



# Mountain Garden Club Position Description Form

**Position Name**

**Art In Bloom Chair**

Date Created: Jun 7, 2016

Form Creator Name: Betsey Harding

Home Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Committee Name: Art In Bloom

## Position Overview:

The position of Chairperson of the "Art in Bloom" program is challenging, fun, complex, and rewarding. It is an excellent event for our club to create and present; we actually call it our "Gift to the Valley." Part of the event is encouraging members to participate as arrangers, helping them to gain confidence in their ability to interpret an artistic endeavor through creating a floral arrangement.

We have to coordinate volunteers to be arrangers, coordinators at every site, hostesses, and kitchen helpers/ food providers. It can be a logistical nightmare to try to pull everything together. We need at least 4 in the committee - 5 works best. We need to find a person to be Venue Coordinator for each site - for better organization and to coordinate the exhibits, exhibitors, and hostesses at each site.

## Skills/Abilities/Other Requirements:

Organizational skills, ability to interface with personnel at the exhibit sites and with Garden Club members, sense of humor. Computer skills, and ability to work with Publisher and Adobe Photoshop are strong assets.

## Essential Position Functions:

1. Schedule date for event
2. Form committee of 4 volunteers in addition to chairperson
3. Promote event to membership
4. Arrange workshops for event
5. Consider having displays at member meetings, at plant sale, etc.
6. Recruit participation with phone calls and emails; gather info about exhibits planned, easels needed, etc.
7. Arrange for floral design demo at event
8. Follow-up with arrangers, hostesses, and venue coordinators; and with food providers



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9. Prepare map for rack card
10. Prepare brochure
11. Complete plans for variety of finger foods, and for kitchen workers
12. Prepare exhibit display cards for each exhibit - listing name of arranger and of artist or object
13. Coordinate arrangements for each venue - Member IDs for hostesses, brochures at each site, exhibit cards, cards members could use for additional description, etc.
14. Divide committee so that each one has 2-4 sites to monitor, cover for missing hostess, etc. One committee member should be in charge of the kitchen and food, with no other responsibilities.
15. Determine method for breakdown, closing up.
16. Ensure that all artwork is removed, that each site looks as it was prior to our event
17. Send thank you notes to all sites and (non MGC) helpers

Print Form

Rev. 2017



# Mountain Garden Club Event Form and Checklist

**Event Name:** Art In Bloom

Date Created: Jun 7, 2016 Form Creator Name: Betsey Harding  
Event Date: (appx) Jun 25, 2016 Form Creator Tel.: \_\_\_\_\_  
Date to Begin By: \_\_\_\_\_ Form Creator Email: \_\_\_\_\_  
Committee Name: Art In Bloom Expense Budget \$400 - \$599 Revenue Budget \$0 - \$199

## Objectives/Purpose of Event:

This annual event gives the Mount Washington Valley Community the opportunity to become aware of the many aspects of being a member of the Mountain Garden Club and its focus on all things of beauty in nature. It provides the possibility for the members to learn multiple techniques in flower arrangement and the ability to create with expression that which the eye beholds. Through a floral design demo, we provide information to the public about flower arranging. Similarly, in workshops reserved for MGC members, we offer hints on floral arranging.

## Description Of How The Event Is Run (Who, What, When, Where and How):

This event was originally held at the Mount Washington Artisan's Gallery in North Conway; since 2012 it has been held as a walking tour of exhibits at 7 or 8 venues in Jackson Village. It is typically planned for the last Saturday in June, when most gardens are in full bloom.

A committee of 5 including the Chair works well. One person should coordinate the kitchen helpers and volunteers to bring finger foods. One person should manage the computer design work, creating the map, the brochure, the sign-up lists, etc. One person should manage communication with MGC members and coordinate the phone trees and other member contact. One person should be in charge of contacting the sites, and arranging for the venue coordinators, ensuring that the coordinator at each site will be in contact with arrangers assigned to the site - to encourage them, make sure they have a table, an easel, etc., and with each hostess assigned to the site - to be sure that each knows time, place, etc.

## Materials, Equipment Or Supplies Needed To Put On Event:

The members select the artwork they wish to interpret, and provide their own flowers, table, table cloth, etc. Most are able to have these available from their own gardens, otherwise from their favorite florists. Arrangements can be completed at home and put in place on Saturday at 9:30 AM. MGC places an ad in the local newspaper and in other area media.

We provide exhibit ID cards for each arrangement, and offer note cards for those that want to list additional information. We have some easels available to loan our arrangers.

Carrie Scribner of Dutch Bloemen Winkel is willing to demo floral arranging to interpret art. She is willing to make two arrangements that we can raffle off in 2017.



# Mountain Garden Club Event Form and Checklist

**Event Name:**

Art In Bloom

## Events General Checklist (Checked Items Are Needed For This Event)

<b>Requirements for this Event</b>	Check If Required
Requires Chairperson?	<input checked="" type="checkbox"/>
Requires Location to Hold Event?	<input checked="" type="checkbox"/>
Requires Advance Set Up?	<input checked="" type="checkbox"/>
Requires a Press Release?	<input checked="" type="checkbox"/>
Requires Advertising?	<input checked="" type="checkbox"/>
Requires a Speaker?	<input type="checkbox"/>
Requires an Audio System?	<input type="checkbox"/>
Requires a Projector and Screen?	<input type="checkbox"/>
Requires Photos?	<input checked="" type="checkbox"/>
Requires Food/Refreshments?	<input checked="" type="checkbox"/>
Requires Printed Material, Name Tags, Place Cards etc.?	<input checked="" type="checkbox"/>
Requires Raffle Items?	<input checked="" type="checkbox"/>
Requires Table Floral Arrangements?	<input checked="" type="checkbox"/>
Requires Advance Reservations?	<input type="checkbox"/>
Requires How Many Volunteers? (Enter Number)	<b>70</b>

Summarize the Closing Of This Event: ( Cleanup procedures, financial tallying, reports etc.)

