



Cheshire: Past, Present & Fuchsia

A Standard Flower Show

Saturday, June 4, 2011

**Co-sponsored by
The Cheshire Garden Club and
The Suburban Garden Club of Cheshire
Cheshire, Connecticut**

*Both Clubs are Members of the Federated Garden Clubs of
Connecticut, Inc.; the National Garden Clubs, Inc.
and the New England Region of NGC*



Show Description



Cheshire: Past, Present & Fuchsia

A Standard Flower Show jointly sponsored by
The Cheshire Garden Club and
The Suburban Garden Club of Cheshire

This flower show was as a collaborative effort between the two garden clubs in Cheshire, Connecticut. By joining together we enjoyed the benefits of a larger talent pool and more resources as well as the opportunity for members of both clubs to get to know each other. Together we were able to put on a better show than either club could have done alone.



Committee Chairs from both The Cheshire Garden Club and The Suburban Garden Club of Cheshire

Both clubs have maintained period gardens at the Hitchcock Phillips House for many years; one club also provides holiday and seasonal decorations. Thanks to this standing relationship, we were allowed to use the house and grounds at no charge. The Phillips House was built in 1785 and is furnished with antiques.



The Hitchcock-Phillips House,
home of the Cheshire Historical Society



Show Description

(continued)



Our theme, “*Cheshire: Past, Present and Fuchsia*”, reflected the historic setting of the show as well as our commitment to green, sustainable practices. The play on words— ‘fuchsia’ rather than ‘future’—added a horticultural link and touch of whimsy.

The theme was carried throughout the show, starting with enormous fuchsia plants flanking the entrance as well as each of the five tents. Our fuchsia logo was printed on all programs, entry cards and signage. Horticulture section names began with the letter ‘f’, linking to the play on words in the title. Design class titles reinforced the theme by focusing on places notable in Cheshire’s past, many of which are very much a part of Cheshire today and will continue to be part of Cheshire’s future. Educational Exhibits further reinforced the theme: the Exhibit 1 featured Cheshire’s history; Exhibits 2 and 3 focused on the present and the future.

Admission was free, but attendees were encouraged to donate to the Cheshire Historical Society. In keeping with our ‘green’ commitment, exiting guests were asked to leave programs behind for use by another guest. We also designed and utilized on line entry cards to minimize paper consumption, the first time to our knowledge that this has been done.

We are very proud that all 468 horticulture, 28 design and 12 artistic craft entries were by club members only. We are even prouder that all awards offered were given!



Entrance to Hitchcock-Phillips House



Staging: Horticulture



Horticulture was displayed in the main meeting room at the Hitchcock-Phillips House and in three tents set up on the grounds in back of the house in a pattern to facilitate easy flow of the visiting public.



Every horticulture section name began with the letter 'F' to link back to the play on words in the title 'Cheshire: Past, Present and Fuchsia' (examples: 'Fortresses' for evergreen shrubs and trees, 'Faithful Friends' for perennials, 'Five Fellas' for collections and displays).





Staging: Design Classes 1-3



Design Class Titles reinforce the Past, Present and Future theme by linking to places, companies or people notable in Cheshire's past; many of which are very much a part of Cheshire today and will continue to be part of Cheshire's future.



Class 1 "Good Times"
Displayed in Dining Room

"Good Times" refers to The Watch Factory; a Cheshire company that produced pocket watches until 1891. Today the original Watch Factory building is home to small shops and businesses.

Class 2 "Breakfast at Waverly"
Displayed in Dining Room

"Breakfast at Waverly" refers to The Waverly Inn, a Cheshire landmark opened in the early 1900s. It is currently operated as the Waverly Tavern.



Class 3 "We the People"
Displayed in Living Room

"We the People" refers to Cheshire's Town Hall, the hub of our town's municipal operations. It opened on January 1, 1868.



Staging: Design Classes 4-7



Class 4 "Mind Over Matter"

"Mind over Matter" refers to Cheshire Academy, Founded in 1874, it attracts students worldwide.



