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ARS & You

### **Page One: The News:**

- Immediate Past President Marilyn Wellan and Charlotte Haring will serve as interim co-Executive Directors until such time as a replacement for Mike Craft is selected and approved. The committee to select a permanent successor consists of President Steve Jones, Vice President Jeff Wyckoff, Marilyn Wellan and past President Jim Hering.
- Modern Roses 12 is expected to be published in September of this year. Members may opt for a pre-publication price of \$79.95 (plus \$13.50 for shipping and handling). This compares to a post-publication total price of \$115.45 for non-members. This most prestigious publication contains over 15,000 updates and corrections through May, 2007.
- The deadline for nominating Master Consulting Rosarians is August 15, 2007. The eligibility requirements for the designation of Master Consulting Rosarian include ten years service as a Consulting Rosarian, a proactive stance as a Consulting Rosarian, an exemplar for other Consulting Rosarians and a willingness to continue in that role. Any person may fill out the nomination form at the ARS website ([www.ars.org](http://www.ars.org)) and send the completed form to the Consulting Rosarian Chair of each local district.

**Page Two: Views: A Celebration of Roses. Although approximately 2/3rds of affiliated ARS local society present rose shows, other forms of educational outreach include a Rose Celebration. Jeri Jennings is a recipient of Outstanding Consulting Rosarian from the PSW district, and the current editor of the Rose Letter, the newsletter of the Heritage Rose Group.**

#### **Celebrating the Rose: A Rose Show for the Rest of Us By Jeri Jennings**

The rose show, we are told, is “Our Greatest Educational Tool.”

Every Rose Society should offer its community an annual rose show. But trophies, tags, and ribbons can be expensive, and the task can be intimidating to a society not blessed with experienced exhibitors. From showing roses on meeting night, to the panoply of a judged rose show can be a giant leap.

So how about starting out with an enjoyable half-way step?

We can celebrate The Rose, and show the public her many faces—sans judges, sans ribbons, sans trophies.

“A Celebration of Roses”

The model is decades old, original in a ‘Celebration of Old Roses’ held in Northern California by the Heritage Rose Groups. The concept can easily be expanded to celebrate ALL roses, from ancient to modern.

Ads for the “Celebration” trumpet:  
The BEST Rose Show EVER!

Touch and smell the Roses! BRING blooms to share!  
Enjoy Rose Arrangements!  
Take Part in a Rose Raffle or a Silent Auction of Rare Roses  
Shop for Roses, Companion Plants, Rose Candies, Jams, Jewelry  
Hats, Books—In Short: EVERYTHING ROSIE!

### **From Rose Show to Celebration:**

For an ARS Society already equipped to present a judged rose show, the transition to Celebration is simple. But, if the society doesn't even own vases? Not to worry! Jars and bottles of appropriate size, traditional for this event, are just fine. No Show Schedule is needed. Setup is simple: A place on the tables for every rose class. There's no breakfast or lunch for judges to cater. (Snacks for workers are appreciated.)

Roses begin to arrive at 8 a.m. on Celebration day. Borne carefully in hands, or in sloshing buckets and tubs, they're gathered by an early crew, and popped into jars, bottles, or vases. Carefully labeled, placed by class, they begin to fill the tables. In approximately two hours, hundreds of blooms are received, labeled, and placed.

If three blooms of one cultivar are brought by different participants, all three go into one vase. No staging or special grooming is needed. (Please do wash off any insects!) This is an exhibition, not a competition. It is a display of everything roses can be, and a celebration of the variety and beauty that is The Rose. There are no judges. There are no "losers," but all who come here, with or without roses, are "winners."

Doors open at 10:00 a.m., to reveal hundreds of roses, casually leaning, nodding, sparkling and 'wafting' fragrance for the education and pleasure of a wave of rose-loving visitors. Most visitors stay for a few hours, taking time to look, shop, and look again. Offering a simple lunch encourages people to stay longer, and can make money. Raffles and silent auctions distribute unusual roses—and bring in a profit. Vendors pay a percentage of sales for the privilege of taking part, so this educational, entertaining—FUN—event can actually make money.

