



# GCFM FLOWER SHOW AWARDS WEBINAR

An Entrant's Guide

April 22, 2024





# Introduction

- Our panel of experts will share their knowledge, focusing on how to create an award winning flower show and where to find the pertinent information.
  
- **SPEAKERS:**
  - RUTH EVANS - Flower Show Schedule
  - HILA LYMAN - Flower Show Evaluation
  - GAIL HUBACKER - GCFM Flower Show Awards
  - BEATE BOLEN - Flower Show Book of Evidence



# Where to Start?

- Staging a Flower Show is a BIG job
- Plan From the Beginning to Gain Recognition for Your Good Work by Creating a DYNAMIC SCHEDULE



# The Schedule

- Is the **Law of the Show**
- Is the Foundation on Which you Build Your Show
- Is the Blueprint that Requires you to Plan and Think Through Everything About Your Flower Show in Advance



# Creating the Schedule

- Is the Most Creative and Exciting Part of Planning a Flower Show
  - Involves Theme Selection
  - Determines How the Theme Will be Applied Throughout the Show
- Is the Most Demanding and Exacting Part of Planning a Flower Show
- Answers in Advance all Questions About Who May Participate, What Will be Shown, How it Will be Staged, Which Awards Will be Offered, When, Where and More



# Where to Get Help

- [The Handbook for Flower Shows](#), 2017 Edition and all updates, Chapter 3, pages 19-31
- Follow this guide step-by-step, patiently



# Enlist Help – You are Not Alone

- Call on Your Committee Experts for Help With
  - Design
  - Horticulture
  - Botanic Arts
  - Photography
  - Staging
  - Proofreading
  - And more



# Re-check, Review Your Draft Schedule

- ▶ Use the Scale of Points for Evaluating Standard Flower Show Schedules Found on Pages 135-138 of [The Handbook of Flower Shows](#), 2017 Edition and all updates
- ▶ Contact the GCFM Flower Show Schedule Chairperson, Hila Lyman [hilajeanne@comcast.net](mailto:hilajeanne@comcast.net) with questions





Celebrate your hard work and have  
it acknowledged!

Two GCFM Schedule Awards are  
offered

APPLYING IS EASY



# GCFM Flower Show SCHEDULE AWARDS:

- ▶ **G. THE VIOLET E. MACLAREN FLOWER SHOW SCHEDULE AWARD** (1966, *Revised 2018*)

In memory of Violet E. Maclaren, an award has been established for the garden club and/or group of clubs that submits the best schedule for a Standard Flower Show, Design Specialty Flower Show or Horticulture Specialty Flower Show presented during the awards year. The Flower Show need not have been evaluated to receive this award. The award consists of a scholarship to a flower show school course currently given by The Garden Club Federation of Massachusetts, Inc. The winning club is to designate one of its members as the scholarship recipient. Accrued interest from a memorial fund established by the Hamilton-Wenham Garden Club will finance the scholarship. The schedule will be judged using the scale of points for evaluating schedules in the latest edition of the NGC Handbook for Flower Shows. An application form, in duplicate, and one copy of a schedule must be submitted, but no Book of Evidence is required.



## The Ruth A. Wallack Schedule Award (1991, revised 2018)

- ▶ A silver tray, given by the Beth Shalom Garden Club of Needham in memory of Ruth A. Wallack whose interest in flower arranging and judging was inspirational. The Award is given to the Small Standard Flower Show, Standard Flower Show or Design Specialty Show schedule with the most creative design division. One copy of the schedule and application form in duplicate, must be submitted, but no Book of Evidence is required. The show need not have been evaluated to be eligible for this award.



# The Flower Show Evaluation Panel



# Starting the Evaluation process

- Show Chairperson contacts the State Evaluation Chairperson to request a panel be assigned to access the show.
- Evaluation Panel is assigned.
- Show Chairperson sends a finalized copy of show schedule to each panel member.



# Show Evaluation Scale of Points

- Find the Scale of Points that the Evaluation Panel will use to evaluate your show is on **Page 132 of *The Handbook for Flower Shows***, 2017 edition and all revisions
- Use the Scale of Points to double-check that your show meets all of the requirements for an award.
- Form 30S is the document the Panel will complete as they review your show. It will accompany the Book of Evidence that you submit.
- Know that the Panel is on your side! They really want your show to score well.



# Step one for the Panel

- ▶ Point Score your show Schedule.
  - ▶ If any Panel Member sees anything missing in your schedule, or anything that needs to be changed, the Show Chairperson will be contacted.
  - ▶ The Show Chairperson can make the necessary corrections to the schedule before the show.
  - ▶ The Panel is on your side!



# Walk through

- Once judging begins, the Show Chairperson walks the Panel through the show.
  - Points out entrance feature
  - Points out traffic pattern
  - Points out show theme and colors
  - Points out uniform signage
  - Points out staging





# Horticulture Division

- ▶ Panel will note:
  - ▶ Number of exhibits entered
  - ▶ Proper naming and placement of exhibits
  - ▶ Cultural perfection of the exhibits
  
- ▶ At the end of judging, the Panel will ask if all Top Exhibitor Awards were presented.



# Design Division

- The Panel will:
  - Review the overall quality of Designs exhibited
    - Note if they are appropriate for the experience and level of the organization.
  - Look at the creative interpretations of the schedule and class titles
  
- After judging is complete, they will ask if all Top Exhibitor Awards were given.



# Educational, Youth, Botanic Arts Divisions

- Educational exhibits
  - Should be guided by NGC aims and objectives, be informative and attractively presented.
- Youth and Botanical Arts
  - Quality will be reviewed.
- At the close of judging, Panel will ask if all Top Exhibitor Awards were presented.



