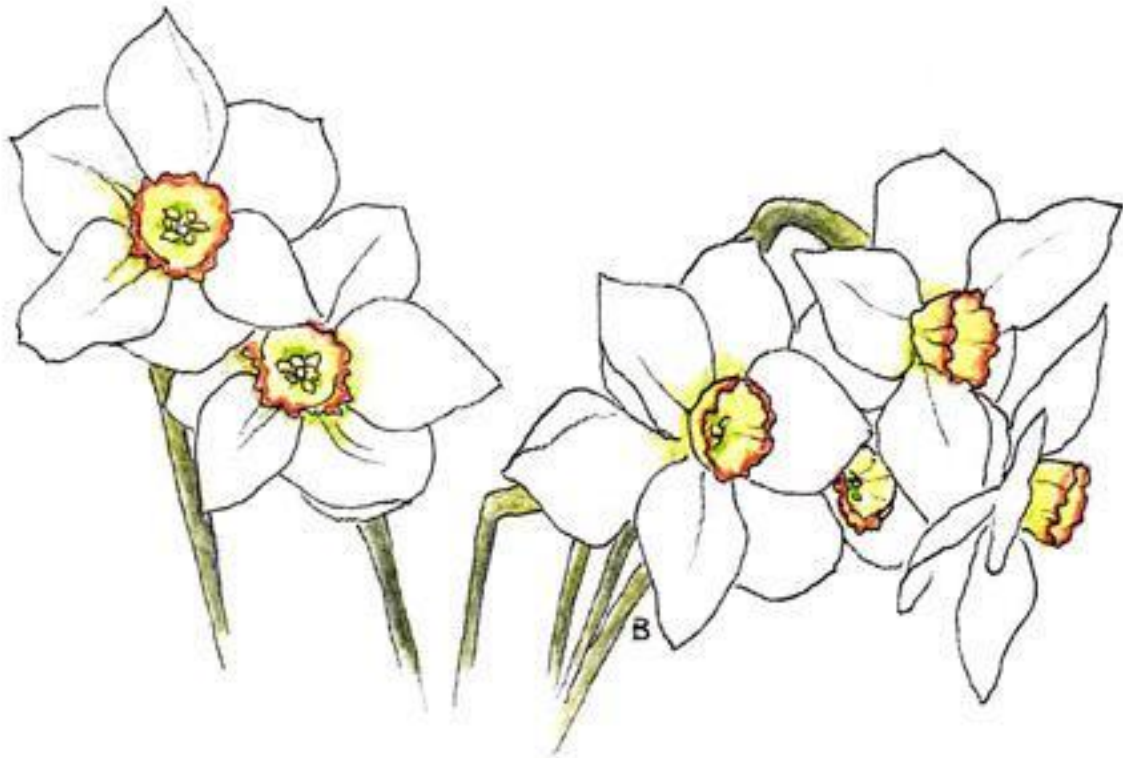


**AMERICAN DAFFODIL SOCIETY  
GUIDELINES FOR THE NATIONAL CONVENTION AND SHOW**



**2012 Edition**

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## **Preface**

The Convention of the American Daffodil Society is held annually. At the Annual Membership Meeting during the Convention, governance of the Society is maintained through the election of Officers and members of its Board of Directors.

The National Daffodil Show, the principal feature of the Convention, enables daffodil enthusiasts to promote daffodils to the public, and to exhibit their skills in hybridizing, growing, and staging in a atmosphere of friendly competition.

The annual ADS Convention normally is organized by a local society under the oversight of the ADS. The Convention is hosted by the local society at a location of its choosing. The structure and financial management of the Convention are provided by the ADS.

## **Purpose**

This document provides guidance in detail on how a local group can decide whether or not to host an ADS Convention and, if the decision is made to host a Convention, provides guidance on how to plan, organize, and manage the Convention.

The local group is free to adapt the guidance to fit its needs - with one major exception. The management of Convention finances may not be adapted from the process presented.

These guidelines can be used by the ADS should it be organizing and managing its annual Convention.

## **Section I - Is it feasible for your society to sponsor an ADS Convention and National Show?**

There are several key factors for a group to evaluate in deciding whether to sponsor an ADS Annual Convention:

1. **There must be adequate local support.** The membership of the group must support holding the event.
2. **There must be competent human resources available.**
  - a. There must be enough competent individuals willing to serve in the critical positions of responsibility: National Convention Chairman, National Show Chairman, Convention Registrar, Convention Financial Accountant, Program Chairman, Multimedia Coordinator, Publications Coordinator, Publicity Chairman, and Tours Coordinator. An individual could well serve in more than one position. As well, many positions could be filled by individuals not in the local group.
  - b. These individuals must work as a team (i.e., Convention Committee) to accomplish the planning of the Convention and the on-site tasks during the Convention.
3. **There must be sufficient physical resources available.**
  - a. There must be sufficient show properties for the horticultural and photography entries;
    - i. Tables for the horticultural entries, the exhibitors to prepare their entries, and for commercial exhibits (1500 sq.ft. of table space was used in the 2010 National Show)
    - ii. Show properties (test tubes and single-tube, three-tube and five-tube stands) for horticultural entries (2000 stems would be a medium-sized National Show)
    - iii. Stands, easels or wall space for display of photographs (100 photographs would be a large National Show)
  - b. There must be sufficient multimedia equipment available to stage the Convention programs and business meetings.
4. **There must be an attractive, affordable venue for the Convention and National Show.** This includes factors such as:
  - a. Accessibility to the city/area by major airlines,
  - b. Availability of transportation for attendees from the airport to the convention site,
  - c. Pleasant and affordable accommodations and meals for attendees, and
  - d. Adequate facilities for both Convention programs and the National Daffodil Show.
    - i. Room of sufficient size to accommodate all attendees for dining and after-dinner evening programs. This room could also serve as area for late-morning and afternoon programs. Clothed tables for dining and Show, as well as chairs for dining and program sessions would be required.
    - ii. Two rooms for morning concurrent breakfasts. Enough clothed tables and chairs would be required for attendees. These rooms could also serve as rooms for any separate but concurrent programs, as well as for meetings of the ADS Board of Directors and other committees.
    - iii. Room for horticultural exhibits in the National Daffodil Show. As an example, in the 2010 National Show, the show room of 2700 sq. ft. was barely adequate for the entries of 2000 stems in horticulture. Aisles between the tables of exhibits were rather narrow. The show room must have 24-hour air-conditioning that can maintain its temperature under 60F.

- iv.** Hallway space (if wide enough for tables) or separate room for displaying commercial exhibits. About 300 sq. ft. would be the maximum needed. A chair and a clothed 2.5' x 8' table would be required for each commercial exhibitor (expect perhaps three to six).
- v.** Well-lighted room for exhibitors to prepare their horticultural exhibits. This room should be adjoining or close to the showroom and also be cooled to 60F or under. For a large show, it would require about 20-25 tables and chairs in an area of 500 sq. ft. When show entries close, the room would be converted into an area for final judging of candidates for ADS Awards. If necessary, the commercial exhibits could also be located in this area.
- vi.** Space for display of photographs entered in the National Show. They could be posted on hallway walls, or placed on stands and easels in the hallway or lobby. The display could be placed in the showroom if the room is large enough. (Having a Photography Section in the National Show is not mandatory, but is a very desirable facet – having great public appeal.)

Although the annual ADS Convention has usually been held in a hotel where accommodations, dining, programs and show are under a single roof, other venues are possible. The Convention and Show could be held jointly in a hotel and a nearby events or horticultural center (as with the Chicago Botanic Garden for the 2009 Convention in Chicago) or jointly in a hotel and corporate center (similar to the 2010 Convention in Murphys, held at the Ironstone Vineyards business-convention facility). The Chicago Botanic Garden and the Ironstone Vineyards each acted as Convention co-hosts with the sponsoring daffodil society. There are lowered costs and added publicity advantages to a joint arrangement, but it will necessitate arranging shuttle service for attendees between the hotel and the show site.

Arranging a Convention at a hotel often will involve a substantial lead time, especially if the Convention is to be wholly contained in the hotel. To be considered as a site for the entire Convention, the hotel must have a dining room or ballroom large enough stage the daffodil show concurrent with two evening dinners. Negotiations will be required for tradeoff of room nights and meals in the hotel in return for use of the ballroom (and skirted tables) at little or no cost. Meals are the largest single cost category in Convention registration and the cost and quality of meals must be factors in determining the suitability of a hotel as a Convention site.

Convention reservations at major hotels are commonly booked 3-5 years in advance. Since the annual ADS Convention is relatively small by hotel standards and normally occurs during traveling off-season, it might be possible to negotiate for a date within two years in the future (or even one year as was done for the 2007 Convention at Tacoma).

Room rates at larger hotels usually are too expensive for the ADS (in the '90s the Board suggested that Convention room-rates be held below \$100/night). In the past, ADS Convention attendees have not booked enough room nights to entice a major hotel to greatly reduce its nightly rates. An advantage to the ADS is that, during their off-season, business-traveler-oriented hotels are less filled during the weekends (Friday and Saturday nights)) so that a weekend Convention might be attractive to the hotel. In this case it might be advantageous to schedule the Convention from Thursday through Saturday, opening Sunday night accommodations at the hotel for the expected arrival of business travelers. Convention room rates for attendees should be in effect for at least a night before and a night after the Convention.

Convention scheduling would be different should a horticultural garden or events center host the daffodil show and some program activities of the Convention. Public gardens and events centers would advertise the daffodil show to draw visitors and likely would want the daffodil show to be open on both weekend afternoons. This would mean holding a Friday through Sunday convention. This would expand the range of hotels to be considered for accommodations, since showroom space would not be necessary.

**5. The dates for the Convention should be during the daffodil season for local/regional growers.** The National Convention will likely replace the local show normally held annually. Even so, the National Convention will likely perturb the show schedule for the entire Region (as well as other Regions with a similar bloom season) so support of all daffodil groups in the Region should be elicited at least a year or two in advance. Local and Regional exhibitors will provide the majority of entries in the daffodil show, so the Convention dates should be chosen to assure their flowers will be in bloom.

**6. The ADS must not have a Convention already scheduled for the year proposed.** The local group should contact the ADS Second Vice-President and learn in what years a Convention has already been approved. The 2VP has the responsibility within the ADS for communicating with potential hosting societies.

**7. The sponsoring group must use the Convention financial structure required by the ADS.** This applies to receiving, managing and reporting income as well as paying bills. The ADS Convention is to be organized as an ADS-sponsored event with the local society as the event manager. There are several issues to consider:

**a.** Convention income from attendees will be either in the form of a personal check or a credit-card payment. If the payment is a personal check, it is to be payable to the ADS and sent to the Convention Registrar. All Convention income received by the Convention Registrar is to be sent by the Convention Accountant to the ADS Executive Director. All bills associated with the Convention are to be forwarded to the ADS Executive Director and are to be paid by the ADS.

**b.** Online registration payment by credit-card at the ADS webstore will be available for full Convention registration (i.e., the registration fee plus fees for selected optional events). Online payment by credit card will reduce currency-conversion costs for international attendees and likely will eliminate their making cash payment at the Convention. Using the online credit-card option for registration will replace the writing of a personal check and will be convenient for many attendees from the USA. When using the online-registration option, the attendee must also send a completed registration form to the Convention Registrar.

**c.** Any monetary donations by businesses, commercial organizations or individuals should be in the form of a check payable to the ADS and sent to the Convention Chairman. The Convention Chairman will give the checks to the Convention Accountant for recording and forwarding to the ADS Executive Director.

**d.** For liability purposes as well as for financial accounting reasons, it is strongly recommended (but not required) that the hosting local society be incorporated in its State. The ADS will compensate the local society for its efforts in holding the Convention. If the local society is not incorporated and the amount paid to it by the ADS is over \$600, then the IRS requires the ADS to issue a Form 1099 showing the amount paid. If the local society is incorporated, then the IRS does not require a Form 1099 to be issued. (Any Form 1099 issued must contain an EIN, TIN, or personal social-security number linked to the local society's bank account.) The local society will not have any other income or cost associated with the Convention. So, if incorporated, sponsoring the Convention should not affect their normal filing of federal or state income-tax returns. However, if not incorporated, the local society must report the income under Federal tax-reporting requirements as well as the tax-reporting requirements of its own State.

**8. The Convention presents a fund raising opportunity for the local society.** The sponsoring society may hold a “boutique” at the Convention in which daffodil-related merchandise (e.g., garments stitched or silk-screened with daffodil themes, jewelry, artwork, bric-a-brac) can be sold with all proceeds accruing to the sponsoring society. The framework and contents of a boutique are to be decided by the local group.

**9. CONCLUSION:** If, after assimilating the factors involved in sponsoring an ADS Convention, the group decides it is both feasible and desirable to sponsor an ADS Convention, then it should proceed to make the Convention a reality. This decision should be made at least three years in advance of the proposed Convention dates.



## **Section II: What's involved in organizing the Convention and National Show?**

Once a decision to hold a Convention has been reached, there are numerous tasks to be undertaken in organizing and managing the Convention and National Show. These tasks are described and presented in the order in which they are usually undertaken.

**1. Obtain ADS approval.** Upon determining that sponsoring a Convention and National Show is feasible, the group should send a proposal letter to the ADS President, with a copy to the ADS Second Vice-President. The letter should identify the sponsoring group and contact person, give the location (i.e., city or town) where the Convention is to be held, and identify the proposed weekend and year for the Convention. The letter should also include enough details to show that major feasibility issues have been considered and that early plans for the event are sound.

The ADS President or Second Vice President will present the proposal to the ADS Board of Directors at the first meeting of the Board after it has been received. (The Board convenes at the ADS Annual Convention in March or April and once again during the Fall, in September or October.) The ADS Board of Directors will consider the proposal and either accept it, ask for additional information to enable its decision, or decline it. Should the Convention proposal be accepted, the local group can embark on its planning and preparation.

