Kaleidoscope
A GCA Annual Meeting
Flower Show
The purpose of a flower show is threefold: to set standards of artistic and horticultural excellence; to broaden knowledge of horticulture, floral design, conservation, photography and other related areas; and to share the beauty of a show with fellow club members and with the public.


The purpose of The Garden Club of America is to stimulate the knowledge and love of gardening; to share the advantage of association by means of educational meetings, conferences, correspondence and publications; and to restore, improve and protect the quality of the environment through educational programs and action in the fields of conservation and civic improvement.
Kaleidoscope

A GCA Annual Meeting
Flower Show

Presented by

Millbrook Garden Club
with the member clubs of Zone III
of the Garden Club of America

Allyn’s Creek Garden Club, Bedford Garden Club,
Essex County Adirondack Garden Club, Fort Orange Garden Club,
Garden Club of East Hampton, Garden Club of Irvington-on-Hudson,
Garden Club of Lawrence, Garden Club of Orange & Dutchess Counties,
Lake & Valley Garden Club, North Country Garden Club of Long Island,
North Suffolk Garden Club, Philipstow Garden Club, Rochester Garden Club,
Rye Garden Club, South Side Garden Club of Long Island, Southampton Garden Club,
The Little Garden Club of Rye, Three Harbors Garden Club, Ulster Garden Club

May 17-19, 2015

Riverside Court
Rochester Riverside Convention Center
123 East Main Street
Rochester, NY 14604

Open to the Public

Monday May 18, 2015  9 AM to 5 PM
Tuesday May 19, 2015  9 AM to 5 PM
ADMISSION FREE OF CHARGE
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TIMETABLE FOR EXHIBITORS

October 1, 2014       Floral Design Registration Deadline
November 14, 2014     Horticulture - Six month ownership deadline
January 22, 2015      Horticulture Registration Deadline
February 13, 2015     Horticulture - Three month ownership deadline
March 22, 2015        Photography and Botanical Arts Registration Deadline
April 22, 2015        Photography and Botanical Arts Divisions entry delivery deadline

SATURDAY, MAY 16, 2015
2:00-5:00PM            Floral Design and Horticulture entries accepted and passed

SUNDAY, MAY 17, 2015
8:30-11:30AM           Floral Design and Horticulture entries accepted and passed
11:30AM                Entries completed
11:45AM                Judges luncheon
12:30PM                Judges Briefing
1:00-3:00 pm           Judging
3:30PM                 Judges - Flower Show Evaluation
5:00-7:00PM            Show open to GCA Annual Meeting Attendees

MONDAY, MAY 18, 2015
8:00-9:00AM            Refreshing and maintenance of exhibits
9:00AM-5:00PM          Show open to the public

TUESDAY, MAY 19, 2015
8:00-9:00AM            Refreshing and maintenance of exhibits
9:00AM-5:00PM          Show open to the public
6:00-6:45PM            2015 Medalists Cocktail Party at the Flower Show
7:30-10:30PM           Show closes. Exhibits must be removed
FLOWER SHOW COMMITTEE

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GCA RULES


2. All plant material must be correctly identified with the botanical and common names, if possible. Accepted references for nomenclature are:
   - AHS A-Z Encyclopedia of Garden Plants
   - The Plant List at http://www.theplantlist.org/
   - International Plant Names Index at www.ipni.org or http://www.internationalplantnames.com
   - Plant Systematics at http://www.plantsystematics.org/
   - Royal Horticultural Society plant finder database http://apps.rhs.org.uk/rhsplantfinder

3. The Garden Club of America expects all exhibitors to be aware of the need to promote conservation of endangered and threatened plants. Plants collected in the wild and listed by the New York State Natural Heritage Program may not be exhibited in any flower show sponsored by a GCA club. Cultivated plant material listed by New York State’s Natural Heritage Program may be exhibited if accompanied by a typed card stating that it has not been collected from the wild or that it was collected out-of-state and giving information concerning its cultural requirements and methods of propagation. Natural Heritage Program lists of endangered plant material will be available before and during the show from the division chairmen and are available online at http://plants.usda.gov/threat.html.

4. Plant material showing evidence of insects or disease must be removed immediately from the exhibition area. This rule will be enforced at any time during the show, whenever the problem is identified.

5. All entries in the Floral Design and Horticulture Divisions must include fresh and/or dried plant material. Fresh plant material must be in water or conditioned in such a way as to remain in pristine form while on exhibition. An entry not maintained in show condition may have its award removed. Entries in Photography are required to include plant material. Entries in Botanical Arts Division must use dried plant material or as stated in the class description.

