



ONTARIO HORTICULTURAL ASSOCIATION  
**CONVENTION SCHEDULE FOR WEB SITES 2008**

Sheridan Institute of Technology and Advanced Learning,  
7899 McLaughlin Road, Brampton, Ontario  
August 22, 23 & 24, 2008



**Host: District 15 - Theme "Sharing Our Diversity"**

**CHAIR:** Jeff Blackadar, 1143 Burgundy Lane, Ottawa, ON, K1C 2M9

**Phone:** (613) 841-9263 **E-Mail:** web@ottawahort.org

**Purpose of competition:** To recognize excellence in the use of society web sites. Show examples to inspire other societies to improve their web sites.

**RULES and REGULATIONS:**

1. Only one entry per class per Society is permitted.
2. An entry consists of an e-mail or letter to the judge listing the competition class, URL of the web shell, society name, district, name, e-mail, phone number and address of the entrant.
3. The Web Shell Competition Chairperson must receive entries mailed by Canada Post postmarked no later than **JUNE 1st, 2008**.
4. The Web Shell Competition Chairperson must receive entries submitted by e-mail no later than **JUNE 1st, 2008**. Please confirm that your e-mail was received by the judge.
5. Judging will take place anytime between June 2, 2008 – 31 July, 2008.
6. Building web shells can be a collaborative effort. The society web shell may be the work of more than one person and may be done by people other than the entrant.
7. The prize is awarded to the society.
8. Entries are to be picked **after 12 o'clock noon and no later than 2 p.m.** on the final day of the Convention.
9. Material will not be returned by mail. Please designate someone to pick up entries and ribbons.
10. Decisions of the judge are final.

**CLASS 1** GardenOntario web shells using standard features as outlined in the manual "Garden Webs for Societies" or "Garden Webs for Districts" (as appropriate) **Note:** This includes web shells with links to subdomain space at [www.gardenontario.org](http://www.gardenontario.org). This class will evaluate only content that is part of the Web Shell.

**PRIZES: First: \$10.00 Second: \$8.00 Third: \$6.00**

**Class 1 Judging Scale - 80 points total**

For pages: Home, About Us, Meetings, Board of Directors, Programs, News, Join Us and Contact us each page will be scored **for a subtotal of 0-64 points**

- 0-4 points for content (level of interest, appropriateness of text, spelling, grammar)
- 0-4 points format & presentation (attractiveness, harmony with colour & fonts, ease of reading)

For pages: News, events, supporters and resources **for a subtotal of 0-16 points:**

- 0-4 points for the amount the feature was used and how up to date it is

**CLASS 2** Horticultural Society web sites outside of GardenOntario.org Web Shells (including web sites hosted on GardenOntario.org subdomains.) **Note:** Examples of websites that would be in Class 2: [www.ottawahort.org](http://www.ottawahort.org), [renfrewhs.gardenontario.org](http://renfrewhs.gardenontario.org) or [www.ikweb.com/khs/index.html](http://www.ikweb.com/khs/index.html).

**PRIZES: First: \$10.00 Second: \$8.00 Third: \$6.00**

**Class 2 Judging Scale - 60 points total**

For pages concerning: General information about the Society, Meetings/Program/Events, Contact/Board of Directors and Join Us each page will be scored **for a subtotal of 0-32 points:**

- 0-4 points for content (level of interest, appropriateness of text, spelling, grammar)
- 0-4 points format & presentation (attractiveness, harmony with colour & fonts, ease of reading)

For general layout and content **for a subtotal of 0-28 points:**

- 0-8 points - overall format and presentation of the site.
- 0-8 points - use of photographs
- 0-8 points - quantity, quality and originality of articles on web site.
- 0-4 points - importance of the site: number of other sites linking to it and Google page rank.