**2. Appoint the Convention Chairman or Co-Chairmen.** Major tasks will be selecting the Convention venue, negotiating terms of potential contracts for facilities and transportation before sending the proposed contracts to the ADS for approval and signature, appointing competent individuals to accomplish essential tasks, monitoring and trouble-shooting progress, and managing the Convention. If Co-Chairmen, the two should divide the lead for major responsibilities between them. For example, one might take the lead on facilities and the other on programs. The Chairman or Co-Chairmen are appointed by the sponsoring group and should reside locally, i.e., within driving distance of the Convention site. The Chairman (or one of the Co-Chairmen) must be an ADS member and must be authorized by the ADS to negotiate a contract obligating the ADS (e.g., hotel, transportation). (However, any contract obligating the ADS must be approved by the ADS and signed by an ADS officer.)

**3. Organize a Convention Committee.** The Convention Chairman or Co-Chairmen must appoint individuals to fill the key roles in planning and organizing the Convention. These should include:

**a. *Show Chairman.*** Responsible for all aspects of the National Show. Typical major tasks are assuring the adequacy of the proposed show venue, creating the Show schedule, assuring competent judges and clerks, and overseeing the Show process from set up to tear down.

**b. *Convention Registrar.*** Receives, records and maintains complete information on attendees including fees paid for optional events and any special meal requirements. Ensures accuracy of registration information whether received directly from registrants or from credit-card registrations forwarded by the ADS.

**c. *Convention Accountant.*** Maintains complete financial information on the Convention. Receives registration income from the Convention Registrar and forwards it to the ADS Executive Director. Communicates with the ADS Executive Director to ensure that bills for Convention expenses are paid by the ADS. Prepares a final financial report on the Convention for the ADS.

**d. Program Chairman.** With the Convention Chairman, establishes the content and scheduling of the Convention activities. This task requires awareness of the knowledge and expertise of individuals worldwide. If there are Convention Co-Chairmen, the position is often assumed by one of them.

**e. Multimedia Coordinator.** Locates and ensures that appropriate hardware, software and Internet availability (if required) are provided for all Convention programs and activities. Coordinates media requirements with presenters and ensures compatibility of all hardware and software.

**f. Publications Coordinator.** Enters convention program and show schedule into publications software and interacts with printer to assure quality publications.

**g. Tours Coordinator.** Finds sites for day/afternoon bus tour, negotiates any entry fees, negotiates with bus companies, and establishes the itinerary. .

**h. Publicity Chairman.** Prepares articles for *The Daffodil Journal*, Convention website, newspaper gardening sections, and online garden blogs. Places Convention and Show listing in newspaper and online Events Calendars. If there are Convention Co-Chairmen, this position is often assumed by one of them.

It is preferable that the Convention Chairman (or at least one Co-Chairman) and the Show Chairman live within driving distance of the Convention site. The other individuals need not live locally, as long as they can be reached by e-mail. All individuals must be given clear direction about their responsibilities.

Jointly, this group forms the Convention Committee, under the leadership of the Convention Chairman (or Co-Chairmen). A schedule for Committee meetings or e-mail reports should be established in which progress on assignments is reported by each member. The Convention Chairman should make periodic status reports to the ADS Second Vice President.

**4. Decide on the target attendance.** Assess the attendance at previous Conventions held at similar dates or in similar geographical locations, recent attendance trends, and economic factors that might affect attendance. Consider both optimistic and pessimistic estimates of attendance size. Decide the target attendance figure upon which the Convention will be planned.

**5. Decide on essential space requirements.** The Convention will require rooms for dining, programs, meetings and the daffodil show. The sponsoring group might also consider having a room for a sponsor's boutique, from which any profit made remains with the local group.

**a. Dining.** Evening dinners will be as a group, as will at least one lunch. The lunch on the first day will be only for Show Judges (fewer than 40 persons) or Judges and Clerks (fewer than 60 persons). Breakfasts could be as one group or could be divided into two groups (to be decided in planning the Convention program).

**b. Program.** Program presentations could be for the attendees as a group, or by two concurrent presentations in separate rooms. Presentations for the entire group could be in the dining room.

**c. Meetings.** The ADS Board (60 members) will hold two meetings during the Convention. As well, there are normally requests by committees to hold a meeting of their members (e.g., Executive Committee, Finance Committee, Historics Committee). These meetings could be held in the rooms to be used for the separate program presentations.

**d. National Show.** The National Show will require space for exhibits of horticulture and photography. The National Show in 2010 exhibited 2000 stems in horticulture in a room of 2700 sq. ft.. There was 1150 sq. ft. of table-top space available for exhibits (the equivalent of 57 8' x 2.5' tables). (Aisles in the showroom were rather narrow; a larger room would have been desirable to provide more comfort for show visitors.) Photographs (100) were displayed on

movable, six-foot high dividers in an 8' x 20' area at the entrance to the dining room. As well, there should be a room or space (approximately 500 sq. ft.) near the show room with tables for horticultural exhibitors to prepare their entries. This space for preparation of horticulture exhibits can also serve as the location of the final judging of entries selected from the Show as candidates for ADS Awards. If space is tight, commercial exhibits could also be located there.

**6. Survey and evaluate Convention and Show site options.** Whether or not the National Daffodil Show is located separately from attendees' accommodations, a hotel will be required for the Convention. A survey of potential Convention (and Show) site options should be completed and negotiations undertaken at least two years before the proposed dates for the Convention. Several ADS members who have served as Convention Chairman have extensive experience in negotiating with hotels. Should advice or guidance in dealing with hotels be useful, contact the ADS Executive Director.

**a. *Option 1: Show separate from hotel.*** Search for an Events Center or a Botanical Garden that would host the National Daffodil Show as a weekend event for the public. Should one or more such facilities be located, determine the extent of meeting rooms for programs and hospitality that could be provided by each facility. Look for local transportation companies that provide shuttle-bus service and get cost information. Search for hotels within shuttle-bus distance that would provide pleasant accommodations, meals, and any needed meeting rooms.

**b. *Option 2: Show located in hotel.*** Find hotels with sufficient room to stage the daffodil show concurrently with a dinner for attendees.

**c.** Contact all feasible sites to learn their degree of interest and narrow potential sites (either hotel only or hotel plus separate show site) to most desirable candidates.

**d.** Negotiate with prime candidates on room rates, meal costs (including tax and gratuity), availability of special meals (e.g. vegetarian, gluten-free), cost of showroom and meeting rooms for Convention programs. Press for free parking. Also learn any costs associated with providing clothed tables for the Show and programs. Learn the hotel's policy on Internet access and multimedia equipment: (1) what is provided (e.g., microphones and screens) and (2) whether additional equipment (e.g. for PowerPoint presentations) can be brought or must be rented from their sources. Some hotels grant an exclusive franchise to one audio/visual company so that you cannot bring in equipment rented from a third party.

Hotels typically offer one complimentary room night for each 50 room nights sold to registrants. This can provide rooms for the Convention's evening speakers. The hotel will require that a minimum room nights be sold, or a penalty will be assessed. Negotiate to set the number as low as possible. Establish the latest date that the minimum number of room-nights required can be altered. To get an estimate of the number of rooms and room-nights that might be booked, divide the number of expected attendees by 1.6 (Convention history indicates that has been the average number of occupants per room.) Then multiply this by three (the number of nights of the Convention). Hotels seldom are completely booked; rooms are nearly always available. Be aggressive when negotiating for complimentary rooms in exchange for numbers of room nights. Ask that suites be included in the complimentary rooms. (This will give a comfortable location for hosting newcomers or even for holding the Judging School.)

A hotel likely won't commit to meal prices more than a year in advance. To get meal-cost data for calculating Convention costs, use the hotel's current meal prices and ask for a typical annual cost increase. A sound alternative is to give the hotel a cost figure and ask it to design meals that are close to that figure. Determine if the price figures given by the hotel include gratuity and sales tax. Lunch costs can be reduced by not having dessert. Similarly dinner costs could be reduced by having a sorbet rather than an expensive dessert. Be aware though that the hotel may have a minimum required catering amount for the Convention to compensate for a low room-night requirement.

Most likely, a hotel will require a guarantee of the minimum number of persons to be served at each meal. Those meals will be billed, plus any additional meals served. The hotel will count the number it serves. The expected number of attendees is critical to use in all negotiations with hotels. At each meal a signature will be required agreeing to pay for the number of meals the hotel claims it served. If the claim is significantly higher than the expected number of at the meal, the Convention Chairman should be ready to count the number of meals served.

**7. Decide on site(s) and dates for Convention and National Show.** Compare strengths and weaknesses of the most appealing options. Select the option providing the most attractive experience for attendees, unless its cost is markedly higher than other options. Cost (particularly room rate) is important, but is less important than providing an enjoyable experience.

With the facilities selected as hosts, determine the appropriate days for the Convention (i.e., Thursday through Saturday or Friday through Sunday). The evening preceding the first day often is used for an optional welcoming dinner. An ADS Judging School is usually scheduled during the day either preceding or following the Convention.

**8. Contract with hotel (and events center if appropriate).** Meet with facilities' representatives to identify and agree on all contractual obligations (including insurance for liability) for each party. Get every agreement made with the hotel written into a proposed contract. Establish the minimum required amount of food and beverage expenditures (i.e., to include dinners, lunches, breakfasts, cash-bar service, coffee and tea service, restaurant service) and minimum number of room-nights to be guaranteed (and the complimentary rooms to be received in return). Be specific, even to the number (and sizes) of tables and chairs to be provided, color of table covers and skirts, use of microphones, and cost for parking. Determine if gratuity and tax are included in meal price quotes. Determine who will be the hotel contact person with authority to resolve any problems that might arise. Forge a preliminary contract for presentation to the ADS Contract Review Committee for its review and approval. Take any ADS Contract Review Committee concerns back for further negotiation. It is important to get every last detail (such as over night air conditioning of the show room) into the contract because hotel personnel (or even hotel management) can change between the date of contract signing and the date of the Convention. Do not rely on oral promises! Once the contract is deemed satisfactory by both sides, the Convention Chairman will send the contract to the ADS for signing by an ADS Officer. The hotel contract should be in place at least one year, and preferably two years, in advance.

**9. Establish the financial accounting process for the Convention.** The primary responsibility for the financial management of the Convention lies with the ADS.

**a.** The Convention Chairman gives invoices received for services or products to the Convention Accountant. After recording invoices and making a copy of each, the Convention Accountant sends invoices to the ADS Executive Director for payment. Similarly, The Convention Chairman gives to the Convention Accountant any checks received as donations to the Convention. The Convention Accountant records the donations, makes a copy of each and sends the donations to the ADS Executive Director.

The Convention Registrar and Convention Accountant maintain a spreadsheet or convention software of attendees' data, recording funds received for registration, judges' refresher, judging-school attendance and other optional events (e.g., breakfasts).

**c.** The Convention Registrar gives checks received from attendees to the Convention Accountant. The Accountant makes a copy of all checks for the Convention record. The Accountant forwards checks received (along with an itemization of what each check is for) to the ADS Executive Director. Periodically, the ADS Executive Director sends the Registrar an accounting of funds received by credit-card to enable the Registrar to assure agreement between

local and ADS registration data.

**d.** After the conclusion of the annual ADS Convention, the Convention Accountant, Convention Registrar and Convention Chairman jointly prepare a report on the Convention and send it to the ADS Treasurer and ADS Executive Director.

**10. Determine requirements and costs for transportation and research potential sources.** Contracting for required transportation services (e.g., from airport hotel, hotel to show, afternoon tour) should be accomplished early in the year leading to the Convention.

**a.** Determine options for transporting attendees between Airport and Convention site. Decide if the Convention will contract for service, or will leave this to the attendees to arrange. Any contracted Airport-to-hotel (and return) shuttle service would be an option for attendees and funded by those attendees who use it.

**i.** If the Convention site is served by airport shuttle without overly substantial cost, then source(s) and contact(s) can be identified for attendees and left to them to arrange.

**ii.** If the Convention site is served by a commercial shuttle at significant cost, but the cost could be significantly reduced by scheduling group busing, then the Convention committee should contract for this group service.

**iii.** If the cost of transportation between the Airport and the Convention is substantial and the Convention site is not served by a shuttle, then the Convention committee should investigate sources and contract for group transportation.

**b.** If the National Show is not to be in the hotel in which the attendees are staying (and not to be in easy walking distance of the hotel), then a shuttle service between hotel and show site will be required. Sources of shuttle services must be researched, rates negotiated, and a service provider decided upon. The facility hosting the National Show likely can suggest a preferred service with which it has dealt in the past. The cost of this shuttle service must be spread among all attendees, recovered through the registration fee.

**c.** Often an annual Convention will include a day or afternoon group bus tour of local gardens, or of significant sites and sights for which the area is known. If a bus tour is to be planned, a contract must be arranged for the buses. This cost will be recovered through the attendees' registration fees. Be sure to budget for tips for the bus drivers.

**11. Plan the Convention Program: Required Activities.** The sponsoring group has considerable latitude in planning the program of the Convention. However, there are a number of activities required by the ADS to be in its Annual Convention. Scheduling these activities provides the Convention initial framework and should be completed a year before the Convention.

**a. *National Daffodil Show.*** The National Daffodil Show must offer exhibits in horticulture. Offering exhibits in photography is recommended but optional. The rules guiding exhibiting in the National Show, most of the classes in the horticulture section of the National Show, and the special ADS Awards offered in the Show have been established by the ADS Board of Directors. In horticulture, the sponsoring group may tailor the classes for single-stems and three-stems to fit the season and locale of the show (e.g., increase the number of tazetta classes for a show held in the South or increase the number of small-cup classes for a late-season show). There is a suggested schedule of classes for the photography section, but the local society has latitude to adapt it. (A template for the National Show Schedule is available on the Reference Page on the ADS website.) The actual schedule to be used for the National Show must be approved by the ADS Awards Chairman before it is printed. Upon approving the schedule, the Awards Chairman will supply the ADS ribbons and medals to be given to the winners of the National Show Awards.

Should it be decided to include an artistic design section in the Show, contact should be made

with a local garden club (either a member of the Garden Club of America (GCA) or of the National Garden Clubs (NGC)). If a local garden club is found that wants to participate in the National Daffodil Show, that club would appoint an Artistic Design Chairman who would coordinate with the National Show Chairman. Under the leadership of the Artistic Design Chairman, the garden club would construct the section schedule and arrange for judging of design entries. The schedule and rules for this section would be approved by the appropriate national organization, and given to the National Show Chairman for inclusion in the National Show Schedule.

