



Page One: News:

- Selected articles from the *American Rose* are now available to local newsletter and district bulletin editors in word or pdf form. The first two articles are 'Bugging Your Garden' from pp 30-31 and 'Stomata: Windows to the Outside World' from pp 38-39 in the August/September issue. These are short articles with a small file size easily downloaded and inserted into a bulletin. The use of these articles carries the obligation to indicate the source (the ARS), so that readers can see what they are missing by not being ARS members. Requests should be submitted to Beth Smiley using the form found at: <http://www.ars.org/Forms/editor-articles.html> (reached from the 'Members Only' section).
- The members of the 2007-2009 Publications Committee are:
Linda Kimmel, Chair, 7825 South Sherman Dr, Indianapolis, IN 46237
Aprille Curtis 1016 El Norte Ave, Arcadia, CA 91006
Mrs. Patsy Cunningham 54 Mount Vernon Rd, Pawtucket, RI 02861
Mrs. Joanne Langabee 507 N 3rd St, Bellevue, NE 68005
Mrs. Judy Singer 1631 E. Calle Altivo, Tucson, AZ 85718
Ms. Sandie Wick 406 Deerfield Forest Pkwy, Boone, NC 28607
Mrs. Janene Rosenthal 927 Indian Ave, Venice, CA 90291
Mrs. Marsha Yokomichi 98-234 Puaalii St, Aiea, Hawaii 96701
Mrs. Rosalinda Morgan 51 Tooker Ave., Oyster Bay, NY 11771
Ms. Donna Briggs 125 Country Club Road, Chicago Heights, IL 60411
- A PowerPoint presentation developed by Laura Pfender, ARS Director of Membership, has been adapted for use by local societies; the presentation clearly shows a cost/benefit analysis of membership in the American Rose Society. This presentation can be downloaded at the ARS website (www.ars.org) in the 'Members Only' section.
- Starting in 2008, all Quarterly Bulletins: *Rose Exhibitor's Forum*, *Rose Arranger's Bulletin*, *OGR & Shrub Journal* and *Miniature/Mini-Flora Rose Bulletin* will be available to subscribers in either a black-and-white mailed version, or in an on-line, full color pdf file which can be viewed, downloaded, and/or printed. All bulletins will be stored on the ARS website and will be accessed by separate passwords. All bulletin subscribers will need to select one or the other means of delivery. If you wish to change to an electronic format, you can do so by filling out the form available at www.ars.org/Forms/quarterly-subs.html. Subscription costs for new and re-subscribing members will increase \$5/year for the hard copy versions (to \$20 for the *REF*, \$15 for the other three) but will remain the at 2007 prices for the online formats.
- Jeff Wyckoff now edits the *OGR & Shrub Journal*. In order to rectify the problem of an extended absence of the quarterly, issues will be generated at 2-month intervals until the quarterly status can be regained. All current subscribers will have their subscriptions extended until the middle of 2008 or thereabouts. The cost of online subscriptions will remain at \$10 a year, but as of January 1, new and renewing subscribers must choose which format they want to receive. The black and white paper copy mailed to your address will now cost \$15. The next online issue will be made available to all ARS members from the 'Members Only' section of the web site. Online publication permits

both greater use of full color photos and faster delivery times at no extra cost. Articles submitted to the *Journal*—with or without photos—are welcome.

This holiday season give friends and associates the gift of membership in the American Rose Society. Memberships are available individually, or in groups of two or three, for \$49, \$87, or \$130, respectively. Gift recipients will receive an acknowledgement within two days from ARS HQs, the January/February issue of the *American Rose* within weeks, and new members will receive a start-up kit within one month. Requests received before December 17th will be guaranteed delivery of the acknowledgment or certificate before the 25th; requests received on or before December 20th have an outside chance of being processed in time.

Grandparents can bestow a Youth membership on each grandchild for only \$10.

E-mail Laura Pfender at laura@ars-hq.org or phone 1.800.637.6534.

Stocking Stuffers at the ARS Online Shop:

- Holiday Keepsake Ornament--red or gold. \$4.50 price includes S & H.
- Child's plush bear with a satin rose—yellow or pink. \$5.00
- Sterling Silver Rose Pendant: 1.25"H and .50"W. \$14.99

Order these or other sale items through the ARS website or phone 1.800.637.6534 x100

Page Two: Views: Emailing Newsletters. Regina Johnson is the newsletter editor for the Olympia Rose Society in the State of Washington. Her master's thesis is on soil hydrology and the implications for the spread of the invasive plant disease Sudden Oak Death.

