



2024 Convention Packet

Phoenix, Arizona

April 21—April 28, 2024

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March 15, 2024	Convention Show Awards
March 22, 2024	Room Sharing Request
March 22, 2024	Souvenir Book Ads
March 22, 2024	Phoenix AVSA T-shirts
March 29, 2024	Volunteer Judge/Clerk
March 29, 2024	Judging School
April 1, 2024	AVSA Early Hotel Booking Discount
April 1, 2024	Design Division Reservations
April 17, 2024	Last Day for Online Entries

Icon Legend



Throughout this document, clicking this icon will open an online form to fill out and submit directly to AVSA

Hotel Information

AVSA Phoenix, AZ Convention and Show, April 21 – 28, 2024



[DoubleTree Tempe Phoenix](#) is excited to host our event!

2100 South Priest Drive

Tempe, Arizona, 85282

➤ **Important deadline: April 1, 2024**

- Last day to register to receive AVSA's early booking discount of \$20.00*.
- Last day to guarantee DoubleTree's discounted room group rate. After April 1st may still receive rate pending availability.

➤ **Discounted Room Group Rate (Kings or Doubles)**

\$149 plus 14.07% state and local taxes.

➤ **Online Registration**

Clicking on [this link](#) will take you directly online to make your reservation.

➤ **Phone Reservations**

Call 1-800-HILTONS (1-800-445-8667). Reference the group name, "*African Violet Society of America (AVSA) Annual Conference*" to receive the special group rate.

🌀 Check-in time: 3:00 p.m. | Check-out time: 12:00 p.m.

🌀 There is a 24-hour airport shuttle service. Once you are at the airport and ready to be picked up, call the hotel direct at +1 480-967-1441, press 0. This goes to the front desk who provides timing and directions to the pick-up location.

🌀 The hotel offers complimentary wireless internet access in guest rooms.

🌀 Pets Welcome: Non-refundable fee of \$50, maximum weight 50 lbs.

🌀 Non-smoking rooms.

🌀 Free parking.

*Must stay at convention hotel and register by April 1st to receive the AVSA discount.

Is Room Sharing For You?

AVSA offers the free service of providing attendees the ability to reduce hotel expenses by sharing a room.

If interested, requests must be made by **March 22, 2024** so all “violet friends” can be contacted in time to meet the Registration deadline of April 1, 2024 in order to get the AVSA \$20.00 discount*.

Name _____ Member # _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Date you will be arriving _____ Date you will be departing _____

Any other considerations: _____

Complete the online form or send requests to:

AVSA Office

P.O. Box 22417

Beaumont, TX 77720

(409) 839-4725

Email: avsa@earthlink.net

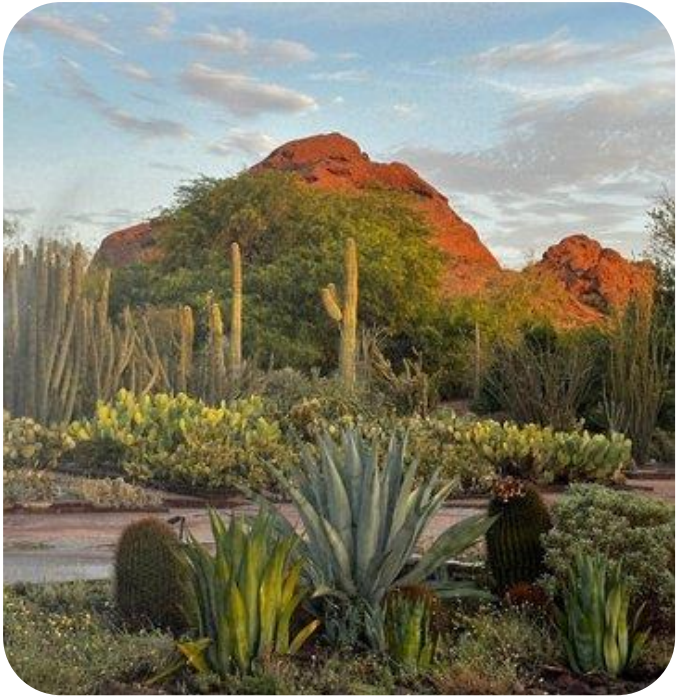
*Discount applies if registering by April 1st and staying at the convention hotel.

Tour 1: Desert Botanical Gardens

Tuesday, April 23, 2024 8:30 am – 1:30 pm

Cost: \$66.00

Think the desert is all dirt and tumbleweeds? Think again. Desert Botanical Garden is home to thousands of species of cactus, trees and flowers from all around the world spread across 55 acres. Discover the tranquil vibrancy of desert plants nestled amid the red rocks of the Papago Buttes. Visitors can stroll through five thematic trails to explore the fascinating beauty of the Sonoran Desert, from towering cacti and alluring succulents to brilliant wildflowers and lush trees. One of only 24 botanical gardens accredited by the American Alliance of Museums. 50,000+ plant displays showcased in beautiful outdoor exhibits.



During your visit, don't miss the Majestic Mariposas exhibit that will be at the Gardens from March – May. This living exhibit features more than a thousand free-flying Southwestern butterflies. Get an up close and personal experience with these winged beauties and learn about each stage of their life cycle.

On the trails, you'll experience the unique and beautiful plants that thrive in some of the hottest and driest parts of the world. Once you're done wandering, grab a quick bite at the Patio Café or at Gertrude's which offers a fresh food experience, focusing on ingredients directly from the farm and pasture to the plate (reservations suggested).



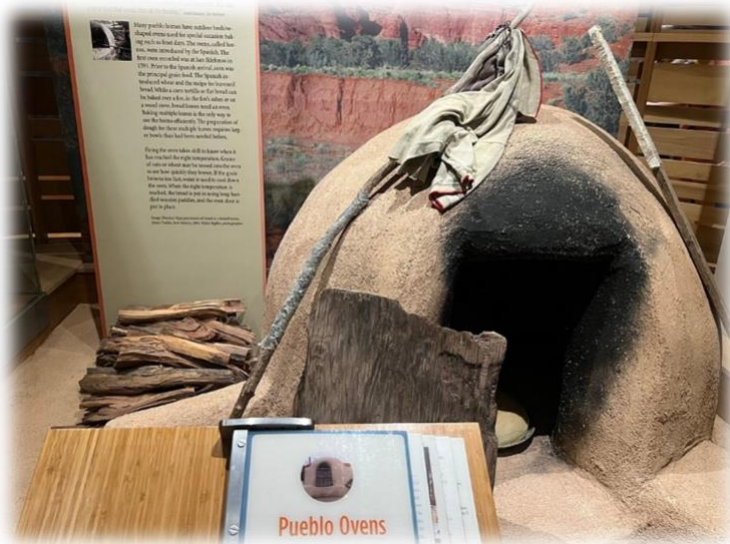
Tour 2: Heard Museum
Wednesday, April 24 9:30 a.m. – 2:30 p.m.
Cost: \$58.00



The internationally acclaimed Heard Museum is one of the best places to experience the myriad cultures and art of American Indians of the Southwest. The museum's 11 spacious exhibit galleries and beautiful outdoor courtyards feature outstanding traditional and contemporary American Indian art.

The Heard Museum Shop offers an array of authentic Native art, while the Berlin Gallery features outstanding contemporary fine art for purchase. The Cafe whips up tasty Southwest-inspired salads, sandwiches and soups; visit the Cantina for gourmet coffee drinks and snacks.

If you're a history buff or an art aficionado (or both), take advantage of the spectacular exhibits housed in the Heard Museum. According to many, the Heard Museum is one of the country's finest Native American museums and offers a comprehensible introduction to Arizona's original residents. With the help of pre-Columbian to contemporary art and a variety of traditional artifacts, the Heard Museum conveys the life and culture of Native Americans in the Southwest.