One hour before the beginning of the judging of National Show, Judges and Clerks for the horticulture and photography sections are hosted for coffee. During this time, the National Show Judges and National Show Clerks are instructed in their duties and in the procedures to be used in judging classes and recording the results of the judging.

After the completion of Show judging, National Show Judges are honored with a complimentary lunch. Cost of this meal is covered by the Registration Fee. Several Conventions have extended this lunch to include National Show Clerks.

An option to providing morning coffee and afternoon lunch would be to host Judges for a complimentary breakfast before judging, during which instructions are given. The afternoon lunch would be omitted.

The National Show is to open early in the afternoon of the first full day of the Convention and is to be open for access by the public for at least two afternoons.

**b. *Presentation of the Awards won at the National Show.*** This presentation is usually done in a ceremony after dinner on the first full day of the Convention. The National Show Chairman and the ADS Awards Chairman orchestrate this.

**c. *Meetings of the ADS Board of Directors.*** There must be two meetings of the ADS Board. The first, before the ADS Membership Meeting, convenes with the Board members whose term of office or appointment will expire at the ADS Membership Meeting. The second Board Meeting convenes with the new Board members whose term of office or appointment will begin at the Membership Meeting or the new Board Meeting. The two Board Meetings must be at least 24 hours apart. The first meeting is usually held on the afternoon of the first full day of the Convention and can take over two hours. The second meeting is usually held on the afternoon of the final day of the Convention and usually takes about one hour. Verify with the Executive Director about multimedia requirements because meetings could require a computer, computer-projector, screen, computer remote, sound system and Internet connectivity. The Executive Director usually provides the computer, computer projector, and computer remote.

**d. *Annual ADS Membership Meeting.*** The ADS President conducts the annual business meeting of Convention attendees who are ADS members. ADS Officers are elected, new Board Members are elected to replace those with expiring terms, annual budget is approved, and honors are bestowed upon persons having outstanding service. This meeting is held after dinner on the first or second full day of the Convention. The Membership Meeting must occur after the first meeting of the ADS Board of Directors (chaired by the ADS President) but before the second meeting of the Board (chaired by the newly-elected or re-elected President and consisting of many new members). Therefore the Membership Meeting cannot be held on the last day of the Convention.

- e. *Judges Refresher.*** The program must include one or more activities that qualify as a judges refresher. These events must be approved by the ADS Chairman of Judges' Credentials and Refreshers.
- f. *Bulb Auction.*** A spirited event led by an ADS-selected auctioneer in which bulbs of seedlings and introductions donated by prestigious hybridizers are sold to provide ADS income. Usually held on the afternoon of the second full day of the Convention and requires three hours (or more). Occasionally it has exceeded that time length, being concluded at a chosen time on the afternoon of the third day. Requires a computer, computer-projector, screen, computer remote, and sound system. Access to a no-host bar is desirable.
- g. *Invitations to Future ADS and World Daffodil Conventions.*** At the conclusion of the Convention, the Chairman (or representative) of the ADS Convention that is to follow gives a brief invitation to attend. As well, a representative may give an invitation to attend an upcoming World Daffodil Convention or significant other international event. These invitations normally require a computer, computer-projector, screen, computer remote, and sound system.
- h. *Judging School.*** Unless a waiver is obtained from the ADS Board of Directors, an ADS Judging School must be held at the Convention. The Judging School at the Convention is a responsibility of the ADS Judging Schools Chairman. The ADS Judging Schools Chairman normally selects the particular school from the sequence of three, assumes the position of Convention School Chairman (or appoints someone to this position) and chooses the School Instructors. The Judging School can be conducted either during the day prior to the Convention or during the day after the Convention concludes. The school requires a room at the site, blocks and tubes for display of exhibits to be identified or judged by students, plus several tables and enough chairs for attendees. (Should there be a suite among the complimentary rooms provided by the hotel in exchange for the quota of attendees' room-nights, it would do nicely.) The judging school is a morning-and-afternoon-long event.
- i. *ADS Business Meetings.*** The ADS Executive Committee and the ADS Finance Committee usually convene during a Convention. Before finalizing the schedule of events, contact the ADS President (and in even years, the President-Elect as well) and the ADS Treasurer to determine the requirements for committee meetings. These business meetings are normally held on the day before the Convention officially opens.

**12. Plan the Convention Program: Educational Activities and Entertainment.** After scheduling the days and times for ADS-required activities, the appropriate Convention Chairman (or designee) can begin to construct the educational and entertainment aspects of the Convention. There are numerous different events that have been used in developing the program in previous conventions. Make sure that when an ADS-required event (e.g., Board Meeting) is held, there is a concurrent activity offered for those attendees not involved.

- a. *Evening Speaker(s).*** Common to all Conventions has been a prestigious speaker following an evening dinner. Some Conventions have had two speakers: a “keynote” speaker after dinner on an evening during the Convention and a “farewell” speaker after dinner on the last evening. Normally requires a computer, computer-projector, screen, computer remote, and sound system.
- b. *Themed breakfasts.*** Breakfast is followed by a speaker or panel discussing a topic of interest. The original breakfast was on hybridizing. Later conventions offered separate but concurrent breakfasts on hybridizing and historic daffodils. Other themes for breakfasts have been Miniatures, Intermediates, and daffodils in gardens. A breakfast should be optional (i.e., in addition to the basic registration fee) because many attendees prefer to sleep until later in the morning. Usually the breakfast requires a computer, computer-projector, screen, computer remote, and sound system. Over past Conventions, an average of approximately 60% of attendees signed up for the breakfast(s). Attendees’ name badges should clearly indicate the

optional breakfasts they have paid for so that those who did not pay can be asked to do so.

**c. *Panel Discussions.*** A moderator leads several experts in the exploration and discussion of a topic. Normally requires a computer, computer-projector, screen, computer remote, and sound system.

**d. *Lectures or Presentations.*** A speaker presents information on a topic or about an event. This could be as a morning or afternoon program, or as a luncheon speaker. May require a computer, computer-projector, screen, computer remote, and sound system.

**e. *International Innovations.*** Examples from previous Conventions are: (1) Video of judging panels from different countries evaluating the same class of collections, with discussion of outcomes; and (2) a daffodil quiz game with teams from different countries competing.

**f. *Tours.*** Many conventions devote an afternoon (or even a full day) to a bus tour of gardens and famous sights in the area. During the judging of the National Daffodil Show on the first morning, most Conventions offer a tour or other experience to attendees who are not judging the National Show.

**g. *Pre-Convention Evening Welcome.*** Most attendees arrive at the Convention site during the afternoon or evening before the first day of the Convention. That is when most exhibitors stage their show entries. Many Conventions have offered a reception for attendees during this evening. This has ranged from an informal party for persons attending their first ADS Convention, to pizza for exhibitors staging entries at the showroom, to a buffet dinner for all. If a dinner is offered, it should be an optional event (not included in the registration fee) since many will not be able to attend.

### **13. Decide on and invite speaker(s).**

**a. *Evening Speakers.*** A major decision will be to decide whether the Convention will have one evening speaker or two (e.g., keynote and farewell) evening speakers. The keynote speaker has usually been a daffodil luminary with international reputation. An additional evening speaker, if chosen, might be a popular, entertaining individual in the daffodil community. It is the policy for a Convention to cover the travel (at lowest prevailing fare), registration, and accommodation costs for its evening speaker(s). Invitations to evening speakers should be offered at least one year in advance, or earlier if possible. Multimedia requirements are to be identified closer to the convention time frame.

**b. *Luncheon Speakers.*** At the Convention there are usually two days with group lunches. Frequently, one lunch is followed by a half-hour presentation on a daffodil topic or on local lore (e.g., at Murphys in 2010, about the California Gold Rush). Luncheon speakers from the daffodil community are given complimentary lunch. A speaker invited from outside the daffodil community receives complimentary lunch and a small honorarium. Invitation to speak at lunch should be offered far enough in advance to be able to include in Convention publicity. Multimedia requirements are to be identified closer to the convention time frame.

**14. Plan the National Daffodil Show.** The National Show Chairman has overall responsibility for planning and coordinating the entire show. S/he must evaluate the adequacy of the proposed show rooms and assure there is adequate space for exhibiting, staging, and judging. The Show Chairman must design the layout of tables in the show rooms (accounting for any safety regulations for access to emergency exits from the room) and gain agreement on the layout by the hotel/event contact person. The Show Chairman should determine the dimensions of the show rooms by direct measurement as the hotel or events center floor plans can be inaccurate. The hotel or events center should be given a plan showing the sizes and locations of all the tables. It should include the colors of the tables' coverings and skirts. With the approval of the Convention Committee, the Show Chairman prepares the Show Schedule and sends it to the ADS Awards Chairman for approval. The Show Chairman orders ribbons for first, second, third, and honorable placings in show classes (it is suggested that smaller ribbons than



those used for Standard classes be ordered for use in Miniatures classes) . S/he receives ADS Award ribbons and medals from the ADS Awards Chairman. The Show Chairman must assure there will be sufficient amounts of show properties and plant wedging material for staging of exhibits.

The Show Chairman must delegate many tasks associated with Show planning, monitor progress on these tasks, and assure all show preparation is complete before the Convention. With the approval of the Convention Chairman, the Show Chairman should appoint at least the following crucial positions:

- a. *Show Photography Chairman.*** To be responsible for all aspects of the Photography Section of the national Show. Includes: obtaining (making, borrowing, or renting) any properties necessary for exhibiting photographs; coordinating exhibition space requirements with the Show Chairman; inviting qualified judges for the Photography Section; preparing guidance for the judging and communicating this guidance to judges; and monitoring the judging of the Section. Should recruit three volunteers to help in recording, placing and staging the photographs.
- b. *Horticulture Judges Chairman.*** Plans the judging process for the Horticulture Section, including the final judging of candidates for ADS Awards. With the approval of the Show Chairman, invites judges and assigns those who accept into panels, following ADS regulations. With the Show Chairman, prepares instructions for show judges. Instructs the Judges before judging begins and monitors the judging process. Directs any questions from the Judges to the Show Chairman for resolution. Must be an ADS-Accredited Judge.
- c. *Horticulture Properties Chairman.*** Inventories show properties available from the sponsoring society. With the Show Chairman, decides whether the inventory is sufficient for the National Show. Should additional properties be needed, determines if it is feasible to construct them. If not, contacts other societies and solicits additional properties. With the Show Chairman and Convention Chairman, arranges for the transport of properties to the show site. Assures the separation among properties from different sources during repacking at show break-down.
- d. *Show Clerks Chairman.*** Solicits Clerks for the Horticulture Section and Photography Section from Convention registrants and members of the local sponsoring society. With the assistance of the Show Chairman, forms Clerks into pairs and assigns them to judging panels. Instructs the Clerks just prior to judging, using suggested instructions from the ADS. Monitors the process during judging, helping to resolve any difficulty that might arise.
- e. *Horticulture Classification Chairman.*** Continually surveys the Horticultural Show Room as entries are placed, moving those that are misplaced to their correct location. Looks for mis-named or mislabeled cultivars and asks the Show Chairman to return them to the exhibitor for correction. Assesses the sufficiency of space allocated to classes, expanding space for a class as necessary and relocating the class if this is the only solution. Creates new sub-classes where sufficient number of quality entries of the same cultivar allows. When Judges and Clerks retire for coffee and instruction, walks the show and assures that all entries are in their correct class and that there are no entries obviously misnamed or mislabeled. Upon appointment to the position, elicits the help of two or three competent, but non-exhibiting, persons to assist in the task. Gives these names to the Show Chairman to serve as the Classification Committee.
- f. *Commercial Exhibits Chairman.*** Invites commercial daffodil growers to place exhibits at the Show. Works with the Show Chairman to provide sufficient space for the commercial exhibits. Coordinates with the Convention Chairman to assure the bud vases used for commercial exhibits are received from the previous Convention.

**g. Hospitality Chairman.** Responsible for having someone in the Show Room as an Information Host during the times that the Show is open to the public. A table (with chairs) will be provided, supplied with informative handouts on daffodils and their culture, ADS Brochures with membership forms, and information on joining the sponsoring daffodil society. The Hospitality Chairman should work with the Convention Chairman to recruit sufficient volunteer help from the sponsoring society.

**15. Establish the Convention budget.** Early in the year before the Convention, the Committee must create the Convention budget and determine the Convention Registration Fee. Both the budget and Registration Fee must be approved by the ADS.

- a. Identify all expense items and determine their probable costs.** Typical expenses might be:
- i. Transportation.** Hotel-to-show site shuttle; bus tours; shipping costs if properties must be brought from other societies. Also might include shipping ADS-owned bud vases (for the commercial displays) to the next Convention.
  - ii. Food.** Breakfasts, lunches (including for Show Judges); dinners; refreshments for Board Meetings, coffee in the staging area for exhibitors and Judges' coffee/rolls.
  - iii. Space.** Showroom, show staging area, room for judging school, meeting rooms.
  - iv. Rentals.** Tables, table cloths, chairs, multimedia equipment, stands for photographic display.
  - v. Parking.** For volunteers and photography judges during Convention setup.
  - vi. Printing.** Signs, handouts, Program Booklets, Show Schedules, badges.
  - vii. Speakers' costs.** Any major speaker should be offered:
    - \* round-trip airfare at lowest prevailing rate (spouse not included)
    - \* free lodging at the hotel
      - \* complimentary basic registration fee (without optional items).
 Other persons who commonly attend the annual Conventions may be asked to speak, or produce a workshop or other program, without compensation. They could be rewarded with a complimentary meal if the budget allows.
  - viii. Show entry tags and ribbons for show classes.**
  - ix. Communications.** Postage, telephone.
  - x. Tour entry fees.**
  - xi. Convention accessories.** Pins, welcome bags, and judges' gifts.

**b. Seek donors (businesses, organizations, or individuals) either to underwrite the costs of specific events (such as a breakfast or an evening dinner) or services (such as printing the Show Schedules or providing tour buses at reduced cost) or to provide a cash contribution.** In budgeting, apply any agreed-upon provisions of services to reduce the projected Convention costs and apply any agreed-upon donations of funds as expected income. Provide appropriate recognition of donors (e.g., on the Convention website, in the printed Convention Program).

