



*Albuquerque Rose Society Rose Show photo entries.*

all photos Susan Brandt Graham

## THE PAST, PRESENT AND FUTURE OF PHOTOGRAPHY IN ROSE SHOWS: THE EXPERIENCE OF THE PACIFIC SOUTHWEST DISTRICT

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### The Past

Until relatively recently, options in rose shows for photographers were limited. The American Rose Society has held its annual photography contest, but there were no clearly defined judging *'Fourth of July'*

guidelines. Local societies, and even District and National shows, might include a class or two for photographs, generally under Horticulture, but, again, without specific guidelines for judging rose photographs.

In April of 2008, the Tucson Rose Society added a separate division for rose photographs to their spring show and opened my eyes to the very real possibility of photography as a separate division in our rose shows. I was assigned to judge arrangements and photographs along with Lois Brandt, ARS Rose and Rose Arrangement judge, and Kevin Pratt, a local Tucson photographer. The dynamics of interaction that day made it one of the most exciting days of judging I have ever experienced. Kevin's eyes as a photographer contributed to our discussion of the arrangements, and the free give-and-take over the photographs was a thing of beauty to behold. The three of us agreed on virtually everything, even though we had very different viewpoints. Finally, it was time to select the best of all photographs. Kevin thought one of St. Patrick was the best. Lois and I were uncomfortable, because the rose had a muddled center, which St. Patrick virtually never does. After some very polite discussion (but no holding back), we all agreed on a second photograph, giving equal weight to the photographic quali-



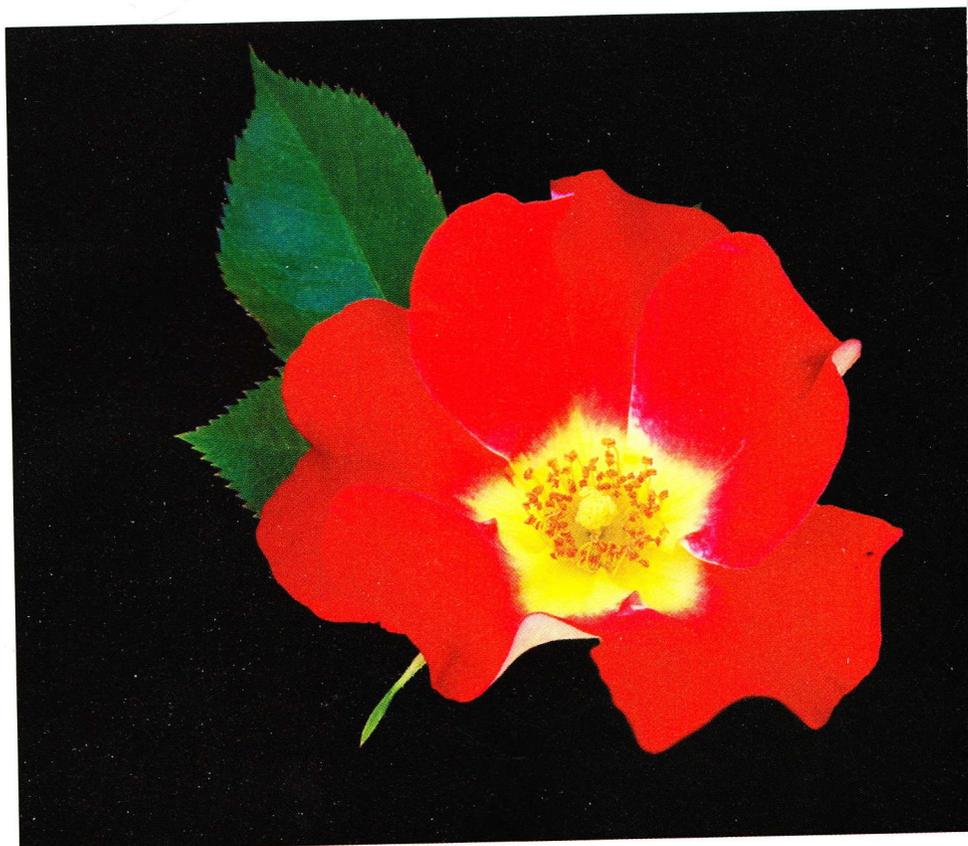
ties and the qualities of the rose itself. That day in Tucson planted the seed for all that has come in the subsequent two years.