6. Locally invasive plants, diseased plant material, artificial plant material, live animals (including fish), taxidermy, natural birds’ nests and protected sea life are not permitted. See http://plants.usda.gov/java/noxiousDriver.
GENERAL INFORMATION

1. Entries are open to all GCA club members, including provisionals, and professionals in their disciplines, except Division I Floral Design Classes which are by invitation from the committee to designers from all GCA zones and Division II Horticulture Classes 40, 41 and 42 which are only open to members of Zone III Garden Clubs.

2. Registration is required for all classes, with the exception of Division II Horticulture, Classes 1-31, and 33-36. Online registration links are provided on page 31. Classes will be filled in the order registration forms are received.

3. While The Garden Club of America, Millbrook Garden Club, and Rochester Riverside Convention Center will exercise due caution in safeguarding exhibits, responsibility for damage, loss or personal injury cannot be assumed.

4. Any clarification or change in the rules, as originally stated in the schedule, shall be communicated promptly in writing by the division chairman to all exhibitors in the class and, at the show, to the judges and to the passing committee.

5. An entry card must accompany each entry. Entry cards will be available online, at the show and upon request from the registration or division chairmen, in advance of the show. Information required on the entry card must be completed in black waterproof medium.

6. The passing committee must pass each entry before an exhibitor may leave the show area. The passing committee reserves the right to refuse any entry that does not conform to the rules of the schedule. The exhibitor has the option of correcting the entry, if time permits. If not corrected, the entry cannot be judged, but may remain in place, marked “For Exhibit Only”. The judges may not disqualify any entry passed by the passing committee unless evidence of insect infestation or disease is identified.

7. Once an entry is passed, the exhibitor(s) must immediately leave the show floor. The only exception will be flower show committee members who have entered and been passed according to the timetable. A passed entry may not be touched again by the exhibitor until after judging and then only to carry out necessary maintenance.
8. Only participating judges and clerks will be allowed on the show floor during judging. Flower show chairmen and division chairman should remain nearby but off the show floor until needed.

9. All containers and accessories must be inconspicuously labeled with the exhibitor's name.

10. A novice is an individual exhibitor who has not won a first place ribbon or a GCA Special Award, in the division entered at a GCA Flower Show, GCA Major Flower Show or Sanctioned Non-GCA Major Show. Only an individual novice exhibitor is eligible to receive the Sandra Baylor Novice Floral Design Award or the GCA Novice Award in Horticulture, Photography and Botanical Arts. A novice exhibitor will be identified on the entry card, following the initial judging.

11. A statement of intent is optional and must be submitted at the time of passing. The statement must be no more than 25 words, typed or printed in waterproof medium on a 4" x 6" white, unlined card.

12. All exhibits must remain in place and in show condition until fifteen minutes following the closing time of the show.
1. Please carefully read and follow the GCA Rules, General Information and Timetable for Exhibitors.

2. Exhibitors from each GCA Zone will be invited to participate in Floral Design classes by the Annual Meeting Flower Show and Division I Co-chairmen in consultation with FSC Zone Representatives. Registration for classes is limited. Prompt online registration is encouraged. An exhibitor is permitted only one entry and may work with a partner. The exhibitor(s) under whose name(s) the entry has been registered must create and complete the design. All participants must be listed. Only listed exhibitors and show personnel may be on the show floor at the time of entry.

3. If forced to withdraw, an exhibitor must notify the division chairmen immediately.

4. Mechanics should not be visible unless they are an integral part of the design.

5. Designs may be executed off-site and brought to the show completed.

6. Anything not prohibited in the GCA Rules, Floral Design Division Guidelines, or individual class descriptions is permitted.

7. Although permitted, the use of cut fruits and vegetables is discouraged and should be undertaken only with proper treatment to prevent spoilage and insect contamination.

8. Judging will be based on the principles of design: balance, contrast, dominance, proportion, rhythm and scale; and the elements of design: light, space, line, form, color, texture, pattern and size. Creativity is important, as are distinction, conformance to and interpretation of the class and schedule.

9. Accessories are permitted, unless otherwise stated in the class description.

10. Pedestals may not be moved. Tops of pedestals may not be enlarged or draped. Floral Designs have no height restrictions.

11. Classes 1, 2, 3 and 4 are staged against a black background. Pertinent paint samples may be requested from the chairmen after registration form is received.

12. Questions regarding class requirements may be directed to the division chairmen who also serve as the class consultants.

13. The recommended scale of points by which floral design classes are to be judged may be found in the *GCA FS&JG*, July 2014 edition pages 178-184.
Division 1  Floral Design Classes

Class 1. PRISM  4 entries
An underwater design staged on a round black pedestal 40" h with a 16" d top.
Design must not exceed 15" from the center of the top of the pedestal on all sides.
Viewed from three sides.

