so are not to be exhibited in the Climber class.) Shrubs, like OGRs, may be shown stem-on-stem, and may or may not be disbudded. A problem exists with some schedules where they have “one bloom Austin roses and they need to be disbudded.” I would avoid this by using “one stem, bloom or spray, of any Austin rose.” You can also mention they need not be disbudded. The side buds, like with OGRs, can be very appealing and it should be up to the exhibitor to leave them on or not.

This leads us to another point. Show rules cannot contradict ARS rules. In the *Guidelines for Judging Roses*, it states that “Each society may establish its own show procedures and local rules, however, such rules shall not conflict with established ARS rules.”

You can use the Genesis certificate for species or not. Often, societies will offer this class in the spring/summer shows and not in the fall. If you do not use the Genesis certificate, then species would be entered in the appropriate Dowager or Victorian class. Some societies require the date and class of all old garden roses be placed on the entry tag, and some require this information for Classic Shrubs. List this requirement in the main show rules and at the beginning of the appropriate section. With the date and class on each OGR tag helps educate the public, and the judges who have to judge the class.

For special challenge classes like the artist’s pallet, note what you wish to accomplish. A pallet of seven Jennifer’s may be nice, but it is unlikely that any artist would have the same color in each section of their pallet. A pallet with five or seven different color classes can be beautiful, just as when the blooms used are all the same variety. Be specific in the schedule. Another popular class in some areas is the micro-mini, which are usually defined as those less than ½ inch in bloom size. Include a children’s class as this will help encourage new, young members to participate.

ARS Certificates that are available:

Miniature Queen, King, and Princess
(Gold, Silver, & Bronze)
Mini-Flora Queen, King and Princess
(Gold, Silver and Princess)
Hybrid Tea Queen, King, and Princess
(Gold, Silver, & Bronze)
Floribunda Queen, King and Princess
(Gold, Silver and Bronze)
Best Classic Shrub
Best Climber/Rambler
Best English Box – Miniature
Best English Box – Regular
Best Floribunda (one-bloom-per-stem)
Best Floribunda Spray
Best Grandiflora Spray
Best Hybrid Tea Open Bloom
Best Hybrid Tea Spray
Best Judge's Entry

Best Miniature Open Bloom
Best Miniature Spray
Best Mini-Flora Spray
Best Mini-Flora Rose Bowl
Best Modern Shrub
Best Novice
Best Personal Adornment
Most Fragrant
Best Polyantha Spray
Best Rose Bowl – Large Bloom
Best Rose Bowl – Miniature Bloom
Best Seedling
Best Shrub
Best Single Miniature
Dowager Queen
Genesis Award
Sweepstakes
Victorian Award

Rosettes and Certificates for Arrangements:

Large Rose Medals (Gold, Silver, Bronze)
Artist and Mini-Artist
Duchess
Keepsake and Mini-Keepsake
Princess
Royalty and Mini-Royalty

Miniature Rose Medals (Gold, Silver, Bronze)
Court of Etiquette (tables)
Junior Royalty
Oriental and Mini-Oriental
Rosecraft and Mini-Rosecraft
Mini-Flora Arrangement

ADVERTISING

As with any business, you will be more successful if you advertise. This is true for rose shows. You need to advertise the show so you can get the public interested in attending. Newspapers are the best source of advertising. Local newspapers can run a rose related article in the paper then mention the big rose show. The mall can take out full-page ads in the local newspaper, and this excellent support can be negotiated when you hold discussions with the mall management. Often newspapers will have a “what’s happening today” section. A story with a picture of a perfect rose will attract a lot of people. Some cities have a community calendar. Handouts, fliers, even banners can be left at all the local nurseries, garden shops, hardware stores, senior citizen centers, community centers, etc. You need to get the word out. And if you have the show in a popular place, then it will add to your success.

This is why you need a person who will be responsible for this important function. The best part is much of this advertising is free, or costs no more than copying. Someone who is in the printing business makes a perfect advertiser and can help defray costs.

PROPERTIES

There is one job few enjoy. That is the handling of your show supplies. Often societies will purchase their rose vases, tubes, tube holders, palettes, floating bowls, English boxes, card/certificate holders, picture frames, etc. and store them till the next show. This is a task for someone who has plenty of storage space. Make sure you check your properties before the show to see what you need to purchase or replace. Some of the properties may need touching up or refurbishing. If you have a new society and cannot afford to purchase the properties, consider “renting” them from another society. Offer a fee for the rental and replace any broken or missing items. This can be cheaper in the long run and the hassle of storage is minimized.