By the summer of 2008, Bill Farmer, Debbie Butcher and I were named co-chairs for the 2009 Albuquerque Spring Rose Show. We began meeting in July to plan, and early on we decided to add photography as a separate division for that show. I spoke with Kreg Hill, District Director for the Pacific Southwest District, and he gave us his blessing and encouragement to try this. Sally Long, District Chairman of Horticulture Judges, joined the discussion and contributed greatly to the development of the schedule as it stands today. By the fall of 2008, we had some very basic classes and sections, rules and judging guidelines.

The 2009 Albuquerque Spring Show had some 70 beautiful entries. Perhaps the thing that makes me most proud is that three of the judges at Albuquerque subsequently enrolled in photography classes, not because anyone told them to, but because they wanted to improve their knowledge of photography. I am aware of three additional Pacific Southwest District judges who also have enrolled in photography classes, and there may be others. This quest for knowledge is from the ground up and not from the top down; it is truly grassroots.

After the Albuquerque show, I continued to work on a schedule with Sally Long and Bill Farmer. Sally brought invaluable advice, experience and wisdom. The 2009 Palm Springs International Rose Photography Show, hosted by the Desert Rose Society, used our reworked schedule. It was a visual success by all measures. It was beautiful, thanks to all of the photographers who submitted their photographs.

At the Pacific Southwest District Meeting in Palm Springs in November 2009, the Photography Committee was given formal status, and we were able to expand. Current committee members are Kreg Hill (ex officio), Sally Long, Liz Greenwood, Gerry Mahoney, Dave Mahoney, Marylou Coffman, Donaldina Joung, Juanita Ortega and Bill Farmer. I serve as Committee Chair.



*Above, 'Be-Bop'. Below, 'Buffalo Gal'.*



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Above, 'Mitchie's Gold'. Below, 'Flower Girl'.



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### The Present

This is the Pacific Southwest District Rose Photography Schedule as of June 2010. It is a work in progress, and nothing is written in stone. But we believe this can serve as a prototype for other districts as well as for the American Rose Society, as we add Pho-

tography as a separate Division to our rose shows. Please check our website ([www.pswdphotography.com](http://www.pswdphotography.com)) and blog ([www.pswdphotography.com/blog](http://www.pswdphotography.com/blog)) for updates.

### The Future

In terms of an explosion of inter-

est in photography in rose shows, the future is now. However, we have barely scratched the surface, and much work remains.

As of June 2010, this schedule has been used in Albuquerque 2009 and 2010, Palm Springs International Rose Photography Show 2009 and Tucson in 2010 at the Pacific Southwest District Convention. By the time you read this in the 2010 Rose Annual, this schedule will have been used in Palm Springs at the Desert Rose Show and in Mesa at the Mesa-East Valley Rose Society Show. Each time it is used, we find details that need changing. This is a very fluid work in progress, even the parts that you read here.

The Photography Committee of the Pacific Southwest District of the American Rose Society now has a website from which any interested show committees can download the master schedule. We would like to encourage its adoption within not only the Pacific Southwest District, but throughout the American Rose Society as well. Visit us at [www.pswdphotography.com](http://www.pswdphotography.com).

On the same photography site, we are now posting images of winning photographs, along with lists of winners. You will also find PowerPoint and video presentations on various aspects of rose photography. We have a blog, [www.pswdphotography.com/blog](http://www.pswdphotography.com/blog), to allow more interaction with those interested in rose photography.

Just as, in the early days of rose arrangement judging, we were happy to have the aid of Garden Council judges until we could train our own judges, in photography, we gratefully accept the judging expertise of our photographer friends as we embark on developing photography as a separate division in our rose shows. At some point in the future, we will train rose photography judges, but that day is not yet here. We strongly recommend that Photography Show and Judges Chairs be accredited rose judges with some recognized expertise in photography. We are working on a possible rose photography judging seminar in Albuquerque at the District Meeting and Show in 2012. We are planning a series of shorter workshops in the meantime. Please check our blog at [www.pswdphotography.com/blog](http://www.pswdphotography.com/blog) for

details as they become available.