Underwater design: [FD] a contemporary design style where all or part of the design must be under visible water.  GCA FS&JG, July 2014 Edition

Class 2. RedOrangeYellowGreenBlueViolet  6 entries
A monochromatic design staged on a black pedestal 43" h with a 15" square top.
Design may not exceed 15" from the center of the top of the pedestal on all sides.
Viewed from three sides. Color choices: Red, Orange, Yellow, Green, Blue, Violet.
No duplicates. First, second and third color choices must be listed in online registration.

Monochromatic: [FD] a design incorporating plant material of just one color, including the shade and tints of the hue. A small amount of green foliage is allowed with the chosen single color; small bit of attached non-conforming floral parts are permitted e.g. the yellow center of a purple aster. Unless stated in the schedule, the container, bases and/or stands do not need to be the same color.  GCA FS&JG, July 2014 Edition

Class 3. FACETS  6 entries
A miniature design staged 53" from the floor on a 6" h x 6" w x 6" d black stand.
Viewed from three sides.

Miniature arrangement: [FD] a diminutive arrangement which with all of its components is not more than five inches in height, width, and depth.

Miniature arrangement Scale of Points: Design 30, Scale/Proportion 25, Originality 15, Conformance 10, Interpretation 10, Distinction 10, Total 100.  GCA FS&JG, July 2014 Edition

Class 4. COLOR AND LIGHT!  4 entries
A design on a black pedestal 42" h with a 16" square top. Design may not exceed 15" from the center of the top of the pedestal on all sides. Viewed from three sides.

Class 5. OPTICAL ILLUSION  4 entries
A design staged in a niche 12" h x 8" w x 8" d set into an off-white wooden panel 50" from the floor. Individual niche lights are incorporated into the panel. Niche may be lined but care must be taken not to damage the surface of the niche. Viewed from the front.

Division chairman serve as class consultants.
1. Please carefully read and follow the GCA Rules, General Information and Timetable for Exhibitors.

2. Entries must have been owned and grown by the exhibitor for a minimum of three months, unless otherwise stated in the schedule. Entries eligible for the Catherine Beattie Medal and/or the Clarissa Willemsen Horticulture Propagation Award must have been in the possession of the exhibitor for at least six months and will be identified on the entry card.

3. An exhibitor may submit three entries per class, provided each is a different species or cultivar.

4. All entries propagated by the exhibitor must be so identified with the method and relevant date(s) of propagation on the entry card.

5. Mats, stands, stakes, ties, etc. are not allowed.

6. Classes may be subdivided and entries moved and/or reclassified at the discretion of the show committee and/or the judges.

7. Containers are measured at the diameter or the diagonal of the widest point on the inside of the rim at the soil line.

8. One key card (diagram or plant list) is required when multiple species or cultivars are exhibited in the same container and/or propagation information is available. Key card must be a 4" x 6" white, unlined card and completed in black waterproof medium. A 4" x 6" photograph with identifying numbers may be used. Cards must be in waterproof sleeves.

9. Container-grown plants may be exhibited in containers that are clean, unobtrusive and compatible with the exhibit. Terracotta clay pots are preferred. Other options include stone-like (Hypertufa), bonsai containers, wire baskets, slatted orchid baskets and plants mounted on driftwood. Disguised double potting and top dressing are permitted; top dressing must not float when watered.

10. The committee will provide containers and wedging materials for all cut specimens.
11. The committee will water the exhibits if instructed to do so in writing. Notify the division chairman at time of entry with written instructions for watering.

12. Scales of points for Classes 33-36 and 40-41 are listed with class description. For all other recommended scales of points, please refer to the GCA FS&JG, July 2014 Edition pages 187-195.
Classes 1-31  COLOR WHEEL
Cut Specimens
All entries should be cut from the garden. The stem will be measured from the lip of the container to the tip of the specimen and must not exceed 26" in length.

Classes 1-6  Perennials
1. Aquilegia
2. Astilbe
3. Dicentra
4. Iris
5. Paeonia – herbaceous
6. Other

Class 7  Biennials

Classes 8-15  Flowering shrubs
8. Paeonia suffruticosa
9. Paeonia Itoh hybrids
10. Rhododendron - deciduous
11. Rhododendron - evergreen
12. Syringa
13. Viburnum
14. Weigela
15. Other

Class 16. Shrubs grown for foliage

Classes 17-21  Flowering trees
16. Chionanthus
17. Cornus
18. Magnolia
19. Malus
20. Other

Class 22. Conifers
Classes 23-27 Bulbs, corms, tubers
23. *Allium*
24. *Fritillaria*
25. *Narcissus*
26. *Tulipa*
27. Other

Class 28
A minimum of three varieties of one genus, in a glass container provided by the exhibitor. Key card required. To be judged solely on the basis of cultural perfection.