Class 5 "Everything but the Kitchen Sink"

"Everything but the Kitchen Sink" refers to R.W. Hine Hardware store, a Cheshire institution since 1910.



Class 6 "Cheshire Jewels"

"Cheshire Jewels" refers to buttons made in the early 1900s by Cheshire's Ball and Socket Company and known as "Cheshire Jewels" among button collectors.



Petite Design Classes 4, 5 & 6 displayed in Exhibition Room



Class 7 "First Impressions"
Displayed in the Apartment addition, built in 1825

Designs interpreted paintings by John Frederick Kensett, a well known artist who was born in Cheshire in 1816 and attended Cheshire Academy.



Staging: Special Exhibits



Artistic Craft Classes Displayed In Keeping Room



Class 1 "Forward"



Class 2 "Fables"



Class 3 "Fedoras"

Again, repetition of titles beginning with the letter 'F' carries the theme through the show.

Educational Exhibits Displayed in Tents on Hitchcock Phillips House Grounds



Exhibit 1 "History Blossoms Forth in Cheshire"



Exhibit 2 "CCC: Care for your Planet. Compost. Conserve"



Exhibit 3 "This Place is for the Birds"

Educational Exhibits further reinforced the "Past, Present and Future" theme. Exhibit 1 linked directly to Cheshire's past while Exhibits 2 and 3 focused on the present and the future.



Horticulture Division Awards



The Horticulture Division featured 13 Sections with a total of 74 Classes. Sections A, C, E, I, and J offered the Award of Merit. All five Awards of Merit were given, as pictured below. The Horticulture Excellence Award was given to Section I, Class 59. All entries were by Club members only.

Section A, Class 1
Clematis 'Ramona'



Section E, Class 29
Sticherus cunninghamii
'Umbrella Fern'



Section C, Class 11a
Iris germanica
'Dodger Blue'

Section J, Class 59
Dendrobium
atroviolaceum

Also received the
Horticulture
Excellence Award



Section J, Class 66b
Stomanthe sanguinea
'Triostar'

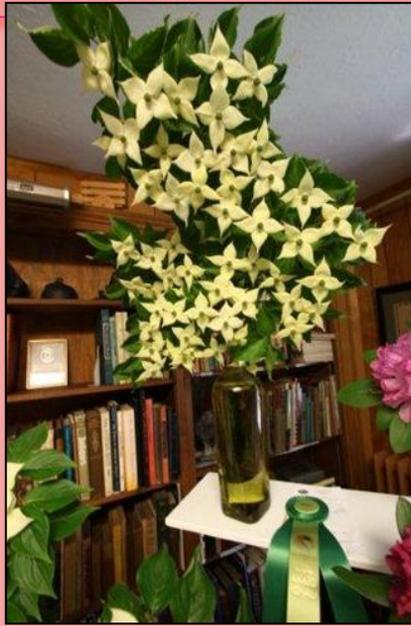


Horticulture Division Awards (continued)



Section F and G offered the Arboreal Award. They were given as follows:

Section F, Class 31
Cornus kousa
'Kousa Dogwood'



Section G, Class 43
Juniperus squamata



Section L offered the Grower's Choice Award. It was given as follows:
Class 71a *Euphorbia milii*
'Crown of Thorns'

Section M offered the Collector's Showcase Award in Classes 72, 73, and 74. The Award was given as follows:
Class 74 - Display of Ferns, Entry No. 2

- *Adiantum raddianum* 'Fragrantissimum'
- *Asplenium antiquum* 'Victoria'
- *Humata tyermanii* 'White Rabbit's Foot'
- *Nephrolepis cordifolia* 'Duffii'
- *Nephrolepis emina* 'Curly Boston'
- *Phlebodium aureum areolatum* 'Blue Bear's Claw'
- *Pteris ensiformis* 'Evergemiensis'





Design Division Awards



Seven Classes were featured in the Design Division. All Entries were by Club members only.

