

Memo

To: Board of Directors
From: Bonnie J Nichols, Judges Training Chairman
Date: October 19, 2020
Re: Virtual Show

FOR INFORMATION PURPOSES ONLY

In September Jean Richter, Jan Blaedel, Lois Rose and I met by phone to discuss virtual shows. Jean and Jan both had experience with iris societies they are members of that had virtual shows in 2020.

Both Jean and Jan provided details of the shows.

Pros of having a virtual show:

- Promotes irises to the public since they can see detailed pictures of the various varieties
- Keeps iris society members in contact with other members and see what is blooming in area gardens
- Pictures provide views of the iris clump, stalk, top down and side view to get a good idea of the iris bloom and growth habits

Cons of having a virtual show:

- Concern that the virtual iris show would become a photo contest if someone had a better camera
- PC skills are needed to upload and catalog the pictures to a website or other repository for members and/or judges to vote.
- Giving AIS show awards is difficult since you cannot see the bloom in person to know if it has been groomed and the conditions of the bloom(s) and stalk. However, as Jan pointed out – 75% of the points in most iris classes goes toward cultural aspects rather than grooming.

Jan provided detail on the photos used at her society:

- We explained to people that by entering our contest, they signed over their rights to the pictures to MDIS. If we used the pictures we would credit them as photographer. HENCE, someone could NOT enter the same pictures in two shows because of picture credits. They could enter the same iris with different pictures but NOT the SAME pictures.
- Those irises that bloom for one day can be entered in a VIRTUAL IRIS SHOW so their entry needs to be addressed. We allowed Iris Neomarica and had two entries in species. They were not disqualified.
- Jan attached a picture of the mugs that they created when the first pictures came in during the month of May....so we had them ready to go at the end of the contest. We were sensitive to people wanting results soon after the deadline. As it was, I think it took over a week to get results and awards emailed to people.
- They also gave address labels to persons entering the show.

Jan also shared their show schedule that had been adapted to virtual. No AIS awards were given.

In summary, if in early 2021, we (our world) is still in a pandemic state, the virtual show would definitely serve a purpose. I recommend that we have a couple of Zoom sessions on "How to Conduct A Virtual Iris Show". We should provide a show schedule template and several methods to take and collect photos as well as suggestions how to judge the iris photos. Jean and Jan both brought wonderful ideas and creative ways to show appreciation to the photographers that entered their irises for competition. I would also be very happy to work with Jean and Jan to deliver the Zoom Virtual Show presentations.

I am proud of our iris societies and their members. We are using our creative skills and discovering new ways of doing things such as hosting judges training and iris shows that have allowed us to continue to enjoy our favorite and most popular perennial.