**c. Establish Convention Registration Fee.**

- i. Regular Registration Fee.** Sum the projected Convention costs for the target attendance, subtract agreed-upon cash donations, and divide by target attendance. Add a small amount (less than 10%) to cover unanticipated costs or contingencies. (Appendix C provides an example from a previous Convention.) The Registration Fee will be a relatively minor expense to attendees compared to the expenses of travel and accommodations. Even so, many attendees use the size of the Registration Fee in deciding the feasibility of their attending the Convention. It is important for the fee to be as small as possible. A large Convention surplus is to be avoided – it simply says the attendees were overcharged.
- ii. Late Registration Fee.** Many Convention attendees wait until the last moment to send

in their Registration. This makes it difficult for Convention organizers to estimate likely attendance and to contract for meals and other necessities. To discourage late registration, 10% should be added to the Registration Fee, effective 30 days before the Convention.

**iii. Special Cases.** In special cases approved by the Registrar, attendees may avoid the Late Fee by submitting their Registration Form without payment, and paying upon arrival.

**iv. ADS Approval.** Submit proposed fee and policy to the ADS Finance Committee for approval.

**16. Determine optional fees for attendees.** In addition to the activities covered by the Registration Fee, several other items could be available to attendees.

**a. *Airport-to-hotel (and return) transportation.*** Contracting for this service would be feasible if the Convention is at sufficient distance from the airport to make group travel an attractive option for those arriving by airline (e.g., Callaway Garden in 1990, Murphys in 2010). Sign-up and payment would be obtained as an optional item on the Registration Form. Otherwise, it would be sufficient to inform those planning to arrive by airline how to arrange airport-to-hotel transportation (i.e., providing telephone numbers or websites of service providers). In Tacoma 2007, it was possible to arrange with the service provider for a discount on the shuttle fee for Convention attendees.

**b. *Welcoming Reception.*** Should an event be offered on the evening before the Convention opens, any cost would be recovered by offering it as an optional event. Sign-up and payment would be obtained as an optional item on the Registration Form.

**c. *Breakfast(s).*** Breakfast should be an optional event rather than being included in the regular Convention activities. This is because many attendees socialize after evening activities conclude and they prefer to sleep late in the morning. Sign-up and payment for breakfast(s) should be obtained as an optional item on the Registration Form.

**d. *Judges Refresher Credit.*** The Convention Program Chairman should propose which of the program activities will provide Refresher Credit for ADS Accredited Judges. This proposal should be submitted for approval by the ADS Chairman for Judges Credentials and Refreshers. Refresher credit should be an optional item on the Registration Form.

**e. *Judging School Reservation.*** A reservation in the ADS Judging School with associated fee should be entered as an optional item on the Registration Form. The Registrar will give this information to the ADS Chairman of Judging Schools or to the Judging School Chairman that has been appointed.

**17. Prepare and disseminate information on Convention registration and accommodations.**

**a. *Convention Registration Form.*** This Form should be posted in downloadable form on the Convention website at least six months in advance of the Convention. The Registration Form should also be included in the December issue of the ADS *Daffodil Journal*. The Form should:

**i.** Give the basic Registration Fee and summarize the activities it includes.

**ii.** Itemize the extra items not covered by the basic registration fee and give the fee for each (e.g., breakfasts, airport shuttle, judge's refresher credit, Judging School, pre-Convention dinner, post-Convention tour).

**iii.** Allow the registrant to sum the total funds being submitted.

**iv.** Show the menu planned for meals (with options) and ask the attendee to list any special dietary requirements (e.g., gluten-free, vegetarian).

**b. *Hotel Accommodations Information.*** Hotel-room alternatives and nightly rates were established in the negotiations with the hotel leading to its selection as the Convention site. Clarify the days before and after the Convention for which Convention rates are valid. Also

identify the last date for advance registration at the hotel for which the Convention room rate is guaranteed. Give the telephone numbers of the Hotel. This information should be posted on the Convention website six-months in advance of the Convention and should appear in the December issue of the ADS *Daffodil Journal*. All communications by attendees about accommodations should be directly with the Hotel.

**c. *Registration Policies for Special Circumstances.*** A request for a refund or fee reduction for cancellation, late arrival, or early departure will be considered by the ADS upon submission by the Convention Chairman.

**i. Cancellation.** Should an emergency occur which causes a person who has registered for the Convention to cancel her/his attendance, a full refund of Registration Fee may be made if notification is received by the Convention Registrar at least one week before the Convention begins and the cancellation does not reduce the number of meals to be served to below the required number in the food contract. Otherwise, the cost of meals selected on the person's Registration Form may be subtracted and the remainder of the Registration Fee may be refunded.

**ii. Late arrival.** If notification is received at least one week in advance of the Convention and the change requested does not reduce the number of meals to be served to below the required number in the food contract, then the cost of meals to be missed may be refunded. Similarly, if when registering (at least a week ahead of the Convention) the attendee informs the Registrar that his/her arrival will be late and a sufficient number of meals will be served, then the cost of meals to be missed may be subtracted from the Registration Fee.

**iii. Early Departure.** Requests for partial refund of fees due to early departure will be considered on a case-by case basis. A refund for meals not taken because of an emergency, early departure will only be granted when there is a Convention surplus, since the cost of these meals must be paid to the hotel. Should, when registering seven days or more before the Convention, an attendee indicate that s/he will need to leave early, the cost of meals to be missed may be subtracted from the Registration Fee.

**iv. Supplementary Meals.** Some attendees will bring their spouse and/or children. Often these family members will not register and will not attend program activities. However, the registered attendee will want to buy some meals (usually dinner) for them. The price for a supplemental meal should be the meal cost charged by the hotel or caterer, augmented by an appropriate part of the Convention expense for the dinner speaker and an appropriate part of the general overhead expenses for the Convention. The cost of a supplemental meal should be what the Convention registrant is paying through the Registration Fee.

**v. Local Society Volunteers.** Local society members who are not ADS members but are serving as Convention volunteers (e.g., bus captains, hospitality hosts, assistants in Show setup, assistants on the registration desk, show Clerks) should be appropriately rewarded, consistent with their having paid no registration fee, but taking into account the costs and inconvenience they have incurred and the amount and difficulty of the work they have performed. The local society will decide whether a small gift, a complimentary meal, or some other reward is appropriate. In particular, the local society should encourage, not impede, its non-ADS members to partake of the Convention events that might lead them to become ADS members.

**18. Launch a publicity campaign.** Develop a set of standard press releases to target different audiences such as general public, garden clubs, and daffodil groups. Cover sponsoring society, local and regional garden clubs, ADS, and international daffodil enthusiasts. Use online gardening sources (e.g., blogs, events calendars) to advertise the National Daffodil Show.

**a. *Members of the sponsoring society.*** Issue frequent newsletters by e-mail and snail mail. Build “ownership” of the Convention among local members.

**b. *Members of Garden Clubs.*** Focus on the National Show. Invite them to organize an Artistic Design Section in the National Show. Place an announcement of the Show in the Garden Clubs magazines.

**c. *Readers of online sources of gardening information.***

**i.** Contact writers of online gardening blogs. Offer to send photos of daffodils and announcements of the National Daffodil Show.

**ii.** Find online Events sources and enter an announcement of the National Show. This includes the regional online events calendar of the Automobile Association of America (AAA).

**d. *Readers of regional and local newspapers and magazines.*** Offer the newspaper Garden Editor photos of daffodils and a description of the upcoming National Daffodil Show to use as a feature article. (This is especially useful to and welcomed by local/community newspapers.) Enter announcements of the National Show in the newspapers' Events columns. (Many newspapers now use the same online events registration site. Find it!) Submit a description of the National Show with eye-catching photos of daffodils to magazines (e.g., *Sunset*, *Via*, *Garden*) (being aware of the considerable lead-time required).

**e. *Audiences of regional and local radio and television.*** Contact the local media and seek a news announcement or a personal appearance on a local events program.

**f. *ADS members.***

**i.** Prepare enticing descriptions (sales pitches!) of the Convention for The Daffodil Journal. Contact the Journal Editor well in advance to get deadlines for submission of articles. An invitation and Convention overview should appear in the Journal three issues before the Convention (i.e., September), and a more detailed description of activities should appear two issues before the Convention (i.e., December). If the Convention is to be in March or early April, do not assume the March Journal will be received by attendees before the Convention. It is helpful to attendees to include Hotel registration information and a Convention Registration Form as early as possible. This information must be in the December issue of the Journal.

**ii.** Submit articles to the ADS Regional Vice Presidents for use in their Newsletters starting a year in advance of the Convention.

**iii.** At the conclusion of the annual Convention immediately preceding, issue an invitation to attendees for the next Convention.

**iv.** Ask local daffodil societies having websites to include an advertisement or to post information about the National Convention.

**g. *Daffodil enthusiasts worldwide.*** Overseas attendees always add to Convention enjoyment by all. They need information well in advance to make travel plans. Location of the Convention is a primary determinant of the number of overseas attendees. But publicity aimed at them can have positive results. The 2000 ADS World Convention drew 60 attendees from overseas. Despite a world financial recession, a broad publicity campaign drew 30 attendees to Murphys in 2010. When less emphasis has been placed on overseas attendance, there have been at most six to eight attendees from outside the USA.

**i.** Develop a Convention website and place it online as far in advance of the Convention as possible. Put articles written for The Daffodil Journal as well as for other publicity sources onto the website. Put the Convention Registration Form on the site in a common

downloadable format (i.e., WORD or PDF). Update and augment information frequently. Also place complete Show information (e.g., Rules and Schedule) on the website in PDF format. This will be your main communications with potential attendees from overseas.

**ii.** Contact Editors from the publications of the RHS, the English Daffodil Society, the Northern Ireland Daffodil Group, the National Daffodil Society of New Zealand, the Tasmanian Daffodil Council, the Victorian Daffodil Society (Australia), and the Daffodil Association of NSW/ACT (Australia). Arrange to place a descriptive paragraph or ad in their publications.

**iii.** Use DaffNet and other online garden discussion groups to announce to the Convention to subscribers and then to guide them to the website.

**iv.** Use the lists of attendees from recent Conventions to assemble a list of possible Convention attendees. By e-mail, send them new information about the Convention as it develops.

**19. Monitor planning and progress.** Frequently contact hotel/events sites, shuttle/bus companies, speakers and vendors. Inform the ADS Board of Directors on the status of planning.

**a. *Hotel (and events center if appropriate).***

**i.** Establish contact persons within the hosting facilities to monitor major issues (i.e., meals, accommodations, showroom, program rooms).

**ii.** Provide the contact persons with descriptions, locations and time lines of Convention activities (e.g., setup, takedown and temperature control of showroom; description of the physical arrangements needed for each room to be used in the Convention).

**iii.** Check for turnover of hotel employees key to Convention operations. Hotel employees replacing persons in key contact positions must be informed of all plans and agreements.

**iv.** Monitor room bookings. Get frequent updates and, if necessary, adjust the minimum guaranteed room-night bookings before the deadline stated in the hotel contract.

**v.** Trouble-shoot for unanticipated pitfalls (e.g., errors or omissions in the scheduled times provided to hotel staff for coffee or refreshment services during the Convention).

**b. *Transportation (airport-to-hotel shuttle, bus tour).***

**i.** Confirm with the providers the schedules for tours and the bus types (e.g., coach, school bus) and bus sizes to be used.

**ii.** Set and verify with provider the schedule for pickups of attendees at Airport before Convention and for their return to Airport after Convention.

**iii.** Trouble-shoot for unanticipated pitfalls (e.g., at Murphys 2010, the bus company failed to note the first day of change to Daylight Savings Time, resulting in buses arriving one hour late).

**c. *Vendors.*** Monitor readiness of vendors providing essential items (e.g., showroom tables, tablecloths, off-site lunches on tours, Convention bags, show ribbons, Convention pins, printed programs, printed show schedules).

**d. *Speakers and Program Presenters.*** Keep in frequent contact with speakers and other presenters. Prepare a contingency plan to replace any person who might be forced to withdraw because of a health issue. Ensure that each speaker coordinates his/her A/V requirements (i.e., hardware needed and software to be used) with the Convention Multimedia Coordinator.

**e. *Publicity sources.*** Maintain contact with garden writers and events columns in the media. Ensure that accurate Show information appears in events announcements online and in newspapers.

**f. *Documentation.*** Assure that Convention Program Booklet, National Show Schedule, and List of Convention Attendees are completed and copied in readiness for placing in Welcome Bags.

In advance of the Convention, send a copy of the Show Schedule to each registrant who indicated an intention to exhibit in the National Show. Mail judging assignments and show schedules to judges a month before the show.

**g. Signage.** Assess the location of the various Convention/Show activities in the Hotel (or Events Center). Anticipate the usefulness of signs directing the public to the Showroom and of signs directing attendees to Registration, meeting rooms, show staging area, and showroom. Create the signs.

**h. ADS Board of Directors.** Serve (without vote) on the ADS Board of Directors during the period beginning with the meeting of incoming Board Members at the preceding Convention and ending with the meeting of the outgoing Board Members at the Convention. Give a status report at the Fall Board Meeting.

### **Section III - What's involved onsite in managing the Convention and National Show?**

#### **1. Assure adequate on-site advance preparation.**

**a. *Hotel.*** The Convention Chairman should be at the hotel/event center by the morning of the day before the Convention opens. With the hotel contact persons and staff, the Convention Chairman should:

- i.** Verify that the hotel plan/schedule for food services is complete and accurate.
- ii.** Verify that the location of A/V services (e.g., microphones, screens) is appropriate and that the systems are operating satisfactorily.
- iii.** Assure that hotel plan to provide lectern, tables and chairs for program activities is complete.
- iv.** Assure preparedness for local-society volunteers to receive Convention walk-in registrations and to distribute Welcome Bags and Convention Badges to attendees.
- v.** Assure that facilities for ADS Judging School are scheduled.