Classes 1, 2 and 3 were eligible for the Tricolor Award. The winning design was Entry #3 in Class 2, which also received the Award of Design Excellence.



Class 7 was eligible for the CT Judges Design Award. The winning design was Entry #1

Classes 4, 5, and 6 were eligible for the Petite Award. The winning design was Entry # 2 in Class 4.





Special Exhibits Division Awards



The **Special Exhibits Division** featured two sections.

Section A included three Educational Exhibits, two of which were by invitation and one by a Club member. All three exhibits were eligible for the NGC Educational Top Exhibitor Award; the CT Judges Special Award and the CT Silver and Blue Award. Exhibit 3, "This Place is for the Birds" by the Quinnipiac Valley Audubon Society, received the NGC Educational Top Exhibitor Award. Exhibit 2, "CCC: Care for your Planet. Compost. Conserve" by a Club member received the CT Judges Special Award.

Section B included three Artistic Crafts Classes eligible for the Artistic Crafts Award. The winning craft was a decorated shoe in Class 1, Entry No. 2.

A separate Photography Exhibit was set up in one of the outside tents. This exhibit was not part of the Standard Flower Show but served as a means to attract more visitors.



Educational Top Exhibitor Award
"This Place is for the Birds"



Connecticut Judges Special Award
"CCC: Care for Your Planet. Compost. Conserve."



Artistic Crafts Award

Additional Show Features



*Cheshire Past, Present & Fuchsia
A Standard Flower Show*



*Admission to our flower show
is free, but contributions
are greatly appreciated.*

*All contributions will be
donated to the Cheshire
Historical Society.*

Thank you!

In our hospitality tent, guests were treated to complimentary cold drinks and gourmet mini-cupcakes made by one of our members.



Admission was free, but as attendees exited the Hitchcock Phillips House they had the option of donating to the Cheshire Historical Society .

Exiting guests were encouraged to leave their programs behind for reuse by another guest. In addition to being green, this helped keep printing costs down.



*If you don't want to save your
program booklet, please leave
it here so we can reuse it.*

Thank you for being 'green'!

To attract more visitors, a photography exhibit was also staged on the grounds.



After the show, Jessica Fischer, Flower Show Chairman, presented a donation to Mary Ellen Kania, Curator of the Cheshire Historical Society.



Publicity began months before the show with frequent press releases to local news media.



Master Gardener Kathrine Neville passes on valuable tips

At the April meeting of the Suburban Garden Club of Cheshire, Master Gardener Kathrine Neville passed on some valuable tips on preparing horticulture entries for the upcoming June 4 standard flower show. This event is being co-sponsored with the Cheshire Garden Club and will be staged at the Hitchcock-Phillips House on the Green. Several members from the Cheshire Garden Club were also in attendance.

Neville has been involved with the CT Flower and Garden Show in Hartford held in February for the last five years as horticulture chairman. She also holds that position with The Federated Garden Clubs of Connecticut, Inc., of which both Cheshire garden clubs are members.

By practicing point scoring with several plants she brought to the meeting, members learned how to put your best foot forward when it comes to exhibiting top quality horticulture plants.

The Cheshire Standard Flower Show will feature cut horticulture specimen inside the Hitchcock-Phillips House that members have grown in their gardens. In several tents outside behind the house will be exhibits of container grown plants as well as collection and displays.

By joining together to stage this show, the work involved can be divided up equally while at the same time multiplying the talent pool. An atmosphere of friendly competition is maintained. The show is open from 1 to 5 p.m. on Saturday, June 4. There is no admission fee.

Neville holds up a pink saucer magnolia branch, with Cheshire Garden Club members, Dorothy Edwards and Carla Burritt shown with container-grown plants. Suburban Garden Club member Mary Sullivan displays daffodils in a flask, while Suburban Garden Club member, Barbara Masiulis holds up the must-read "Flower Expert" book by D.G. Hessayon.