Properties are usually taken to the show the night before or very early the morning of the show if security is a problem. Have a water source to fill the vases, like a large trashcan, or have someone fill them for the exhibitors. Try to encourage exhibitors to take only what they need unless you have more than adequate supplies. Nothing will irritate exhibitor more than to arrive at a show before it is closed and have no properties available. The goal is to have as many roses in the show as possible. You may want to consider an alternate plan if you happen to have an unanticipated large show.

Make sure you order all your ribbons, rosettes, certificates, entry tags, etc. from ARS early. Take a tally of what you have and what you need. Ribbons can be reused. Some societies have gone to the self-adhesive ribbons available from the ARS, or use the blue, red, yellow and white round stickers available at stationery stores. The latter is much more economical and doesn’t take up storage space, and the clerks have an easier time placing them on the entry tags. Make sure you have plenty of entry tags and hand them out in small lots, as people tend to grab a handful, not leaving any for others.

REGISTRATION

When exhibitors arrive, they are usually looking for the prep room, properties, rest rooms, coffee and donuts. To keep track of all the exhibitors, you should have a registration table. The exhibitors can sign in, give their addresses, and let you know if they want to keep their ribbons. Most seasoned exhibitors do not want their ribbons so you can spare the expense of mailing them and reuse them for the next show. This is where you can have coffee, donuts, extra show schedules, entry tags, and information for the exhibitors. Some societies require an exhibitor’s number and the registration desk is where they would receive this number.

SHOW SET-UP

Sometimes it is difficult to get enough workers is the set-up and tear down of the show. Many of your members are most likely exhibiting and don't have time to set-up. Plan the room where you are having the show and anticipate the number of entries for each class. This is where a count of the number of entries in the previous show becomes invaluable. Make sure you have plenty of tables for the show, and a back-up plan if you have more entries than you can handle. Often shows can be set-up the night before and this preferable. Draw up a schematic of the show floor and location of tables and classes. This is invaluable for placement, clerks, and the judges. Allow plenty of room and plan access for exhibitors to place their challenge class entries. Some societies ask exhibitors to place all of their entries; others provide a placement table where exhibitors can leave the roses and the placement team moves them into the show area.

A preparation room for the exhibitors, usually a side room with ample tables where exhibitors can groom their entries, is important. All show properties are placed conveniently within the prep room or nearby.

The show room tables should be laid out in a manner so judges can move around freely and not be on top of each other. Access to all sides of the table is preferred (required in some states due to fire hazards, check with your local fire prevention representative on proper distances). For judging one bloom per stem hybrid teas and hybrid tea challenge classes, the roses should be on a low table (18-24"). With roses being entered with 24-inch long stems, it is difficult, especially for the vertically challenged judges, to see the top of the bloom where most of the points are awarded. You can use sheets of plywood on cinder blocks or podium stands for these low tables.

Lighting is always a problem at rose shows. Most fluorescent lights will make deep red roses, such as 'Uncle Joe', look like chopped liver. They are not strong enough for judges to see the blooms properly. You may have to pull out your flashlight to see if 'Black Jade' has a center. Natural light at indoor malls is not bad for colors, but often not bright enough or too glaring, depending on the sun's angle.

On the other hand, lights that are too bright are just as bad. One show used spotlights that doubled as heat lamps. The glare was too great on all the roses, plus the heat they generated was causing the blooms to open quickly (not to mention cooking the judges). Light in open malls can be glaring and it is never a good sign to see judges with dark glasses on. One of the worse cases of bad lighting happened at a district convention. There were a couple of lights to light up a large, dark tent. To view the exhibit, you had to move back and forth to get the shadows just right. It was almost impossible to judge, and with poor lighting, the lighter colored roses will most likely win, as they did at that show. Of course at shows with lights that are too bright, the pale roses will wash out, which will lead one to assume that the darker roses will win. Bottom line: do all you can to make sure you have adequate lighting.

If the show is in a building, room temperature is very important. Too color or too hot will affect the blooms and the judges. I believe a room temperature of around 68 degrees is good for the judges, blooms and exhibitors. Have a separate table where your team can place all the first place winners to be judged for Queen and the Court of Honor. A table where judges can easily move around to look at the roses is best. Afterwards, you can leave the first place winners and Court of Honor on these tables.