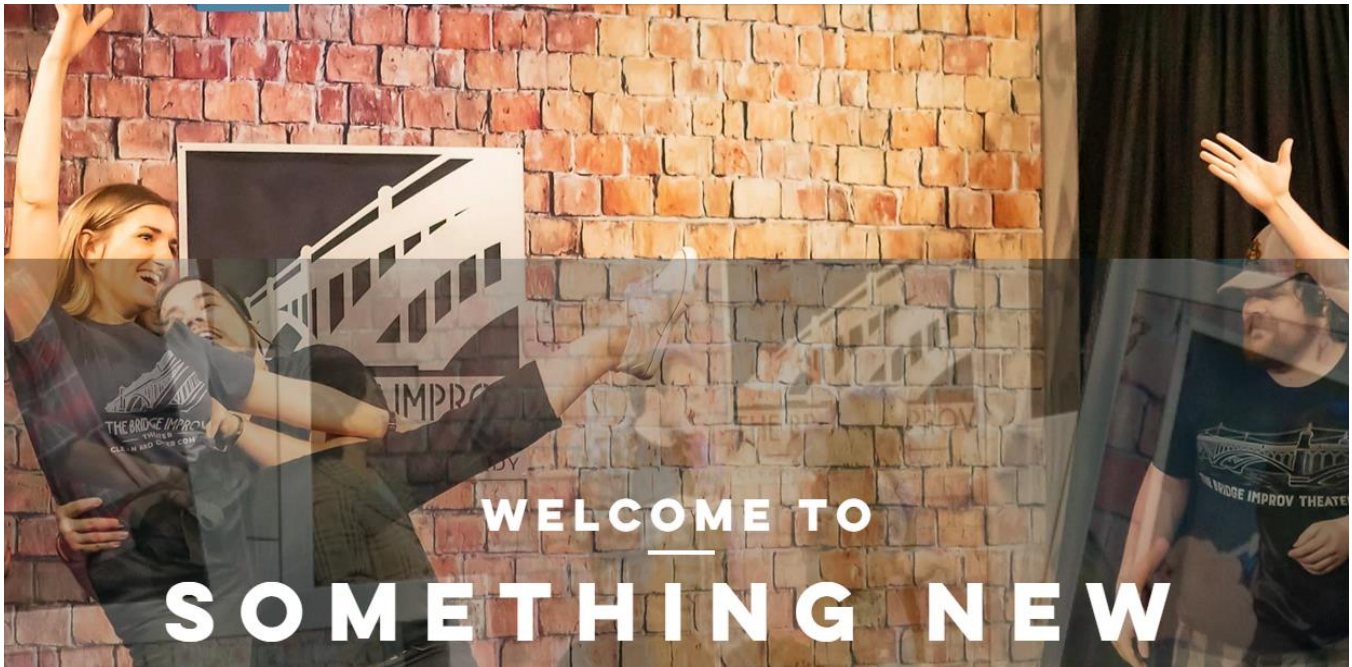
The foremost showcase of Native American art and culture in the U.S., the Heard Museum reveals the cultures of tribes in the region through exhibits, demonstrations and live performances and displays the work of contemporary Native American artists.



Tour 3: Cowboy Buffet and Comedy Hour

Friday, April 26, 2024 6:00 p.m. – 8:30 p.m.

Cost: \$85.00*



The evening begins with a Hospitality Hour and cash bar from 5:00 – 6:00 p.m. that will be open to all convention attendees to catch up on the day's activities and review sales room treasures.

Those on tour will then transition to dinner and do like they used to in the old west - stand in line with all the other cow pokes moving toward the food after a long day. Instead talking about the calf that almost got away, the talk will be about beautiful plants and what they learned at the presentations that day.

After dinner, the Bridge Improv Theater group will provide clean and clever comedy using the unique magic of improv comedy. It's so fun and hilarious, it's hard to believe the shows aren't scripted. Be ready – they know we are plant people so who knows where that will lead!



* The comedy act is included with dinner. The doors will be closed to anyone without a dinner ticket.

Presentations 2024 AVSA Phoenix Convention



Session 1
“Why did my Violet Die?”
Thursday, April 25 10:30 a.m. to 12:00 noon.
Joyce Stork, Henderson, Nevada

Joyce was part of a violet business for many years in Nebraska. Customers often brought in their struggling violets to have them diagnosed. Joyce created an 'intensive care' shelf unit for those violets and, as a result, she learned much about the mistakes and problems ordinary growers have. Even better, she learned how to cure most of them. Learn how to rescue your violets the next time... before they die! Bring your questions as a Q&A period will follow the presentation.



Session 2
“Lighting...the Basics and Facts About LEDs”
Friday, April 26 10:00 a.m. to 11:30 a.m.
Bruce Williams, Brooklin, Ontario, Canada

You often hear the term “T8 or T12” when referring to light bulbs. What does that mean? Do you know the difference between fluorescent lights and LED? And what makes up an LED light? This ‘layman man’s’ presentation explains terms that many may not know and gives some of the answers about why you might consider converting to LED lights.



Session 3
“Underwater Design 101”
Friday, April 26 3:00 p.m. to 4:30 p.m.
Linda Hall, Ravenwood, Missouri

Want to know how to construct an underwear design without it floating? Have you ever wanted to exhibit an underwater design, but were afraid to attempt one because you thought it was too difficult? Learn how to construct an underwater design from the beginning to the end in a simplified manner. Learn tricks that will help you succeed in creating your own underwater design. It all starts with the container and ends with adding the water.



Session 4
“Zeroing in on the Nutrients in Fertilizers”
Saturday, April 27 10:00 a.m. to 11:30 a.m.
Dr. Jeff Smith, Muncie, Indiana

A common method of studying the effect of a fertilizer nutrient on plant growth is to remove one element at a time, observe the effect on the plant, and link the cause and effect relationship. Such a study has not been done on African violets. This presentation will share the results of nutrient deficiency experiments on rooting plantlets, rooting leaf cuttings and the regrowth of regenerating adult plants. The presentation will provide picture guides of what happens when one element is removed from a fertilizer solution allowing any grower to better diagnose nutrient deficiency problems.



Session 5
“Unusual African Violets and What Makes Them Different?”
Saturday, April 27 1:00 p.m. to 2:30 p.m.
Dr. Rachel Martin, Irvine, California

Have you ever wondered why African violet flowers sparkle or how they get their diverse colors? Have you seen the wide range of unusual leaf and blossom shapes African violets can achieve? They have a lot of different forms beyond the symmetrical plants we usually see at shows. Rachel will take you on a tour of the science behind these adaptations and explain the experimental methods we use to understand them.

Don't Forget the Luncheon Auction!

Come have fun and bid to win! If you've attended before, you know the excitement of winning that special item or rare plant material. If it's your first time, you'll enjoy the experience so much you'll come back year after year.

It all starts with donations from our individual members, commercial members and clubs alike. Donations can be a violet related item or anything rare, unique or unusual in nature. Better yet, bring a plant or a starter set of recent introductions or vintage plants. A listing of donations and contributors are acknowledged on all tables.

To donate, bring your item(s) to convention. If you happen to know what you're bringing, it would be helpful to let me know by completing the [online donation form](#).



For questions contact:

Candace Baldwin

auction@avsa.org

(480) 213-4247

Want an early peek at the stash? Volunteers are needed to help inventory and stage items. Or come that day and be part of the "heat of the bidding" by being a spotter and providing receipts to the winning bidders. To help, complete the online form at [Convention Volunteer Opportunities](#).



It's great fun to bid and even more fun to win knowing with every contribution (either donating or bidding) you're supporting AVSA. All proceeds go to AVSA's general operating fund.

Be sure to sign up to attend the Luncheon Auction when you register for convention.

AVSA Phoenix Convention Schedule
Sunday, April 21, 2024 to Sunday, April 28, 2024
“Spirit of the Southwest”

SUNDAY, April 21, 2024

2:00 p.m. to 4:00 p.m. AVSA Convention Pre-Con for Locals

MONDAY, April 22, 2024

8:30 a.m. to Completion Executive Board Meeting
 2:00 p.m. to 4:00 p.m. Registration

TUESDAY, April 23, 2024

7:30 a.m. to 10:00 a.m. Registration
8:30 a.m. to 1:30 p.m. Tour 1: Desert Botanical Gardens
 2:00 p.m. to 5:00 p.m. Registration
 8:00 p.m. to 9:00 p.m. Shows and Judges Committee Meeting

WEDNESDAY, April 24, 2024

7:30 a.m. to 10:00 a.m. Registration
 8:15 a.m. to 3:30 p.m. Judging School
 8:00 a.m. to 8:45 a.m. New AVSA Directors Orientation
9:30 a.m. to 2:30 p.m. Tour 2: Heard Museum
 8:00 a.m. to 10:30 a.m. Classification and Entries
 9:00 a.m. to Completion AVSA Board of Directors Meeting
 10:00 a.m. to 4:00 p.m. 2025 Kansas City Promotional Table
 Noon to 5:00 p.m. Classification and Entries
 12:30 p.m. to 1:30 p.m. “Meet the Board of Directors” Luncheon
 2:00 p.m. to 4:00 p.m. AVSA Information and Sales
 2:00 p.m. to 6:00 p.m. Registration
 3:00 p.m. to 4:00 p.m. Awards Committee Meeting
 3:30 p.m. to 4:15 p.m. First-time Convention Attendees Meeting
 6:00 p.m. to 7:00 p.m. Classification and Entries – FOR THOSE ON TOUR WHO OBTAIN A LATE PASS
 7:00 p.m. to 9:45 p.m. Convention Opening:
 Welcome by Mary Corondan, AVSA President
 Convention Highlights by Phoenix, AZ, Convention Chairs
 Hybridizers’ New Introductions by Stephen Covolo-Hudson
 Introduction of First-time Convention Attendees by Candace Baldwin
 Hors d’oeuvres, cash bar
 9:00 p.m. Design Work and Commercial Display Set-ups will close for the night