# Panel review

- ▶ While judging takes place, the Panel will go through the Scale of Points for Evaluating the show.
  - ▶ They will discuss highlights of show.
  - ▶ They will discuss where any points might need to be subtracted.
  - ▶ Individual panel member's scores needn't be identical, but they will be very close.



# Invitation to submit a Book of Evidence

- The show must score a minimum of 95 points to submit a Book of Evidence.
- If the show scores 95 or higher, the Panel Chairperson will inform the Show Chairperson.
  - The exact score of the show will not be communicated.
  - The Show Chair will be told (s)he may submit a Book of Evidence.



# Evaluation Panel's final steps:

- Each member completes NGC Form 30S
  - The front of the form includes a score for each section after deductions are taken.
  - The back of the form requires a written description of the show.
    - The process walks the award application reviewer through the show, highlighting the good things, and explaining any deductions that were taken.
  - The form must be completed within one week and returned to the State Evaluation Panel Chairperson.



What Awards are Available  
for your Club?



## Shows Requiring an Abbreviated Book of Evidence or may have their own scale of points

- The Arrangers of Marblehead Flower Show Award for STAGING
- Janet Bubier Flower Show Award for the Petite Section of a Flower Show
- Polly Povall SMALL Standard Flower Show Award
- Mayflower Award, for Design Division of a horticulture show sponsored by another organization. (ex, Hosta Show) NGC judges. Own Scale of points.





Awards by Show Type: Seldom Applied for in Recent Years. An opportunity?

These Shows Require a Book of Evidence

- Massachusetts Home and Garden Show Award, one or more clubs
- Massachusetts Home Flower Show Award, includes 2 gardens
- Massachusetts Holiday Flower Show Award
- Margaret Bent Patterson Silver Bowl Near Club Award (2 or more clubs)



## Awards Also Requiring a Book of Evidence

- The Margaret E Marsh Flower Show Achievement Award, highest scoring show of applications received.
- Jane D Porter Flower Show Award, highest scoring Design Division of Standard Flower Show, or Design Specialty Show.



# More Information

- ▶ Awards Year
  - ▶ Jan 1 to Dec. 31. Application DEADLINE is Dec 1 for GCFM and NGC Awards.
- ▶ Application Deadlines
  - ▶ December 1 for the entire calendar year (will work with shows held in December)
    - ▶ When warranted, applications will be forwarded to NGC for National Awards by the Flower Show Awards Chair.
  - ▶ Date Exception: New England Regional Award year is June 1-May 31, and awards application deadline is September 1 (applications to GCFM by August 15)
    - ▶ When warranted, will be forwarded by the Flower Show Awards chair.
- ▶ Where to find Awards Information
  - ▶ <https://www.gcfm.org/flower-show-awards>



# Book of Evidence

All it takes is a bit of planning-

And a bit of help with what you need to include in a BOE





# Learn what a *Book of Evidence* requires:

- Check the Handbook:  
<https://gardenclub.org/sites/default/files/2024-01/fss-handbook-secure-july-2023.pdf> .
- A complete list of everything that must be included in a Book of Evidence is found in the “*NGC Flower Show Achievement Awards Details*” found on the NGC website here:  
<https://gardenclub.org/sites/default/files/2023-11/fsa-details.pdf>



- A complete list of everything that must be included in a Book of Evidence is found in the “*NGC Flower Show Achievement Awards Details*” found on the NGC website here: <https://gardenclub.org/sites/default/files/2023-11/fsa-details.pdf>
- *On Page 4*, there are very useful and detailed steps to follow before, during, and after the show, in preparing your Book of Evidence
- It details what data you will need to collect, and what photographs need to be included, as well as helpful information about how to make your photographs better.





- *Page 5 – the section titled “Compilation of Book of Evidence”* is a step by step listing of how to put together a BOE. Requirements are listed in bold type, the balance are suggestions.
- Read through this carefully as you plan the show and make sure the Chairs for each Division, the Awards Chair and Publicity Chairs know what information you will need.
- I prepare a written, detailed list for the photographers of what I specifically need, as well as what would be desirable in addition. It is really helpful to have more than one photo of each to choose from.



- There are examples of actual Books of Evidence on the NGC website. It is really helpful to look through them before you begin. They can be simple, or elaborate, but the important thing to notice is that all the requirements are met.
- The Examples can be found here:  
<https://gardenclub.org/sites/default/files/2021-09/book-of-evidence-samples.pdf>





# Conclusion

Help is available from today's presenters, and [www.gcfm.org](http://www.gcfm.org)

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# References:

[GCFM Flower Show Awards Application](#)

[Flower Show Evaluation Panel – Hila Lyman](#)

<https://www.gcfm.org/flower-show-awards>

NGC Handbook for Flower Shows  
*Chapter 3 Schedule, Chapter 14 Scales of Points*

<https://gardenclub.org/sites/default/files/2024-01/fss-handbook-secure-july-2023.pdf>

The NGC Awards Handbook: Go Green - Plant America Awards 2023-2025 – please note that applications for NGC Flower Show Awards must first be recommended by the GCFM Awards committee

<https://gardenclub.org/sites/default/files/2023-12/awards-handbook.pdf>

A complete list of everything that must be included in a Book of Evidence

<https://gardenclub.org/sites/default/files/2023-11/fsa-details.pdf>

Complete List of NGC Flower Show awards with links to additional details  
applications for NGC Flower Show Awards must first be recommended by the GCFM Awards committee

<https://gardenclub.org/ngc-awards>