

Fall Convention and Rose Show

Theme explanation

- a. History of glass manufacturing in Lancaster and Breman
- b. Anchor largest manufacturer of tableware in world (mid 1960's)
 - i. Created names such as ruby glass, peach luster, etc.
 - ii. Created first Coca-Cola glass (mold at Ohio Glass Museum)
- c. Lancaster Lens
 - i. Made magnifier lenses in statue of liberty
 - ii. Made first corrective lenses (eye glasses) in the U.S.
 - iii. Made CRT components used in Space Shuttle
- d. Erickson Glass
 - i. Collector glass heavy pieces with bubbles within

**Roses and crystal glass
go hand in hand
making this a very special theme**

Three New Bold Ideas for this year's fall convention

1. De-centralized or distributed delegation of responsibilities
 - a. Number of club members is declining
 - b. Exhibitor expectations is steady or rising
 - c. Experienced manpower is less concentrated
 - d. Example of problem - No Fall National this year
 - e. If we don't make changes to share the work load we could have trouble getting local clubs to sponsor this event future years.

2. Donation Display Space in an Event Program
 - a. Money has to come from somewhere and costs go up every year to hold this event.

 - b. In the past money came from Registration Fees and raffles to raise the budget.
 - 1) Higher registration fees means lower turnout
 - a) Lower turnout starts a down spiral to event's end
 - 2) Lower registration fees means higher turnout
 - a. Higher turnout spurs greater event interest in the future

 - c. Money from Other Sources
 - 1) To get money from other sources we must have a vehicle.... We hope an "Event Program" will work. Ours is 50 pages and we hope to print it in color on professional gloss paper.

- 2) Last week we mailed out over 300 donation solicitation letters to:
 - a) Large institutional companies in Ohio
 - b) All recent advertisers in the ARS magazine
 - c) Travel and tourism agencies and departments
 - d) Rose related companies via internet queries

- 3) All money from display space donations will help to reduce Registration Fees and provide Additional goods and services to attendees.

- d. We provide you the tools to help solicit donations
 - 1) A sample "Program" for "show and tell"
 - 2) Generic solicitation letters personalized to your club
 - 3) Personalized solicitation letters if you give us a list of company names and addresses. We will mail out letters "FROM YOU" to your list. Donations will come back to "YOUR" address that you will then forward to the Event's treasurer.
 - 4) Everyone Wins!.. Donors get publicity at a Statewide Convention of a very prestigious organization... Convention goers have lower registration fees. (By the way we are inviting every church and assisted care facility in Fairfield County to attend the show on Saturday afternoon.)
 - 5) If each of the 21 local organizations in the Buckeye District solicit just one display page, this will work.

3. Mentoring Classes

a. Why do it?

- 1) To pass on our knowledge and love of rose growing to others. Each of us needs to actively begin sharing the art and science of rose growing. If we don't, the era of knockouts and double-knockouts will push us to the side.
- 2) This year mentoring is being defined as "sharing". All the classes include roses from the experienced and from the inexperienced grower. Age is not a factor.
 - a) Mentor a newer club member (By the way, due to declining membership in ARS, there is a test program being implemented to give a free 4 month membership to any new person who joins a local rose society.)
 - b) Mentor a relative (a niece or nephew) or a neighbor.
 - i. What will cause mentoring to fail - lack of initiative and having too much time between teaching sessions.
 - ii. What will cause mentoring to succeed - continuing contact (weekly at a minimum) with the person you are teaching.

Thank you for inviting me. We are asking you to inform your president if you are willing to help. And we are asking your president to find members to participate in the fund raising and the volunteer work that needs to be done to make this year's event a success.