**b. *National Show.*** The Show Chairman should be at the Show site by the morning of the day that show entries are accepted. With site/facility staff, the Show Chairman should:

- i.** Verify that the plan for showroom temperature control is appropriate (i.e., showroom temperature is cool enough (below 60F) and showroom A/C will remain on overnight).
- ii.** Table layout in showroom is according to plan.
- iii.** Show tables are clothed.
- iv.** Show properties (both Horticulture and Photography) are at the showroom.
- v.** Volunteers are available to set up properties.
- vi.** Showroom will be open overnight for staging.

#### **2. Manage Convention activities.**

##### **a. *Convention Chairman.***

- i.** With hotel staff and members of the Convention Committee, establishes and maintains procedures for identifying and resolving an emerging problem situation. Maintains vigilance in detecting and promptly resolving situations posing a potential threat to individuals' safety (e.g., spilled water or loose electric cords on the floor). Assures that the Multimedia Coordinator has technically adept persons ready to resolve any technical issues that arise.
- ii.** Hosts any pre-Convention evening event.
- iii.** Serves as, or appoints, the Master-of-Ceremonies for all full-group Convention functions except the presentation of Show Awards and the ADS Membership Meeting. Assures that first-time attendees and overseas attendees are recognized and welcomed.
- iv.** Monitors Convention flow to assure that the time schedule is maintained.
- v.** Introduces Convention evening (and lunch) speakers as well as those giving invitations to future Conventions.
- vi.** At the conclusion of the Convention, meets with Hotel contact person, ADS Executive Director and Convention Accountant to assure agreement on costs incurred.

##### **b. *Show Chairman.***

- i.** Assumes responsibility for all aspects of the National Show.
- ii.** Directs any changes in showroom/tables layout needed to accommodate show entries.
- iii.** Monitors the setup of show properties (i.e., stands, test tubes, entry tags). Assures that sufficient number of show schedules, entry tags, stands and test tubes are available to exhibitors.
- iv.** Monitors space availability for exhibitors in the staging area. In an emergency, co-opts additional space elsewhere for use in staging.
- v.** Maintains vigilance for potential situations having potential threat to individuals'



safety (e.g., spilled water on floor, broken glass from test tubes, clutter in walkways). Promptly ensures correction of any situation found, contacting facility staff for help if necessary.

**vi.** Authorizes the Show Classification Committee to begin its task.

**vii.** Meets with Hotel contact person to correct any problems with showroom temperature or security (e.g., room locked).

**viii.** Announces end of the period for show entries and directs Judges and Clerks to meet for coffee and their instructions.

**ix.** Directs the Judging Panels to initiate their judging. Arbitrates/resolves any issues arising during show judging.

**x.** Sets up a special awards table for top show winners.

**xi.** Sets policy for photographers and arranges for an area for photographers to work.

**xii.** Presides over the presentation of National Show awards, being assisted by the ADS Awards Chairman.

**xiii.** Supervises the preparation of the National Show Report.

**xiv.** Supervises tear-down of show and packing of properties. Sees that the local society takes possession of its properties. Ensures any properties owned by other societies are shipped to (or taken by) them. Get assurance from hotel management that any rental properties (e.g., tables) in the showroom can be reclaimed by the vendors.

### **3. Complete post-Convention tasks.**

#### **a. *Convention Chairman.***

**i.** With Convention Registrar, evaluates requests for refunds and, where warranted, authorizes Convention Accountant to submit refund requests to the ADS Executive Director.

**ii.** With Convention Accountant, verifies all expenditures and authorizes sending invoices to the ADS Executive Director.

**iii.** With Convention Registrar and Accountant, compiles Convention Report (including spreadsheets covering attendance and costs). Sends Convention Report to ADS Executive Director and ADS Treasurer.

#### **b. *Show Chairman.***

**i.** With the Convention Accountant, verifies Show expenses are accurate and complete.

**ii.** Verifies that show properties were delivered to the societies loaning them.

**iii.** Verifies the completeness and accuracy of the Show Report and sends it to the ADS Awards Chairman.

## APPENDICES

### Appendix A: Sample Schedule of Convention Activities

The Convention of the American Daffodil Society officially lasts three days. There is also a pre-Convention day of preparatory activities such as business meetings of the ADS Executive and/or Finance committee and staging of exhibits in the National Show. Optional post-convention activities such as tours of nearby historic and scenic sites are sometimes offered. The ADS Judging School can be held either as a pre- or post-Convention activity.

The Convention is typically either Wednesday (pre-Convention “Day 0”) through Saturday or Thursday (pre-Convention “Day 0”) through Sunday as dictated by the availability of facilities and favorable pricing. A sample schedule follows:

#### Day 0 (Either Wednesday or Thursday):

##### Morning and Afternoon:

ADS Judging School (if scheduled by ADS Judges Schools Chairman)

##### Afternoon or Evening:

ADS Executive and Finance Committees meetings (if requested by ADS President and Treasurer)

Registration of Attendees

Staging of entries in National Show (Horticulture and Photography)

##### Evening:

Registration of Attendees

Staging of entries in National Show (Horticulture and Photography)

Welcoming Event (e.g., greeting of first-timers)

##### All Night:

Staging of entries in National Show (Horticulture)

#### Day 1 (Thursday or Friday):

##### Morning:

Staging of entries in National Show (Horticulture)

Staging of Commercial Exhibits

Judges Coffee and instructions to Judges and Clerks

Classification of Show exhibits

Judging of National Show

Registration of Attendees

Tour/entertainment for non-judging attendees (concurrent with judging)

##### Afternoon:

Luncheon for Judges (optional to include Clerks)

Show opens

ADS Board of Directors meeting

##### Evening:

No-host bar and social hour

Show Awards Ceremony

ADS Membership Meeting

Dinner

#### Day 2 (Friday or Saturday):

##### Morning:

Themed Breakfast(s)  
Program or Tour  
Show open

Afternoon:

Show open  
Luncheon  
Program or Tour  
Bulb Auction

Evening:

No-host bar and social hour  
Dinner and Keynote Speaker  
Show takedown

Day 3 (Saturday or Sunday):

Morning:

Themed Breakfast  
Program

Afternoon:

Lunch  
Tour or Program  
ADS Board of Directors Meeting  
Completion of Bulb Auction (if necessary)

Evening:

No-host bar and social hour  
Dinner with Farewell Speaker  
Invitations to Future Conventions

Day 4 (Sunday or Monday):

Morning and Afternoon:

ADS Judging School (if scheduled by ADS Judges Schools Chairman)

## **Appendix B: ADS Financial Involvement**

1. Developing the convention budget and establishing convention fees. The ADS Treasurer and Second Vice President must be included during the Convention's budgeting process. The ADS Finance Committee must approve the Convention's registration fee before it is published.
2. Management of income. Checks for registration and optional events are to payable to the ADS but sent to the Convention Registrar. Checks are to be forwarded by the Convention Accountant to the ADS Executive Director. The ADS Executive Director will keep the Convention Registrar informed of any funds received online by credit-card payment.
3. Payment of bills. Convention bills are to be forwarded promptly by the Convention Accountant to the ADS Executive Director for payment.
4. Final accounting. The responsibility for final accounting on the convention lies with the ADS. By June 15, a Convention Report is to be submitted by the local society to the ADS Treasurer and Executive Director. This must include a summary of the convention budget, convention income, convention expenses, and attendance. As an example, below is the 2010 National Convention Financial Report sent to the ADS.

This is a summary of the Financial Information associated with the 2010 National Convention in Murphys California, sponsored by the Northern California Daffodil Society and hosted by Ironstone Vineyards.

Number of Full Registrants:	177	
Registration Fees Received:	\$56,283	
Airport/Murphys Coach Service Fees Received:	3,560	
Total Income:	\$59,843	
Convention/Show Expenses:		
Transportation		
Airport Coaches:		3,396
Murphys Shuttle Service:		6,350
Sunday Buses to State Parks:		1,448
Meals, Facilities and Service (Ironstone Vineyards):		38,757
Speakers (Lodging and Travel):		2,859
Entrance/Guide Fees for Sunday Tours to State Parks:		479
Miscellaneous (e.g., printing, Show supplies, publicity, postage, judges' gifts):		5,185
Total Expenses:	\$58,474	
Donated/Underwritten items:		
Multi-media Equipment (Ironstone Vineyards)		
Internet Connectivity (Ironstone Vineyards)		
Ironstone Garden/Facilities Tours (Ironstone Vineyards)		
Murphys Historical Walking Tour (E Clampus Vitus)		
Artistic Design Demonstration (Calaveras County Garden Club)		
Pipe Organ Concert (Ironstone Vineyards)		
Social Hour Music (Owen Davies)		

**Appendix C: Preparing the Budget.**

1. Mandatory costs are those costs incurred by every attendee. These costs can be fixed (i.e., independent of the number of attendees) or variable (i.e., dependent on the number of attendees). Mandatory costs are used to determine the Registration Fee that covers the core Convention activities. Below is an example of identified mandatory costs for a Convention and their use in determining the Registration Fee for a choice of three potential attendance numbers to use for Convention planning.

Example Convention Budget and Registration-Fee Worksheet  
(Cost estimates if planning for 120, 150 or 180 registrants)

<u>Item</u>	# attendees		
	120	150	180
Sunday Tour buses (3 or 4 school buses @ \$650 plus \$50 tip)	2100	2100	2800
Printing copies Convention Program	450	550	650
Printing copies Show Schedule	450	550	650
Printing 300 copies of short show capsule for the public visitors	60	60	60
Convention Badges	150	180	210
Convention bags	300	350	400
Tour sites entry fees(\$100/bus with 25+ persons each bus)	300	300	400
Coffee& bagels Fri morning for 50 Judges & Clerks	160	160	160
Coffee/rolls for showroom Thurs night & Fri morning (2@\$50)	100	100	100
Convention pins	150	190	230
Show signage & Other signage/posters	100	100	100
Coffee/tea/soft drinks for Business Meetings (3mtgs@\$60)	180	180	180
Class ribbons for show	600	600	600
Entry cards (2000 Standard; 1000 Miniature)	160	160	160
Printing miscellaneous program materials	100	100	100
Gifts for Judges (pins)	150	150	150
Expenses for Speaker (\$1650 airfare, \$450 hotel, \$225 meals)	2325	2325	2325
Postage (schedules to exhibitors; assignments to judges)	100	100	100
Mandatory meals at hotel: Judges lunch 50 persons @\$25	1250	1250	1250
Mandatory meals at hotel: two lunches @\$25	6000	7500	9000
Mandatory meals at hotel: 3 dinners @\$50 (meal costs include tax and gratuity)	18000	22500	27000
10% inflation/margin	3320	3950	4665
<b>Total Mandatory costs</b>	<b>36505</b>	<b>43455</b>	<b>51290</b>
 Registration Fee per attendee to cover costs:	 \$305	 \$290	 \$285

2. Outside the core activities covered by the Registration Fee there will be optional events (e.g., breakfasts, judges refresher credit, Judges School) which can be selected by the registrants. The cost of each optional activity must be determined. The costs of optional activities are not included in the Registration Fee but these activities must be offered on the Registration Form.

## **Appendix D: Responsibilities and Duties of Members of the Convention Committee**

### Convention Chairman or Co-Chairmen.

1. Is responsible for all aspects of the Convention. Typical major tasks will be venue negotiation, transportation negotiation, and leading the planning, organizing, and publicizing of the Convention.
2. Appoints chairmen for specific activities. Together with Convention Chairman as the head, these activity chairmen comprise the Convention Committee. Gives each chairman a clear description of her/his responsibilities and authority. Consults with chairmen to make certain progress is on schedule.
3. With advice from the Committee, selects Convention dates and venue.
4. Leads the Convention Committee in creating a Convention logo. Contacts sources and negotiates costs for logo pins. Decides on a vendor and negotiates for enough Convention logo-pins to place one in each Welcome bag with a small surplus.
5. Presents an invitation to the attendees at the immediately preceding Convention.
6. Serves (without vote) on the ADS Board of Directors during the year leading to the Convention and until the end of the Convention.
7. Prepares articles, including registration forms and information on accommodations, for the two issues of the ADS Journal that precede the Convention.
8. Seeks donations to the Convention, either in reduction in costs by service or product providers, by underwriting the cost of a specific event, or by cash donations.
9. Assesses probable Convention expenses. Estimates likely attendance. With ADS review and approval, sets registration fees that ensures income will cover expenses, but without generating an undue surplus.
10. Negotiates room charges and meal charges. Selects meal menus. Maintains close contact with Hotel (or event) staff. Negotiates any transportation charges. After a potential contract for a service is deemed satisfactory by both the provider and the ADS, sends the contract to the ADS for signing by an ADS Officer.
11. Works with Hotel staff and Program Chairman to assure required hotel equipment (i.e., microphones, screens, tables, chairs, podium) is provided where and when needed. Trouble-shoots any failures in Hotel equipment during the Convention.
12. Works closely with the Program Chairman and the Tours Chairman to assure an enjoyable, educational Convention program.
13. Acts as Master-of-Ceremonies for all Convention functions except for the presentation of Show Awards and the Annual ADS membership meeting.
14. Ensures that, at the Convention, funds are available from the ADS to pay a cash gratuity to tour-bus drivers.
15. After the Convention, writes letters to donors acknowledging and thanking them for their contributions.

### National Show Chairman.

1. Responsible for the production of the National Show.
2. Appoints the Horticulture Judges Chairman, Photography Chairman, and Clerks Chairman and works closely with them to ensure all aspects of judging go smoothly.
3. Works with the Convention Chairman to assure that coffee/refreshment is available for exhibitors during staging, that coffee and rolls are provided for Judges and Clerks during their instructions prior to judging, and that the post-judging lunch for Judges (and optionally for Clerks) arranged satisfactorily. With the Convention Chairman, decides on the appropriate gift for judges and obtains them.