THURSDAY, April 25, 2024

6:30 a.m. to 7:45 a.m. Design Exhibitors will be permitted to “touch up” designs and replace blossoms *only*.
 9:00 a.m. to 11:00 a.m. Registration
 8:00 a.m. to 9:00 a.m. Judges’ and Clerks’ Instructions
 9:00 a.m. to Completion Judging of Show
 9:00 a.m. to 10:00 a.m. Commercial Members’ Meeting in Salesroom
 9:00 a.m. to Noon AVSA Information and Sales
 10:30 a.m. to Noon Session One Presentation
 “Why did my Violets Die” by Joyce Stork
 11:00 a.m. to 4:00 p.m. 2025 Kansas City Promotional Table
 1:00 p.m. to 5:00 p.m. Commercial Sales Open to Convention Registrants Only

2:00 p.m. to 4:00 p.m.	Registration
2:00 p.m. to 4:00 p.m.	AVSA Information and Sales
3:00 p.m. to Completion	Photography – Library and AVM
4:00 p.m. to 5:00 p.m.	Nominating Committee Meeting
4:00 p.m. to 5:00 p.m.	Future Conventions Meeting
6:00 p.m. to 7:00 p.m.	Hospitality Hour (cash bar)
7:00 p.m. to Completion	Awards Banquet – Show awards will be announced
9:30 p.m. to 11:30 p.m.	Show opens to Convention Registrants Only

FRIDAY, April 26, 2024

6:00 a.m. to 9:00 a.m.	Showroom open to photographers only
7:00 a.m. to 8:30 a.m.	Teachers’ Breakfast
7:45 a.m. to 10:00 a.m.	Affiliates’ Breakfast (7:45 a.m.) & Meeting (8:30 a.m.)
8:00 a.m. to 11:00 a.m.	Registration
9:00 a.m. to 11:00 a.m.	AVSA Information & Sales
9:00 a.m. to 5:00 p.m.	Showroom Open
9:00 a.m. to 5:00 p.m.	Commercial Sales Open
10:00 a.m. to 11:30 a.m.	Session Two Presentation “Lighting...the Basics and Facts About LEDs” by Bruce Williams
10:00 a.m. to 11:30 a.m.	2025 Kansas City Promotional Table
12:00 noon to 2:00 p.m.	Luncheon and Auction
2:00 p.m. to 3:00 p.m.	Finance Committee Meeting
2:00 p.m. to 4:00 p.m.	Registration
2:00 p.m. to 4:00 p.m.	AVSA Information & Sales
2:00 p.m. to 4:00 p.m.	2025 Kansas City, Promotional Table
3:00 p.m. to 4:30 p.m.	Session Three Presentation “Underwater Design 101” by Linda Hall
5:00 p.m. to 6:00 p.m.	Hospitality Hour (cash bar)
6:00 p.m. to 7:30 p.m.	Tour 3: Cowboy Buffet and Comedy Hour
7:30 p.m. to 8:30 p.m.	Cowboy Buffet Bridge Improv Club Comedy Entertainment

SATURDAY, April 27, 2024

7:15 a.m. to 9:00 a.m.	Judges’ Breakfast and Workshop
9:00 a.m. to Noon	Registration
9:00 a.m. to 10:00 a.m.	Library Committee Meeting
9:00 a.m. to 2:30 p.m.	AVSA Information & Sales
9:00 a.m. to 4:00 p.m.	Showroom Open
9:00 a.m. to 3:00 p.m.	Commercial Sales Open
10:00 a.m. to 11:30 a.m.	Session Four Presentation “Zeroing in on the Nutrients in Fertilizers” by Dr. Jeff Smith
10:00 a.m. to Noon	Agriculture officials available to certify plant materials for transportation into controlled countries
10:00 a.m. to 2:30 p.m.	2025 Kansas City Promotional Table
1:00 p.m. to 2:30 p.m.	Session Five Presentation “Unusual African Violets and What Makes Them Different” by Dr. Rachel Martin
3:15 p.m. to 4:30 p.m.	AVSA Annual Membership Meeting and Open Forum
4:30 p.m. to 5:00 p.m.	Extended AVSA Board of Directors’ Meeting
5:00 p.m. to 6:00 p.m.	Hospitality Hour (cash bar)
6:00 p.m. to Completion	Installation Banquet
8:45 p.m. to 10:15 p.m.	Commercial Display Tables Checkout
8:45 p.m. to Midnight	Commercial Sales Breakdown
9:15 p.m.	Showroom Checkout Begins

Midnight

Showroom Closes

SUNDAY, April 28, 2024

6:00 a.m. to Noon

6:00 a.m. to Noon

6:00 a.m. to Noon

6:00 a.m. to Noon

Commercial Sales Breakdown

Local Storage Clean-up

Commercial Storage Clean-up

Showroom Clean-up

Call For Meetings

DoubleTree Phoenix Tempe Hotel
2100 South Priest Drive, Tempe, AZ 85282

Board of Directors Meeting

For the purpose of transacting business that may properly come before the Board of Directors.
Wednesday, April 24, 2024, 9:00 a.m. to completion.

Annual Membership Meeting

For the purpose of electing Directors and transacting business that may properly come before the Membership.
Saturday, April 27, 2024 at 3:15 p.m.

Open Forum Meeting

The Board of Directors will welcome any and all AVSA member(s) to come and present any suggestions, ideas, questions, etc.
Immediately following the Annual Membership Meeting.

Extended AVSA Board of Directors Meeting

For the purpose of conducting any outstanding business from the Annual Meeting and Board of Directors Meeting.
Saturday, April 27, 2024 at 4:30 p.m.

Host / Hostess Volunteers Needed

Want to meet people, help AVSA, and get involved? Volunteers are needed to help with the show room during the time the show is open to the public. To volunteer, please complete the form below or the online form at [Convention Volunteer Opportunities](#).



Friday, April 26th 9:00 a.m. - 5:00 p.m.
Saturday, April 27th 9:00 a.m. - 3:00 p.m.

Volunteers are needed for two tasks:

- **Host the Entrance & Sell Tickets** A sit-down job to sell tickets to the public to enter the show and sale. A good activity for companions while others attend a workshop, look at the show, or shop. The tasks include selling tickets to enter the show and sale, selling AVSA memberships, and collecting money.
- **Host Inside the Show Room**
Walk around showroom (may occasionally sit,) to monitor public's interaction with exhibits. Good job for a first timer who enjoys visiting with people and being in the showroom. A host should be friendly and welcoming, answering questions, and inviting our guests to join AVSA.

For questions contact:

Marty Anderson
1621 Stardust Drive
Waukesha WI 53186
manderson2069@wi.rr.com
(715) 613-6878

Name _____ AVSA Membership # _____

Email Address _____ Cell # _____

Day or Hours Preferred: _____ Task Preferred _____

Attention Horticulture Exhibitors

Exhibitors wishing to enter an exhibit in the show must submit a completed horticulture entry form. Entry forms are available using the [online form](#) and in the First Class for All application. **Exhibitors with First Class for All are encouraged to use the program's entry form.** Hardcopy entry forms will also be available in the Registration area during convention week.

Exhibitors are highly encouraged to submit their completed horticulture entry form **by April 17, 2024**. Early submittals will be accepted via the online form or via email to ConventionEntries@gmail.com. Please list all potential horticulture entries; it is easier to delete than to add into the program. Your cooperation and support of the early entries process is greatly appreciated. Exhibitors that cannot provide information in advance may bring a completed form to the Entries area on Wednesday, April 24.

Exhibits will be accepted on Wednesday, April 24 from 8:00 a.m. to 10:30 a.m. and 12:00 p.m. to 5:00 p.m.

Exhibitors should bring a copy of their completed entry form and a printed description for each entry to expedite the classification process.

Exhibitors with more than 20 entries must begin entries by 3:00 p.m. No exceptions.

Important note: There is very limited space in the Classification and Entries area. Major grooming of plants should be done in advance. Bring your exhibits and completed entry form to the area only when all your exhibits are ready to be entered.

Process for entering exhibits for those on Wednesday's tour:

- Members must submit an entry form by Wednesday, April 17, 2024
- Exhibits may be entered during normal business hours
- To enter between 6:00 p.m. and 7:00 p.m. Wednesday evening, a late pass must be requested by 10 a.m. Wednesday morning by email or text to Bill Patterson at pattersonwilliam7812@gmail.com or (602) 377-5133

See the Convention Show Schedule Rules and Regulations for full exhibitor information.

Thank you in advance for your help in making convention entries run smoothly and quickly.