We encourage everyone to follow the example of our judges in the Pacific Southwest District who independently enrolled in photography classes simply because they wanted to learn more, to be better photographers and better judges. We encourage local societies to have presentations on rose photography at their regular meetings. We encourage experienced rose photographers to mentor those who have an interest and are just learning to use a camera. We encourage show committees to consider adding a separate photography division, even if it is small and uses only a portion of the

Master Schedule. We strongly recommend that show committees appoint ARS Accredited Rose and Rose Arrangement Judges who have some recognized expertise as photographers to be Show and Judges Chairs for Photography, when judges with that expertise are willing to serve in that capacity.

We exhibit roses to show the public roses in their most perfect phase of possible beauty. Photography allows another avenue for doing that. Showing that old garden rose that blooms only once and at a different time from the show schedule becomes possible with photography. Showing the hybrid tea

that was Queen two days before or two days after the show is now possible with photography. Showing the growth habit of roses is now possible with photography. Photography opens a completely new world for exhibitors and for people who come to look at our roses.

The Pacific Southwest District Photography Committee stands ready to help show committees who would like to add photography as a separate division in their shows. Please visit our website ([www.pswdphotography.com](http://www.pswdphotography.com)) and blog ([www.pswdphotography.com/blog](http://www.pswdphotography.com/blog)), and let us know if we can help your show committee in any way.



## PHOTOGRAPHY DIVISION

### Master Schedule for the Pacific Southwest District of the American Rose Society (A Work in Progress)

#### 1. THE SCORE CARD FOR JUDGING ROSE PHOTOGRAPHY

**Conformance, 10 points:** Conformance to the rules of the schedule.

**Specific Sections, 40 points:**

**The Rose (Horticulture):** The ARS *Guidelines for Judging Roses* will be used as a reference guide.

**The Rose Arrangement:** The ARS *Guidelines for Judging Rose Arrangements* will be used as a reference guide.

**The Rose Garden:** Other plants and objects may be included, but roses should dominate. Some layout of or structure to the garden should be apparent.

**Rose Art (Realistic and Abstract):** The photograph should evoke a sense of originality and a new and different way of imagining the rose(s) with the mind's eye.

**Budding Photographers:** As appropriate for entry.

**Judges:** As appropriate for entry.

**Composition, 15 points:** Includes point of interest, simplicity, contrast, balance, framing, viewpoint, direction of movement and diagonals, where applicable.

**Technique, 15 points:** Correct exposure, sharp focus for main subject, and other relevant technical factors.

**Distinction, 20 points:** Distinction is something that sets a photograph apart from others in its class. Everything about the photograph is well done, but in addition, its visual impression evokes a visceral feeling that may be intangible—the “wow” factor.

**TOTAL, 100 points**

#### 2. THE BASIC RULES

Show committees may deem additional rules necessary. Please feel free to contact the Pacific Southwest District Photography Committee for help. These are minimal, basic rules.

##### Rules for Photography Exhibitors

By awarding Pacific Southwest District Photographic Excellence awards, Show Committees agree to abide by these basic rules. The Pacific Southwest District Photography Committee is available to help with any questions or concerns.

1. Exhibitors need not be members of any rose society.
2. All entries must have been photographed by the exhibitor.
3. Exhibitors may enter no more than (specify number in your schedule; this is a show committee decision) photographs in any one class, and a photograph may not be entered in more than one class.
4. Photograph previously a winner, defined as Best of Show, Best of Section, Best of Class, or Certificate winners in ARS national, district, or local shows, or first through fourth place winners in the ARS Photography Contest may not be entered.