4. Prepares the National Show Schedule and submits it to the ADS Awards Chairman for approval. Assures that Show Schedules are sent in a timely manner to registrants who indicate they will exhibit in the Show. Assures that the Show Schedule is downloadable from the Convention website.
5. Appoints a Commercial Exhibits Chairman to invite commercial growers and other vendors to exhibit at the National Show.
6. Works with hotel/event staff to assure desired arrangement of clothed tables for the National Show. Ensures hotel schedules for show setup and takedown are appropriate. Assures that showroom temperature control and showroom access is acceptable.
7. Appoints a Show Properties Chairman to make sure there will be sufficient show properties and wedging available for expected number of exhibits in horticulture and photography.
8. Appoints a Show Photography Chairman
9. Purchases a sufficient number of entry tags from the ADS. Purchase a sufficient number of class-awards ribbons from a vendor. Obtains ADS Ribbons and Medals for the National Show from the ADS Awards Chairman.
10. Supervises the preparation of properties by volunteers (e.g., placing of risers, filling of test tubes and placing them in blocks).
11. Prepares class cards for use in the show.
12. Places the class cards in on the show tables, anticipating space needed by the classes.
13. Prepares a sign-in sheet for exhibitors.
14. Appoints a Classification Chairman (and approves two or three assistants) to provide Classification duties during staging of horticulture entries up to the initiation of judging.
15. Arranges for exhibitors, members of the Classification Committee, and judges to have access to DaffSeek in the showroom.
16. Ensures that the ADS President selects three to five established and experienced daffodil breeders, growers or exhibitors who are present at the Convention to evaluate show exhibits and to award the Innovation Medal should a worthy, innovative new daffodil be exhibited at the National Show.
17. Sets up a special awards table for top show winners.
18. Sets policy for photographers and arranges an area for photographers to work.
19. Coordinates the preparation of needed signage for the show and showroom with the preparation of other Convention signage.
20. Presides over the presentation of National Show Awards, assisted by the ADS Awards Chairman.
21. Supervises the take-down of the National Show.
22. Supervises the preparation of the National Show Report, checks it for accuracy and sends it to the ADS Awards Chairman.
23. If there is an Artistic Design Section in the Show, coordinates with the Artistic Designs Chairman to assure that its requirements for space, properties, entry cards and class ribbons are met.

#### Convention Registrar.

1. Receives, records and maintains all information on each attendee including name (and nickname to place on badge), postal and e-mail address, telephone number, basic registration fee paid, fees paid for optional events, special meal requirements, registration for Judges School, and whether s/he intends to exhibit in the National Show.
2. Forwards Convention fees received to the Convention Accountant. Reconciles any differences between registration received directly and registration data kept and provided by the ADS Executive Director.



3. With the guidance of the ADS, joins the Convention Chairman to implement policies on refunds, partial registrations, and individual meal purchases by persons not registered in the Convention. With the Convention Chairman, decides on appropriate rewards for volunteer service by non-ADS members of the local hosting society .
4. Sends a Show Schedule to each registrant who indicates s/he intends to exhibit in the National Show. Alternatively, informs the potential exhibitor that the Show Schedule is downloadable from the Convention website.
5. Creates a name badge for each attendee that identifies the events for which payment has been received.
6. Has responsibility for placing items in the Welcome Bags (Usually done by the volunteers at the Registration Desk).
7. During the last week before the Convention, creates a List of Attendees with names, addresses and telephones. Makes copies for inclusion in attendees' Welcome Bags.
8. Has responsibility for set-up and staffing (by volunteers) of registration tables at the outset of the Convention. Passes to the Convention Accountant any funds received at the Registration Desk.
9. Provides to the Convention Judging School Chairman and the ADS Judging Schools Chairman a list of attendees signing up for the Judging School.
10. Gives the ADS Judging Schools Chairman a list of the attendees paying for a refresher.

#### Convention Accountant.

1. Maintains all financial information on the Convention.
2. With the Convention Chairman, assesses and projects costs to arrive at a Registration Fee.
3. Keeps an accurate accounting (i.e., spreadsheet) of all income and expenditures.
4. Records income received by the Registrar (i.e., checks) or from other sources. Makes and keeps a copy of all bills and checks. Sends the monies, along with a detailed itemization of coverage, to the ADS Executive Director. Forwards to the ADS Executive Director bills that have been approved by the Convention Chairman.
5. Takes possession of, and gives to the ADS Executive Director, any registration funds received from walk-in registrants.
6. Prepares the financial data for the final Convention report for the ADS.

#### Program Chairman.

1. Possesses experience gained from attending several ADS Conventions as well as a familiarity with the accomplishments and expertise of daffodil personalities worldwide.
2. With the Convention Chairman, establishes the content and scheduling of the Convention activities.
3. Invites all individual program participants, including evening speakers. Negotiates compensation with speakers under ADS-directed guidelines:
  - \* round-trip airfare at lowest prevailing rate,
  - \* free lodging at hotel, and
  - \* complimentary Convention registration, excluding optional items.
4. Directs program participants to communicate their media requirements to the Convention Multimedia Coordinator. Learns the physical requirements (e.g., podium tables, chairs) of each participant and assures these are provided by the hotel/event center.
5. Prepares the Convention Program booklet, listing every event with its time and place. Prints enough copies of the booklet to place one in each attendee's Welcome Bag, plus a surplus of 25 copies.

6. Works closely with the Multimedia Coordinator. Procures, through rental if necessary, any equipment and adapters needed but are not available from either the ADS or members of the local society.
7. After the Convention, sends thank-you letters to all program participants.

### Multimedia Coordinator.

1. Coordinates equipment procurement from the ADS, Convention attendees, Hotel, and multimedia equipment rental sources to ensure presentations can be delivered successfully at minimal cost. Ensures equipment is available for the following functions: show room during staging and judging (with DaffSeek access), educational seminars (with possible concurrent sessions), bulb auction, meetings of the ADS Board of Directors (Internet access for the ADS Executive Director is normally the only requirement), and lunch or evening speakers. Does this using the steps below:
  - a. Determines the maximum amount of multi-media equipment required to support the convention, keeping in mind concurrent program sessions and distance between venues (i.e., showroom, presentation rooms, and dining areas).
  - b. Determines the laptops and projectors that will be available without rental for the Convention. This equipment may be from the ADS (the ADS laptop is to be used by the ADS Executive Director only for Board meetings and the bulb auction), an ADS member's personal equipment or a presenter's personal/professional equipment. Selects two or three computers and projectors (preferably newer models) to be used throughout the Convention. Devises and identifies the requirements for a backup system as insurance. From the projectors and laptops that will be available, identifies the variety of connection adapters required and compares with what are available.
  - c. Determines the additional equipment and adapters that must be obtained and reports this to the Program Chairman.
  - d. Via e-mail, solicits the multimedia needs of presenters and informs them of the preferred presentation format (PowerPoint) and requests they put their final presentation in this format. For insurance against damage or loss in travel, requests that presenters bring two copies of their presentation on USB flash drives. A suggested communication to presenters might be:

*Dear XXX,*

*We are in the midst of organizing the upcoming ADS Convention. We are planning to have many programs to ensure something of interest to every attendee. For these programs to run smoothly, it is essential for us to know and meet the needs of our presenters.*

*We need to know the multimedia requirements for your scheduled presentation. Please identify your exact needs for us, including Internet access if required.*

*If you will be using PowerPoint or another computer-based format for your presentation, please bring two copies of your presentation on USB flash drives (packing them separately with at least one not in your luggage) and give these to me upon your arrival.*

*Thank you for being a presenter at our 20XX National Convention. We look forward to your presentation.*

XXXX

*Multimedia Coordinator*

*ADS National Convention*

2. Eliminates, or minimizes the severity of, software or hardware compatibility issues that would prevent or delay presentations.

- a. Assures Internet access is available in all venues where required.
- b. Assures any request to a vendor for equipment rental includes a request for a full complement of adapters for both Windows-based and Apple hardware.
- c. Assures a backup should one copy of the presentation be damaged in during travel.
- d. Monitors each presenter in a test of his/her presentation, well in advance of the time of the presentation (twenty-four hours prior to the time for the presentation is preferred).
- e. Assembles an on-call team of several technically competent persons to respond to, and trouble-shoot, any technical issues that arise with presentations.

Tours Coordinator.

1. Finds potential sites (e.g., public or private gardens having daffodil plantings, historic sites, arboretum, botanic garden, etc.) for stops on a day/afternoon bus tour. Assures the site has adequate parking and turn-around space for buses.
2. Negotiates any entry fees.
3. With the Program Chairman, decides the day and time available for the tour.
4. Negotiates costs (including bus types and sizes) with bus companies. Reserves the number of buses expected to be needed and confirms this number when the final registration numbers are known. Makes emergency arrangements for private-car supplement should unanticipated last-minute registrations make it necessary.
5. With the approval of the Convention Chairman, establishes the itinerary and confirms the route. If possible, has someone drive the route to verify times and mileage.
6. Arranges for any meals to be served during the tour.
7. Provides complete information on the Tour sites to be included in the Convention Program Booklet.
8. Secures bus captains from volunteers from local-society membership. Provides bus captains with information on the sites (to use as patten on the trip).
9. Clears all charges in advance with the Convention Chairman.
10. Arranges with the Convention Chairman to pay tour-bus drivers a cash gratuity.

Publications Coordinator.

1. Receives the Convention Program Booklet from the Program Chairman and the National Show Schedule from the Show Chairman. Enters each document into a layout application. With the Convention Chairman, selects a printer and interacts with printer to assure the requested number of quality publications. Ensures that the printer can accept the file format produced by the layout application.
2. Delivers the copies of the Show Schedule and the Program Booklet to the Registrar at least one month before the Convention. Delivers copies of the Show Schedule to the Horticulture Judges Chairman at least one month before the Convention.
3. Asks the Program Chairman and the Show Chairman for their signage requirements. Gets cost estimates for the Convention Chairman's approval. Arranges for the approved signs to be made and delivers them to the Convention Chairman.

Publicity Chairman.

1. If requested by the Convention Chairman, assists in preparing articles for The Daffodil Journal.
2. Prepares standard press releases that target audiences including the general public, garden clubs, and plant societies.
3. Prepares articles for newspaper gardening sections and online garden blogs. Places Convention and Show listing in newspaper and online Events Calendars.
4. Places posters advertising the National Daffodil Show on bulletin boards at local nurseries and garden centers.
5. Contacts Garden Clubs in the area and informs them about the upcoming National Daffodil Show.
6. Sends Press Releases to local radio and television stations. Seeks spot appearance or announcement on the local television news.
7. Finds content for Convention welcome bags.
8. Once the Convention logo is set, surveys vendors on prices for tote bags with the Convention logo. Reports findings to Convention Committee. At the Committee's direction, negotiates price and chooses vendor. With Convention Chairman's approval, contracts for sufficient number of bags to supply the projected number of attendees, plus a surplus of 25 bags. The bags can be contracted in the last month before the Convention.

## **Appendix E: Convention Responsibilities of Other Key Appointees**

### Show Photography Chairman.

1. With the Show Chairman, determines amount space needed for the Photography Section decides on its location in the main showroom or elsewhere.
2. Incorporates the Photography Section Schedule into the ADS National Show Schedule and obtains approval from ADS Photography Committee Chairman.
3. Inventories show properties for photography available from the sponsoring society. With the Show Chairman, decides whether the inventory is sufficient for the National Show. Should additional properties be needed, contacts other societies and solicits additional properties.
4. If necessary, arranges to transport properties from other societies or to rent what properties are otherwise unavailable. Clears costs of shipping or rental with the Convention Chairman.
5. Obtains three qualified judges for the Photography Section. Sends them the Photography Judging Guidelines prepared by the ADS Photography Committee.
6. Supervises receipt and staging of Photography exhibits. Recruits three volunteers from the local society to help in recording, placing, and staging the photographs.
7. Greets Photography Judges at Judges Coffee. Instructs the Judges in their task using the ADS Photography Judging Guidelines and the Photography Show Schedule. Introduces the Judges to their Clerks.
8. Monitors the judging process, answering any questions that arise from Judges or Clerks.
9. Supervises break-down of the Photography Section at the conclusion of the Show. Takes possession of unclaimed photographs.
10. Ensures return of borrowed/rented properties to their sources.

### Horticultural Properties Chairman.

1. Inventories show properties for horticulture available from the sponsoring society. With the Show Chairman, decides whether the inventory is sufficient for the National Show. Should additional properties be needed, contacts other societies and solicits additional properties.
2. If necessary, arranges to transport properties from other societies or to rent what are otherwise unavailable. Clears costs of shipping or rental with the Convention Chairman.
3. Assists at Show break-down, ensuring the separation among properties from different sources during repacking.
4. Ensures return of borrowed/rented properties to their sources.
5. Ships bud vases for commercial displays to the next Convention Chairman.

### Commercial Exhibits Chairman.

1. Invites commercial daffodil growers to bring or send an exhibit (at their cost) and determines in advance how much table space each grower who agrees will require.
2. Makes arrangements to fulfill any special needs of a grower such as refrigerating flowers shipped to the hotel, staging the exhibit for a grower unable to attend, or creating signage for the exhibit.
3. Invites relevant vendors and charitable organizations (e.g., a local business producing garments stitched with the approved Convention logo; the American Cancer Society).
4. Works closely with the Show Chairman to determine the best locations for commercial exhibits and displays.

Horticulture Classification Chairman.

1. Continually surveys the Horticultural Show Room as entries are placed, moving those that are misplaced to their correct location. Looks for misnamed or mislabeled cultivars and asks the Show Chairman to return them to the exhibitor for correction.
2. Assesses the sufficiency of space allocated to classes, expanding space for a class as necessary and relocating the class if this is the only solution. Creates new sub-classes where sufficient number of quality entries of the same cultivar allows.
3. When Judges and Clerks retire for coffee and instruction, walks the show and assures that all entries are in their correct class and that there are no entries obviously misnamed or mislabeled.
4. Upon appointment to the position, elicits the agreement by two or three competent, but non-exhibiting, persons to assist in the task. Gains approval of the Show Chairman to serve as the Horticulture Classification Committee.

Convention Hospitality Chairman.

1. Hosts any event/reception held for first-time attendees.
2. Staffs the Convention Hospitality Suite, if there is one.
3. Assures that wheelchair-bound attendees have seating at meals.
4. Staffs an Information Desk in or near the Showroom. Answers questions from visitors to the National Show about daffodils, the local daffodil society, and the ADS. Provides visitors with informational brochures.
5. Responsible for having at least one person in the Show Room acting as Information Host for visitors during the times that the Show is open to the public.

