

“Things Go Better With . . . African Violets”

November 12 - 14, 2009
Williamsburg, Virginia

A “jingle” is a memorable slogan with an engaging melody that was broadcast mainly on radio and television to promote branded products and/or services. The jingle traces back to 1923 when commercial radio came to the public. In 1926 General Mills aired its first singing commercial about “Wheaties,” afterwards sales skyrocketed, and soon other companies followed. Jingles had their peak in the 1950’s, but today, with the ever increasing cost of licensed music, many businesses are rediscovering the custom jingle to be affordable advertising.

HORTICULTURE DIVISION

Section I – Collections (See Rule 7)

- Class 1. AVSA Standard Collection – three different registered standard varieties all of the same type (three single crown or three trailers) or three different species, regardless of type.
- Class 2. AVSA Miniature/Semiminiature Collection – three different registered miniature or semiminiature varieties of the same type – three single crown miniatures, three miniature trailers, three single crown semiminiatures, or three semiminiature trailers.
- Class 3. MAAVS Collection – three different varieties all of the same type: standard, miniature, semiminiature, same type trailers, and species. These need not be registered.
- Class 4. Russian Hybrid Collection – Collection of three different AVSA registered standard varieties hybridized in Russia.

Section II – Standard Specimen Plants (green foliage, all blossom types)

- Class 5. Blush, cream, green, white and yellow tones
- Class 6. Coral and pink tones
- Class 7. Fuchsia, red and wine tones
- Class 8. Lavender, light blue and orchid tones
- Class 9. Medium blue, dark blue and purple tones
- Class 10. Multicolored
- Class 11. White edged (Geneva)
- Class 12. All other edged
- Class 13. Fantasy (to include edged varieties)
- Class 14. Chimera (to include edged varieties)

Section III – Standard Specimen Plants (variegated foliage, all blossom types)

- Class 15. Blush, cream, green, white and yellow tones
- Class 16. Pink and red tones
- Class 17. Blue and purple tones
- Class 18. Multicolored
- Class 19. All edged blossoms

Class 20. Fantasy (to include edged varieties)

Class 21. Chimera (to include edged varieties)

Section IV – Miniature Specimen Plants (all foliage and blossom types)

Class 22. Blush, cream, green, white and yellow tones

Class 23. Pink and red tones

Class 24. Blue and purple tones

Class 25. Multicolored and all edged blossoms

Class 26. Fantasy and chimera (to include edged varieties)

Section V – Semiminiature Specimen Plants (green foliage, all blossom types)

Class 27. Blush, cream, green, white and yellow tones

Class 28. Pink and red tones

Class 29. Blue and purple tones

Class 30. Multicolored and all edged blossoms

Class 31. Fantasy and chimera (to include edged varieties)

Section VI - Semiminiature Specimen Plants (variegated foliage, all blossom types)

Class 32. Blush, cream, green, white and yellow tones

Class 33. Pink and red tones

Class 34. Blue and purple tones

Class 35. Multicolored and all edged blossoms

Class 36. Fantasy and chimera (to include edged varieties)

Section VII – Trailing Specimen Plants

Class 37. Standard trailers

Class 38. Miniatures and semiminiatures, pots 4” and under

Class 39. Miniatures and semiminiatures, pots over 4”

Section VIII – Special Classes

- Class 40. Saintpaulia species, natural hybrids and sports
- Class 41. Nontrailing plants in unusual, novel or decorative containers (see Rule 6)
- Class 42. Trailing plants in unusual, novel or decorative containers (see Rule 6)
- Class 43. Vintage Violets (see Rule 8)
- Class 44. African violet with unusual foliage (bustle back, Clackamas, girl, etc.)
- Class 45. African violet with unusual blossoms

Section IX – New Introductions

- Class 46. Seedling origination (see Rule 11)
- Class 47. Sport and mutant originations (see Rule 12)

Section X – Gesneriads Other Than African Violets (in bloom, except where noted) (See Rule 13)

- Class 48. Micro-miniature and miniature Sinningias
- Class 49. Compact Sinningias, Sinningia speciosa and other tuberous gesneriads
- Class 50. Rhizomatous gesneriads
- Class 51. Columnea, Nematanthus and Aeschynanthus
- Class 52. Streptocarpus
- Class 53. Episcias
- Class 54. Episcias grown for foliage - pink leaf
- Class 55. Episcias grown for foliage - other leaf
- Class 56. Chiritas
- Class 57. Chiritas grown for foliage
- Class 58. Other fibrous rooted gesneriads
- Class 59. Other gesneriads grown for foliage

Section XI – Commercial Displays (See Rules 6 and 9)

- Class 60. Commercial display tables consisting of fifteen (15) plants, predominantly (at least 75%) African violets. Other Gesneriads may be included as part of the display and, if included, shall be judged. Three (3) African violet miniatures or semiminiatures shall count and be judged as a single unit; all three plants shall be of the same type.