Class 29
A collection of miniature Hosta leaves, no more than 5, displayed in separate containers provided by the committee. Six month ownership. Key card required.
An American Hosta Society miniature-leaved registered cultivar or species, names and varieties found at www.americanhostasociety.org/Education/mini_hostas.pdf.

Class 30-31
Vegetables grown in the exhibitor’s garden arranged on a white plate provided by the committee.
30. *Pisum sativum* 12 pea pods
31. *Raphanus sativus* 5 radishes

Class consultant: Betsey Ely betsey@hotmail.com 845-266-3180

Classes 32-42 CHLOROPHYLL
Container Plants

Class 32 MICROSCOPE 6 entries
A collection of miniature Hosta, no more than 5, planted in separate pots not to exceed 5" in diameter. Six month ownership. Key card required.
An American Hosta Society miniature-leaved registered cultivar or species, names and varieties found at www.americanhostasociety.org/Education/mini_hostas.pdf.

Class consultant: Suzanne Perry tillingonrye@gmail.com 518-436-7837
Classes 33-36 PANORAMA
A plant propagated from any recipient of the Freeman Award, honorable mention or special commendation in a container not to exceed 10" in diameter. Key card should state propagation chronology and process. A list of Freeman medal plants can be found on the GCA website. Propagation must be begun on or after June 15, 2014.

34. Herbaceous plants hardy in USDA zones 3, 4, 5, and 6.
35. Woody plants hardy in USDA zones 7, 8, 9, and 10
36. Herbaceous plants hardy in USDA zones 7, 8, 9, and 10.

Suggested Scale of Points for a Propagation Class: Cultural Perfection 50, Difficulty of Propagation 30, Propagation Information 10, Distinction 10, Total 100

Class consultants: Suzanne Perry tillingonrye@gmail.com 518-435-7837
Ellen Petersen ericellenp@yahoo.com 518-398-6658

Class 37-38 TRANSFORMATION
One species grown from seed harvested from the exhibitor’s garden or collected from a fellow garden club member’s garden. From one to five plants exhibited in a terra cotta colored container not to exceed 12" in diameter. Seeds sown on or after June 15, 2014. Indicate on entry card the origin of the seeds, sowing date and method.

37. Annual 6 entries
38. Perennial 6 entries

Class consultant: Ellen Petersen ericellenp@yahoo.com 518-398-6658

Class 39 FRACTAL
Succulents (one or more plants) exhibited in a terra cotta colored container not to exceed 10" in diameter. Six month ownership. Key card required for entries with more than one species or cultivar.

Class consultant: Suzanne Perry tillingonrye@gmail.com 518-435-7837
Class 40-42 SPECTRUM 
22 entries
Zone III Container Class required of each club in Zone III and open only to those clubs. A 14" terra cotta colored container, planted in shades of one color in the spectrum: red, orange, yellow, green, blue or purple. Each Zone III club to request a first, second and third color choice in online registration (page 31). Color choice will be first come, first served, based on receipt of registration. Clubs not registered by January 22, 2015 will be assigned a color. Key card required. Three month ownership. Displayed on low platforms along a sunny exposure.

40. Red (4) and Orange (3)
41. Yellow (4) and Green (4)
42. Purple (4) and Blue (3)

Container Garden Scale of Points: Cultural perfection 40; Scale, balance and design 35; Suitability and compatibility of plant material 15; Suitable key card 10; Total 100 GCA FS&JG, July 2014 Edition page 194.

Class consultant: Ellen Petersen ericellenp@yahoo.com 518-398-6658

Class 43 HIGH DEFINITION 
Unlimited entries
Par class. An exhibit of exceptional horticultural merit, which does not qualify for entry elsewhere in the horticulture division, in a container not to exceed 12" in diameter. Entries must have been owned and grown by the exhibitor for a minimum of one year. Cut specimens and hanging baskets are not permitted.

Class consultant: Betsey Ely betsey@hotmail.com 845-266-3180
1. Please carefully read and follow the GCA Rules, General Information and the Timetable for Exhibitors.

2. An exhibitor may make only one entry. Advance registration is required by January 22, 2015. Exhibitors will be notified if accepted or not, at the time of registration.

3. If forced to withdraw, an exhibitor must notify the division chairman and/or class consultant and find a substitute unless there is a waiting list for the class.

4. Photographs that have won first place or a special award in a GCA Flower Show, GCA Major Flower Show or Sanctioned Non GCA Major Flower Show may not be entered in competition again. A photograph that was previously entered and did not place first, may be entered again if the image is significantly altered and newly printed. The same photograph may only be entered in one show at a time.

5. Each photograph must be the work of the exhibitor, under whose name it is registered. Printing and mounting may be done professionally.

6. Any manipulation at any stage must be the work of the exhibitor. This includes enhancement for color or clarity, removal of a part of the image, combining images, or distorting the original subject.