CLASSIFICATION

With a lot of new exhibitors, a good idea is to have a classification table. This is where an experienced exhibitor who is not showing that day, can assist newbie's with their entries and make sure they are classed properly. Often a new exhibitor will come up to have the person identify the rose. It is important to make the new exhibitor feel welcome and his first exhibiting experience a positive experience.

DEADLINE FOR ENTRIES

List an opening and closing time for allowing entries into the show. Unless you have a major reason, never extend this deadline. If you have to for unforeseen reasons, then announce the change to ALL the exhibitors. Most exhibitors will be in the prep room or working by their vehicles. Have someone scan the area and locate all the exhibitors. About an hour before closing, have someone announce to all the exhibitors the time remaining. Repeat at 15 minutes left, and 5 minutes left. Have people available during this time to offer to take entries up to the placement table for the exhibitors. Once the time has arrived, close the doors and do not allow any more entries into the room. You will irritate more exhibitors by letting people sneak in after the closing time than if you shut the doors on time.

PLACEMENT (This section was contributed by Lynn Snetsinger)

At most shows the placement person, in essence, becomes the representative of the exhibitor. The exhibitor takes a rose that has been nurtured for months, groomed for hours, and carefully staged to stand just so tall, at just such an angle in the vase, and hands it over to a person who in many cases is a complete stranger, trusting that person to do the one thing the exhibitor is not allowed to do (except in challenge classes) – put that rose on the correct table for judging. Proper placement of a rose can make the difference between a Queen and a catastrophe. Errors here will delay the judging of the show and most likely will make some exhibitors very unhappy. This is not a job for new people. You need your more experienced people on the placement committee. If you have new people, have them work with the more experienced placement personnel.

This is not to say that the job is complicated, because it isn't. With a little care there is no reason for any rose to end up on the wrong table unless the exhibitor has made a mistake, in which case he has no one to blame but himself. All a placement person needs is to be familiar with the show schedule, the layout of the show, knowledge of how an entry tag is filled out, a good grasp of the alphabet, and a little common sense. Note: Not all rose societies have a placement table or committee and the exhibitors place their own entries.

The Entry Tag: See the diagram of an entry tag. While it is useful to know where your name, the rubber band, the ribbon and the notation of any awards are placed on the tag, this information is seldom of any concern to the placement person. There are only three items the placement person needs to pay close attention to: the section, the class and the variety. The show is divided into sections, where, in most cases, similar types of roses are grouped together to be judged. There will be one section for hybrid teas and grandifloras, one for floribundas, another for OGRs, etc. In a few instances, the miscellaneous section or novice section, for example, many different types of roses will be found in the same place. It is one of the jobs of a placement person to be familiar with the show schedule and have some idea of which types of roses are grouped together in this particular show. Knowledge of the general layout of the show in the room is also helpful in getting the rose headed in the right direction. The most important information on the tag is the class number. Match the class number on the tag with the class number on the card on the table, and half the battle is over.

The Alphabet: The rest of the process involves reading the variety of the rose and placing it in the correct alphabetical order on that table. This is also a simple task, if you alphabetize the rose using the name that the exhibitor has written on the tag. The only difficulty arises from the fact that rose shows do not use the same method of alphabetizing that the library does. If the tag reads "The Squire", take to the group of roses whose names begin with the letter "T", not to the roses that begin with the letter "S". ("The" is part of the name of some roses.) Alphabetize the rose you are holding into the many other roses on the table. Be certain to group all the same varieties together so they can be judged against each other. Some societies still use a color classification show where roses of a class are arranged by color classes, such as light yellow, white, etc. These were very popular at one time but most societies are using the purely alphabetical arrangement.

When the entries are being placed, this is where a plan or layout of the show floor is invaluable. The entries are arranged in alphabetical order (or in the case of a color show, by color, then alphabetical). Close the show 15 minutes before the judges begin. There is always a rush of entries at the last minute, plus it is a good idea to look over all the classes before the judges enter. Have plenty of personnel to help out with this rush. Have your experienced placement personnel look over the classes that are their specialties. Look over all the entries and make sure they are the right class, properly placed, and in alphabetical or color order. A well set-up show will make judging easier and quicker.

