

**MASTER GARDENER**  
**UF UNIVERSITY of FLORIDA**  
 IFAS Extension

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<http://mastergardener.ifas.ufl.edu>

Form 10

## Florida Master Gardener Awards and Recognition Form Awards of Excellence

Each county is allowed **ONE ENTRY PER CATEGORY**. Although your Master Gardener Coordinator may have been heavily involved in this effort, only the efforts of the Master Gardeners themselves are to be evaluated. Points will be deducted if it is perceived that most of the effort or submission of entry forms came from the Master Gardener Coordinator.

Only efforts made since the last awards ceremony will be considered by the judges. Any new or re-certified active Florida Master Gardener(s) are eligible. In the event your entry does **not** take top honors in this category this year, we would encourage you to improve your submission and resubmit your entry next year should you *repeat or continue* this project. If your project has won in **ANY** year, it **CANNOT BE RE-ENTERED** again, despite any significant changes in format or participants.

Judges for the awards shall be appointed by the State Master Gardener Program Leader, University of Florida. Decisions by the judges will be final.

### ALL APPLICATIONS MUST BE SUBMITTED IN ELECTRONIC FORMAT

#### SEE BELOW FOR APPLICATION CRITERIA:

The correct and completed award application forms including:

- A typed application form not to exceed 3 pages in length. Supporting materials (where requested may be additional pages)
  - The three pages must include the 150 word project summary.
- 12 point font
- No more than 8 photographs in addition to the three pages of text. (Photos no larger than 8 x 10)
- This form typed and completed including: appropriate category checked
- Name of MG Coordinator (The coordinator must approve application prior to admission)
- Application, photos and supporting materials must all be in PDF format and packaged into one document. Submissions are to be emailed to: [twichman@ufl.edu](mailto:twichman@ufl.edu)

County: Polk  
 Name of Project: "Where's the Master Gardener" DISPLAY  
 Project start date: July 2011 Project end date: July 31, 2012  
 Name of person(s) typing application: Chris DeRidder  
 Name or names of Master Gardeners preparing application: Chris DeRidder  
 Name of Agent: Dr. David Shibles

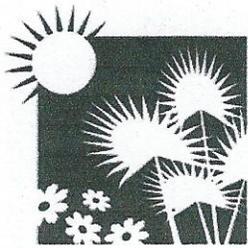
**CATEGORY: Indicate only one category per entry form.** *You must assign your entry to a specific category to be considered for an award in that category. Entries are limited to the categories indicated below.*

- |  |  |
|--|--|
| <input type="checkbox"/> Form 11 Beautification                      | <input type="checkbox"/> Form 18 Personal Communications           |
| <input type="checkbox"/> Form 12 Demonstration Garden                | <input type="checkbox"/> Form 19 Service to 4-H and other youth    |
| <input type="checkbox"/> Form 13 Educational Materials Development   | <input type="checkbox"/> Form 20 Special Audiences                 |
| <input type="checkbox"/> Form 14 Extension Awareness                 | <input type="checkbox"/> Form 22 Written or Verbal Mass Comm.      |
| <input checked="" type="checkbox"/> Form 15 County Displays/Exhibits | <input type="checkbox"/> Form 23 County Master Gardener Newsletter |
| <input type="checkbox"/> Form 16 General Achievement                 |  |
| <input type="checkbox"/> Form 17 Outstanding Master Gardener         |  |

**Email PDF Applications to:**

Tom Wichman  
[twichman@ufl.edu](mailto:twichman@ufl.edu)

**TO BE ELIGIBLE ALL ENTRIES MUST BE RECEIVED BY AUGUST 1, 2012**



**FLORIDA MASTER GARDENER  
County Awareness / Educational Display**

This award category recognizes displays or exhibits designed and created by Master Gardeners for the purpose of:

- ◆ Creating an awareness and educating an audience about the Cooperative Extension Service
- ◆ Educating an audience about sound horticultural practices or the principles.

**To be considered for this award, counties must be prepared to bring their exhibit to the Master Gardener Continued Training program and display their entry for the duration of the conference. Please submit this form along with Form 10 so the judging team may be prepared to judge your entry at the conference. You must follow all the guidelines outlined on Form 10.**

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Entries in this category will be judged on the following:

1. Educational message (30 points)
  - ◆ Is the message clear, concise, and easy to understand?
  - ◆ Does the display clearly identify the Cooperative Extension Service and/or the University of Florida?
2. Educational implications of the exhibit, potential impact of the message (40 points)
  - ◆ How was the display used?
  - ◆ Who was the intended audience?
  - ◆ What was the size of the audience(s) who viewed the display?
  - ◆ How frequently has the exhibit been used?
  - ◆ Was the display used in conjunction with an educational program, fact sheet, brochure, video or additional educational materials?
3. Overall visual impact of the display (30 Points)
  - ◆ Originality of design and/or themes
  - ◆ Color and interest
  - ◆ Texture, dimension, lighting
4. Please submit a 150-word summary of your project addressing questions raised above. Your application will not be judged without this summary. Please add a few statements describing any problems you encountered or future recommendations.