Cheshire Gardeners Getting Ready For June Flower Show



Cheshire: An Open Meeting by the Cheshire Garden Club was held on Monday, March 7th, to which members of the Suburban Garden Club of Cheshire were invited. Both garden clubs are in full preparation for their jointly sponsored flower show scheduled for Saturday, June 4th at the historic Hitchcock-Phillips House on the Cheshire Green.

The flower show will feature three main divisions: both traditional and creative design classes; over 52 horticulture classes; and several educational and artistic crafts exhibits; in addition, a special photographic exhibit set up in an outside tent behind the building will delight young and old.

The scheduled design exhibits are especially challenging to the garden club members. They learned some of the finer mechanics and "tricks of the trade" from National Flower Show Judge and Designer Kymrie Zaslow, who demonstrated how to fashion a design, entitled "a functional table for two". Shown in the photo is Ms. Zaslow (at center) about to insert a tapered candle into the crystal candle holder. At left is Suburban Garden Club member Lisa Coco who is interested in entering a table design herself. At right is Cheshire Garden Club member Tony Poitras whose specialty has become floral design in more recent years after his retirement as an educator.

Both garden clubs are members of The Federated Garden Clubs of CT as well as National Garden Clubs, Inc.

As reported in these articles from area newspapers, members of The Suburban Garden Club of Cheshire and the Cheshire Garden Club attended joint meetings, and worked together to prepare for the show. As a result, in addition to further developing skills members also developed friendships.



CONNECTICUT FEDERATION NEWS

THE FEDERATED GARDEN CLUBS OF CONNECTICUT, INC.
MEMBER, NATIONAL GARDEN CLUBS, INC.

SEPTEMBER 2010 * VOLUME 73, NUMBER 7



Inge Venus works in the Colonial Garden at the the Hitchcock-Phillips House in preparation for a flower show that will be held on Saturday co-sponsored by the Suburban Garden Club of Cheshire and the Cheshire Garden Club.

DARLENE DOUTY

Standard Flower Show in Cheshire

The Cheshire Green will be dressed in reds, yellows, pinks, oranges and various other hues during a Standard Flower Show Saturday from 1 to 5 p.m.

The event is a joint effort of the Suburban Garden Club of Cheshire and the Cheshire Garden Club. In addition to floral designs and plants, tents will be brimming with crafts and educational exhibits will be displayed in the historic Hitchcock-Phillips House.

This is a juried show by National Garden Clubs judges under the auspices of The Federated Garden Clubs of Connecticut, of which both Cheshire clubs are members. There is no admission fee. Donations will be returned to the Cheshire Historical Society, which has opened up its museum on Church Drive to host the show.

DOUBLING UP DIVIDES WORK, MULTIPIES TALENT POOL

"There is so much talent in our garden clubs which often goes unnoticed because the public really doesn't know what a garden club is all about." Putting on a flower show is one way to show off this talent. But, oh, it is such a huge undertaking. So many clubs shy away from it.

Cheshire gardeners have found a solution. The town has two garden clubs—a day group and an evening group. Both had wanted to sponsor a flower show but lacked the "guts" to do so. Then the idea was presented to co-sponsor the show.

And that is what The Cheshire Garden Club and The Suburban Garden Club of Cheshire are doing come next June. Both clubs get equal billing, and committee and consultants positions are divvied up equally. The added benefit is that the two groups are getting to know each other better than ever before. At the same time, an atmosphere of friendly competition is maintained and can be beneficial for all concerned.

—Inge Venus, Cheshire GC
Jessica Fischer, Suburban GC of Ch
* See photo online.

The garden pictured in this article is at the Hitchcock Phillips House. Each club maintains period gardens at the House, and one of the clubs also provides period appropriate holiday decorations each year.

Because of this long term relationship, we were allowed to use the House and grounds for our flower show at no charge.



THE CHESHIRE HERALD, JUNE 2, 2011

Check Out The Flower Show This Weekend



This Saturday, June 4, a Standard Flower Show will be held at the Green on South Main Street between 1 and 5 p.m. Dozens of floral designs, artistic crafts, indoor and outdoor plants, as well as educational exhibits will be displayed in the Hitchcock-Phillips House and several outside tents.