Common Sense: Read each and every tag; do not assume that you know where the exhibitor wanted the rose placed. Always carry a rose to the table as carefully as the exhibitor carried it to you. Carry it by the vase; do not touch the rose! And don't try, no matter how hectic things get, to carry too many roses at once. Often exhibitors will enter their very best roses last; take your time and place the rose correctly. The judging will not start before all the roses are placed. Do not move the tag on the vase. The exhibitor has probably placed it carefully. Put the rose on the table with this tag dead center and facing front. If an entire section of roses must be moved, be sure they all get moved. Never touch the arrangements or the roses in the challenge classes. These are the only entries the exhibitors are allowed to place, and they are staged in a particular manner for a reason. If these must be moved, find the exhibitor and ask them to move their own roses.

There are some other common sense things that are not required of the placement person, but would be appreciated by the exhibitor. If you read the tag for a mini correctly but find that it leads you to a table full of shrubs, ask the placement chair to check and see if the exhibitor has made a mistake. If possible give the exhibitor a chance to correct the mistake before the show starts. The same applies to roses that you are pretty sure are misnamed. For example, if you are holding a rose that you are pretty sure is St. Patrick, but the tag says "Signature", check again with the placement chair. The exhibitors are in a hurry and sometimes mix up the tags. They will be very grateful (and you will have a better rose show) that you observed the mistake before the rose was judged and disqualified for being misnamed.

Remember, a well set-up show will make judging easier and quicker. Your efforts are truly appreciated by exhibitors, judges and the public.

JUDGES CHAIR

Appoint a judges chair, hopefully someone who is a judge to coordinate the judging of the show. If you have arrangements, you can opt for an arrangements judges chair also, but this is unnecessary for most local shows. As judges chair, you need to determine the size of the show, the time frame when you have to judge, the amount of money the society is willing to spend on luncheons, before you can decide how many judges to invite. A normal local show would require about 4 teams of three, or 12 judges. Some societies use teams of two judges. Judging can be accomplished more quickly, and if there is a tie between the two judges, a judge from one of the other teams can be asked to break the tie. A separate team would be assigned to judge arrangements. Make sure to give the arrangement judges some horticulture entries to judge, and have them participate in the selection of the Queen and Court. It is best to have at least one ARS arrangement judge, or if you use national garden club judges, be sure to have an ARS horticulture judge review the roses to make sure the varieties are correctly named.

Invite your judges early. If there are several shows on the same day, this becomes very important if there are a small number of judges to select from. Invite judges from different areas or even states. Many would love to travel, or have friends or family in the area. Invite people who are well respected as judges and not just cronies. It is up to you to get the best judges for the exhibitors. Some judges have areas of expertise. Do not assign people who do not grow old garden roses to that class, any more than you would assign a person who doesn't grow hybrid teas to judge them.

Mark up the schedules for each team. You generally want an even split, and have each team judge a section of the hybrid teas and miniatures, such as A-E, F-K, etc. Hand these schedules out the morning of the show. Invite the judges to arrive there early to hand out the schedules, introduce the teams, have final instructions, and mention the quality of the show. Judges will appreciate coffee and snacks before heading into the show. Walk the judges in by team and pair them with their clerks. Handle any questions as they may come up. A good idea is to have the judges begin judging the hybrid teas and minis first, then the challenge classes.

The judges chair should have copies of the latest “Handbook for Selecting Roses”, “Modern Roses” and supplements, “Official List of Approved Exhibition Names”, “Combined Rose List”, and all recent registrations from the ARS magazine.

When voting for queen and her court, the roses should be placed on tables isolated from the rest of the show. They should be placed where judges can walk around and observe the roses without tripping over other judges, clerks, or the public.

Balloting for Queen is very interesting and there are several methods. If you have a large number of first place roses, you may want to consider the push-pull method. Have all the judges walk around and pull the roses they feel are best forward, and push back those that do not measure up to the more outstanding blooms on the table. Often a show will offer awards for Queen, King, Princess, (some have Prince), and a Court of Honor. The Court of Honor can be any number, but 6 and 7 are the most common. So ask the judges to leave the best 9 or 10 roses forward. Once they are all done, remove the pushed backed roses. Another method is to ask the judges to vote for their best 5 roses in any order. Often this will give you a list of the best 9 or so. Once you have it to this point, vote for Queen. A secret ballot on paper is the best method. Tally the votes. If there is not a clear winner, then have another ballot between the roses with the most votes. Then proceed down with King and Princess. The remainder will be the court of honor. There are several variations on this, do what is best for you.

The judging and balloting for court should be completed as soon as possible. The exhibitors have worked long and hard to get their entries ready, and deserve prompt attention.