*Entries Committee
Classification Committee*

AVSA Convention Show Schedule – 2024 Phoenix, Arizona
“Spirit of the Southwest”

HORTICULTURE DIVISION – AMATEUR

SECTION I – COLLECTIONS

- Class
1. AVSA Collection of three different registered standard cultivars of the same type (three single crown or three trailers).
 2. AVSA Collection of three different registered cultivars of the same type (three single-crown semiminiatures, three semiminature trailers, three single-crown miniatures, or three miniature trailers).
 3. AVSA Collection of three different species of any type.
 4. Holtkamp Memorial Collection of three AVSA-registered Optimara and/or Rhapsodie cultivars of the same type: standard, semiminature, or miniature.
 5. Robinson Collection of three AVSA-registered Rob’s or Ma’s cultivars, all of the same type: three single-crown standards, semiminiatures or miniatures or three semiminature or miniature trailers.
 6. Russian/Ukrainian Collection of three Russian/Ukrainian hybridized standard cultivars, all of the same type (three single-crown standards). These plants do not need to be AVSA-registered.
 7. Russian/Ukrainian Collection of three Russian/Ukrainian hybridized semiminature or miniature cultivars, all of the same type (three semiminiatures or three miniatures). These plants do not need to be AVSA-registered.
 8. Lyndon Lyon Collection of three AVSA-registered Lyndon Lyon Greenhouses (including L. Lyon, P. Sorano and S. Sorano) cultivars, all of the same type: three single-crown standards, semiminiatures or miniatures or three standard, semiminature, or miniature trailers.
 9. Cajun’s Collection of three AVSA-registered Belinda Thibodeaux (Cajun’s series) plants of the same type: three single-crown standards, semiminiatures or miniatures.
 10. Vintage Collection of three AVSA-registered Vintage Violets (must have been registered between the dates of 1/1/1960 and 1/1/1980) of the same *or any combination* of types either single-crown or trailer, standard, semiminature or miniature.

SECTION II – STANDARD PLANTS, GREEN FOLIAGE

- Class
11. Blue, purple, orchid and lavender
 12. Pink, rose, and coral
 13. Red, wine, mauve, and fuchsia
 14. White, cream, blush, yellow, and green
 15. Multicolor
 16. Fantasy and Chimera
 17. All edged

SECTION III – STANDARD PLANTS, VARIEGATED FOLIAGE

- Class
18. Blue, purple, orchid and lavender
 19. Pink, rose, and coral
 20. Red, wine, mauve, and fuchsia
 21. White, cream, blush, yellow, and green
 22. Multicolor
 23. Fantasy and Chimera
 24. All edged

SECTION IV – SEMIMINIATURE PLANTS, GREEN FOLIAGE

- Class 25. Blue, purple, orchid and lavender
26. Pink, rose, and coral
27. Red, wine, mauve, and fuchsia
28. White, cream, blush, yellow, and green
29. Multicolor
30. Fantasy and Chimera
31. All edged

SECTION V – SEMIMINIATURE PLANTS, VARIEGATED FOLIAGE

- Class 32. Blue, purple, orchid and lavender
33. Pink, rose, and coral
34. Red, wine, mauve, and fuchsia
35. White, cream, blush, yellow, and green
36. Multicolor
37. Fantasy and Chimera
38. All edged

SECTION VI – MINIATURE PLANTS, GREEN FOLIAGE

- Class 39. Blue, purple, orchid and lavender
40. Pink, rose, and coral
41. Red, wine, mauve, and fuchsia
42. White, cream, blush, yellow, and green
43. Multicolor
44. Fantasy and Chimera
45. All edged

SECTION VII – MINIATURE PLANTS, VARIEGATED FOLIAGE

- Class 46. Blue, purple, orchid and lavender
47. Pink, rose, and coral
48. Red, wine, mauve, and fuchsia
49. White, cream, blush, yellow, and green
50. Multicolor
51. Fantasy and Chimera
52. All edged

SECTION VIII – TRAILERS, SPECIES, VINTAGE VIOLETS, ANY TYPE BLOSSOM, ANY FOLIAGE

- Class 53. Standard trailers
54. Semiminiature trailers
55. Miniature trailers
56. Saintpaulia species
57. Vintage violets (must be at least 25 years old)

SECTION IX – NEW CULTIVARS

- Class 58. Seedlings
59. Sports or mutants

SECTION X – AFRICAN VIOLET IN AN UNUSUAL CONTAINER

- Class 60. One African violet hybrid, single-crowned plant in a container
61. One African violet trailer in a container
62. One African violet species plant in a container

SECTION XI – GESNERIADS OTHER THAN AFRICAN VIOLETS

See Rule 11 in the HORTICULTURE DIVISION – AMATEUR Rules and Regulations regarding *Streptocarpus* blossom colors.

- Class
63. Miniatures in bloom (may be displayed in regular pots or growing in a clear container, cover permitted, no single plant more than 5” in diameter with leaf size not to exceed 1-inch)
 64. Tuberos in bloom (Sinningia, Nautilocalyx, Chrysothemis, etc.)
 65. Rhizomatous in bloom
 66. Fibrous-rooted in bloom (Streptocarpus/Streptocarpella) blue, purple, lavender, orchid, red, wine, fuchsia, plum
 67. Fibrous-rooted in bloom (Streptocarpus/Streptocarpella) pink, rose, coral, white, cream, blush, yellow
 68. Fibrous-rooted in bloom (Streptocarpus/Streptocarpella) variegated foliage, any color blossoms
 69. Fibrous-rooted in bloom (Long-stemmed such as Aeschynanthus, Columnea, Nematanthus, etc.)
 70. Fibrous-rooted in bloom (All other blooming fibrous-rooted such as Primulina, Episcia, Petrocosmea, Alsobia, etc.)
 71. Gesneriads grown for ornamental qualities other than bloom (All Episcia)
 72. Gesneriads grown for ornamental qualities other than bloom (Trailing or erect, other than Episcia)
 73. Gesneriads grown for ornamental qualities other than bloom (Other forms, such as Primulina, other than Episcia) See Rule 12 in the HORTICULTURE DIVISION – AMATEUR Rules and Regulations.

DESIGN DIVISION

Section XIII – Interpretive Plant Arrangements

Each exhibit in this section is a design using one or more blooming African violet plants (unless stated otherwise), removed from their pots, with their root balls encased in plastic or other material.

- Dried, treated, painted, colored and fresh-cut plant materials, as well as man-made materials, are permitted.
- Artificial plant material, live or dead creatures, and flags are not permitted.
- Accessories and backdrops are permitted unless restricted by class description.
- Only one exhibit per exhibitor per class.
- All niches will be white foam board. Exhibitor shall use niches provided by AVSA (not exhibitors’ niches).
- Designs will be viewed from the front.
- Limit 5 exhibits per class.

- Class
74. **Kokopelli Legends and Lore** – With his flute in hand, Kokopelli, the trickster god, represents music, fertility, joy, dance and brings good luck and abundance. Kokopelli’s hump is believed to represent a sack over his shoulder containing gifts and goods relating to successful trade and commerce. Early indigenous mythology, the sack is made of clouds and contains seeds and rainbows for an abundant harvest. By playing his flute, Kokopelli makes the snow melt, bringing spring to the region. To be staged in a white niche 20” H x 16” W x 8” D wing (12” D allowed).
 75. **Standing on the Corner** – Route 66 runs from Chicago to LA. In Arizona, encounter abandoned mining towns, the Hualapai Indian Reservation, and the Homolovi State Park that preserves over 300 Ancestral Puebloan archaeological sites. Slow down through Winslow and stop to see the young man standin’ on the corner made famous by the Eagles’ song “Take it Easy.” Create a freestanding design to be staged on a 14” square; design not to extend beyond the 14” W or 14 D. Height is unrestricted.

76. **Copper Queen** – As one of the richest mines in Arizona, the Copper Queen produced more than 8 billion pounds of copper, along with sizable quantities of gold, silver, and lead. Reopened as a tourist destination in 1976, it is now home to the Copper Queen Mine Tours. Jump aboard an authentic mine car and immerse yourself in the history of mining in Bisbee. To be staged in a white niche 20" H x 15" W x 7.5" D wing (12" D allowed).
77. **The 5 C's of Arizona** – In the early years of statehood, the five C's served an important role in Arizona's economy, with many jobs in agriculture, ranching, and mining. The Five C's still play a strong cultural role today. Designers are invited to participate in this challenge design, creating a design incorporating the Five C's, which will be provided. Bring your African violet, design tools, and creativity! (*Refer to Design Division Rule 8.*) To be staged in a white niche 20" H x 16" W x 8" D wing (12" D allowed).

Section XIV – Interpretive Flower Arrangements

Each exhibit in this section is a design using fresh-cut African violet blossoms.

