

A Summary of Jennnifer Kelley's 2018 Symposium Report to BOD

Volunteers

We had significant help and support from GCV Staff, however an event of this diversity and scope could not have been accomplished without cooperation and support of tireless volunteers:

Venue

The Science Museum of Virginia venue was applauded by all. The museum gave us plenty of room to have the educational activities and lectures in the front of the museum while the Flower Show, Vendors and Bistro activity was separated in the back of the museum. Everything was under one roof with easy access to both levels with multiple elevators. Free parking was easily accessible in the front and back of the museum with a loading zone right outside the Flower Show workroom and vendor area. The rental agreement included tables and chairs beyond the GCV supply and move of the AV needs.

Flower Arranging School (Organized by Lee Snyder)

Holly Heider Chapple of the Leesburg Garden Club presented the Flower Arranging School in the dome IMAX Theater. Holly focused on seasonal designs for the home using flowers from the garden. We asked Holly to also focus on instructing us in the use of her innovated no oasis mechanical system. Two hundred participants attended this event. Potomac contributed \$1500 towards the flowers for this event and the FAW. Cost \$90pp included lunch in the Bistro.

Advanced Flower Arranging Workshop (Organized by Susan Wight)

Holly presented the Advanced Flower Arranging Workshop to a sold-out crowd of 40. The participants were given one of her compote containers, a pillow mechanics and a bucket of identical plant materials. She focused on her "no oasis mechanical system" and created an arrangement that she tossed in the air to demonstrate the portability of the pillow mechanics. She used plant materials from the fall garden. The program was sold out early on and ended up with a long wait list. Potomac's sponsorship of floral materials was critical to the financial success of the program. Cost \$150pp.

Novice Flower Arranging Workshop (Organized by Susan Wight)

Laura Francis demonstrated how to hot glue Oasis and use chicken wire to secure the Oasis so the floral arrangement does not fall apart. Annie Vanderwarker demonstrated four different types of line arrangements. Thirty-eight participants then created their own line arrangements with the help of 8 experienced GCV volunteers. Supplies and plant materials came from Potomac Wholesale. Cost \$80pp.

The Legacy of Restoring Historic Gardens (Organized by Anne Baldwin)

Will Rieley gave an overview of the exciting new garden project at Strafford Hall. Anne provided updates on other GCV restoration projects. This program was free of charge and open to the public.

We have estimated that 50-60 people were in attendance. The Restoration Committee covered Will's speaking fee and expenses.

Chip Callaway, Highlights of a 40 Year Career (Organized by Catherine Madden)

Chip Callaway delighted the audience of 200 with a lively presentation highlighting the before and after of many gorgeous gardens he has created over his impressive career. Chip entertained his audience with humorous tales of his childhood and his start in the landscape design business with the lessons he has learned along the way. Cost \$50 included the Bistro lunch. Chip donated his speaking fee of \$1500.

Rethinking Conservation in the Garden (Organized by Lynda Strickler, Becky Balzer and Carrie Dorsey)

Eva Clarke of the James River Garden Club spoke about keeping your yard pesticide free. Meg French of the Virginia Beach Garden Club talked about sustainable landscapes and the use of native plant material.

Florist to the Field

Greg Campbell and Eric New presented a lively review of their new book *Florist to the Field*. They explained that they highlighted flower growers that they have dealt with over the course of their careers as co-owners of their floral design business in Memphis, Tennessee. They traveled nationally and internationally to each grower and created an entertaining event in the fields of each location using the plant material available on the farm. They created the ultimate challenge class in each environment. They then created several arrangements based on those in the book using plant materials they gathered in Virginia during their travels here. Cost \$40 and we paid them for their supplies, hotel rooms and food. They then sold and signed their book outside the Flower Show. They sold 50 books for \$50 each and we received \$20 for each book they sold netting us \$1000.

Vendors (Organized by Dawn Byrd and Karen Lange)

We had 17 vendors and one sponsor booth. One vendor and our sponsor had double booth spaces. The vendors were open from 12-6 on Tuesday and Wednesday. Attendees were very happy with the shopping opportunities. Most of the vendors were pleased with the experience. Everyone was pleased with the loading/unloading situation. The booth size was adequate but several would have liked to have 2 more feet of depth making the booth 10'x10'.

Bistro

The bistro environment was well received and allowed attendees to socialize. There was a minimal wait after the initial tables were first filled but Mosaic did a good job of serving everyone efficiently so the tables could turn over quickly. Good weather allowed diners to eat outside.

Flower Show

Artistic (Coordinated by Tory Willis)

The Artistic Show had more than 30 entries with InterClub and individual classes. The schedule focused on using flowers to reflect scientific themes, consequently, all classes were contemporary in nature and were executed beautifully.

Photography (Coordinated by Claire Mellinger)

Claire did a great job of writing an interesting schedule that inspired photographers to fill all of the classes. Claire had a designated Photography registrar which made the process efficient. Photographs were sent to Ann Heller at KVH prior to the show, making the set up much easier. A GCV member donated extra display grids for future photography shows. The Albemarle Garden Club dedicated a new Photography Award in honor of Claire Mellinger to be given annually.

Horticulture (Coordinated by Kim Cory and Fran Carden, Report by Kim Cory)

- 469 total entries (422 entries in 2017)
- 64 entries in the rose classes (53 in 2017, 81 in 2016 and 94 in 2015)
- 24 total clubs entered same as 2017
- 10 clubs entered the rose classes (9 clubs in 2017)
- 73 total exhibitors, 3 exhibited roses only (68 total exhibitors in 2017, 7 exhibited roses only)

What went well:

- the lighting and the space were terrific
- integration with artistic and photography was well received
- more passers improved the speed and efficiency of passing
- the pedestals which we used on the tables to create two levels for better viewing
- lots of time for set up
- impressive group of passers and judges from VA, MD, KY and NC

Awards

Lauren Thompson coordinated the retrieval of the silver awards and oversaw the pickup of the awards. The awards were staged on the flower show floor and recipients were given a one-hour window to pick up their award and have a picture taken with Jean.