Keep an eye on the judging and if a team is finished, have them help another team. Keep track of the classes yet to be judged. Handle any questions as they arise. Keep an eye on the winning roses to make sure they are correct. Keep the judges moving as most shows have scheduled a time that they want to open to the public.

After all judging is complete, thank the judges and inform them if there is a luncheon and its location.

If a show is well set up and the show staff is helpful, then everything should run smoothly. We must remember that we are a volunteer organization and no one is getting paid to do their job. We all volunteer because of our love for the rose. It is not a matter of life or death, and we should all be in it to have fun. Judges do make mistakes and hopefully we will catch them in time. In the final chapter, the judge’s decision is final.

CLERKS (This section was contributed by Robert Martin, Jr.)

Serving as a clerk at a rose show is a wonderful opportunity. It is an opportunity to learn how roses are judged through first hand observation of the judging process. In fact this is so important that one prerequisite for becoming a judge is to have clerked at three shows. In addition, rose society members who participate, as clerks in the conduct of rose shows are very important in their own right to the success of the show. By assisting the judges in performing their duties they assure the smooth operation of the judging process and the opening of the show to the public in a timely manner. So if you are asked to be a clerk – say “yes” – you will not regret it.

As a general rule each clerk is responsible to the chairman of clerks who in turn is responsible to the chairman of judges. Clerks for the show are selected from those members of the society who are willing to carry out the duties of a clerk, and are interested in observing the judging process. It is important that a person who has agreed to be a clerk arrive on time to be assigned to a judging team. Clerks should dress comfortably but in respectable attire. Avoid large, loose sleeves and open jackets which are likely to knock over rose vases as you accomplish your duties.

A judging team normally consists of three judges, one of whom may be an apprentice judge. The chairman of clerks assigns clerks to a judging team. As a general rule there are one or two clerks assigned for each of the judging teams and three or four placement persons who will act as runners.

Clerks assigned to judging teams are issued a ribbon try or apron with a hole-punch. The judges themselves use the hole-punch to award ribbons. The clerk is expected to follow the judges and affix the ribbon awards to the entry tags at the direction of the judges after the entire class has been judged. Large ribbons are used by hybrid teas, floribundas and other large-flowered roses. Small ribbons are used only for miniature roses. Tags for arrangements and horticulture are different colors, so make sure you are using the proper tags. Often the horticulture ribbons are used for the arrangements. ARS entry tags have a small hole in the upper right hand corner; the string on the ribbon is threaded through this hole and the loop drawn over the ribbon to affix it. It is important for the clerk to stay with the judges so do not lag behind to affix ribbons. If necessary the clerk can go back to affix ribbons during a lull in the judging process. If there is more than one clerk assigned to a judging team, one should stay with the judges and the other may stay to affix ribbons.

Clerks do not participate in the judging process or enter into the judges' deliberations. Above all, they should never question the judges' decision. Clerks are permitted to listen to the judge's comments regarding the merits or faults of the entries being judged but must not offer comments unless specifically requested by a judge. If a clerk has a question about the way in which an entry is judged the clerk should save it until the judges have completed all of their assignments. Most judges are then more than happy to explain the decision making process to the clerk. A good clerk should be seen and not heard. Clerks also should not crowd the judges or hamper their ability to inspect the entries.

Generally in the one-bloom entry classes for hybrid teas and miniatures, a runner or the clerk is expected to see that the blue ribbon winning entries are moved to the designated area for final judging in the selection of royalty and court of honor awards. After judging, the remaining blue ribbon winning entries are moved either to a separate staging table or returned to the table from which they came. If there is doubt as to where the entry is to be placed, ask the chairman of clerks.

In the other classes the judge will write "Trophy" on the winning entry after the entire class has been judged. The clerk should call for a runner to take the trophy winning entry to the recording table, which is usually situated near the trophy table. Each show should have 3-4 runners. If the judges fail to mark an entry in a class for the trophy and the clerk is in doubt the matter should be drawn to the attention of the chairman of clerks who can then make inquiry to see if the failure was an oversight or was intentional.

A clerk should never touch a bloom or any part of an exhibit until after judging of the class is complete and awards have been made. The only exception is that a clerk may, at the specific direction of a judge, lift an exhibit (other than a challenge class) by the vase or move a vase to permit examination by the judge. One bloom entries awarded blue ribbons may be moved to the designated area for selection of the royalty and court of honor awards. Whenever an entry is moved the runner or clerk should carefully grasp the exhibit by the vase. Also never try to carry more than one vase in your hand at a time. Challenge classes and multiple specimen entries should never be moved or touched until after judging is complete. Normally, winning arrangements are not moved from their place on the table.