7. Photography entries are limited to subjects consistent with Garden Club of America interests such as horticulture, floral design, gardens/landscapes, conservation and the environment, historic preservation, civic improvement and the natural world. Some plant material is required in photographs. Identifiable plant material must be listed on the entry form and entry card.

8. All photographs (with the exception of class 3) must be flush mounted on black foam core cut to the size of the image, (no over matting). Overall dimension of entry must not exceed 50" in total perimeter measurement. Class 3 (Triptych) should be printed as three 5" x 7" photos in portrait format. These can be digitally united into one image on black foam core (as above) or as 3 images on black matt board with two 1" dividers and a 1" over matt on all sides. Overall perimeter of the photograph should not exceed 56". The surface finish of all photographs is the choice of the exhibitor. Glass and framing are not permitted.

9. Each entry must have the entry form affixed to the back of the photograph mounting with the exhibitor’s name, garden club, zone, address, phone number, email address and class entered. The top of the photograph must be indicated.
10. The division chairmen will provide an entry card to be staged with each photograph. Identification of plant material on the entry card is not required, but encouraged whenever possible.

11. An optional title or brief statement may be included on the entry form and the entry card itself not to exceed 25 words.

12. Photographs will be hung on a standing panel. Staging information sent to exhibitors after registration.

13. Photographs must be received no later than April 22, 2015. Send photographs to: Kathy de las Heras, 333 East 57th Street, New York, NY 10022. Your registration will be confirmed by email. Receipt of your photograph will also be acknowledged. For further information, contact: kathy.delasheras@gmail.com and clarge@optonline.net

14. All photographs will be passed by the photography committee to verify that class specifications have been met. If a photograph is not passed, the exhibitor will be notified and allowed, if time permits, to send a replacement photograph.

15. Only the photography committee may reclassify an entry, but only with the permission of the exhibitor. The photography committee and/or the judges may subdivide a class.

16. If a photograph is to be returned, the exhibitor must provide a self-addressed return label, envelope, and postage and packing material. Any award received will be noted on the back of the mount before it is returned. Use two 15" x 19" bubble wrap envelopes. (Smaller envelopes are too tight to easily get images in and out with their various wrappings.) Please do not use boxes. Wrap your mounted or matted image between 2 suitable pieces of foam core (this is very light) or non-bendable cardboard, which will be reused for return. Place wrapped image and folded self-addressed return envelope inside the mailing envelope.

**POSTAGE:** Please include a check, payable to the photography recipient, to cover return postage and handling. Please do not include stamps, UPS labels or postage meter strips. If return envelope and check are not included, it will be assumed that the image will not be returned.
17. The scale of points by which the classes are to be judged.

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**Division III Photography Classes**

Class 1. **REFRACTION** Color 4 entries
Image featuring nature manipulated using a kaleidoscope tool.

Class 2. **KODACHROME** Color 4 entries
Intimate image of a flower or plant part.

Class 3. **TRIPTYCH** Color 4 entries
Images in portrait format depicting one variety of tree or plant (either whole or in part) in three seasons or distinct locations.

Class 4. ** PATTERNS** Color 4 entries
Image of a landscape.

Class 5. **SHAPES AND SHADOWS** Black & White 4 entries
Image of the natural world.

*Division Chairmen are class consultants*
1. Please carefully read and follow the GCA Rules, General Information and the Timetable for Exhibitors.

2. Registration forms must be mailed to the registration chairman by March 22, 2015 and will be accepted in the order postmarked. Entrants must enclose a self-addressed, stamped postcard to be notified of their inclusion in classes.

3. Exhibitors are permitted only one exhibit in each class, but may enter more than one class. All participants must be listed on the entry card.

4. If forced to withdraw, the exhibitor must notify the division chairman and the class consultant, and find a substitute unless there is a waiting list for the class.

5. All plant material used must be dried - this includes flowers, foliage, seeds, pods, nuts (in or out of shells), vegetables, twigs, vines, reeds, etc. Only plant material, mechanics and their surface treatments (i.e. paints, nail polishes, varnishes, waxes, etc.) are permitted. Artificial, endangered, and locally invasive plant material may not be used.

6. Figural forms must be assembled or judiciously carved by the exhibitor. Any plant material may be cut, incised or shaped to enhance artistic effect.

7. Non-plant material (i.e., cardboard, metal, twine, string, cording, etc.) may be used only for construction and must not show.

8. Processed products may not be included in design.

9. Each entry must be the work of the exhibitor under whose name it is registered. All handiwork must be executed by the exhibitor.

10. A sample card must accompany each entry. An untreated sample of each plant material used in the design, correctly identified with botanical and common names, affixed to a 4" x 6" white, unlined card.