5. Rose photographs are to be entered under ARS Approved Exhibition Names.
6. Photographs taken with film or digital equipment are equally welcome. Digital enhancements as well as darkroom enhancements are also welcome.
7. Photographs may be in color or in black and white, or a combination of color and black and white.
8. All photographs are to be mounted and matted. Outside dimensions of the mat are to be 11" x 14". Orientation may be landscape or portrait. Color of the mat is at the discretion of the exhibitor. Photographs that are not matted will not be accepted for either judging or display. Photographs that are not mounted will be accepted for display only (if there is room) and will not be judged and will not be eligible for any award.
9. The Photography Classification and Placement Committee will place all photographs in the show (recommended, but not mandatory).
10. Photographs may be no smaller than 5" x 7" and no larger than 8" x 10". Non-standard shapes are welcome (e.g., oval, diamond, triangle, etc.), as long as the mat opening fits within the largest acceptable 8" x 10" opening and is not less than the smallest acceptable 5" x 7" opening (allow 1/2 inch in each direction for matting, however).
11. The Show Committee will furnish entry tags that must be filled out completely by the exhibitor. (The Pacific Southwest District Photography Committee is still working on a design for these as of June 2010.) The exhibitor may place nothing identifying the photographer on the front of the photograph.
12. Photography Judges and their immediate family members may enter their photographs in the Section F – Judges - only.
13. Horticulture and Arrangement Judges may enter photographs in any of the appropriate Sections, including Judges if they wish.
14. A Show Committee may require preregistration. (Specify in your schedule, with contact information, deadline date, etc.; this is a show committee decision.)
15. A Show Committee may set times for acceptance of photographs. This may include accepting entries both before and the day of the show. (Specify in your schedule.)
16. Judges may ask the clerk to pick up a photo, if necessary, to adequately view the photo. Under no circumstances however, is a photo to be turned in such a way as to show the exhibitor's name or any other identifying information.
17. The Show Committee will make every effort to have a Photography Judging Team composed of an ARS Accredited Horticulture Judge, an ARS Accredited Arrangement Judge, and a highly experienced photographer. If the show committee has access to ARS Accredited Judges who are also professional (or other highly experienced) photographers, we recommend they preferentially be invited to judge whenever possible. (Recommended until we have our own accredited photography judges.)
18. The Show Committee will exercise due caution in protecting all exhibits, but neither the (Local) Rose Society, the ARS, the Pacific Southwest District, nor the (facility where show is being held) will assume any liability in loss or damage to property.
19. Winners of Best in Class and higher awards may be requested, but not required, to submit .jpg files of their winning photos for inclusion in educational Power Point presentations, as well as on <http://www.psedphotography.com/winners>. Those photos may be watermarked at the photographer's discretion.

**These photographs will be for display only (and only if there is room) and will not be judged:**

We request that you not enter these photographs.

- Photographs which do not have properly completed "Photo Entry Form."
- Photograph not mounted.
- Photograph previously a winner, defined as Best of Show, Best of Section, Best of Class, or Certificate winners in ARS national, district, or local shows, or first through fourth place winners in the ARS American Rose magazine contest.
- Any identifying text or other material identifying the photographer placed by the photographer on the front of the photograph.
- An unmatted photograph will not be accepted for either judging or display.

### 3. THE SECTIONS AND CLASSES

A show committee is not required to use all sections and classes. Within a section, classes may be combined. For example, a show committee may have a section "Gardens," but not separate classes for private and public gardens. If you have any questions about using this Master Schedule, please contact the Pacific Southwest District Photography Committee, and we will be happy to work with you to meet your needs.

#### Section A: "The Rose"

**Judging Criteria:** The goal is to show the best qualities of the rose(s), spray, or collection, e.g. brilliant stamens, great

form, and so forth. Some photographers will have bloom(s) and leaves in focus, while others will deliberately have foliage out of focus. As long as the rose can be identified, it is not necessary to see the entirety of the bloom/petals. Cropping that enhances the rose(s), while still permitting identification, is allowed and is not to be penalized in any way. Good composition shows the rose(s) to best advantage.

- **Class 1:** One Bloom at its most perfect stage: hybrid tea, grandiflora, floribunda, including singles (four to eight petals), no sidebuds.
- **Class 2:** One Spray, to include two or more blooms: hybrid tea, grandiflora, floribunda or polyantha.
- **Class 3:** One Bloom or Spray: Old Garden Rose, shrub, or climber.
- **Class 4:** One Bloom at its most perfect stage: miniature or mini-flora, including singles (four to eight petals), no sidebuds.
- **Class 5:** One Spray: miniature or mini-flora.
- **Class 6:** Fully Open Rose(s): any variety, excluding singles (four to eight petals), stamens showing.
- **Class 7:** Cinderella, A horticultural specimen that does not fit the criteria for Classes 1 thru 6. Suitable subjects might be rose hips; hybrid tea or miniature with sidebuds; a climber on a wall or trellis, showing more than a spray or individual specimen; critters and roses; a rose or rose bush with companion plants; collections of roses; bouquets of roses; any artistic view of a rose or roses that does not fit in the above classes.

### **Section B: "The Rose Arrangement"**

**Judging Criteria:** The goal is to show the best qualities of any type of arrangement and the roses within the arrangement. Good composition shows the arrangement to best advantage. Arranger, if different from the photographer, is to be credited.