In some societies, the clerks will remove the bottom part of the tag once the rose is judged if it is not a first place winner. They will remove the bottom part of the first place winners once the class is completely judged. This part of the tag is used to tally the sweepstakes winners. Of course, this only applies where both the top and bottom of the tag is required to be filled out.

Upon conclusion of the judging a clerk is expected to check with the chairman of clerks to determine if there is anything more to be done. Thereafter the clerk may desire to make some notes of questions for the judges or on particular roses that might be of future interest. The clerk can then take satisfaction in a job well done; knowing that much has been learned and that a valuable contribution has been made to the show.

CLERKS GUIDELINES

- Introduction to judges.
- Have a plan or layout of the show floor, know where the classes are. A walk through before the judging is helpful.
- Usually the clerks will have a list of the classes the judges will judge and should know the location of the classes.
- Have plenty of supplies; use aprons or trays. Large ribbons are for the standard sized roses; small ones for miniatures. Arrangements have their own ribbons and are of different colors.
- It is best to have two or more clerks per team.
- Let the judges decide who will hole punch the entry tags.
- Have three to four runners. These are people who take the first place roses for the hybrid teas and minis to the balloting table, and the trophy winners to the recording table.
- One clerk should tag; the other handle supplies.
- Find out if the ribbons are to be stapled, looped through the hole on the upper right of card, etc.
- For some societies, the bottom half of the tags are removed after judging is complete. This does not apply to hybrid teas or minis. Those tags are not removed until after the judging for court.
- After judging is complete, check to see if the tag on the winning entry is filled out. If the tag is not, inform the judges' team or judges chair.
- Stay with your judges; do not wander off unless dismissed.
- Stay near the judges and listen; you learn a lot by listening.
- Do not disturb, argue with, question or bother the judges during judging.
- Some judges will visit with the clerks and you may be able to ask questions then.
- Be quiet during judging. The judges do notice. This is not easy to do when they are judging your rose.
- When the trophy winner is determined, call a runner to take the rose up to the recording table.
- Do what the judges ask.
- During the judging of the Queen and her court, stay near the judges as roses may be requested to be returned to their proper classes.
- Clerking experience is a requirement if you wish to become a judge.
- Have fun and learn.

RECORDING RESULTS

As the judges make their trophy selections, the runners will take the trophy winner to the recording table. This is normally a three-step process. The initial recording can be by hand or on the computer. The class, name of winning rose(s), and exhibitors' name are recorded. Next the rose is handed to the calligrapher to write out the name and rose(s) on your trophy card and the appropriate ARS certificate is filled out (if one exists for that class). The card and/or certificate is then taken to the trophy table along with the rose and placed in the spot

next to the trophy. This is often the place where errors are found, such as no exhibitors' name on the entry tag. If there is a question, call the judges' chair over to review. Judges or the rose show chair should make final decisions regarding errors found in this process.

The results should be sent to the editors of the ARS quarterly bulletins: "Rose Exhibitors Forum" for horticulture and "Rose Arrangers' Bulletin" for arrangements. Forms for these reporting requirements come with the show supplies from ARS; copies of the form are also included in the "Guidelines for Rose Society Leaders." Make sure you fill out these forms completely and submit them in a timely manner. The results should also be sent to the district bulletin editor and published in your local bulletin.

Before the show is taken down, make sure you count the number of entries in each class. This will help prepare for next year's show as to which classes to drop, or those that will require more room, more vases or containers, etc.

HOSPITALITY / LUNCHEON

It was once reported that the reason a judge would accept a judging assignment depends on the show's luncheon. This is silly, however, a nice luncheon is always appreciated. Some societies will have catered or potluck lunches, however, a box lunch is pushing it. Most judges will not say no to lunch at a nice restaurant, but it is not required. Do not have the judges drive halfway around town with vague instructions. A lunch at or near the show place is preferred, especially for the judges who have problems getting around. Be sure to plan for the number who will attend the luncheon – judge's spouses, officers of the society, clerks, show chair, etc.

NOW THAT THE SHOW IS OPEN TO THE PUBLIC

Once the doors are open, the public and exhibitors will stream in. Generally, the public will make a beeline to the arrangement section first, while the exhibitor's head to the trophy table. This is why it is important to place the arrangements near the front door.