- Dried, treated, painted, colored, and fresh-cut plant materials, as well as man-made materials, are permitted.
- Artificial plant material, live or dead creatures, and flags are not permitted.
- Accessories, backdrops, and/or draping are permitted unless restricted by class description.
- Only one exhibit per exhibitor per class.
- All niches will be white foam board. Exhibitor shall use niches provided by AVSA (not exhibitors' niches). Risers will be provided.
- Designs will be viewed from the front.
- Limit 5 exhibits per class, unless otherwise noted.

- Class 78. **Spirit of the Southwest** – From the sleek, modern skyline of Phoenix to the ancient river that carves the majestic Grand Canyon; from the breathtaking and spiritual beauty of Sedona to the spectral and haunting city of Tombstone, a mysterious charisma clings to the entire state of Arizona giving it a unique personality and forging an almost supernatural link between present and past. Create a free-form design to be staged on a 12" circle. Design not to extend beyond 12" W and 18" H.
79. **Silver and Turquoise** – While there are only a few Native American workshops creating silver and turquoise jewelry anymore, there is no shortage of the gorgeous pieces in museums and private collections around the world. From stunning large squash blossom necklaces to smaller rings, belt buckles, pins, earrings, and broaches, explore these amazing adornments created by skilled native artisans. Create a miniature design to be staged in a circular display, on one of the elevated platforms. Limited to 10 exhibits; one per shelf. Design not to exceed 5" H x 4" W x 3" D.
80. **The Night Sky** – Few places in the world offer a more dazzling view of the night sky. Get away from the city's bright lights and partake in some serious stargazing. Try the fifth largest optical telescope in the continental US at the world-famous Lowell Observatory in Flagstaff or the Mount Lemmon Skycenter Observatory in the southern part of the state for spectacular night sky watching. To be stage in a white niche 10" H x 10" W x 10" D.
81. **Chips and Salsa** – The Hispanic influence and culture in Arizona are rich, varied, colorful and delicious! Explore the origins of this iconic dish and enjoy the flavors that make Mexican food a staple in the area. To be staged in a white niche 10" H x 8" W x 6" D.

82. **Colorado Rapids** – As the mighty Rio Colorado carves its way through Arizona leaving dramatic canyons and forming thrilling white-water rapids, it passes through Marble Canyon and the Navajo Bridge, giving experienced and novice rafters the ride of a lifetime! Create an underwater design to be viewed from the front only. Not to exceed 16 inches.
83. **Skydiving Adventure** – Arizona is home to several of the largest skydiving centers in the world. The flat, uninhabited land calls thrill seekers and skydivers with their colorful parachutes to the area. Watch the vibrant colored parasails open from the ground or experience a once in a lifetime sky jump! Create a hanging kinetic design. Designer to provide dowel or hanger. To be staged in a white niche 20" H x 16" W x 16" D.

Section XV – Container Gardens

Each exhibit in this section is a miniature landscape with one or more blooming African violet plants and other growing material.

- All plants must be planted within the container.
- No cut plant material, artificial plant material, cacti, succulents, live or dead creatures, or flags are permitted.
- Accessories and landscaping elements are permitted.
- No decorative bases are allowed.
- Only one exhibit per class per exhibitor.
- Limit 5 exhibits per class.

- Class 84. **Dish Garden** - A landscape design in a shallow dish less than or equal to 12" in its longest dimension.
85. **Dish Garden** – A landscape design in a shallow dish greater than 12" and less than 18" in its longest dimension.
86. **Terrarium** – A landscape design in a covered terrarium, not to exceed 18" in its longest dimension.
87. **Natural Garden** – A landscape design in a natural container. May have multiple planting areas. Not to exceed 18" in its longest dimension.

SPECIAL EXHIBITS DIVISION

SECTION XVI – EDUCATION EXHIBIT

- Class 88. Education exhibit (by invitation only)

HORTICULTURE DIVISION – COMMERCIAL

SECTION VXII – SPECIMEN PLANTS

A. COLLECTIONS

- Class 89. AVSA Collection of three different registered standard cultivars of the same type (three single-crown or three trailers).
90. AVSA Collection of three different registered cultivars of the same type (three single-crown semiminiatures, three semiminature trailers, three single-crown miniatures, or three miniature trailers). AVSA Collection of three different species of any type.
91. AVSA Collection of three different species of any type.
92. Holtkamp Memorial Collection of three AVSA-registered Optimara and/or Rhapsodie plants of the same type: standard, semiminature, or miniature.

B. NEW CULTIVARS (from seed or mutation)

- Class 93. Standard African violets
94. Semiminature African violets
95. Miniature African violets
96. African violet trailers (standard, semiminature, miniature)

C. SPECIMEN AFRICAN VIOLETS

- Class 97. Standards, green foliage, solid color and two-tone blossoms
98. Standards, green foliage, all other blossoms
99. Standards, variegated foliage
100. Semiminiatures, green foliage, solid color and two-tone blossoms
101. Semiminiatures, green foliage, all other blossoms
102. Semiminiatures, variegated foliage
103. Miniatures, green foliage
104. Miniatures, variegated foliage
105. Trailers, standard, semiminature, or miniature
106. Saintpaulia species

D. GESNERIADS OTHER THAN AFRICAN VIOLETS

See 11 in the HORTICULTURE DIVISION – AMATEUR Rules and Regulations regarding *Streptocarpus* blossom colors.

- Class 107. Miniatures in bloom (may be displayed in regular pots or growing in a clear container, cover permitted, no single plant more than 5" in diameter with leaf size not to exceed 1 inch)
108. Tuberous in bloom (*Sinningia*, *Nautilocalyx*, *Chrysothemis*, etc.)
109. Rhizomatous in bloom
110. Fibrous-rooted in bloom (*Streptocarpus*/*Streptocarpella*) blue, purple, lavender, orchid, red, wine, fuchsia, plum
111. Fibrous-rooted in bloom (*Streptocarpus*/*Streptocarpella*) pink, rose, coral, white, cream, blush, yellow
112. Fibrous-rooted in bloom (*Streptocarpus*/*Streptocarpella*) variegated foliage, any color blossom
113. Fibrous-rooted in bloom (Long-stemmed such as *Aeschynanthus*, *Columnea*, *Nematanthus*, etc.)
114. Fibrous-rooted in bloom (All other blooming fibrous-rooted gesneriads *Primulina*, *Episcia*, *Alsobia*, etc.)
115. Gesneriads grown for ornamental qualities other than bloom (All *Episcia*)
116. Gesneriads grown for ornamental qualities other than bloom (Trailing or erect, other than *Episcia*)

117. Gesneriads grown for ornamental qualities other than bloom (Other forms, such as Primulina, other than Episcia) See Rule 12 in the HORTICULTURE DIVISION – AMATEUR Rules and Regulations.

SECTION XVIII – DISPLAY TABLES AND COMMERCIAL SHOWCASES

- Class 118. Display Table
119. Commercial Showcase - Horticulture only
120. Commercial Showcase - Artistic - include a creative aspect

HORTICULTURE DIVISION – AMATEUR Rules and Regulations

1. Only amateur AVSA members in good standing who are registered at this convention and AVSA commercial members in good standing who are registered at this convention and **do not** offer plants or live plant material for sale as a part of a business are eligible to enter exhibits in this division.
2. **Entries will be accepted on Wednesday, April 24th from 8:00 a.m. to 10:30 a.m. and 12:00 p.m. to 5:00 p.m.**
 - a. **An entry form is requested for all potential entries by April 17, 2024.** Entry forms will not be accepted after April 17, 2024. Hardcopy entry forms will be available at the Registration Desk.
 - b. Exhibitors must report to the Classification and Entries area with their entries and completed entry form(s) to begin the entry process. Plants must be groomed and ready to begin the entry process an hour prior to closing at **4:00 p.m.**
 - c. Exhibitors with 20 entries or more must begin the entry process by **3:00 p.m.** No exceptions.
 - d. Entries must be physically in the Classifications and Entries area by closing at **5:00 p.m.** Only Placement may touch the entry once the entry process has begun. After Entries have completed, Placement will move the exhibit to the proper location in the show.
 - e. If an entry is not entered by the owner, the name of the person making the entry must be on the back of the entry tag.
 - f. Exhibitors on Wednesday's tour must submit an entry form by April 17, 2024, and may enter their exhibits between 6:00 p.m. and 7:00 p.m. if a late pass is approved. **Item 2c above still applies.**
3. Only clean, healthy plants which have been in the possession of the exhibitor for at least three months will be accepted.
4. Plants must be correctly named.
5. Double potting, flared-top pots, supports, and collars will not be accepted. All pots must be non-decorative. **DO NOT COVER POT WITH FOIL.** Self-watering pots, such as Moist-Rite, Hydro Pots, and Oyama, etc., may be entered in colors such as white, black, green, or any neutral tone. All other plants must be slip-potted into pots in colors such as white, green or any neutral tone. Slip-potting means dropping the pot containing the plant into a clean pot of the same or just a fraction larger-sized pot. The bottom of the pot containing the plant must be completely covered with plastic or aluminum foil. This must be worked out prior to entry. Exception: trailers, trailing species, trailing gesneriads, and gesneriads in protective containers may be exhibited in the containers in which they are growing.
6. An exhibitor may enter only one of each cultivar in each class of Classes 11 through 73.
7. An exhibitor may enter plants of the same cultivar in Classes 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, as those in Classes 11 through 62, if all the requirements for each class are met.
8. All plants in Classes 1 through 62 must be single-crown plants except trailers and species, which may be multiple-crown. All Saintpaulia species and variations, without exception, may be entered in Class 3, 56 and 62.
9. Any number of new cultivars may be entered, provided they have been originated by the exhibitor from hybridization, from purchased seed, or from mutation, or the released rights in writing from the hybridizer have been given to the exhibitor for purchased seedlings. New cultivars may be entered by number or name, and the entry tag must indicate whether it is a new cultivar from seed or mutation. For judging