Emailing Newsletters by Regina Johnson

Local societies, pinched by rising printing and postage costs, and pushed by the idea that 'email is free,' are moving away from printed newsletters into the brave new world of email newsletters. Most often (probably always), the email newsletter is the same computer file used to create the printed newsletter, and simply attached to a mass email and thrown into the ether. A good email newsletter, however, is not the same computer file that was used to make the printed version and then distributed by email. There are very different considerations at work for an email newsletter than there are for the more traditional printed version. Let's look at what makes a good email newsletter, and how it differs from the printed one.

The main differences between printed and emailed newsletters are file formats, file sizes, and page layout. A file that is intended for printing can be of any file format or size, and the page layout traditionally is the standard 8.5"x11" portrait layout. To email a document, however, requires using a file format your recipients' computers can handle, a file their internet connection can download in a reasonable amount of time and that their mailbox will accept, and, ideally, a page layout matched to the dimensions of a computer screen rather than a sheet of paper.

My pet peeve with email newsletters is the file sizes. The newsletters I receive by email range in size from 160KB (very small, less than 1 MB) to over 6 MB (enormous). Those larger newsletters can take over 15 minutes to download. A good goal is to keep your total file size down to about 2MB, out of consideration for your recipients. Email is not free, after all; most people pay a monthly fee for email service and faster downloads and larger mailboxes cost more.

File sizes are measured in kilobytes (KB) or megabytes (MB)—roughly, a thousand or a million bytes. Each letter of the alphabet, for instance, is one byte. Images are coded as pixels, or picture elements at 24 bytes per pixel, and thousand of pixels per image.

(This article is continued on the ARS website under the 'ARS & You' icon in the 'Members Only' section. The original appeared in two sections in the PNW Rosarian, edited by Lou Little. The complete article includes step-by-step instructions on implementing many suggestions.)

Page Three: Re-views: Re-organization of the Newsletter/Bulletin Awards Committee.

From the Newsletter/Bulletin Awards Committee Chair, Linda Kimmel (2008-2009)

Due to personal illness, Connie Vierbicky (Florida) has resigned her position as Newsletter/Bulletin Awards Committee Chair. Although I am very sorry for the circumstances, I am happy to accept this position and finish out her term (December, 2009). I am looking forward to working with this esteemed committee.

Having been a member of the committee for three previous years, I am well aware of the sacrifices it requires. The committee members must be dedicated, committed and hard working. It is extremely time consuming. We are very grateful for the hard work and dedication of these committee members; I want to take this opportunity to THANK each and every one of them for their participation. Please check the list of Newsletter/Bulletin Awards committee members (*on Page One—Ed*) closely because some of the names and addresses have changed since publication in the October/November issue of the *American Rose*.

Editors of our local and district bulletins are often the backbone of our local rose societies. Newsletters are one means by which rose societies disseminate information. The editors must love the rose and have a never-ending commitment to their society and district. The job is demanding and relentless. For all of these hard-working individuals and teams, I THANK you for being steadfast.

As we move in the New Year, 2008, the Newsletter/Bulletin Awards Committee will be streamlining its work load in an effort to improve outcomes. Although the particulars are yet to be finalized, it will more than likely mean dividing up the reading by classes. With less volume, the committee members will have more time to concentrate on content, reading thoroughly and comprehensively. This should assure that every editor and bulletin has a fair opportunity to win, and that worthy articles receive fair consideration for an Award of Merit. That being said, it becomes important for every Editor mailing in a local newsletter for consideration to indicate the **CLASS** in which the newsletter/bulletin needs to be judged. This classification needs to be placed clearly on the label. **CLASS A** is for newsletters/bulletins with 8 or fewer pages. In the page count, flyers, registration forms, and event announcements do not count. **CLASS B** is for newsletters/bulletins with 9 or more pages. There is no page limit for this category. District Bulletins also have no page restrictions. Dividing the local newsletters into classes was initiated a few years ago with the intention of acknowledging small rose societies whose excellence and hard work might be overlooked in competition with larger societies. While Editors may choose not to enter their newsletters for judging, I would encourage them to submit their newsletters so that individual articles could be considered for Award of Merit honors. On the label of newsletters not in competition just mark "For AOM only."

Many rose societies are moving toward email newsletters. There has been much discussion among members of the Newsletter/Bulletin Committee about accepting email newsletters for judging. As for now, email versions of newsletters will NOT be accepted. We must receive hard copies via the U.S. mail. I fully expect this rule to change in the future, so for all of you 'electronic editor wizards,' do not despair, your time will come.

The American Rose Society is an educational organization. Our purpose is to support and encourage the love of roses. What better way to teach and support the love of roses, except through our newsletters and bulletins.



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.