# FLORIDA MASTER GARDENER

## County Awareness / Educational Display

### 1. *Educational message*

The *message* the display presents is in the question, “Where’s the Master Gardener?” We *clearly* demonstrate that we offer many activities to the community and county by the number of photos shown. And we have used brightly colored arrows on each photo to answer the question.

The Cooperative Extension Service and the University of Florida (UF) is prominently identified with a *UF* embroidered badge, posters and the *Cooperative Extension Service* brochures exhibited at the base of the display.

### 2. *Educational implications of the exhibit, potential impact of the message*

The “traveling” *display is used* to entice the viewer to enjoy the colorful photos that show some of the many activities Polk County Master Gardeners complete. Your eye naturally flows to the articles at the base where there is a poster describing our September Master Gardener Class. We supply Master Gardeners Class brochures and invite people to take a copy with them. The costs involved were minimal and completely self-supported by the Master Gardeners.

Our *intended audience* is the general public and adults interested in becoming a Master Gardener.

The *size of the audiences* who viewed the exhibit is determined by the number of people who use the libraries, visit and attend functions at the Polk County Extension Office in Bartow, FL. The exhibit is always placed in a high traffic location such as a front lobby. The Winter Haven, FL library administrator reported they have an average of 6500 people entering their library per month. When the display was placed at the Bartow, FL, library the administrator reported there are approximately 350-400 members who use the library per month.

The *display has been used* continuously since it was developed with its initial exhibition in the Polk County Extension Office. The office has enjoyed a continuous flow of people viewing the display. Several dozen of those people have requested information about the Master Gardeners education and visited the Master Gardener office.

The *display* is used in conjunction with the education for new Master Gardeners by showing the following photo titles: Community Gardens, Master Gardener Training, Backyard Garden Festival, Youth Festivals, School Programs, Agri-Fest, Demo Garden, Rain Barrels, Plant Clinics, Speaker's Bureau, Helping Neighbors, Potting Shed, Field Trips and Festivals. We also display Institute of Food and Agricultural Sciences (IFAS) brochures and some of the Master Gardener-specific products that can be purchased only by the Master Gardeners.

A nearby town, Haines City, FL, has requested we set up the Master Gardener display for the grand opening of their new library. And, the Lakeland, FL library is scheduled for a fall display. The display has become popular and as more requests are received, the committee is discussing making a second exhibit.

### 3. *Overall visual impact of the display.*

The *visual impact* of the display is the richly *colored photos* that are sharp and interesting with depth of meaning. The *well-lighted* display comes from the venue selected. Each *photo* is labeled with some of the many projects we Polk County Master Gardeners accomplish. Some of the photos are mounted two inches off the background theme adding *texture* and *dimension*. It is a venue for education and understanding of what the Polk County Master Gardeners do for our community.

### 4. *Summary*

The Polk County Extension Office Horticulturist requested we develop an exhibit for a display cabinet with educational information about the Master Gardeners. The Photography Committee Chairperson put together a team for the creation of the display. The committee met nine times within five months, brainstorming, with all agreeing to changes and grooming a very unique three dimensional exhibit. It was so well received it was suggested the information board be exhibited as an educational display depicting what the Master Gardeners do for Polk and surrounding counties. It is designed to be displayed in Polk County Libraries and other suitable venues.

The committee members are Gloria Brooke, Christine Calkins, Christine DeRidder, Ralene Green, and Teddy Weihe who shared their creativeness for the success of this endeavor.

The photos were taken by Master Gardeners. A fun time is reviewing the many photographs, taken of the activities of the Polk County Master Gardeners.

*Statements describing any problems you encountered or future recommendations.*

Our greatest challenge was adapting the display to the size of the booth or cabinet. We overcame this by incorporating layout flexibility. This allowed it to be adapted to nearly any space and format without changing the overall theme and further, by use of photo collage.

We also have so many photos to choose from because of all of the activities we have for our very active membership.

One recommendation for our next adventure dealing with this display is the stability of the materials selected. As this display travels, it is subject to the normal wear-and-tear of such an enterprise. We intend to use more durable materials for the permanent display(s) and employ a self-containment design.

Eight Photos



**“Working” Display Layout**



**Committee Strategy Meeting**  
**From left to right: Gloria Brooke, Teddy Weihe, Chris DeRidder, Ralone Green**



**Winter Haven Library, Winter Haven, FL  
Using the layout plan to set up the display**



Winter Haven Library, Winter Haven, FL  
"Where's the Master Gardener" display



**There was instant interest generated by the display for the  
September 2011 Master Gardener Class**



**Bartow Library, Bartow FL**  
**Display set-up on a window because the case was too small**  
**Example of flexibility**



**Bartow Library, Bartow, FL**  
**This mom is showing her son the pictures of the Youth Activities**



**Polk County Extension Office, Bartow, FL  
The display is stored at the Stewart Building which is used for festivals, fairs,  
meetings and banquets**