- **Class 8:** Standard Arrangements: Photographs of arrangements that are greater than 10" in height, width or depth. The ARS Guidelines for Judging Rose Arrangements will be used as a reference guide. Exhibitors must note the Type of Arrangement: Traditional, Modern, or Oriental Manner on the entry tag.
- **Class 9:** Miniature Arrangements: Photographs of arrangements that are less than 10" in height, width and depth. The ARS Guidelines for Judging Rose Arrangements will be used as a reference guide. Exhibitors must note the Type of Arrangement – Traditional, Modern, or Oriental Manner on the entry tag.

### **Section C: "The Rose Garden"**

**Judging Criteria:** The goal is to show the best qualities of roses within the garden setting, as the photographer interprets that. This section should show the use of roses within the structure of a garden, which can be widely variable. Roses should dominate in the photograph, and some layout of the garden should be visible.

- **Class 10:** Private Gardens: Photograph of a private garden. The owner need not be identified unless s/he wishes to be.
- **Class 11:** Public Gardens: Photograph of a public garden. Public gardens should be named on the entry tag.

### **Section D: "Rose Art"**

**Judging Criteria:** The photograph should evoke a sense of originality and a new and different way of imagining the rose(s) with the mind's eye. This may include processes used to alter the original image such as colorizing, texturizing, dodging, burning, dithering, painting, shadowing, blurring, layering, cloning, filtering, merging, cropping, etc.

- **Class 12:** Realistic Rose Art: A photograph having altered reality, design, form or components of a rose plant(s), or any portion thereof, in which the portion or perhaps even the specific variety remains evident.
- **Class 13:** Abstract Rose Art: A photograph having non-objective or altered reality, design, form or components of a rose plant(s) or any portion thereof.

### **Section E: "Budding Photographers"**

**Judging Criteria:** This section is for entrants age 17 and under. These photographers may enter photos in any of the sections A through D, as well. However, the entrant may not enter the same photograph in more than one section. Blue ribbon awards in Section E are eligible to be considered for Medal Certificates; the Section E winner is also eligible to be considered for Best in Show.

- **Class 14:** Budding Photographers: A photo of any rose(s), rose arrangement, rose garden or rose art.

### **Section F: "Judges"**

**Judging Criteria:** Photography judges judging this show, and their immediate family members, may enter this section. Judging criteria are as appropriate for class. Winners are not eligible for Medal Awards or for Best in Show. A special panel of judges, if necessary, will judge this section.

- **Class 15:** The Rose: A photo of any rose(s)
- **Class 16:** The Rose Arrangement

- **Class 17:** The Rose Garden
- **Class 18:** Rose Art

#### 4. PACIFIC SOUTHWEST DISTRICT AWARDS

In addition to these specific Pacific Southwest District awards, show committees may, of course, provide additional trophies as they see fit.

##### Awards

1. First, Second, Third, and Fourth Place Awards (ribbons) or no award may be awarded in each class. Multiple first through fourth place awards may be awarded in each Section or Class, at the discretion of the judges. Many of our photographer friends who will be helping us judge are used to awarding only one ribbon per class. Rose judges giving Judges instructions will need to stress that multiple ribbons may be given in each class
2. A Pacific Southwest District Best in Class Rosette may be awarded in each of Classes 1 through 18, at the discretion of the judges, to the one photograph judged best in its class.
3. A Pacific Southwest District Best in Section Rosette may be awarded in each of Sections A through F, at the discretion of the judges, to the one photograph judged best in its section.
4. Pacific Southwest District Gold, Silver, and Bronze Medal Certificates may be awarded to the top three photographs from the Best of Classes in Sections A, B, C, and E, for which the photographer was also the grower of the rose(s), the arranger, or the grower of the garden.
5. To be eligible for these awards, the photographer must write PG (Photographer Grown) or PA (Photographer Arranged) in the upper right hand corner of the entry tag. A medal winner should be the best in its class among photographer grown or arranged photographs. Photographs in Section D (Rose Art) and Section F (Judges) are not eligible for medal certificates.
6. A Pacific Southwest District Best in Show Rosette may be awarded to the photographic entry judged the best in all respects from the Best in Section winners in Sections A, B, C, D, and E. Entries in the Judges classes are not eligible for Best in Show.

*Palm Springs, CA convention national photo contest trophy table.*

all photos Susan Brandt Graham