11. All entries must be received no later than April 22, 2015. Send entries to Roberta DuBeshter, 43 Knollwood Drive, Rochester NY 14618-3512. If an exhibit is to be returned, the exhibitor must provide a self-addressed return label, return postage and packing material.
12. If an exhibit has won first place or a GCA Special Award in a GCA Flower Show, GCA Major Flower Show, or Sanctioned Non GCA Major Flower Show it may not be entered in competition again. An exhibit, which has been previously entered and did not place first, may be entered again if the piece is significantly altered.

13. All entries will be passed by the botanical arts committee to verify class specifications have been met. If time permits, an entry may be returned for correction.

14. The committee will be responsible for installation of the exhibits. Each exhibit will be handled with the utmost care. Indicate in writing, and include with the exhibit, any special instructions for handling and display. Further staging information will be sent after receipt of entry registration.

15. Scale of points by which the classes are to be judged:

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design</td>
<td>35</td>
</tr>
<tr>
<td>Craftsmanship</td>
<td>30</td>
</tr>
<tr>
<td>Originality</td>
<td>15</td>
</tr>
<tr>
<td>Interpretation of theme</td>
<td>10</td>
</tr>
<tr>
<td>Distinction</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Division IV Botanical Arts Guidelines—cont’d.
Section A: Botanical Jewelry
Class 1 MULTIFACETED 4 entries
A necklace, displayed on a 15” h black velvet jewelers stand supplied by the committee after registration. Staged on a black shelf 45” from the floor. Viewed from 3 sides.

Class 2 DAZZLING 4 entries
A brooch, inspired by a kaleidoscopic image, to be displayed on a 6” black velvet padded square. Staged on a section of a black shelf 42” from the floor. Viewed from three sides and above.

Section B: Botanical Embellishment
Class 3 KALEIDOSCOPE 4 entries
An embellished kaleidoscope 7.5” h x 2.5” in diameter at its widest point, provided by the committee after registration and staged on a section of a black shelf 42” from the floor. Viewed from three sides and above.

Division Chairmen are Class Consultants.
A. Conservation

Essex County Adirondack Garden Club Takes on Invasive Species!

In partnership with the Adirondack Park Invasive Plant Project (APIPP) of The Nature Conservancy, The Essex County Adirondack Garden Club is working to uproot invasive species, especially those sold in nurseries as ornamentals/landscape plants, from the Adirondack Park. Plantwise ADK (Adirondack) will raise awareness of responsible gardening and landscaping to preserve the unique qualities of the neighboring wild land and wetlands within the six million acre park preserve.

Plantwise ADK, our joint venture, was initiated in 2011 with the goal of providing informational tools to Adirondack communities, local gardeners, nurseries, and landscapers. The information identifies ornamental invasives that are not native to the Adirondack Park and often escape into the wild causing harm to our natural areas, the economy and even human health. Other invasives found in the wild sections of the park are also identified. Alternative natives for use in the home landscape as well as methods of control for invasives are highlighted. The exhibit includes Plantwise ADK educational information and brochures, live plants, a picture display of native alternatives for ornamental use, and photographs of successful workshops, nature tours and presentations in the Adirondack Park. Every area of our country has its own invasives – come and see how the Essex County Adirondack Club and its partnerships have tackled ours!
B. Education Exhibit

Seeds to Bloom: Sowing the Empire State

*Before the seed there comes the thought of bloom,*

*The seedbed is the restless mind itself.*

E. B. White, *To my American Gardener*

New York State witnessed a proliferation of nurseries in the Lower Hudson Valley during the 18th century, followed by the seed companies throughout the state in the 19th century and early 20th centuries. Inspired by the collections of catalogues and rare books pertaining to the rise of this trade within GCA’s Rare Books Collection, and by archival materials of GCA members and others, a kaleidoscope of information unfolds which tells the story of this important industry. And no other region in New York embodies the rise of seed companies at this time than Western New York State, and Rochester was its center.

Seeds to Bloom: Sowing the Empire State will demonstrate the very essence of New York State’s diverse industry leaders such as Ellwanger & Barry and Charles P. Bissell & Josiah Salter through their promotional catalogues, which also double as modern “how to books” and instruction manuals for designing gardens. In addition seed companies understood the art of promotion: they were early proponents of mass marketing and capitalized upon compelling design motifs and printing techniques.
GCA FLOWER SHOW AWARDS

GCA Flower Show Awards described below have been applied for and will be presented if merited.

DIVISION I, FLORAL DESIGN

The Dorothy Vietor Munger Award may be awarded to members of Garden Club of America clubs in competitive Floral Design classes at a GCA Flower Show. It is offered in recognition of creative work of outstanding beauty using predominantly fresh plant material. The design must have placed first, second, or third. Challenge class entries are not eligible. The award is not a substitute for Best in Show and will be given at the discretion of the judges.