Two important celebration elements are tables for "**Unknown Roses**" as well as for **Membership** and **Information**.

The 'Unknown' table displays "found" or unidentified roses brought by visitors. A sheet of paper and a pencil placed with each rose allows passers-by to suggest identities. This table draws some of the most interesting "entries" in the event.

The Membership and Information table? Put your friendliest members there!

A 'Celebration of Roses' is the perfect venue for member recruitment. Offer information on rose culture as well as a schedule of meetings programs and events. Consulting Rosarians are important, and should shine in this environment. A 'Celebration of Roses' is an easy way for a Rose Society to open its arms to potential members, and honor its educational goals.

NEXT year, those you meet may bring roses for the show. Next year, they'll be members. Next year, they'll be part of the crew.

**Page Three: Reviews: Society Programs and events: Articles and suggestions for local society presentations fill pages 66 to 91 in the White Book. Here is another suggestion by Lou Little, editor of the Pacific Northwest District Bulletin.**

### **Newsletter Exchange**

by Lou Little

Traditionally, newsletter editors within the Pacific Northwest District have exchanged newsletters with each other. It's a nice way to keep our societies up-to-date with what's happening around "the District," and it means the editors don't have to join 24 different societies just to get their newsletters. Often, we exchange newsletters with societies around the nation on the same basis.

This can put a financial strain on the small local society that finances the printing and mailing of the 24 additional newsletters each month. It doesn't sound like much, but it quickly adds up to over two hundred dollars a year.

Local society dues usually cover little more than the cost of producing and mailing newsletters—this cost can easily run close to a dollar per issue by the time the society pays for a printer cartridge and some tape or other mailing supplies. It's easy to understand why some societies have occasionally opted not to exchange newsletters—they just can't afford it!

Now, however, many newsletters editors are emailing their product. They have computers and Internet access; they can purchase programs to create pdf (portable document format) files, or they simply email their newsletters in a text file.

To use Fort Vancouver Rose Society as an example, I used to 'snail mail' 120 copies/month; emailing has cut that to 80. Some people don't have email access and some with email opt not to receive the newsletter this way—because of slow Internet service or disliking reading files. But, we have cut our expenses by about forty dollars per month. Some societies, who mail just enough newsletters to use the bulk rates (over 200 copies), have discovered that not enough people opt to receive newsletters via email to cut their costs!

Emailing newsletters has, however, brought about another type of newsletter exchange. A couple of months ago, FVRS Board member David Heidinger asked me if I could forward newsletters I received from other societies via email. I decided I could do this easily enough, so long as I had the permission of the other societies. So, as I received newsletters, I began asking for permission to forward them. In turn, the FVRS Board permitted our newsletter to be forwarded. As of June, nine societies have given permission for their newsletters to be forwarded; two have refused permission, on the premise that the newsletter is the main benefit of membership.

About a third of the FVRS members with email have opted to received the additional newsletters.

It used to be that, if an FVRS member wanted to receive the Spokane newsletter, for example then he/she would have to join that society. The dues paid would help support the cost of the Spokane newsletter, but the other members of that society wouldn't be aware of such a membership. Now, via email, FVRS members can read about the events at other societies—at essentially no cost. They can build and awareness of "the District" that previously existed mainly for editors, since even the most die-hard exhibitors don't join every society that has a newsletter.

I believe that this email exchange of newsletters can help build a stronger District; people will be more aware of the problems other societies face and how they go about solving them. Members of one society will get to know members of other societies by name, so when they meet, they already feel they know each other. Small societies can once again join in the newsletter exchange without having to pay to produce more newsletters. It's a win/win situation all around!

**The names of the members of the Local Society Relations Committee are listed on the ARS website. If you wish to contribute a comment or report an innovation in your local society, please correspond with any committee member.**