



Page One: News:

- New deadlines for listing local society events in the *American Rose*: Events may be run in two consecutive issues. Thus, an event scheduled for April, 2008 would appear in both the January/February and March/April issue, but only if the print deadline for the January/February 2008 issue were met-- which is November 29, 2007. The early closing date is because the magazine will be mailed approximately a month before the listed publication date. Nevertheless, the magazine staff will try to ensure that every event listing received prior to the printing deadline is included. If you have any questions about the deadlines or practices, write Beth Smiley (beth@ars-hq.org) or call her at 318.938.5401.x102. (A list of magazine copy and printing deadlines appears at the end of this email.)
- Changes for Arrangement Judges: The Board of Directors approved a clarification of the language regarding the status of apprentice judges. Those who complete arrangement judging school become Apprentice Judges and may be asked to apprentice judge in arrangement sections of rose shows. Upon completion of all the prerequisites—including the Horticultural Judges test, they become full-accredited Arrangement Judges. The Arrangement Judges Committee has adopted a new Arrangers Judges Annual Report form to be sent to the District Arrangement Judges Chair; this form is available from the local District Arrangements Judges Chair or from the ARS website (www.ars.org). Click on the Members Only icon and selected 'Judges' from the menu on the left.
- A suggestion by Stan Griep, First Vice President of the Loveland Rose Society (Colorado): with regard to the use of Lysol or Chlorox as indicated in the 'Cleaning Pruners' article of ARS & You, no 10: Rotate back and forth between the two products.
- A new ARS policy makes available to local society and district bulletin editors articles from the *American Rose*. Currently available are "Bugging Your Garden" and "Stomata: Windows to the Outside World" from the August issue. For details go to the ARS website under 'Announcements' or write beth@ars-hq.org.

Page Two: Views: Emailing Newsletters: Brenda Landers-Smith discusses how one rose society converted to an e-mail format. Brenda is the designer of the 2006 award-winning ARS Queen of Local Websites, the California Coastal Rose Society.

**'The Coastal Rose' Newsletter of the California Coastal Rose Society
By Brenda Landers-Smith, Editor**

The first email newsletter of the 'The Coast Rose' was launched in September, 2007. Here is the actual email as it first appeared on our website: 'The Coastal Rose.'
(www.californiacoastalrose.com) Go to What's New and click on September newsletter.

We have been told that the California Coastal Rose Society (CCRS) is the first in the United States to take this step in communicating with our members. Here is how we did it.

After the longtime CCRS newsletter editor resigned, we discussed the future direction of the newsletter. We began to look at the possibilities. Was now the time to change to an email newsletter?

Our research revealed that 85% of our members have Internet access. We also looked at our newsletter costs. The significant cost savings was an important element in our decision to go with an email newsletter. The savings were significant considering present and projected costs for postage, paper, and printing costs. In addition, we could eliminate many manpower hours spent labeling, collating, and folding of the paper newsletter.

We were concerned that the 15% of our members without Internet access might feel left behind in this endeavor. We needed a plan to address this problem. My thought was to organize a little group who would like to obtain their own free email account and to show them the vast potential of the Internet. We sent out a note along with the hard copy newsletters that read: "If some members would like to learn about the computer and use a computer at a public library to obtain the newsletter, I would be happy to take a group to the local library and show you how to obtain a FREE email account and give you basic information on how to use email and to surf the world wide web. Please call me if this is of any interest and we can plan a short meeting with a small group.' There are no results yet to report on this offer.

The newsletter appears in its entirety in the body of the email; there is no need to download a document. It then offers direct links to the CCRS website as well as to other Internet destinations. These direct paths offer our members the best educational resources to grow better roses at the touch of a key stroke. The principle design concept was to make it simple, rich in content, yet lively with eye catching color, and, of course, roses, roses, roses.

In the future we will be offering creative and informative surveys, 'gifts,' and other resources to our members through this new vehicle. We have only scratched the surface in connecting with our membership to the world of rose knowledge in a way that is convenient, innovative, and exciting.

Our E-newsletter connects the newsletter content to the CCRS website. I researched and experimented with several online marketing providers and found Constant Contact to be our best match for our budget and needs. The program is user-friendly and the customer support is on a par with other web building support systems. Their site is easy to navigate and has many safeguards to ensure your project is protected and easy to manage.

Our members have given 100% positive feedback to the visual appeal and high concentration on education in the first issue. In addition, the program we chose offers

data tracking and analysis on each email. This enables us to immediately find out who did or did not receive their issue through bounce back tracking, opt out procedures for those who do not wish to subscribe, how many times the newsletter was read, and how many times links were accessed.

Most important, these features enable our newsletter to evolve with constant input from our members in reading it and to gauge the effectiveness of what we are doing. It is always scary to step outside the box of traditional practices, but this seems to promise both immediate and future rewards for CCRS members.

Questions about the process of changing to email newsletters can be addressed to Brenda Landers-Smith at ladybrenlanders@aol.com.

Page Three: Re-Views: Bylaws and Job Descriptions:

The listing of the proposed Bylaws and Job Descriptions in the early part of October on the ARS website elicited comments indicating a need to simplify the contents of the proposals. Consequently, the Local Society Relations Committee is re-visiting the proposals with those goals in mind.

2008 *American Rose* Publication Deadlines

Month of Issue	Copy Deadline	Printing Deadline
January/February	October 1, 2007	November 29, 2007
March/April	December 3, 2007	January 23, 2008
May/June	February 1, 2008	March 24, 2008
July/August	April 1, 2008	May 23, 2008
September/October	June 1, 2008	July 24, 2008
November Annual	June 1, 2008	September 22, 2008

The Members of the Local Society Relations Committee are listed on the American Rose Society website (www.ars.org). We welcome comments about the items in this issue of the *ARS & You*, or any other item of concern to the Committee.