The Harriet DeWaele Puckett Creativity Award may be awarded to members of GCA clubs or non-members in recognition of a uniquely skillful and creative response to an imaginative schedule in Floral Design. It will be given for an innovative and interpretive entry, which, although it abides by the principles of good design, goes beyond traditional period arrangement to whatever art form the exhibitor(s) chooses. The design must have placed first, second, or third in the Floral Design Division of a GCA Flower Show. An entry in any challenge class is not eligible to receive this award. The award is not a substitute for Best in Show and will be given at the discretion of the judges.

The Sandra Baylor Novice Floral Design Award may be given at a GCA Flower Show to an exhibitor who is a member of a GCA club and who has never won first place, or a GCA Special Award in the Floral Design Division of a GCA Flower Show, GCA Major Flower Show or Sanctioned Non-GCA Major Show. It shall be awarded to an individual novice exhibitor for a unique and skillful response to the schedule. Novice entries placing first, second, or third in any competitive class, including challenge classes, are eligible for this award.

DIVISION II, HORTICULTURE

The Catherine Beattie Medal is to be awarded for a horticulture entry distinguished by its vibrancy, prime condition, and perfection of grooming. The exhibitor must have owned and grown the exhibit for at least six months. The medal may be awarded for a single plant, collection of plants, container garden, or cut specimen, but only if there is an exhibit worthy of the honor. It may be awarded to members of GCA clubs only; individual, joint, and club entries are eligible. The award should not be considered as a substitute for Best in Show. The medal may not be awarded to the same exhibit more than once; however, offspring of a Beattie winner are eligible to receive the award.
The Clarissa Willemsen Horticulture Propagation Award is to be awarded for a horticulture entry distinguished by its prime condition, flawless grooming and difficulty of propagation. The entry must have been propagated and grown by the exhibitor for at least six months. This award may be given for a single rooted plant or a collection of rooted plants. The dates and method of propagation must be recorded on the entry card. The entry must have placed first, second, or third at a GCA Flower Show. The award may not be given to the same exhibit more than once.

The Rosie Jones Horticulture Award may be presented to a horticulture entry of exceptional visual appeal that reflects the spirit of growing with joy and enthusiasm and inspires others to propagate, grow, show and share horticulture. An exhibit that has been propagated by the exhibitor will be given special consideration but propagation is not a requirement. Perfection, while always desirable, is not a primary criterion. This award celebrates the ineffable joy inherent in the beauty and pursuit of horticulture. Its primary virtue shall be its exceptional and exuberant inspiration.

DIVISION III, PHOTOGRAPHY

The Photography Creativity Award may be awarded at a GCA Flower Show to a member of a GCA club in recognition of creative and technical excellence in response to the theme of the schedule. The entry must have placed first, second, or third.

DIVISION IV, BOTANICAL ARTS

The Botanical Arts Creativity Award may be awarded at a GCA Flower Show to a member of a GCA club for excellent craftsmanship and creative response to the theme of the schedule. The entry must have placed first, second, or third.

DIVISION II, III, IV

The GCA Novice Award may be given at a GCA Flower Show in the Horticulture, Photography and Botanical Arts to an exhibitor who is a member of a GCA club and who has never won first place or a GCA Special Award, in the division entered of a GCA Flower Show, GCA Major Flower Show or Sanctioned Non-GCA Major Show. It shall be awarded to an individual novice exhibitor for an outstanding exhibit. Novice entries placing first, second, or third are eligible for this award.
DIVISION V, CONSERVATION AND EDUCATION EXHIBITS

The Ann Lyon Crammond Award may be presented at a GCA Flower Show to an outstanding educational exhibit, which best educates the public about gardens. Any educational exhibit, which increases the appreciation of any aspect of plants, gardens, or landscape design, may be considered for this award. The award may be given to GCA club members, member clubs, non-members or other organizations.

The Marion Thompson Fuller Brown Conservation Award may be presented for an outstanding conservation exhibit at a GCA Flower Show. The award recognizes an exhibit of exceptional educational and visual merit, which increases knowledge and awareness of the environment. The exhibit should emphasize environmental concerns and may demonstrate conservation practices. Plant material may or may not be used and, when appropriate, must be clearly identified. Protected material may be included if such materials are identified as protected and not collected in the wild. The award may be given to Garden Club of America clubs, club members, non-members or other organizations.

OVERALL

Best in Show, selected from among the first place winners, may be awarded in each division.

Judges’ Commendation(s) may be given to an entry, class, section, special exhibit or other aspect of the show that is of exceptional merit.

Award of Appreciation may be given to a conservation or education exhibit thanking the exhibitor or group for participation. The award may also be given to non-judged classes.