MEMBERSHIP

This is where you place your membership hustler, the person who could sell ice to Eskimos. They are usually excellent sales people and will talk to people about membership in not only the local society but also the ARS. Offering a "special deal" you will attract more members. If your show is mid-year, then offer one-half off the price of membership if you sign up now; or a free mini rose when you sign up. The mini roses are often donations, so they really never cost you anything, especially if you have a nursery as a sponsor. Have copies of your bulletin available, rose horticulture handouts, special events, etc. available. Make sure you have plenty of membership forms available, and if they don't sign up there, they will be able to take the form home to think about it.

EDUCATION (This section was contributed by Marilyn Wellan)

The official mission of the American Rose Society is to provide education about the rose and rose culture. The rose show is our best classroom. It is an opportunity to display the many types and classes of roses; to introduce the many varieties; and to demonstrate the best characteristics of each – color, fragrance, size and even to show a little of the growth habit of some of the best varieties on exhibit; and to show them at their very best. We can do more to turn the rose show into a learning experience for the public.

Additionally, the rose show is recognized as our best source of new society members. As chairman of the ARS Membership and Local Society Relations Committees, I can't let this opportunity go by without suggesting that we take advantage of the rose show to add to our efforts in increasing membership as well as providing a little

rose education. Let's offer a short program for the public to help visitors tour the show with a better understanding of what we are doing. Early in the day, set up a poster announcing your program, and line up a dozen or so chairs near the exhibit so that interested shoppers will notice the coming event. Of course your advance publicity will draw others to the mall, specifically because of the rose show and program. Your poster might say:

“Join us for a discussion ABOUT THE ROSE IN OUR SHOW

Two 30-minute sessions:

2 p.m. – 2:30 p.m.

3 p.m. – 3:30 p.m.

Also quick tips for growing beautiful roses.

Sign up for a drawing for this miniature rose bush.”

Select the best person to discuss the types of roses and the various classes in the show; use the rose show schedule as a handout or prepare a special shortened version for this “class.” Use blooms from the show tables to discuss and demonstrate what judges are looking for. Pass blooms from the fragrance class to those assembled so that the variety of rose fragrances can be experienced. Make it a quick and friendly study. Provide simple handouts including a list of desirable roses for your area, along with information about your local society and ARS. Get their names and addresses and send them a complimentary copy of your society bulletin. Have additional members standing by to help with the individual questions that follow the program.

SALES

This could be a real moneymaker for your society. First, find out if the location of your show has any problems with you selling items, especially roses, at your show. Ask the exhibitors to leave their excess roses. Place buckets of water near the properties. You can sell bouquets of roses by placing those roses in take home containers, like old milk cartons covered with foil or wrapping paper. When the show breaks down, advertise that people can come back and buy bouquets for a few dollars. Take all the unwilted roses and sell them wrapped in butcher paper for a dollar a small handful or more for larger bouquets. You can sell 3 stems for a dollar. People will find out about this and will help you dispose of all the roses – you will make some additional money for your society.

Also consider selling mini roses that can be purchased at wholesale prices and the society can make a profit. It is not unusual to sell 100+ roses in a day if you have an ideal show location. Any extras can be held over to place in raffles. The best way to purchase minis from the nursery is when they are in full bloom. It is best to go to the nursery and hand pick them, or if they have to be mailed, ask for the minis that will be blooming by the show date. Some societies will also sell large roses in 5-gallon pots.

You can purchase small mini rose lapel holders. You can spray paint them black, silver, or gold, and with one of the extra mini roses from the exhibitors, and maybe a piece of Ming Fern, you have an attractive, inexpensive item that people love to buy.

If you have sponsors, you can have tables with their products available to purchase (at a percent commission to your society). This can be gardening supplies, shirts, ceramics, books, etc. Use your imagination.

CONSULTING ROSARIAN

People love to learn and the general public has a lot of questions. Have a knowledgeable Consulting Rosarian handle a table to help with questions. Very important: make it friendly where the public is not afraid to ask

questions. Don't label it as a CR table, but more of an "answer all your rose questions" table. Have diagrams and examples of diseases and pests, rose books they can look at (or perhaps purchase), flyers for the ARS, copies of ARS magazines (like the extra copies the society president gets), rose plants to demonstrate pruning, etc.

