

American Rose Society

Virtual Rose Show - Panel Discussion

May, 2021



This document contains comments from four local rose society presidents who hosted virtual rose shows during the pandemic, along with updates following the panel discussion with local rose society presidents. Summary provided by Diane Sommers, ARS VP

A special thank you to our panelists for sharing their experiences and insights:

Diane Coleman & Mary Next - Nashville Rose Society

Julie Matlin - Butte Rose Society

Ilene Cook - Dallas Rose Society

Christopher Huffer - Greater Atlanta Rose Society



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Summary Comments:

- Virtual shows can bring visibility to your local rose society and may be an opportunity to add new members.
- Virtual rose shows provide insight into the varieties your members and the community are growing
- With experience hosting a virtual rose show, societies may want to invite the public to enter
- Costs for a virtual show were minimal, most of which was attributed to any prizes / raffle winners
- A virtual show can provide a portfolio of photographs for future use
- The general consensus was that virtual rose shows can have a place going forward in local rose society activities.
- It may be helpful for ARS to host a workshop on the use of jotform and other technology tools used for virtual rose shows.
- It might be interesting to do some live judging to help people see what is important in an entry.



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Member Communication

- The virtual rose show schedule and instructions was generally introduced to the membership 1 - 2 months prior to the actual event
- Communication of the event was generally done via monthly meetings, newsletters and websites .
- Invitation to nearby societies or other societies in the District was done to increase participation and help those societies that were not doing a virtual rose show themselves
- Members emailed entries, generally one email for each entry. The Butte Rose Society used Jotform software which enabled multiple entries at one time.
- Member notification of results occurred through virtual meetings, presentations on websites, YouTube videos and Facebook
- To encourage participation, the Dallas Rose Society hosted a program by a photographer on how to take better photos with your phone.
- One society charged an entry fee to participants who were not members of their local society, as a way to cover some of the costs associated with the virtual rose show



Collecting Entries for the Virtual Rose Show

- Entries were posted using a variety of technology including posting on websites, use of google forms, and collection via Jotform and presentation on YouTube.
- The posting of entries was noted as the most time consuming effort, generally done by 1 - 2 members; sharing this responsibility would help
- Exhibitors were assigned exhibitor numbers; tracking of entries done using Excel or Google Docs.
- In some cases, entries were visible to everyone as they were received/posted and in other cases entries were only available following judging. It was noted that posting entries ongoing built some excitement on social media and encouraged additional participation. It also helped to reduce the number of entries received at the end of submission time.
- Entries were accepted from 14 days to 45 days by the various societies.
- Participation varied from 15 - 38 exhibitors, with 60 - 360 entries received.



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Judging the Virtual Rose Show

- In all cases, ARS Horticulture and Arrangement judges were used; The number of judges varied between two and four.
- Given that in person meetings were not occurring during the pandemic, communication between judges took place via emails, phone calls, and use of Gotomeeting
- In those situations where the entries were posted ongoing, judges were able to also review ongoing which reduced the time needed to finalize judging and select the winners
- Awards included special local rose society certificates and monetary awards. Winning entries recognized via social media and on society websites.
- The Dallas Rose Society provided one ticket per entry received, with drawings for rose related gift certificates done after entries were closed.
- Judging took from one day to four, based upon the number of entries.



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Rose Show Schedules

- Rose shows generally included Horticulture, Arrangement and Photography classes
- Entries were limited by class or by Division (Horticulture, Arrangement, Photography)
- Some shows required use of vases where others let any container be used. One society allowed for photos on the rosebush but that was difficult to judge (but made better photos).
- Limits to horticulture varied from 2- 10 entries (in total). While this may limit entries it was also done to make this more manageable to upload etc. It was noted that a limit of 10 entries may have been too high.
- Horticulture entries required 2 photos: a view from above the rose(s) to confirm form and freshness and a the side to show stem and foliage
- Arrangement entries required 2-3 photos to confirm flower form/freshness and design principals
- Photo enhancements were discouraged
- Challenge class entries required a variety of photos depending on the challenge class. Rose in a bowl general required only one photo.



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Lessons Learned

- May want to include the public for entries next time - this could be an acquisition tool to identify those growing roses in the community and learn what they are growing
- When considering hosting a virtual rose show, it is important to determine the technology that works for your society and members
- Try to keep the schedule simple and simplify the entry process
- Clearly communicate the entry requirements, including the size and format of entries to minimize posting time; provide instruction on how to size entries



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Examples of Virtual Rose Show Results can be viewed at the following sites:

<https://nashvillerozesociety.org/nashville-rose-society-2020-virtual-rose-show-results/>

milwaukeeerose.org

atlantarose.org



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