KALEIDOSCOPE SPECIAL AWARDS

Sponsoring Zone Award
Horticulture Sweepstakes Award given to the Zone III club amassing the most points in Horticulture.
Points: Horticulture Special Award, 10 points; First, 4 points; Second, 3 points; Third, 2 points; HM, 1 point.

Horticulture Best Cut Specimen awarded to the Best of the Blue ribbon winners in the Cut Stems Classes (1-31) of the Horticulture Division of the flower show.
DIRECTIONS TO THE FLOWER SHOW

Rochester Riverside Convention Center
123 East Main Street
Rochester, NY 14604
(South Ave. Garage: max vehicle height = 7’)

FROM THE EAST: I-90 West–Exit 45 and follow 490 West to Exit #16, Downtown-Clinton Avenue. Stay to your left on Clinton Avenue and after the 4th traffic light, turn left onto Mortimer St. and then turn left onto St. Paul/South Ave. Get into your right lane, go through traffic light and at the end of the building on your right, turn right and go down driveway to loading dock area. *To exit, turn right on South Ave. and at 2nd traffic light, turn left. At 2nd traffic light, turn left onto Clinton Ave. and take your first left onto Broad Street. Proceed to Hyatt, Radisson or South Ave. Garage.

FROM THE WEST: I-90 East–Exit 47 and follow 490 East to Exit #13. Downtown-Inner Loop-Plymouth Avenue West. Bear right and follow Plymouth Avenue. At traffic light, turn right on to Plymouth Avenue. Go to 2nd traffic light and turn left onto Main Street. At 4th traffic light, turn right onto South Ave. and at the end of building on your right, turn right and go down driveway to loading dock area. *To exit, see instructions above.

FROM THE SOUTH AND AIRPORT: Take 390 North. Follow sign for 490 East–Downtown. Take Exit #13, Downtown-Inner Loop-Plymouth Avenue. Bear right and follow Plymouth Avenue. At traffic light, turn right onto Plymouth Avenue. Go to 2nd traffic light and turn left onto Main Street. At 4th traffic light, turn right onto South Ave. and at the end of building on your right, turn right and go down driveway to loading dock area. *To exit, see instructions above.
Entries accepted on a first come basis.

To register instantly online go to the appropriate registration link listed below. Complete the form then click the submit button. The date and time of your registration will automatically be recorded. You will receive a separate email confirmation from the Division Registrar.

**FLORAL DESIGN - Division I Deadline October 1, 2015**
Please complete this registration after receiving an invitation to enter from the 2015 KALEIDOSCOPE Co-Chairmen. Click [here](#) to fill out the online registration form for Floral Design.

**HORTICULTURE - Division II - Zone III Container Class Deadline, January 22, 2015**
Registration is not required for cut specimen or par classes. Each exhibit in a class requiring registration must be submitted in a separate registration form. Click [here](#) to fill out the online registration form for Horticulture.

**PHOTOGRAPHY - Division III Deadline January 22, 2015**
Please complete one Registration Form per entry. Click [here](#) to fill out the online registration form for Photography:

**BOTANICAL ARTS - Division IV Deadline January 22, 2015**
Please complete one Registration Form per entry. Click [here](#) to fill out the online registration form for Botanical Arts:
Photograph Entry Deadline: April 22, 2015  Please complete one Entry Form per photograph. Affix the form to the back of the mounting. Send to: Kathy de las Heras, 333 East 57th Street, New York NY 10022 Please print using block letters.

Class Entered: __________________________ Email __________________________

Name: __________________________ Garden Club/Zone: __________________________

Address: ________________________________________________________________

Tel: __________________________ Return postage and packaging must provided

Identifiable Plant Material: ______________________________________________________

Title or Brief statement (optional): _______________________________________________

____________________________________________________________________________

Novice? Yes  No  (individual exhibitor only)  Date: __________________________

A novice is an individual exhibitor who has not won a first place ribbon or a or a GCA Special Award in the Photography division in a GCA Flower Show, GCA Major Flower Show or Sanctioned Non-GCA Major Show.

Botanical Arts Entry Deadline: April 22, 2015 Please complete one Entry Form per photograph. Affix the form to the back of the mounting. Send to: Roberta DuBeshter, 43 Knollwood Drive, Rochester NY 14618-3512 Please print using block letters.

Class Entered: __________________________ Email __________________________

Name: __________________________ Garden Club/Zone: __________________________

Address: ________________________________________________________________

Tel: __________________________ Return postage and packaging must provided

Key card required.

Title or Brief statement (optional): _______________________________________________

____________________________________________________________________________

Novice? Yes  No  (individual exhibitor only)  Date: __________________________

A novice is an individual exhibitor who has not won a first place ribbon or a or a GCA Special Award in the Photography division in a GCA Flower Show, GCA Major Flower Show or Sanctioned Non-GCA Major Show.