purposes only, a random number will then be assigned to each new cultivar by entries. The name or hybridizer number of the new cultivars will be revealed after the completion of judging. A sport (mutant) may be exhibited as a "Sport of _____." If a name has been given to the sport, the name in parenthesis may follow, such as "Sport of 'Valencia' ('Dale's Dream')." New cultivars must not have been previously shown in an AVSA Convention Show.

10. Gesneriads (other than African violets) may be exhibited in protective containers, and natural-colored mulch may be used on the soil surface.
11. *Streptocarpus* specimens will be entered in appropriate color classes according to hybridizer's description. If a written description is not available, the *Streptocarpus* specimen will be entered in the appropriate color class by predominate color.
12. Petrocosmeas must be blooming to be entered properly. Non-blooming petrocosmeas may not receive good scores in the category of ornamental qualities other than bloom, such as in Class 73 and 117.
13. Exhibits will be judged by the merit method of judging, in accordance with the most current version of the *AVSA Handbook for Growers, Exhibitors and Judges*. The decision of the judges will be final unless in conflict with AVSA rules or rules of the schedule. Only qualified AVSA judges will be permitted to serve as judges.
14. Only blue-ribbon winners will be eligible to receive special awards.
15. Any African violet entered in any of the collection classes, receiving a blue ribbon, will be eligible for other awards.
16. All African violets entered in the Holtkamp Memorial Collection, Class 4, must be AVSA-registered Optimara and/or Rhapsodie plants and must be different plants of the same type.
17. All African violets entered in the Robinson Collection, Class 5; Lyndon Lyon Collection, Class 8; Cajun's Collection, Class 9; and Vintage Collection, Class 10 must be AVSA-registered. **Russian/Ukrainian Collection Classes 6 and 7 do not need to be AVSA-registered.**
18. Only one collection may be entered by an exhibitor in each class: AVSA Collections, Classes 1, 2, and 3; Holtkamp Memorial Collection, Class 4; Robinson Collection, Class 5; Russian/Ukrainian Collection, Classes 6 and 7; Lyndon Lyon Collection, Class 8;-Cajun's Collection, Class 9; and Vintage Collection, Class 10.
19. AVSA will afford all possible protection to exhibits but will not be responsible for any damage or loss.
20. Exhibits must be checked out on Saturday night, April 27, 2024. Instructions for checkout will be given at convention.
21. Live streaming of the preparation of show entries in any location is not permitted and will be cause for disqualification from exhibiting in the show and/or removal from the entries area.
22. All types of photography, video recordings and social media posts are strictly prohibited during judging.
23. Convention show photos and videos may be posted to social media only after the show has been officially opened to the public. This includes photographs or videos that identify the subject as a show entry.

DESIGN DIVISION Rules and Regulations

1. Exhibitors – Both amateur and commercial AVSA members in good standing and registered at this convention are eligible to enter exhibits in this division.
2. Entries – Entries will be accepted Wednesday, April 24, 2024, from 8:00 a.m. to 10:30 a.m. and from 12:00 p.m. to 5:00 p.m. Only members on Wednesday tours may enter from 6:00 p.m. to 7:00 p.m. Design entry book will close at 9:00 p.m. Those desiring to enter designs after 6:00 p.m. must notify the Design Entry Reservation Chair in writing by 10:00 a.m. on Wednesday, April 24, 2024. Messages may be left at the convention registration desk.
3. Each exhibitor may have only one exhibit per class.
4. Design work – Exhibitors will be permitted to work on their designs until 9:00 p.m. on Wednesday, April 24, 2024. This time will be strictly enforced. Designers may replace blooms and touch up designs on Thursday, April 25, 2024, from 6:30 a.m. until 8:00 a.m. Exhibitors must be out of the showroom by 8:00 a.m.
5. Procedure for getting supplies from commercials at convention is found at [2024 Convention Designers - African Violet Society of America](#).

6. Index card – All exhibits must have a 3” x 5” card listing the African violet cultivars and other plant materials (if known). A written subtitle may also be included on the card.
7. Design Reservations – Advance written reservations are required for all design classes. Exhibitors desiring to enter designs must submit a completed reservation form available at [2024 Convention Designers - African Violet Society of America](#). Reservations may be made as soon as the convention packet is available; the deadline for reservations will be April 1, 2024. Mail, email or text message your reservations to Design Entry Reservations Chair, Bill Patterson, 14645 N. 30th Drive, Phoenix, AZ 85053, pattersonwilliam7812@gmail.com, (602) 377-5133. All requests for reservations will be confirmed either by email or phone call/text message. If you need to cancel your design reservation, please let Bill know as soon as possible so that space can be used by another entrant on the waiting list. To cancel confirmed reservations or ask questions, you may call or text message Bill at (602) 377-5133.
8. Designers for Class 77 will be given five (5) items upon registration packet pick-up. All designers will be provided with the same items. Each designer is challenged to create a unique design, incorporating all five supplied elements in some manner, which will be readily visible to the viewer. Designers will need to provide their own African violet(s), greenery/plant material, and any additional supplementary materials.
9. No part of any design may touch or extend beyond the confines of the niche or space limitations, unless otherwise noted.
10. AVSA will afford all possible protection to exhibits but will not be responsible for any damage or loss.

HORTICULTURE DIVISION - COMMERCIAL Rules and Regulations

1. Only commercial AVSA members in good standing and registered at this convention who offer plants or live plant material for sale as a part of a business are eligible to enter this division. All commercial exhibitors are eligible to enter the Design Division.
2. All commercial members are allowed to enter all design and commercial classes without being excluded from any other commercial classes and may also enter a display table and a showcase.
3. For dates, times and entry process for entering exhibits, please refer to Rule 2 under HORTICULTURE DIVISION – AMATEUR.
4. All plants must be correctly named and must have been in the possession of the exhibitor for at least three months prior to convention. All African violets must be in bloom and must be single-crown plants, except trailers and species.
5. In the Specimen Plant section, exhibitors may enter any number of plants in each class, but only one plant of the same cultivar in the same class. Exhibitors may enter plants of the same cultivar in the AVSA Collection Classes 89, 90 and 90 and the Holtkamp Memorial Collection Class 92, as are entered in the other classes. Exhibitors may enter one collection in each collection class. Plants entered in the Holtkamp Memorial Collection class must be AVSA-registered Optimara/Rhapsodie plants. AVSA collection rules are the same as they are for amateurs.
6. Any African violet plant in Specimen Plants, (Section B - New Cultivars classes) Display Table, or Commercial Showcase sections may be designated as competing for the AVSA Best New Cultivar Awards. Entries may be seedlings, sports, or mutants originated by the exhibitor, or rights and ownership to them released by the hybridizer and must not have been previously shown in an AVSA Convention show. Each entry must be labeled “New Cultivar.”
7. An exhibitor entering a display table may also enter other design and commercial classes. Each display table shall contain 15 plants (no merchandise). Three, all of the same type, miniatures or semiminiatures, or miniature or semiminature trailers, shall count as a specimen plant and shall be judged as one unit. The display must be predominantly (at least 75%) African violets. Other gesneriads may be included in the 15 plants and will be judged as one unit. AVSA will provide white table covers for display tables; however, display tables may be covered with any color or pattern at the exhibitor’s discretion.
8. Exhibits in the Commercial Showcase classes will be allotted table space sufficient for their display. Table covers will be neutral. Exhibits in these classes shall contain 6-10 plants, either miniature, semiminature,

standard, or trailing African violets, or other gesneriads. Showcases must be predominantly (75%) African violets or designs using African violets. Class 119, Commercial Showcase-Horticulture only, shall be a collection of 6-10 plants, (exhibitor may designate one plant as a unit or three plants as a unit) with NO embellishment. Class 120, Commercial Showcase-Artistic, must include a creative aspect and may include designs (flower or plant arrangements or container gardens) incorporating African violets. Showcases-Horticulture and Showcases-Artistic shall both be judged on horticultural perfection. Horticultural perfection shall be computed by finding the average points per plant in the Showcase. No merchandise will be allowed in these classes. Awards for Showcase-Horticulture only, Class 119, shall be based 100% on horticultural perfection. Awards for Showcase-Artistic, Class 120, shall be based on 80% horticultural perfection and 20% on distinction and originality. Awards will be given for best, second-best and third-best for Display Table, Class 118, Showcase-Horticulture only, Class 119, and Showcase-Artistic, Class 120.