SPECIAL EXHIBITS DIVISION

Section XII – Education and AVSA Information

- Class 61. Educational display and AVSA promotional information (entry is by invitation only)

DESIGN DIVISION

SECTION XIII – CONTAINER GARDENS: Miniature gardens with one or more blooming African violets and other growing material. All material shall be planted in the container; no cut material permitted. Containers shall not exceed 24” in any dimension. To be viewed from the front only.

Class 62. **Terrariums - Green Giant Vegetables - “Good Things from the Garden, Garden in the Valley, Valley of the Jolly, Ho, Ho, Ho, Green Giant.”**

This jingle was written about the Minnesota River Valley around Le Sueur, MN where vegetables grow in abundance. Give us your interpretation of this lush valley in a terrarium. (Any size or shape, cover required, mirrored backs allowed)

Class 63. **Dish Gardens - Chevrolet - “See the USA in your Chevrolet”**

In 1950 a real life husband and wife duo sang this jingle for Chevrolet to promote cruising and family trips in the car. Let your imagination cruise anywhere in the USA in a dish garden.

Class 64. **Natural Gardens - California Raisins - “I heard it through the Grapevine”**

In 1876 William Thompson introduced the first seedless grape to the San Joaquin Valley, which is near Fresno, California and the Sierra Nevada Mountains. Because of its fertile valley with lots of sunshine and plentiful water, the grapevines took off and the raisin industry was born. This jingle, written by Whitfield and Strong in 1966 and later recorded by Marvin Gaye in 1968, became a big hit, and the song was used by the California Raisin Association to promote their product. Create a natural garden, on a piece of wood or a rock, that depicts this lush and fertile area.

SECTION XIV - INTERPRETIVE PLANT ARRANGEMENTS: One or more blooming African violet plants removed from their pots and used in a design. Fresh-cut and/or dried, treated or colored plant material and man-made material, other than artificial material, may be used. All classes staged in wooden niches 22” high x 16” wide x 16” deep.

Class 65. **Slinky - “It’s Slinky, Slinky, for fun it’s a wonderful toy, it’s Slinky, it’s Slinky, fun for a girl and a boy.”**

Do you remember this old fashioned toy that would come down the stairs on its own? This coil-shaped metal spring was invented in the 1940’s by Richard James in Philadelphia, PA. It was an instant success and a toy that kept kids interested for hours. Using a Slinky in your design, show us the versatility and flexibility of this timeless toy. Limit of 4 entries

Class 66. **Pillsbury - “Nothin’ says lovin’ like something from the oven”**

Created in 1965 by Rudi Perez, Pillsbury’s Poppin’ Fresh Doughboy became an instant success with this jingle trying to promote the fact that nothing draws families closer than home-baked goodies. Show us your love for cooking and family in this design using a baking utensil, dish or pan. Limit of 4 entries

Class 67. **Ace Hardware - “Ace is the place with the helpful hardware man.”**

This co-op was created in 1924 and named after the Ace fighter pilots of World War I who were able to overcome all odds. Smaller hardware stores were always friendly and very helpful to customers, but today most of the smaller stores have succumbed to big warehouses like Home Depot. Using a tool in your design, give us your idea of this friendly, helpful hardware store. Limit of 4 entries

SECTION XV- INTERPRETIVE FLOWER ARRANGEMENTS: Fresh-cut African violet blossoms used in a design with other plant material. Staged in wooden niches, sizes noted below.

Class 68. United Airlines - “Fly the friendly Skies of United”

This famous jingle was written by Frank Gari in 1982 in order to promote the company’s friendly and attentive service. In a mobile or stabile design, give us your interpretation of the “friendly skies.” (22” high x 16” wide x 16” deep) Limit of 4 entries.

Class 69. Wrigley’s Doublemint Gum - “Double your pleasure, double your fun with Doublemint, Doublemint, Doublemint Gum.”