Removal of all materials and display items. Evaluate success of event --- set date for next year.

Print Form

Rev. 2017



# Mountain Garden Club Time line Template

**Event/Publication**

**Art In Bloom**

Date Created: Aug 2, 2016 Form Creator Name: Betsey Harding

Event/Pub Date: (appx) Jun 24, 2017 Form Creator Tel.: \_\_\_\_\_

Date to Begin By: January 2017 Form Creator Email: \_\_\_\_\_

Committee Name: Art In Bloom (AiB)

You can type as much as you like in any box. The form will automatically expand to handle the increase. If you need more categories (which you probably will) just click on the "Time Category" Button.

Time Category	Actions Necessary	Tips & Best Practices
6 Mos. ahead	Decide on Committee members. Contact selected Jackson Village venues when date is confirmed. Notify Yearbook Chairperson in order for following year's event to be included in the next year's handbook. Submit article/ info to publicity people for magazine coverage.	Having five Committee members seems to work best. Best to personally contact each venue owner. NH Home Magazine article about 2016 event should be out in January 2017.
6 Mos. ahead	Review notes about prior year's event - what should be changed? What worked best? How much did we spend? What types of signs, rack cards, and other publicity, should we use? 7 or 8 venues? How many workshops on floral design - and who will lead them? Ask for 50 posters for distribution by MGC members. Consider ordering 3 new info banners for roadsides. Decide timing; 10-4 for full event and 11-3 for refreshments works well.	Contact Kathleen Sullivan Head at Badger Realty, asking about their continued publication of our event brochure (370 in 2016; about 80 surplus). Contact Kathleen Driscoll at Jackson Area Chamber of Commerce about their continued printing of our rack cards (used 600 in 2016).
5 Mos. ahead	Arrange for Carrie Scribner at Dutch Bloemen Winkel to hold a Demo session on the event day (11:30 is best time for this). Plan for how members will learn about event; plan for an exhibit at the March and May meetings, near the sign-up sheets. Plan for computer slide show of prior year's exhibits.	Review slide show of prior years' exhibits, and select MGC members for exhibiting at member meetings in March and May. Select a committee member to encourage people to participate - acknowledging challenge AND fun.
4 Mos. ahead	Distribute info sheets - listing date of event, dates of workshops, other info. Have WORKSHOP SIGN-UP Sheets. Have demo exhibit, slide show, and EVENT sign-up sheets at March meeting. Prepare rack cards for copying by Jackson Area Chamber of Commerce - necessary for April Lunch & Learn and for Federation & other meetings.	Clarify expectations, build enthusiasm. Spread awareness widely!
2 Mos. ahead	Hold 2 workshops in April. Plan approach - one piece of art for all to interpret? Encourage workshop participants to make arrangement(s) for AiB Event. Decide who will obtain flowers, oases, etc., for workshops. Have sign-up sheets at workshops! Review anticipated costs to ensure can afford all within budget. Determine who will be the Venue Coordinators; work with them to ensure they understand their tasks.	Suggest that one piece of art be interpreted by all - this means lower costs on flowers, & fun comparisons. Ask Venue Coordinators to contact their friends about participating as arrangers, hostesses, etc.



# Mountain Garden Club Time line Template

**Event/Publication**

**Art In Bloom**

Click to Add a  
Time Category

Time Category	Actions Necessary	Tips & Best Practices
1 Mo. ahead	Sign-up sheets at May member meeting; ask prior participant to explain, and excite participation. Plan kitchen workers, refreshments tables. Send general email to all members at end of May, confirming date and encouraging all types of participation.	Suggest that arrangers will want to be hostesses; encourage general membership to provide food, work in kitchen, be hostesses. Develop lists of people who have signed up to participate.
3 Wks. ahead	Contact all who have signed up to participate, by phone and by email, to ensure all understand - will Venue Coordinators do this? Who will need easels? Indicate deadline for return of info on exhibits - artists names, name of artwork, etc. - for brochure and exhibit cards. Contact Publicity people. Ensure that Jamie Gemmitti, Tom Eastman, Lisa DuFault, Valley Vision, etc. will know about it and attend. Decide who will exhibit in which location, who will hostess where, etc. Ensure that enough people have signed up for kitchen work and to bring foods.	Using prior year's brochure as template, prepare new brochure with available info. Using prior year's exhibit cards as template, prepare new exhibit cards. See if Valley Vision will commit to sending filming photographer as in 2016.
12 Days ahead	Complete and proof brochure for printing by Badger Realty; deliver to Badger (Debbie Anderson has been doing the work); arrange for pick up date. Plan a date for committee to assess success, figure on what to change, shortly after event.	
5 Days ahead	Committee to meet again to ensure all will work well. Know where easels are needed, who needs encouragement, etc. Decide which committee member will be responsible for checking which venues during event. Set up packets for each venue - member name cards for hostesses, exhibit cards, additional info cards for handwritten info, brochures.	Encourage Venue Coordinators to contact their arrangers and hostesses - to be sure all will happen.
Event Day	Venue Coordinators to come to Whitney Center to pick up info packets for their sites, and easels if not yet picked up by exhibitors. Committee members to check venues during day - to deliver additional brochures, cover for sick hostess, etc. Be sure that exhibitors know to pick up their exhibits & artwork no later than 4:30 PM!	Best to get started by 8 AM. Each site should be open no later than 8:30 AM.
A few days after	Assess event - successes? Improvements to be made?	

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