This flower show is being co-sponsored by the Suburban Garden Club of Cheshire and the Cheshire Garden Club after a hiatus of several years.

This is a juried show by National Garden Club judges under the auspices of The Federated Garden Clubs of Connecticut, of which both garden clubs are members.

There is no admission fee.

Pictured left (from left) are Bettina Palma, Inge Venus, Jessica Fischer, and Jon Fischer, each of whom help set up for the show earlier this week.

Our pre-show press releases were very effective in informing the public about our upcoming flower show. Several articles were printed in the weeks before the show; two examples are shown here.

Record-Journal, Meriden, Conn., Thursday, June 2, 2011—17

Cheshire

Garden clubs join to present flower show

By Jesse Buchanan
Record-Journal staff

CHESHIRE -- The town's two garden clubs have joined forces this year for the first time to put on the flower show taking place Saturday.

In the past, the Cheshire Garden Club and the Suburban Garden Club of Cheshire have had their own shows but they decided to combine for this year. The show is titled "Cheshire: Past, Present and Fuchsia." Flower designs are inspired by town history, and fuchsia plants donated by local growers will be displayed at the show.

Show chairman Jessica Fischer said the clubs are able to provide more for visitors and reduce the burden on volunteers by working together.

"This is such a large undertaking that we decided that we'd combine manpower and skills," Fischer said. She's a member of the Suburban club, which meets in the evenings. The Cheshire Garden Club meets in the mornings.

In addition to a judged flower and flower design contest, the show will feature a photogra-

phy exhibit along with historical and environmental education programs. The show is scheduled to take place at the Hitchcock-Phillips House on Church Drive on Saturday from 1 p.m. to 5 p.m.

Flowers and exhibits will be set up in and around the historic house, which serves as the Cheshire Historical Society's headquarters. Fischer said flower design themes for the contest were chosen based on Cheshire history, such as a Waverly Inn breakfast table design and the Watch Factory.

Inge Venus, scheduling chairman of the show and a member of the Cheshire Garden Club, said other designs will be based on landscape paintings of the 19th-century Cheshire artist John Frederick Kensett.

"They have to interpret his painting with their design," Venus said of contestants.

Fischer said there will be about 350 cut-flower specimens in the show and 50 potted plants — all from Cheshire gardens. She and Venus said they hope the show will attract more than just gardening enthusiasts with the photography exhibit and other programs.

Fast facts

What: "Cheshire: Past, Present and Fuchsia" flower show, presented by the Cheshire Garden Club and the Suburban Garden Club of Cheshire.

When: Saturday, 1 to 5 p.m.

Where: Hitchcock-Phillips House, 43 Church Drive, Cheshire.

How much: Free.

"We got to know them, they got to know us," she said. "I think it's been beneficial for everyone."

Fischer said she hopes to put on the show every five years.

Mary Ellen Kania, curator of the Hitchcock-Phillips House, said the show hasn't been held at the historical society since the 1970s.

"We're thrilled. It's going to be a great show," she said. Kania was pleased that historical themes were being included in the flower show.

"That's their theme, so how perfect to have it at the historical society," Kania said.

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"We're trying to appeal to different groups of people," Fischer said.

The Cheshire Garden Club had its last show in 2005 and the Suburban Garden Club had its last show in 2006. Venus said both clubs have difficulty recruiting members, so putting on a large show is taxing.

"We don't have the pool of members to pull this off," she said of her club. Joining with the Suburban Garden Club spread the labor. Venus said it was enjoyable working together.



Pre-Show Publicity



(Continued)

In addition to print media, we utilized multiple approaches to advertise our show. Information was posted on websites for the State Tourism Department, as well as on the events pages of websites for local newspapers, television stations and local public access television stations. We also placed colorful posters at multiple locations throughout the area, advertised on a large town-wide event billboard, utilized roadside signs at high-traffic areas and had a prominent sign in front of the Hitchcock Phillips House on the day of the show.