Made by the Wrigley Co. in 1914, it wasn’t until 1956 when the idea to use twins in their commercial jingle came about. Using an empty picture frame, create two identical flower arrangements to be placed on either side of the picture frame to give the illusion of a mirror. (14” x 14” x 14”) Limit of 4 entries.

Class 70. Meow Mix & Ken-L-Ration - “Tastes so good cats ask for it by name, Meow, Meow, Meow, Meow” and “My dog is better than your dog”

The Meow Mix jingle was written by Shelley Palmer in 1970, and the Ken-L-Ration jingle was written by Tom Paxton in 1960. Dogs and cats are the two most popular pets in the world, so pick your favorite and show us the love for your pet in this flower arrangement. (14” x 14” x 14”) Limit of 4 entries.

Class 71. Band-Aids - “I am stuck on Band-Aid brand ‘cause Band-Aid’s stuck on me”

A Johnson & Johnson Co. product, Band-Aids were invented in 1921 by Earle Dickson to help his wife who was always cutting her fingers in the kitchen. Originally bandages were separate gauze and tape and he wanted to make something better so he incorporated the two. By 1924 Band-Aids were machine made, by 1939 they were sterilized, and by 1958 they were made with vinyl tape which made them stick much better. Using Band-Aids in your design, give us your interpretation of this very useful product. (14” x 14” x 14”) Limit of 4 entries.

Class 72. Nestles - “N-E-S-T-L-E-S, Nestles makes the very best chocolate”

Between 1953 and 1965 Nestles promoted their Hot Cocoa product with “Farfel, the dog who sang this famous jingle, and even today this jingle is familiar to all. Using chocolate in your design, create a flower arrangement for a chocolate lover. (14” x 14” x 14”) Limit of 4 entries.

Class 73. Almond Joy/Mounds - “Sometimes you feel like a nut, sometimes you don’t”

In the 1970’s Peter Paul Co. created a candy bar called “Almond Joy,” coconut covered with chocolate and an almond inside. They later decided to make the same candy without a nut and called it “Mounds.” Since nuts are a very healthy food source, create a miniature design using nuts. (8” x 8” x 8”) Limit of 8 entries.

Class 74. Alka-Seltzer - “Plop, plop, fizz, fizz, oh what a relief it is”

In the 1960’s the German-Bayer Corp. created their mascot “Speedy” to promote their stomach acid reduction product, and then in 1972 they changed their commercial to the famous “I can’t believe I ate the whole thing.” But in 1979 they came up with their world renowned jingle that is still being used today. Give us your idea of this bubbly concoction in an underwater design staged in a clear drinking glass. No limit on entries.

Rules

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1. Classes shall be open only to members of MAAVS who are also registered for the convention.