9. In Commercial Showcases, each entry in the exhibit will be judged. Class 119 shall use standard plant name and entry tags supplied by Entries. In Class 120, the exhibitor has the option to use the standard plant name tag provided by Entries, or to provide his or her own tag or diagram. The entry book number of each plant or arrangement must appear on the tag or diagram. For Class 119, no ribbon awards will be given. Instead, each showcase with all blue-ribbon exhibits will receive a rosette. A point score sheet shall be given each exhibitor showing how awards were determined. (Please note: An exhibitor may choose to NOT have their Showcase judged).
10. A 6-foot table with three tiers will be furnished for each exhibitor in the Display Table, Class 118. Uniformly covered tables shall be furnished. The exhibitor may provide their own covering. Colored lights which distort or enhance the color of the plants will not be permitted.
11. Any shape and type of pot for specimen plants will be permitted except flared top pots. Supports and collars will not be permitted. Pots in the specimen plant section must be slip-potted into clean, non-decorative pots in colors such as white, green, or any neutral tone. The bottom of the pot containing the plant must be completely covered with plastic or aluminum foil. The pot is then inserted into a pot of the same size or shape. The inside pot may be of any color and may extend above the rim of the outside pot. Exceptions to slip-potting are self-contained reservoirs (i.e., Oyama, Moist-Rite, Hydro Pots, etc.) in colors such as white, green, black, or any neutral tone. Pots in the Display Table class do not have to be covered and may be elevated and tilted with individual potholders.
12. Signs, cards, or codes identifying the exhibitor may not be displayed on the display tables or commercial showcases prior to judging.
13. Exhibits will be judged by the merit method of judging, in accordance with the most current version of the *AVSA Handbook for Growers, Exhibitors and Judges*. The decision of the judges is final unless in conflict with AVSA rules or rules of the schedule. Only qualified AVSA judges will be permitted to serve as judges.
14. Only blue-ribbon winners will be eligible to receive awards.
15. Exhibits in the Display Table class and the Commercial Showcase classes will not count toward Commercial Sweepstakes or Design Sweepstakes Awards.
16. Rosettes will be awarded as merited to the exhibitors receiving first, second, and third highest number of points in each Display Table and Commercial Showcase class. An Honorable Mention Rosette will be awarded to the exhibitor receiving the fourth highest number of points.
17. Streptocarpus specimens will be entered in appropriate color classes according to hybridizer's description. If a written description is not available, the Streptocarpus specimen will be entered in the appropriate color class by predominate color.
18. AVSA will afford all possible protection to exhibits but will not be responsible for any damage or loss.
19. To reserve a display table, space for a commercial showcase or for further information, contact Kathy Bell, 9611 E. Blanding Lane, Tucson, AZ 85747, email bellkk@peoplepc.com. **Reservations must be made no later than April 1, 2024.**

Attention Designers

To accommodate design flower and plant needs, a plan was created with the commercials who sell at convention. It has been reviewed and approved by the AVSA Commercial members and the Phoenix convention show committee. The plan provides:

- Designers with the materials needed to complete their entries, and
- Peace and quiet for the commercials while setting up on Wednesday.

Supplies for Designers

Each designer will be given a “pass” to purchase plant material in the sales room from 1:00 p.m. to 2:30 p.m. on Wednesday, April 24, 2024. Handicapped designers may be accompanied by one caregiver.

The pass lists the specific classes in which the designer is entered. No unnecessary/extra purchases are allowed.

There is a 15-minute time limit for the designer to be in the sales room. Designers who appear to be abusing the privilege will be escorted from the sales room and denied any further “design” purchases.

The Design Reservation Chair or helpers will control the distribution of the passes to the designers.

A list of participating commercials will be provided. Please do not disturb other commercials.

Commercials may choose to complete the financial transaction during this process or may allow the designer to run a tab for payment later.

Although participating commercials will make every attempt to have supplies available during this time, they may not have what you need. Please have your own Plan B ready.

Designers are welcome to pre-order supplies to be picked up at convention. This is highly encouraged.

Thank you for your cooperation.

Commercials Committee

Convention Show Committee

Design Division Reservations

Name _____ AVSA Membership # _____

City _____ State/Country _____

Email Address _____ Cell Number _____

I would like to enter the following Design Classes:

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____ 9. _____ 10. _____

Alternate choices: 1. _____ 2. _____ 3. _____

I would like to enter the following Container Classes: 1. _____ 2. _____ 3. _____ 4. _____

Reservations may be made as soon as the convention packet is available. The deadline for reservations is April 1, 2024. Online reservations are encouraged. Alternately, reservations can be made by email or text by downloading and sending the entry form to:

Bill Patterson
Design Reservations Chair
14645 N. 30th Drive
Phoenix, AZ 85053
pattersonwilliam7812@gmail.com
(602) 377-5133

All requests will be confirmed.

If you need to cancel your design reservation, please let Bill know so that space can be used by another entrant on the waiting list. To cancel confirmed reservations or ask questions, contact Bill directly.

Procedure for getting supplies from commercials at convention can be found on page titled [Attention Designers](#) or on the AVSA website under [Attention Designers](#).

Judging School

A judging school is offered for AVSA members during convention. The school will be held on Wednesday, April 24, 2024, from 8:15 am until 3:30 pm and focuses on judging an AVSA show. It is appropriate for first-time students, certificate renewals, or established judges to keep up to date.

The examination consists of three parts and requires 75 points or higher to receive a new or renewal judge's card:

- 50 points - an open book test (emailed on March 30th, to be turned in at the beginning of school)
- 40 points - classroom written test
- 10 points - point scoring of two African violet plants

All students must bring a current copy of the ***AVSA Handbook for Growers, Exhibitors and Judges*** (14th Edition, revised May 2022) to the school.

You must present a current AVSA membership card and judge's card (if already a judge) at the door. If you have your proof of three blue ribbons, that documentation should be presented. Since proof of three blue ribbons is currently being waived, you may take the exam; however, a judge's card will not be issued until the Judging School Teacher is contacted and proof of three blue ribbons is presented. Please read the AVSA Judges section in the *Handbook* for further information.

The cost is \$15 and applies to all who attend the judging school, either to take the test or to audit the class.


Registration and payment for the Judging School occurs within the online [Convention Registration](#) process. 

Registration and payment are due by **March 29, 2024**.

You will be contacted by the Judging School Teacher with more details closer to convention.

Volunteer to Judge or Clerk

Judges

All Advanced, Senior, and Master Judges are eligible to judge the convention show. If you would like to judge, please complete the form below or the online form [Convention Volunteer Opportunities](#). 

For questions contact Mary Corondan:

judges@avsa.org

Applications must be received no later than March 29, 2024. If you plan to exhibit in the show, please indicate which classes you plan to enter. **Do not serve** on entries, classification or placement if you apply to judge. If selected to judge, you will be notified of your assignment via email one week prior to convention. Applications received after March 29th will be placed on a waiting list.

Name _____ AVSA Membership # _____


Email Address _____ Cell # _____

Classes entered _____

Type of Judge: ___Advanced ___Senior ___Master ___GS Senior Judge ___GS Master Judge

Experience: ___Standards ___Mini/Semis ___Trailers ___Species ___Design ___Commercial

Clerks

Judges and the general membership are invited to serve as clerks for the convention show. Judges will be given first preference with remaining positions filled by the general membership. Clerks will receive notification of their assignment via email one week prior to convention. If you would like to clerk, please complete the online form [Convention Volunteer Opportunities](#). 

For questions contact Mary Corondan:

judges@avsa.org

Applications must be received no later than March 29, 2024.

Name _____ AVSA Membership # _____

Email Address _____ Cell # _____

Type of Judge: ___Student ___Advanced ___Senior ___Master ___Not a Judge

Convention Souvenir Book Ads

This year’s convention will be held in Phoenix AZ with the theme “*Spirit of the Southwest.*” We invite you to advertise in the Convention Souvenir Book. Ads can be well-wishes or advertising and help defray costs. Ads are an excellent way to promote your organization or business.


