



Vol 1, No. 1 ARS & YOU. January, 2007

NEWS:

--Mike Craft responded to criticism of the phone operations at the Shreveport Headquarters by hiring an additional full-time person to do nothing but answer the phone.

This would alleviate the bottleneck that would occur when regular staff were inclined to finish off a particular assignment rather than answer the phone.

--The Board of Directors adopted a new schedule of incentives and rewards associated with renewing memberships in the American Rose Society. (See below for particulars.)

--The shipping charges for ARS products have been revised-- DOWNWARD.

The genesis and considerations involved in this change can be traced in an article by Jolene Adams scheduled for publication in the February issue of the ARS & YOU. Basically, the changes reduce the shipping and handling charges to actual cost plus 15%.

--Jan 14, 2007 marks the 100th birthday of Ralph Moore, one of America's great hybridizers. A giant birthday bash is scheduled on that date at the Visalia Convention Center, 303 East Acequia, in Visalia. If you would like to send a card or note to Mr. Moore, the Moore Sequoia Nursery address is 2519 East. Noble Avenue, Visalia, Ca. 93292.

--ARS members can acquire Sean McCann's new book on the Mini-Flora—"The Rose for Today: Growing the Beautiful Mini-Flora Rose" for \$13.45 (11% under regular retail pricing) by calling 1-800-637-6534, ext 100. The book is the usual McCann mix of wit and wisdom. ARS Districts can acquire a case (48 books) at a 25% discounts for fundraising purposes by calling the same number.

Page Two: VIEWS:

Not surprisingly, the first guest editorial is on the issue of Membership. Both the national and local societies have, along with nearly every other volunteer group, suffered declines in membership rolls. Pat Shanley is the founder of the Manhattan Rose Society and has taken it from 7 to 130 members, the current District Director of the New York District and the current Chair of the Membership/Marketing Committee of the American Rose Society.

Message from Pat Shanley:

The American Rose Society recognizes the need to thank the existing members for continued loyal support as well as to recruit new ones. The following incentives for renewing your ARS membership are in effect now and we hope that you will take advantage of them for both yourself and your friends and family. There are 2 NEW membership categories—a 2-year membership and a Youth Membership

NEW WAYS TO RENEW YOUR MEMBERSHIP IN THE ARS

Early Renewal: Before Your ARS Expiration Date: \$37/Senior \$34
Includes a free rose bush coupon from Nor'East Roses as well as a Bayer ALL-IN-ONE Rose and Flower Care Book

Upgrade your Annual Membership to a 2-year Membership: \$68/Senior \$63
Includes the rose bush, the Bayer book PLUS a 2007 Roses Calendar

Any 3-year Membership: \$100/Senior \$92
Includes a copy of the Ortho's COMPLETE GUIDE TO ROSES book shipped to any residence in the U.S.

Life Membership: \$1000/Senior \$500
Includes the Ortho book plus the 2007 Roses Calendar

YOUTH Membership \$10 One Year \$20 Two Year \$30 Three year
Includes special publications plus the time accrued applies to eligibility for Consulting Rosarian and Judge status.

Introduce a New Member at the regular Membership price
BOTH of you will receive a coupon for a new rose bush from Nor'East.

Declining Membership—What can be Done?

1. Contact Kay Russell—the New ARS Membership Director at Kay@ars-hq.org to request a listing of ARS members in your area. A little known fact is that not all ARS members belong to a local society. In fact, many may not even realize that there is a local society in their area. An excellent way to reach out to these prospective members is to request a list of those ARS members residing in your area from ARS Headquarters. Then send them a letter introducing your society and inviting them to one of your meetings or events. Be sure to include a membership application with your letter. You might also include a self-addressed envelope to make it even easier for them to join! The advantage to this approach is that they don't have to be convinced that growing roses is a great hobby. They already love roses and joining your society is the logical extension to their ARS membership. They get the latest cutting edge information on roses from the ARS and one on one, hands-on information from your local society.

2. Why Should Your Members Join the ARS?

Many local society members do not belong the American Rose Society. When requesting a list of ARS members in your area, please send your membership roster—for the exclusive purposes of inviting the non-ARS members in your society to join the ARS. If you wish to maintain the privacy of your members, the lists will NOT be used for outside promotional purposes if you specify that you do not want the ARS to share your list outside the ARS organization. Memberships in both a local society as well as the national ARS organization complement each other in enhancing the knowledge and appreciation and enjoyment of roses.

3. A Check List to Attract New Members and Keep the Ones You Have!

Line up your Schedule of Programs well in advance and publicize it often

Publish an informative newsletter

Present programs that satisfy your members' interests

Develop an event UNIQUE to your society such as a garden party, private garden tours or an annual dinner

Be realistic in your expectation of members

--The society should reflect members' needs

--Don't ask them for more than they can give

--Make belonging to the society fun, not a chore

Arrange your meetings to fit the schedules of your members

Page Three:

The Local Society Relations Committee has the duty to promote good relations between the Local Societies and the American Rose Society, to coordinate information and services between the Local Societies and the American Rose Society, and to emphasize the importance of

membership in the American Rose Society. This e-mail is one means of accomplishing those tasks.

If you wish to provide information, comment on this effort, or any other aspect relating to the goals listed above, please get in touch with the Committee or its members:

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