These signs were placed at numerous locations in the area.

Cheshire: Past, Present and Fuchsia

A Standard Flower Show

Saturday, June 4, 2011
1 PM—5 PM

Co-Sponsored by
Cheshire Garden Club and
Suburban Garden Club of Cheshire

Hitchcock-Phillips House
Cheshire Center Green, Route 10
Free Admission



Flower Show

June 4
1pm-5pm

Hitchcock-Phillips House
RT.10 Cheshire

Signs placed on metal stands along roadways and in high traffic areas.



Sign in front of the Hitchcock-Phillips House on the day of the show.



Picture of advertisement on local cable access channel.



We also received very favorable post-event press coverage. Two samples are shown here.

Two

THE CHESHIRE HERALD, JUNE 16, 2011

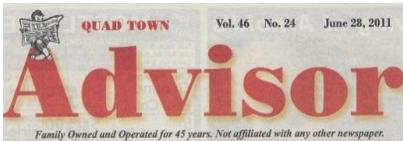
Around Town...



Photos by Allen Paul/Cheshire Herald

Garden Clubs Co-host Flower Show

On Saturday, June 4, the Cheshire Garden Club and Suburban Garden Club joined forces to present a Standard Flower Show. Dozens of floral designs, artistic crafts, and indoor and outdoor plants, as well as educational exhibits, were on display inside the Hitchcock-Phillips House and several outside tents on the green. The event was a juried show by National Garden Clubs judges under the auspices of The Federated Garden Clubs of Connecticut, of which both garden clubs are members. Proceeds from the show went to the Cheshire Historical Society which opened their museum on Church Drive to host the event. Pictured above are the First Place winners, by Tony Poiras (left) and Kathleen Eberle (right).



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Cheshire Flower Show Results In Coveted Awards For Several Members

Pictured: Posing with their State and National Flower Show Awards and Traveling Silver Bowls are: **Back row:** Inge Venus and Ginni Donovan. **Front row:** Carol Goertz, Marilyn Bertotti, MaryEllen Morgan; and Maria Colacrai.



Cheshire: The June 4th Flower Show co-sponsored by the Cheshire Garden Club and the Suburban Garden Club garnered many National and State awards for several of their members. Competition was held in floral design, artistic crafts, educational exhibits and horticulture collection and displays.

Ginni Donovan, a member of both clubs, took the top National awards in floral design, artistic crafts and horticulture excellence in addition to a Tricolor Awards in a "Table for Two" design and an Award of Merit for her *Dendrodium atroviolaceum*.

Inge Venus took two Awards of Merit for her clematis "Ramona" and for her iris *germanica*. She also took the National Collector's Showcase Awards for her fern display. In addition, she accumulated the most blue ribbons with eleven in horticulture and earned the engraved traveling silver bowl by the Cheshire Garden Club.

Maria Colacrai accumulated the most blue ribbons with ten in horticulture and earned the engraved traveling silver bowl by the Suburban Garden Club. Denise Heinig received two Arboreal Awards for her Kousa dogwood branch and her *juniperus squamata*. Carol Goertz received the Grower's Choice Award for her *Euphorbia milii*. Marilyn Bertotti received an Award of Merit for her *Stromanthe sanguinea* houseplant. Rita Giannotti received an Award of Merit for her umbrella fern. Kathleen Eberle received the Petite Award for her 'Mind Over Matter' miniature design. MaryEllen Morgan received the CT Judges Design Award for her creative John F. Kensett design. Susan D'Agostino received the CT Special Award for her educational exhibit, entitled CCC: Care for your planet; compost; conserve.

The National Educational Award was won by Eric Eichhorn and Loretta Victor, of the Quinnipiac Valley Audubon Society, for their exhibit: "This Place is for the Birds."

The entire flower show scored higher than 95 points, making it eligible to apply for a National Flower Show Award.

Both garden clubs are members of The Federated Garden Clubs of CT, Inc. and the National Garden Clubs, Inc.