Inside ads

Ad Size	Dimensions (Height x Width)	Cost: Black & White Only
Full-page	8” x 5”	\$110.00 USD
Half-page	4” x 5”	\$70.00 USD
Quarter-page	2” x 5”	\$40.00 USD

Full-page ads (cover locations)

Ad Location	Dimensions (Height x Width)	Cost: Black & White	Cost: Color
Inside Front Cover	8” x 5”	\$145.00 USD	\$175.00 USD
Inside Back Cover	8” x 5”	\$145.00 USD	\$175.00 USD
Outside Back Cover	8” x 5”	\$145.00 USD	\$175.00 USD

Camera-ready copy is preferred (PDF or Word doc or jpeg file).

To hold your ad space, please complete the online form [Convention Souvenir Book Ads](#) 

For general questions about ads, contact:

Janet Castiglione

Souvenir Book Chair

jmcvioletcas@gmail.com

Ads can be purchased by check, money order, or Zelle transaction.

1. For a check or money order in USD, make payable to CSAVC and send to:
Bill Patterson
Phoenix Convention Treasurer
14645 N. 30th Dr
Phoenix, AZ 85053
2. For a Zelle transaction, use copperstateavc@gmail.com and include your name or club name in the notes of the transaction.

Deadline for all ads is **March 22, 2024.**

Thank you for your support!

Registration

To avoid missing deadlines of important registration discounts caused by mail delays, it is highly recommended that you register online here: [Convention Registration](#) Once your online registration is complete, many of the activities and events can be added or deleted right up until start of convention.

AVSA Convention Registration Form
"Spirit of the Southwest"
 April 21 – 28, 2024 – DoubleTree Phoenix Tempe, Arizona

NOTE: Each person registering must use a separate form; photocopies may be used if more are needed.

Please send this completed registration form, with your check, money order or credit card number, made out in the appropriate amount to **AVSA**.

Mail to: AVSA – P.O. Box 22417, Beaumont, TX 77720. Refunds will be made upon written request only if received by March 21, 2024.

There will be a **\$5.00 paperwork fee charged for cancellations**. Following receipt of your registration, you will receive confirmation from the AVSA

Office which includes your convention registration, tours, presentations, meal information and any materials being mailed in advance of the convention.

AVSA Membership #	Last Name	First	Initial	Area Code/Phone#
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Street or P.O. Box	Apt. #	City/State	Zip
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Email address (confirmations will be emailed if possible) _____

(Please remember to use a separate form for spouse, guest or child attending. Photocopies may be used.)

PLEASE CIRCLE APPROPRIATE STATUS:

- | | | | |
|--------------------------|-----------------------|----------------------------|------------------------|
| (A) Individual Member | (E) Judge | (I) Judging School Teacher | (M) Non-Member (guest) |
| (B) Life Member | (F) Senior Judge | (J) Bronze Medal Winner | (N) 1st Convention |
| (C) Honorary Life Member | (G) Master Judge | (K) Board Member | (O) Columnist |
| (D) Associate Member | (H) Commercial Member | (L) Affiliate President | (P) Hybridizer |
| | | | (Q) Legacy |

This is my (#) _____ convention. Name to go on badge _____

(Note: If you are a Commercial Member and want your business name to appear, please write it in also.)

Are you planning to exhibit? If yes, circle one or both. Hort and/or Design
(If Yes to Hort, entries information will be sent to you.)

In case of emergency, who should be notified? _____
Name

Relationship	Address	City/State	Area Code/Phone #
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REGISTRATION: Package Deal (includes registration and meal functions 2, 5, and 7) \$285 _____
Package not available after April 1, 2024.

REGISTRATION: AVSA or Associate Member \$125 \$ _____
 Non-Member (Guest) \$130 \$ _____
 One-day registration \$50 \$ _____
 Please indicate: Thur. _____ Fri. _____ Sat. _____ Total days mark _____ x
AVSA's early booking discount for those who book hotel reservation at the DoubleTree by April 1, 2024.
 List hotel reservation number: _____ **Subtract** \$20 \$ - _____
TOTAL REGISTRATION **\$ _____**

MEALS:

_____ 1.Wed.	"Meet the Board of Directors" Luncheon (Open to all convention registrants) - Chicken Caesar Salad, Assorted Rolls & Butt	\$35 \$ _____
_____ 2.Thurs.	Awards Dinner - Filet/Salmon Duet, Wild Rice Blend, Farm Medley Vegetables, Salad, Dinner Rolls, DoubleTree Cheesecake	\$85 \$ _____
_____ 3.Fri.	Teachers' Breakfast - Scrambled Eggs, Bacon, Breakfast Potatoes, Bakery Basket, Fruit Garnish, Orange Juice	\$35 \$ _____
_____ 4.Fri.	Affiliates' Breakfast - Scrambled Eggs, Bacon, Breakfast Potatoes, Bakery Basket, Fruit Garnish, Orange Juice	\$35 \$ _____
_____ 5.Fri.	Luncheon/Auction - Citrus Honey Chicken, Seasonal Vegetables, Mixed Green Salad, Rolls & Butter, Chef's Choice Dessert	\$50 \$ _____
_____ 6.Sat.	Judges' Breakfast - Breakfast Burrito w/Scrambled Eggs, Chorizo, Queso Fresco & Monterey Jack Cheeses, Breakfast Pot.	\$35 \$ _____
_____ 7.Sat.	Installation Banquet - Thinly Sliced New York Strip w/Red Wine Sauce, Fingerling Potatoes, Vegetable, Spinach Salad, Dinner F	\$85 \$ _____
	TOTAL MEALS	\$ _____

OPEN SEATING AT ALL MEALS. SPECIAL MEAL REQUESTS MUST BE MADE TO THE AVSA OFFICE AT TIME OF REGISTRATION. REQUESTS MADE DIRECTLY TO THE HOTEL WILL NOT BE HONORED.

JUDGING SCHOOL REGISTRATION

_____ 1/Wed. April 24, 2024 Class will begin at 8:15 a.m. \$15 \$ _____
 AVSA members who wish to audit the class or take the test will receive Part 1 of the test on March 30, 2024.
 Part 1 (50 points) must be completed at home as an open book test; you must turn it in at the beginning of class on April 24, 2024.
TOTAL JUDGING SCHOOL \$ _____

TOURS:

_____ 1.	Tues.	April 23	Desert Botanical Gardens	\$66	\$ _____
_____ 2.	Wed.	April 24	Heard Museum	\$58	\$ _____
_____ 3.	Fri.	April 26	Cowboy Buffet and Comedy	\$85	\$ _____
TOTAL TOURS				\$	\$ _____

Wednesday, April 24, 2024

_____ 7:00 p.m. - 9:30 p.m.

CONVENTION OPENING

Welcome and AVSA Updates by Mary Corondan, AVSA President
 Convention highlights by Phoenix Convention Chairs
 Hybridizers' New Introductions
 Introduction of First Timers to Convention by Candace Baldwin
 Hors d'oeuvres, cash bar

PRESENTATIONS: (Please check those presentations you wish to attend.)

Thursday, April 25, 2024

_____ 10:30 a.m. — 12:00 Noon "Why did my Violet Die?" by Joyce Stork

Friday, April 26, 2024

_____ 10:00 a.m. — 11:30 a.m. "Lighting...the Basics and Facts about LEDs" by Bruce Williams

Friday, April 26, 2024

_____ 3:00 p.m. — 4:30 p.m. "Underwater Design 101" by Linda Hall

Saturday, April 27, 2024

_____ 10:00 a.m. — 11:30 a.m. "Zeroing in on the Nutrients in Fertilizers" by Dr. Jeff Smith

Saturday, April 27, 2024

_____ 1:00 p.m. — 2:30 p.m. "Unusual African Violets and What Makes Them Different" by Dr. Rachel Martin

MERCHANDISE:

_____ T-shirts - Convention Logo - **Size (please circle) S M L XL XXL XXXL** - All sizes same price. Pre-order by March 22, 2024. \$25 \$ _____
 _____ AVSA Neck Wallet \$7 \$ _____
TOTAL MERCHANDISE \$ _____

NOTE: If you want a T-shirt, you will need to Pre-order them. There will be very few extras, if any.

PAYMENT:

Total Package Deal \$ _____
 or
 Total Registration \$ _____
 Total Meals \$ _____
 Total Tours \$ _____
 Total Presentations \$ _____
 Total Merchandise \$ _____

Please double check to ensure all numbers are listed correctly.

Check one:

_____ Visa # _____
 Expires _____
 _____ MasterCard # _____
 Expires _____
 _____ Check or Money Order Enclosed

Donation: Convention Show Awards \$ _____

TOTAL PAYMENT ENCLOSED \$ _____

 Signature (if using card)

NOTE: Cancellations must be received by March 21, 2024 to be entitled to a refund.

There will be a \$5.00 fee for all cancellations.

Online registration is preferred, however, if you don't have access to a computer, send payment and completed registration form to:

Convention Registration
 AVSA, P.O. Box 22417, Beaumont, TX 77720
 (409) 839-4725. Whenever possible, confirmations will be emailed.