Judging School Chairman.

1. Normally assumed (or appointed) by the ADS Judges Schools Chairman.
2. Informs the Convention Chairman of the requirements for the School (e.g., room size, number of tables and chairs, properties (test tubes, number and types of blocks) required, and any refrigeration needs for blooms).
3. With Convention Chairman decides whether to schedule the School on the day before the Convention starts or the day after the Convention ends. Informs the ADS Judges Schools Chairman of the date.
4. Obtains three Approved Judges Instructors for the School and works with the AJIs and the ADS Judging Schools Chairman to implement the School.
5. Gathers blooms for the School either from blooms brought to the Convention for that purpose, or from blooms taken from the Show at break-down.
6. Supervises the School, collects the School fees from the Registrar, and send fees to the ADS Judging Schools Chairman.

## **Appendix F: Convention Requirements for Multimedia Equipment**

Multimedia equipment needed includes a microphone and screen for each program site, plus:

- a.** One laptop computer, or two computers if there are to be concurrent programs. An additional computer would provide insurance as a back-up.
- b.** One computer (video) projector, or two if there are concurrent programs. (The ADS owns one projector; contact the ADS Executive Director.)
- c.** A computer remote control for each projector. (The ADS owns a remote; contact the ADS Executive Director.)
- d.** A printer (not required but nice to have onsite in the event a need arises).
- e.** Internet connectivity to DaffSeek during Show staging, classification and judging. Verify if a presentation(s) requires Internet access.

The ADS can provide one computer projector, and one remote control. The ADS also owns a laptop computer, but it is fully used by the Executive Director during a Convention and should not be used for programs.

**Appendix G: Sample Convention Registration Form**

**Registration ADS 2054 Convention  
Thursday Evening, March 11 through Sunday Evening, March 14  
Centennial Convention Center, Parumph, Nevada**

(Please complete a separate form for each attendee)

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Name or Nickname to be on nametag: \_\_\_\_\_

The 2054 ADS Convention Registration Fee for the three-plus days includes:

- 1. Dinner Friday evening
- 2. Lunch and Dinner Saturday
- 3. Lunch and Dinner Sunday
- (each meal will have a choice of two entrees; identified special dietary needs also will be met)
- 4. Entry to Convention program sessions on Friday, Saturday and Sunday
- 5. National Daffodil Show
- 6. Relaxation Room at Convention Center
- 7. Shuttle service between accommodations and Convention Center
- 8. Bus Tour on Sunday afternoon

Registration Fee:

Postmarked on or before February 10..... \$290 \_\_\_\_\_  
 Postmarked after February 10 (or paid at the door) ..... \$320 \_\_\_\_\_

Optional items available are:

Welcoming Dinner Buffet Thursday evening .....\$27 \_\_\_\_\_  
 Breakfast with program on Green in Daffodils, Saturday morning .....\$15 \_\_\_\_\_  
 Breakfast with program on Our Daffodil Future, Sunday morning .....\$15 \_\_\_\_\_  
 Coach service between Las Vegas Airport and Parumph (Thursday afternoon; Monday morning)  
     Round-trip .....\$50 \_\_\_\_\_  
     Thursday only .....\$30 \_\_\_\_\_  
     Monday only .....\$30 \_\_\_\_\_  
 A Convention program session as Judging Refresher .....\$3 \_\_\_\_\_  
 (circle one: Miniatures Break-thrus; Tracing Historics; Want to Judge?)  
 Judges School III ..... \$10 \_\_\_\_\_

TOTAL ENCLOSED.....\$ \_\_\_\_\_

To help us plan the Convention, please check all that apply:

\_\_\_\_\_ this is my first ADS Convention                      \_\_\_\_\_ I plan to exhibit blooms  
 \_\_\_\_\_ I'll mentor first-timers                                      \_\_\_\_\_ I plan to exhibit photos



\_\_\_\_\_ I need special meals  
Describe your special dietary needs:

\_\_\_\_\_ (about how many photos?)

From the choices provided below please check one selection for each meal:

**Friday Dinner**

Chicken Breast \_\_\_\_\_ or Seasonal Fish Entrée \_\_\_\_\_

**Saturday Lunch:**

Grilled Chicken Caesar Salad \_\_\_\_\_ or Seasonal Fish Entrée \_\_\_\_\_

**Saturday Dinner:**

Ricotta Stuffed Chicken Breast \_\_\_\_\_ or Grilled Pork Chop with creamy Tarragon & Tomato \_\_\_\_\_

**Sunday Lunch:**

Southwest Chicken Salad \_\_\_\_\_ or Roasted Pork Loin with Tropical Salsa \_\_\_\_\_

**Sunday Dinner:**

Prime Rib of Beef \_\_\_\_\_ or Grilled Filet of Salmon with Dill \_\_\_\_\_

If you plan to use the Coach Service between Las Vegas Airport and Parumph, please provide the following information:

Arrival Airline: \_\_\_\_\_ Flight #: \_\_\_\_\_

Arrival time on Thursday (must be before 3:30pm): \_\_\_\_\_

\_\_\_\_\_ I will arrive on Wednesday, overnight in Las Vegas, and catch the first Coach on Thursday

Departure Airline: \_\_\_\_\_ Flight #: \_\_\_\_\_

Departure time on Monday (should not be before 11:30am): \_\_\_\_\_

Cell phone number: \_\_\_\_\_

We will use this information to locate you at (and return you to) the appropriate Terminal, and to assure that we do not leave without you should your flight be delayed.

**Send registration forms and checks payable to “American Daffodil Society” or “ADS”  
and send to**

**Jane Doe, 2010 Convention Registrar  
999 Jones Avenue  
Anytown NV 89966**

**DaffodilRegistrar@yahoo.com**

## **Appendix H: Special Registration Software Available**

A software package for Apple/Panorama systems exists that covers all Registration tasks. Developed for use in Tacoma 2007 and also used in Chicago 2009. Easy to customize for each Convention. Prints all items required from the Registrar including list of attendees, financial reports and name tags showing optional events paid. (Contact: George and Mary Dorner)

## Appendix I: Sample Instructions for Horticulture Judges

1. Please pace yourselves. Save your primary energy for judging at the Final Table. Do not spend excessive time in deciding minor placements in the single-stem and three-stem classes. Most exhibitors at a National Show will not care whether their exhibit is second or third. Be generous in giving ribbons, especially in the Small Growers classes. We have plenty of ribbons and they'll be used only this one time.
2. Be sure to use the Regular ADS Scale of Points when judging species against cultivars – be it in collections or for the Miniature Gold or White Ribbons.
3. Teams 1 through 4 are judging only miniatures. These Judges will decide the Miniature Rose, Miniature White, and Miniature Gold. John Doe will conduct the final balloting. Miniatures judges will not participate in judging standards and are free to go to lunch when the miniatures awards are complete.
4. The assignments given to all teams are only initial assignments. Each team's initial assignment includes one or more collection classes. When a team completes its assignment, its leader should promptly tell the chairman of judges that it is done and is ready for an additional assignment. It's important that teams report promptly as they finish an assignment - NONE of the single-stem or three-stem classes is included in the initial assignments!
5. Members of judging teams are to identify candidates for ADS Awards as they judge. The clerks will have markers to note candidates. Clerks will move candidates to the head table (separate tables for miniatures and standards) upon completion of recording the classes. As judges, it is your responsibility to ensure that all worthy candidates are evaluated for awards at the head table. Upon completing your judging assignment, please walk the show to determine that all entries marked as candidates have been moved to the head table. Do not move them yourself; ask a clerk to move them. In addition, if you find an unmarked entry that you feel is worthy of consideration, ask a clerk to move it to the head table.
6. Entries moved to the head table will compete for all awards for which they are eligible. The order of judging will be:

### Standards:

White Ribbon

Matthew Fowlds Award (best *named* standard cyclamineus hybrid)

Olive Lee Trophy (best standard cultivar from Divs. 5-8)

Rose Ribbon

Gold Ribbon

### Miniatures:

Miniature White Ribbon

Miniature Rose ribbon

Miniature Gold Ribbon

7. The winners of the Mitsch Trophy and Larus Trophy must be considered for the corresponding White Ribbon. The ADS Award winners for Small Grower, Youth, and Intermediate must be considered for appropriate further ADS Awards.
8. If the Olive Lee Trophy is not won by a seedling, then the highest-ranked seedling under

consideration for the Lee Trophy will remain eligible for the Rose Ribbon but not for the Gold Ribbon.

9. A clear majority of non-blank votes cast by judges will be required to decide a winner.
10. If ten or more candidates are to be considered, the judges will be asked to vote for their preferred three, without an order. If five to nine candidates are to be considered, the judges will be asked to vote for their preferred two, without order. Candidates receiving substantially fewer votes will be eliminated from consideration.

When fewer than five candidates are under consideration, then the Judges will be asked to vote for one. If no winner emerges, the low candidate(s) will be dropped and the judges will revote. If the situation emerges where there is a leader without majority and a tie for runner-up, then the Judges will be asked to vote their preference among the runners-up; the winner of this preference will be placed against the leader for the final balloting.

## **Appendix J: Sample Instructions for Show Clerks**

This set of instructions is to inform you, as a Show Clerk, of the procedures you are to perform at a daffodil show. Your duty, as a Clerk is to perform the administrative functions needed (1) to assist the judges both during the initial judging of classes and during the voting for winners of major (i.e. American Daffodil Society) awards and (2) to accurately record the judging results for each class.

### General Etiquette

Normally, you are one in a pair of Clerks that accompanies a judging team. It is important not to crowd your judges, but do stay close enough to hear instructions. If you are an exhibitor, you may also learn more about exhibiting daffodils from the judges' comments. If the judges are judging a class in which you have an entry, do not say or do anything to indicate that one of the entries is yours. You should not talk to the judges or ask anything other than what is necessary to perform your duties.

### Ribbon Awards & Placement

When judging a class, the judges will mark first, second, third, or honorable mention on the entry tag. You are then to staple the appropriate ribbon to the upper right corner of the entry tag. The ribbons should be angled outward so that it is possible to read the flower's and exhibitor's names on the tag. If there are many entries in a class, move the ribbon winners toward the front for visitors to view.

The colors of the ribbons are as follows: first place is a blue ribbon; second place is a red ribbon; third place is a yellow ribbon; honorable mention is a white ribbon. It is possible to have more than one honorable mention (white ribbon) in a class. It is also possible the judges will give a class no award, or only a second or only a third. It is all right to verify with the judges if this was their intent so you can accurately record the results.

### Show Record Cards and Subdivided Classes

Each class needs a show record card completed along with the judging results. These cards are used to compile the final show report and determine the ADS Silver Ribbon Award winner. For every class, fill out a show record card with the class number, the number of entries in the class, and the number of stems in the class. If a class has no entries, fill out a card with the class number and indicate that there were no entries. This provides evidence after the show that the class was not overlooked during the recording.

Be on the look out for subdivided classes. If a class has a large quantity of entries, the Classification Committee will normally subdivide it. Their duty is to evaluate large classes and determine if there is an opportunity to subdivide the class into "like" groups to facilitate judging. If, for example, class A202 has been subdivided, you may see A202A or A202B marked on some entry tags in addition to A202. If you see two first place exhibits in the same class, you should look on the entry cards to see if additional letters were added to the class numbers. If not, ask the judges for clarification. If a class has been subdivided, you must find a blank show record card and make a new card for this new subclass. If the judges subdivided the class while judging, they might not have marked the subdivisions on the entry tags. If not, you should do so, and try to group the exhibits on the table so that the subdivision is obvious. If you have any questions about how the class was subdivided, please ask the judges for the "theme" or description of the subclass and write it on the show record card. It is particularly important to note the "theme" when recording the photography classes. In the horticultural classes it is common to create subclasses of daffodils that have some common characteristic and to leave all the rest in the original class. An example would be subdividing class A202 (for large cup daffodils with colored perianth and orange or red cups) into subclass A202A for daffodils with orange perianth, A202B for three or more entries of Banker, A202C for three or more entries of Biometrics, and leaving all the rest

in A202. A show record card for any subclass other than the original class should include a description of the subclass.

### Recording Number of Entries/Stems

The number of entries and number of stems is not necessarily the same count. The only time these two counts will be the same is in single stems classes. For all other classes, the stem and entries counts will be different. For example, if there are 3 entries in the American collection class, there will be 15 stems since these collections must have 5 different daffodils. The most onerous classes are the container classes where the number of stems is no particular multiple of the number of entries; here you must count every stem that has an open floret in each pot and then total the count for all pots for the “number of stems. Since each entry in the photography classes consists of only one photo, it is necessary to record only the number of entries.

### Recording Blue Ribbon & Award Winning Entries

The remainder of the card is reserved for information about the first place (blue ribbon) entry. You need to record the exhibitor's name, and, to get the name, you must unfold the entry tag. Be sure to fold it up again immediately to keep the identity of the exhibitor secret until all judging and voting for ADS awards has been completed.

The completion of the rest of the card depends on the class you are recording:

- \* Single Stem & Three Stem classes – record the name, division and color code of the first place flower if awarded by the judges.
- \* Collections of 5 or more stems – record all the names, divisions, and color codes for every daffodil in the first place (blue ribbon) collection. If it is an historic collection, include the year. If it is a Red-White-Blue or international collection, include the originator's name.
- \* Sometimes the judges are asked to select the “best” in collections, such as in collections of five. In this case, write on the entry card if the first place exhibit received a special award such as the Maroon Ribbon winner (best 5 reverse bi-colors), the Red-White-Blue (best 5 American bred), or the Purple Ribbon winner (best 5 stem collection in the show).
- \* For the photography classes, record the title if the photo has one or write “untitled” if there is no title.

If a class has entries but none received a first place, complete the number of entries and number of stems. Then indicate on the record card that no first place was awarded. It is all right to verify with the judges if this was their intent so you can accurately record the results.

### Recording Seedlings

Seedlings are daffodils that have not been officially named. Seedlings entered by someone other than the originator will have a hybridizer name followed by a combination of numbers or letters. Seedlings entered by their originator will have only a combination of numbers and letters. Record all the information the exhibitor provided. Normally, the originator's name (if it is given) and the seedling number (alpha/number code) are in the flower name field on the entry card. Also, the entry card may or may not include the parentage of the seedling. If the parentage is available, record this along with the seedling number in the flower name area of the show record card.