2. Precautions shall be taken to afford all possible protections, but all entries shall be made at the exhibitor's risk.
3. Judging shall begin promptly at 9:30 am on Friday, November 13, 2009. During judging only judges, judges' clerks, Entries Chairman, Classification Chairman, Awards Chairman, Judges Chairman and Show Chairman shall be allowed in the showroom. Exception may be made by the Show Chairman.
4. The authority for judging shall be the AVSA Handbook for African Violet Growers, Exhibitors and Judges, 2007 Edition, and subsequent changes printed in the African Violet Magazine. This show shall be judged on the merit system by AVSA judges using the AVSA scales of points applicable to each class. Only blue ribbon exhibits shall be eligible for any special awards. All decisions of the judges shall be final.
5. All horticulture entries shall be presented Thursday, November 12, 2009, between 1:00 pm and 7:00 pm. Exhibitors entering more than 15 plants shall present their entries no later than 6:00 pm. All African violet exhibits must be in bloom and, with the exceptions of species and trailers, must be single-crown plants. Only clean, healthy plants shall be accepted. Classification Committee shall have final authority. Specimen plants shall have been in the exhibitor's possession for a minimum of 90 days. Design entries are pre-entered after making reservations as stated in Rule 20. Design entrants may work on their designs (or bring their container gardens or underwater displays) at any time between 1:00 pm and 11:59 pm on Thursday, November 12, 2009, and are allowed to replace blossoms, touch up their designs, or add water to underwater displays on Friday morning, November 13, 2009, from 8:00 am to 9:00 am. If a design entry is not filled by 11:59 pm, Thursday, November 12, 2009, it shall not be part of the show.
6. An exhibitor shall make only one entry of a variety in any one class in the Horticulture Division, except Class 59, the Commercial Display Table. However, an exhibitor can enter plants of the same variety in several classes. Exhibits in Classes 41 and 42 shall be African violets and reflect the theme of the show. Only one entry per exhibitor shall be allowed in each of Class 41 and Class 42. Any class may be divided after entries are complete, with consent from the Show Chairmen.
7. Exhibitors shall submit a list of entries showing entries and class number to the Classification Committee at time of entry. The plant names shall be subject to correction. Plant registration numbers shall be included for entries in Classes 1 and 2. Only AVSA members are eligible to enter the AVSA Collection classes. Only one collection may be entered by an exhibitor in each collection class.
8. Vintage violets are defined as those plants hybridized and/or listed in the AVSA Master Variety List before November 13, 1983 - - **OVER 25 YEARS OLD**. Only plants in Class 43 will be judged for the Best Vintage Plant Award.
9. Commercial members may enter either the regular horticulture classes or the commercial display table class, but **not both**. Reservation for display tables shall be made with Dave Rollins, PO Box 113, Stanford KY 40484 tel 606.282.3432 drollins@adelphia.net, no later than Friday, November 13, 2009.
10. All specimen plants shall be exhibited in clean, white or green plastic pots. Pots may, at the discretion of the exhibitor, be sleeved with an identical size pot of the same color - - **slip potting is NOT required**. Aluminum foil wrapped pots are NOT permitted. If not concealed, all labels and wicks shall be removed. Miniature and semiminiature plants may **NOT** be

exhibited in clear Lucite containers with wick intact. Other gesneriads shall be exhibited in any containers in which they are grown. Leaf supports, flared-top pots, or exterior pots may not extend as a support for leaves. Moist-rite and Oyama pots are acceptable.

11. New introductions shall have been originated by the exhibitor or written release rights shall have been obtained from the originator. Plants shall not have been previously exhibited at a MAAVS convention show. The Best New Introduction Award shall be chosen from the exhibits in the new introduction classes and the commercial display table class.
12. Sports and mutant originations shown for the first time shall be included in class 47 and will be entered as follows: *Sport of "Name of Original Plant"* and should be improvements over the original Plant. Sports and mutant originations **not shown** for the first time or plants not true to their description shall be uniquely named and list the original plant that sported. They shall be entered as follows: 'Sport of "Name of Original Plant" New Name', and entered in ***the appropriate color class***.
13. Protective covers, mulches, and unobtrusive stakes are permitted for gesneriads other than African violets. Any non-blooming gesneriad, other than African violets, must have special quality of foliage, coloring, texture or growth habit and ***must not be just a*** gesneriad out of bloom.
14. Commercial members may enter all design classes.
15. An exhibitor shall be limited to one entry in each class in the Design Division. All entries must be the sole creation of the exhibitors and must be placed by the exhibitors.
16. No part of any design may touch or extend beyond the confines of the niche or stated space limitation.
17. African violets shall be emphasized in each design exhibit. One or more plants or cut flowers may be used. No artificial plant material, national flags, nor live animals shall be allowed. However, dried, treated or painted plant material shall be allowed.
18. Accessories shall be permitted in all design classes. Backgrounds (i.e. drapes) are permitted in all classes. Tape may be used to secure backgrounds to the niches.
19. Plants may be purchased at any time for design exhibits, but all shall be disease and insect free. Exhibitors shall replace spent cut blossoms with fresh ones while the show is open.
20. Reservations for design entry space shall be made with Mrs. Pat Knight, 1796 Stonehaven Lane, Virginia Beach, VA 23464-7031, (757) 479-2115 or e-mail at kemts@cox.net in October 2009. No reservations will be accepted prior to October 1, 2009 or after October 31, 2009. Please state size of container gardens when making reservations. If unable to exhibit in your reserved space, please cancel before November 10, 2009.
21. Any exhibit may be sold after judging is completed, but none shall be removed until 3:00 pm, Saturday, November 14, 2009. Exhibitors shall remove all exhibits from the showroom between 4:00 pm and 5:00 pm on Saturday, November 14, 2009.
22. The show will be open to the public on Friday, November 13, 2009 from 1:00 pm to 5:00 and on Saturday, November 14, 2009 from 9:00 am to 4:00 pm.