SECURITY

It doesn't sound like a tough job, but it is very important. You need people to keep an eye on things. The public, especially little children, has a tendency to touch, pick up, or walk away with things. You need people to watch over the trophy table so people aren't tempted to walk away with the trophies. Also an area of grave concern is the arrangements. Some containers are costly, or very small and can walk away easily. For the regular sized arrangements, security is not as critical unless accessories are included in the arrangements. Encourage the public to look and smell the roses. It will do little harm, and help promote the love of the rose, especially in the most fragrant rose classes. Place stanchions around the area until you are ready for the public to approach the show.

The other security issue is one I hope no one has to deal with, but unfortunately, it could happen. Security should watch to see that exhibitors' entries are not damaged, especially before the judging.

Appoint a team of several members and arm them with a water bottle to fill vases when the water level drops below the rose stem. This is mandatory for two-day shows, as you will lose a lot of the entries when they dry out. The squirt bottles used in chemistry labs are great as they have a hooked tube that delivers a fine water stream at the point needed. Any rose with short stems should be shoved down in the vase.

RECAP (or Debriefing)

At a meeting after the show, get all the members together who worked the show and compare notes. The treasurer should have the final costs, profits for each event, new members, etc. Find areas where you can improve next year, successful classes, ones to drop, etc. It is important to have a clear plan for the next year, especially if the show chair will be a different person.

After the show, be sure to publish all the winners in your society bulletin and thank all of the people who made your show a big success.

ROSE SHOW ALTERNATIVES

For societies who do not want to have a rose show there are other activities that can provide the same educational opportunities for the public as a rose show does. Rose exhibitions/displays and rose celebrations can promote rose growing as a hobby by showing a variety of roses that grow in the area. Other benefits include increasing the membership of the society and ARS and raising funds for the society by selling plants, rose related items and cut blooms.

Rose exhibitions/displays can be held anywhere a rose show would be held. Many of the same procedures would be done as if planning a rose show. A Chairperson will need to be selected, committees will need to be formed and a site selected.

A rose exhibition/display does not require all of the rose show supplies as a show. This can be a determining factor especially for a newer society that doesn't have a lot of funds in their treasury. Trophies, certificates, ribbons and awards are not needed. Because the show will not be judged the expenses for a judges breakfast/lunch and/or travel expenses would be eliminated. For small societies a rose exhibition is a great alternative because everyone doesn't have to be on every committee.

Different types and classes of roses can be displayed to show what rose varieties grow best in their particular growing conditions, especially garden varieties. The public may be more interested in joining a society that is promoting "garden roses" and not just the high maintenance "exhibition varieties." Instead of having rose classed by type, roses could be divided by their function in the landscape and their growth habit. Hybrid teas/grandifloras (average growth 5-6 feet) could be considered for the background of the landscape. Shrubs and floribundas (average growth 4-5 feet) could be used as mass plantings in the landscape. Miniatures, mini-floras and groundcover roses (average growth 1-3 feet) could be used for borders in the landscape.

For societies who do not have many arrangers who make formal arrangements rose arrangements can be displayed as informal bouquets so the public can see how roses can be used indoors as well as in the garden.

Rose exhibitions/displays can be more positive for a rose society-especially for newer members and novice members. Society members will be more inclined to enter a rose exhibition because they don't feel the pressure of the high competitiveness that a rose show brings. Novice classes, small garden classes (gardens with a small number of roses) and new member classes should be included so all members of a society can feel confident about bringing their roses for the public to see. The public can participate by letting them vote for their favorite display in the show, best arrangement and most fragrant rose.

Societies who want to have a full day of events and activities could have a “Celebration of Roses” day. Two or three rose societies may want to join together and plan a rose celebration in a central location to encourage more public participation. A rose celebration may include a rose exhibition/display during the blooming season or it could be held during the pruning months for their area. Activities could include pruning demonstrations at a public rose garden, educational displays, various seminars on selection of roses for their area, rose care including IPM, insect and disease control using non-toxic sprays and fertilizing. Vendors could be available to sell rose related items. An information and membership booth should be located in a prominent area of the event. Tickets should be given out to participants at the various demonstrations and seminars for door prizes, rose plants and memberships for the rose society.

A key to a successful rose exhibition/display or a rose celebration is publicity. The information has to get out through all types of media available-radio, TV, newspapers, society newsletters and flyers at nurseries and garden centers. Let the public know-WELL IN ADVANCE that a FREE fun day of rose activities is planned in their area.

A well planned rose exhibition/display or rose celebration can be a very positive alternative to a rose show.