### After Completing the Show Record Card

After filling out the show record card, write the class number on the back and place it face down on the table by the class. Since you are filling out the cards during the judging, it is necessary to leave it face down so that the identity of the first place exhibitor remains concealed until after judging. Putting the class number on the back of the card allows the Clerks' Chairman to verify that the class has been

recorded. Before moving to the next class, be sure the first place entry card is folded back up to conceal the name of the exhibitor. If a class has been subdivided, there should be a show record card for each subclass, and the subclass number should be written on the back of the card.

### Marking & Moving Flowers for Major Awards

There are ADS awards for the best daffodil, best set-of-three, best seedling, and more. You should have a flag (i.e. a self adhesive sticker) that the judges can affix to the test tube to mark a candidate for further consideration while they judge a class. If there is only one type of sticker, write on the sticker what the daffodil is being nominated for (e.g. best daffodil, best seedling, best set of three).

Alternatively, there may be different colored stickers for different awards (e.g. yellow sticker for Gold Ribbon, pink sticker for Rose Ribbon, white sticker for White Ribbon).

There may be a designated table to deliver all award candidates. If not, an announcement will be made during judging about the location to place candidates. Wait to remove candidate blooms from their class until after the class's judging results have been recorded. The reason for marking the candidates during judging is to assure that they are not forgotten or overlooked later. Also, the judging team might see better candidates later in their judging and should have an easy way to find and withdraw consideration of an earlier candidate.

At the conclusion of judging the classes, you may take single-stem exhibits nominated for the Gold Ribbon and three-stem exhibits nominated for the White Ribbon to the designated table for the voting on major awards. If a candidate is in a single-stem class or a triple-stem class, its (closed) entry tag will be sufficient for returning it to the right class. If a candidate (for Gold Ribbon) is one flower in a set of three, you can either move the whole set, but mark which stem is being considered for a major award or transfer the test tube of the candidate to a separate wood block. In the latter case, you perform additional labeling as described below for candidates taken from collections

Before moving a candidate from a collection, it is very important to document where it came from and to identify where within its exhibit it was located. There are self-adhesive labels in the clerks' supplies for this purpose. Remember that the two important things are (1) to write down what is missing if there is a gap in a collection and (2) to write down where a candidate came from so that it can be put back in the correct position in the correct exhibit if it does not receive a major award.

When a single stem in a collection is being moved, place a label with the daffodil name in its original location or position in the collection. After removing the flag from the test tube, affix a label to it with the name of the flower and the class number from which it came. This assures that all candidates that did not win a major award can be put back in the right location and in the right exhibit. It also assures that gaps in collections are identified so that everyone will know what flower is missing and why. An example of a gap in a collection is where a flower was selected as a winner and placed on the awards table. You will be given a sheet of self-adhesive labels for this purpose. The labels come in numbered pairs, one label for the test tube and one label for the location in the exhibit. Each pair has a unique candidate number so it will be possible to return the test tube to its original location. Both labels have a place for writing the daffodil name; however, the exhibitor will have attached the name to the stem, the test tube, the test tube block, or the platform for the exhibit, so you need fill in the daffodil name only on one of the labels – the label you leave at the exhibit if the exhibitor's label goes with the test tube or the label you attach to the test tube if the exhibitor's label stays in the exhibit.

If you see a judge taking a flower from a collection up to the table for consideration, diplomatically offer to help so that you can make the proper identification of the flower and its location. In collections of 5, the flower's name is sometimes sitting on the platform holding the test tubes and is not attached to

the stem or test tube. In this case you must transfer the test tube to a single-tube block and provide complete information on the self-adhesive label. If you have completed the show record card for single-stem and three-stem classes, a judge may take the entire single-stem exhibit (as a Gold Ribbon candidate) or the entire three-stem exhibit (as a White Ribbon candidate) to the awards candidate table since the entry tag will be sufficient for returning it to its original location.

### Returning Blooms & More

During the balloting for major award winners, you should stay near enough to the voting so that you can take candidates back to their original classes once the winner is determined. If the candidate was a single-stem or triple-stem entry, the entry tag will still be attached and will tell you the class to which to return the exhibit. Otherwise you must put the flower back in the right location of the right collection. This is where complete identification described above, will help you. Remember that it is possible for two stems of the same cultivar to come from two different collections in the same class; that's where the unique candidate numbers find the correct collection. Sometimes two or more stems are nominated from the same collection, and only one goes on to win a major award. The others need to be put back in their original positions in the collections because the exhibitor almost certainly placed them in particular positions for the best overall effect. Finally, remove any adhesive labels you put on the test tube and attach a recognition card, filled in with the daffodil name, onto the test tube. This card is the size of a business card and tells the public and the exhibitor of an outstanding daffodil. It should be attached to the test tube whether the exhibit was a single stem, three of a kind, or a collection.

Even during the voting for ADS awards, there may be a pause to search through the show for more candidates, so entry tags should remain closed until all balloting is completed. After the awards have been completed and flowers not staying on the winner's table have been returned to their original places, you can open the entry cards of all the exhibits to reveal the names of the exhibitors. In this way, the show visitors can read the name and address of all the exhibitors. You may be asked to pick up the show record cards so the recorders can begin to compile the show results.

Thank you for helping the judging and voting proceed smoothly.

Note: The self-adhesive labels referred to in Appendix J are printed on Post-It 2100-J labels with a PDF file that may be obtained from the ADS web site. The reason for using the PDF format is that it allows precise control of the location where the text is printed. These particular labels were chosen because their adhesive is removable rather than permanent.



## **Appendix K: Contracting for Convention Space, Accommodations, and Food**

When searching for venues, good sources of information include Convention Bureaus as well as hotel conference coordinators (sales people) who will outline their services and furnish brochures. The Convention Chairman should ask about all possible concessions: free space for the show, workroom, meetings, and social affairs; and special group rates, free password-protected wi-fi, and free parking for attendees staying at the hotel. The Chairman should inquire about the availability of tables and linens at no charge, public address systems (microphones and podiums), and audio-visual aids such as screens. (Many hotels contract with outside vendors for these services.) The Chairman should ask to see guest rooms and sample menus. Lodging and facilities should be investigated to determine both suitability and cost.

Hotel negotiations are a difficult part of planning for a National Show and Convention. Most hotels are reluctant to discuss numbers and cost items **unless** there is a definite date and information for the convention. Without any definite date and number of attendees, later negotiations are ineffective. Pick a tentative date and projected number of attendees before trying to negotiate prices. Negotiating with hotels is difficult for an ADS Convention because although it is a relatively small group, it needs lots of space. Of course, the more room-nights and meals that can be promised, the more the hotel will be willing to "bend." One of the ADS' real problems with its Convention is that it doesn't draw the big numbers of people that hotels are looking for. If the Convention did, hotels would be willing to bend over backwards to host it.

Most cities have hotels that can accommodate the Convention, the question is at what price! Smaller cities often have reasonable rates, but getting to these cities can be difficult. The ideal situation is to balance convenience and price. It's necessary to keep the cost of the Convention reasonable, doing whatever is possible to achieve that goal. Some of that can be done by negotiating carefully with the hotel.

In negotiating a contract, insurance and liability clauses must be carefully evaluated. What proof of insurance is required from the ADS? What are the terms concerning possible cancellation by either party? What is the schedule for payment and when is payment due?

The ADS will establish credit at the Convention hotel or facility. The Convention Accountant will receive an invoice for the charges made to the ADS account, verify its accuracy, and forward the invoice to the ADS Executive Director for payment.

### Hotel Sales Contract Overview.

The hotel will want to know as much as possible about the proposed convention (e.g., dates and times of all meetings and food functions) at the time of booking the space and/or signing a contract. It is possible to reserve a facility prior to signing a contract that involves prices. It is recommended that at the time of initial negotiations there be a list containing *all possible* functions. It is better to reduce the requirements later than to find needed additional facilities unavailable.

Hotels differ in their policies regarding charges for meeting space. Generally, space for meal functions is gratis. For all other activities, space is negotiable, related to the number of sleeping-room nights sold and the number of meals to be served at the facility. At the time of signing a contract, it is necessary to know all meeting spaces needed in order to avoid any later additional room-rental charges.

All contingencies related to sleeping-room guarantees (e.g., complimentary rooms provided in return

for agreed-upon number of room-nights sold; penalty charges for fewer than the agreed-upon number of room-nights sold) must be documented. All charges from the hotel should be shown in the hotel contract (i.e., for meeting rooms, show facilities, rooms for other functions, meals and refreshments, providing and moving A/V equipment).

No level of detail is too fine for an agreement. This includes number of tables (clothed) and chairs in the showroom and other meeting rooms. Hotel staff is subject to turnover, so verbal agreements may not be honored. **Get everything written into the contract!**

#### Catering Contract Overview.

The catering contract might be separate from the hotel sales contract. It would involve all activities where food and/or beverages are served (i.e., breakfast, coffee service, luncheon, reception, dinner, cash bar). It is possible to anticipate these expenses by using current prices and anticipating inflation. Discussing food and beverage menus in a meeting with the Catering Manager can provide the information needed to estimate expenses for budgetary purposes. If food costs in these menus are excessive, ask the Catering Manager to develop menus fitting the anticipated budget requirements.

Most hotels will not commit to actual food and beverage prices prior to six months before the function. Identify easily overlooked charges such as the addition of tax and gratuity to meal costs, sales tax applied to service costs as well as meal costs, and a bar tending fee at cash bar. Get everything in writing.

## **Appendix L: Sample Airport-to-Hotel Coach Instructions**

### Flight Information

If you plan to use the Thursday afternoon Convention coach service from Airport to the Convention Hotel, the Registration Form asks for information on your airline flight (airline, flight number, arrival time). This flight information will be essential for our planning the coach service. We don't want to leave anyone at the Airport. Please book a flight arriving the Airport **by 3pm on Thursday**. If this is not feasible, consider flying Wednesday and over-nighting near the Airport at the Ramada Inn.

### Monday Departure

Also please note the 7:30am coaches' departure time for return to the Airport on Monday morning. Airport check-in and security can be congested on Monday morning. Since it is a two-hour ride from the Convention Hotel to the Airport, we recommend you schedule a return flight leaving after 11:30am.

### Need for Coach Information

**If you plan to use the Airport-to-Hotel Coach service, please send your Convention Registration Form to the Convention Registrar as soon as you have your airline arrangements completed. You may send your monetary payment later (but note the date for Fee increase).** Receiving attendees' flight information will enable us to determine the number of coaches required and to schedule coaches' departures.

Once the coach schedule is fixed, we will send all coach riders the schedule, the coach to which they are assigned, and instructions on how to meet and board the coach.

Late decisions to ride the coach will be accepted. Send your flight information to the Convention Registrar, Jane Doe, and you'll receive a coach assignment and instructions.

## **Appendix M: Liability Insurance**

The ADS maintains a small Business Owners Policy (BOP) that includes minimal liability coverage for the National Convention and Show. The BOP does not cover individuals or a local society.

Prudence dictates that competent advice be sought concerning adequate liability insurance coverage for the ADS National Convention and Show. A local insurance expert should be consulted to ascertain the necessary legal (if required) and appropriate coverage to protect the ADS and host organizations. The facility or facilities where the events are being held should be questioned about their coverage and the possibility of extending that coverage to the ADS and host organizations. The ADS would like to be a named insured in any policy covering the event. The safest route might be to get an event Insurance Policy to cover the several days of the event, naming the ADS and the host organization as insured. Some States and/or municipalities have laws or ordinances, so it is wise to involve a local insurance agent who knows the territory to be addressed.

The ADS Executive Director may be consulted to obtain current information concerning its insurance.

## **Appendix N: Logo**

In designing the logo for your convention you should first decide how small (e.g., on a lapel pin) and how large (e.g., on the show schedule or convention bag) it will be printed. The design needs to be simple enough so that it can still be discerned at its smallest size. It is highly recommended that the logo have less than eight colors as the expense of pins and other printing increases based on the number of colors used in the final design.

A design is most adaptable if it is drawn as line art and represented in a file as vectors because it can be scaled to any desired size. Professional graphic artists use the Adobe Illustrator application to make such files; however, it is an expensive application with a steep learning curve. An option that is simple, but can be very expensive, is to hire a professional artist to produce the drawing file for you. Ask the artist to make the corresponding JPEG or TIFF file so you can see it on your own computer or print it on your own printer (assuming you don't have the Illustrator application yourself). Another option that is less expensive and what many people are familiar with is using graphics software such as Photoshop Elements or others. Since the logo will normally be a simple design, a person can sketch and scan in a design and work it up as a logo image using graphics software. The 2010 Convention used an artist's sketch and scanned and imported it into graphics software. The final design file was used for all printing (generating pins, show ribbons and convention bags as well as printed paper products such as programs and schedules, labels, sign-up sheets and more).

Professional printers and makers of lapel pins prefer Illustrator files for their scalability but can accept raster files such as JPEG and TIFF. Instead of a drawing application, you can use graphics software such as Photoshop Elements to create your logo as a raster image. In this case you must be sure to create the image at a high enough resolution to support the largest size of the logo at which you will be printing since raster images don't scale up well.

Most likely you will need both color and black & white versions of your logo, as well as an "outline" image for use for ribbons and bags. The 2007 Convention used two Illustrator files, one in color and one in black & white. The 2010 convention used a color raster file created using desktop software, and the logo was printed in color, black and white, and an outline design that met all the printing needs on metal, paper, labels and cloth.

**Appendix O: Down-loadable Templates on the ADS Website That Are Relevant to the National Convention and Show**

National Show Schedule (WORD format)  
Photography Show entry cards  
Criteria for Innovation Medal  
Judges Refresher sign-in sheet  
Show Results Report  
ADS Judges Credentials Report for Show  
Lists for Miniatures, Intermediates and Historics  
Pocket Guide to Daffodils - ADS Brochure  
ADS Educational Banners. (Provided by the Region or local society)  
ADS coloring sheets for kids