



Volume II, no. 1

ARS & You
James Delahanty, Editor

Page One: News:

- The American Rose Society extends Greetings of the Season to all local society leaders and their kin.
- This issue of the ARS & You marks the beginning of the second year of its existence. The Local Society Relations Committee hopes that it has been of assistance in improving communications between ARS Headquarters and local societies, as well as a source of suggestions and thoughts on problems common to the average local society. We welcome your comments and suggestions. A list of the Committee members is published on the ARS website.

Page Two: Views: Pat Shanley is the Chairman of the ARS Marketing and Member Committee. As part of Membership Drive 2008, Pat introduces us to the GLENDA WHITAKER AWARD FOR ACHIEVEMENT IN MEMBERSHIP.

Glenda Whitaker is perhaps best known for her unwavering dedication to the American Rose Society and, most especially for recruiting new members. A Life member, she served as First Lady of the American Rose Society during her husband, Robert Whitaker's presidency from 1991-1994. Glenda Whitaker is also an ARS Master Rosarian, Arrangements Judge and Horticulture Judge. During her years of service to the ARS, she has personally recruited hundreds of new ARS members. A pillar of the Nashville Rose Society and the Tenarky District, Glenda recruited 100 new Nashville Rose Society members during her term as President in 2002. She understands and promotes the need for the National and Local Society to work hand-in-hand.

I first met Glenda at a National Convention over 10 years ago, during a luncheon for ARS Patrons. As I entered the room where the luncheon was being held, I realized that I didn't know anyone there or where I should sit. Glenda introduced herself and asked me to join her fellow members of the Nashville Rose Society. I sat next to her and everyone at the table was friendly and welcoming. By the end of the luncheon, I had joined the Nashville Rose Society and I am still a member to this day. I never forgot that she told me she never leaves the house without an ARS membership application in her pocket. "You just never know when you'll meet a person who loves roses. They're everywhere, you know."

Glenda Whitaker personifies all that is good in our society and has been my role model since the day we met. To quote a fellow NRS member, Leann Barron, "Glenda is a visionary, an artiste, and a positive thinker of the highest order. She never asks anyone to do any thing that she would not do herself." This award is meant to honor her and to be an inspiration for all of us to promote and help perpetuate this wonderful, 115 year old society. I invite you to work with us to grow our society and help us give this award to a deserving member. Nominations for 2007 are now being accepted.

Introduction:

This award is established in honor of Glenda Whitaker, an ARS Member and Leader whose excellent example and efforts on behalf of the society and its members has been an inspiration to all who have worked on behalf of the society in the area of membership. The award recognizes those who have made outstanding and unique contributions to the Society in its efforts to grow in members.

Award Requirements:

This award is intended to be given for outstanding achievement by an individual, team, society, district or business which has been a helpful partner with the American Rose Society. Nominees must be ARS members. Members of the ARS Marketing and Membership Committee are not eligible.

Acts Worthy of Recognition:

The following shall be used as general guidance to identify activities that are deemed worthy of nomination:

- A program, event or publication by an individual, team, society, district or business which encouraged or prompted an increase in membership, or improved the status or satisfaction of members.
- Sustained dedication and leadership over a period of time by an individual team, society, district or business in the area of membership development, recruitment, and/or attention to the needs and satisfaction of members.
- Dedication to the Society's goals in membership in the form of a one time donation, or sustained support.

Nomination Process & Award:

Nominations will be received annually. Nomination may be made by any ARS member. To nominate an individual, team, society, district or business, the nominator should complete a nomination form available from ARS Headquarters, attaching supporting documentation and submit the same to both the ARS Executive Director and the Chairman of the ARS Marketing and Membership Committee. *All materials for the 2007 award must be received by April 30, 2008.* Thereafter, all materials must be received by December 31 of the year of the award.

The Award:

The Award shall be two-part, consisting of the Glenda Whitaker Annual Certificate of Achievement and the Glenda Whitaker Triennial Award for Achievement in Membership

The Glenda Whitaker Annual Certificate:

The selection will be by the ARS Marketing and Membership Committee. There will be one nominee recognized per year. Recognition shall consist of an ARS Certificate entitled The Glenda Whitaker Annual Certificate of Achievement in Membership and a three-year ARS membership. If the recipient chooses, the three-year membership (or 3 one-year memberships) may be passed along to others, further demonstrating the dedication of the honoree. Recognition shall be presented at the Spring National Convention Awards Banquet.

The Glenda Whitaker Triennial Award:

The selection will be by the ARS Marketing and Membership Committee. In the fall of the third year of a President's term, the names of the three annual honorees shall be presented to the ARS Marketing and Membership Committee at large to determine the recipient of **The Glenda Whitaker Triennial Award of Achievement in Membership**. The Triennial Award Winner shall be presented with an ARS Life Membership. The Triennial Award shall be presented at the Fall National Convention Awards Banquet. The Life Membership is not transferable and carries no cash value and therefore may not be converted to cash.

To obtain a nomination form contact Laura Pfender, Membership Director at (318) 938-5402 ext 108
Or laura@ars-hq.org

Page Three: Re-Views: Laura Pfender, Membership Director, reports on her first year in the position.

As my first year comes to a close as the Membership Director, I can look back and reflect on the accomplishments of this year.

I have improved the relationship between local rose societies and the ARS. I have had countless requests this year for promotional kits, ARS membership brochures, and hundreds of phone calls regarding a variety of subjects. I feel all of the local rose society board members know I am always available to not only answer questions, but also to provide information on a

wide range of subjects. Lately, the greatest number of phone calls has been regarding the liability insurance for 2008 and questions about the new tax forms that are being received by the society Presidents.

By the time of the reading of this article, the liability insurance packets will have been mailed. The ARS is happy to provide this service to our local societies at a low cost. Those of you who have held events in any kind of public building know that this is an essential part of your planning, as many public venues require insurance coverage. The liability amount is up to \$2 million dollars!

While I am not an expert on the new tax laws regarding the local rose societies, please call me to verify your EI number, or, if your society does not already have one, contact me as I can get the ball rolling on this for you.

This year has seen the new membership dues go into effect. Most members have realized that the ARS membership is well worth the price and that the value is far greater than the actual cost. If your society members have questions regarding the value of their membership in the ARS, please download the membership PowerPoint, available on the ARS website. This explains clearly ALL of the benefits and values of all of these.

I have had many local societies contact me and ask for a list of ARS members living in their area who are not already members of the local society. This is just one example of the ARS helping our local rose societies. Not only do we provide support for all of our social societies, but you and your members also provide support for us. We are able to provide low cost certificates, ribbons and awards for rose shows. By purchasing these through the ARS, you are supporting us!

I have seen an increase this year in the number of new members joining the ARS through their local rose societies and I would like to say Thank You! Your efforts are helping us to grow and share the love of the Rose! Many of you took advantage of the special offer '3 for \$130.' These membership certificates can be used as door prizes at a meeting or event, or given to new members of your rose society, who are not already members of the ARS.

Finally, I would like you to know that we at Headquarters are here working for you. Anytime, you have questions or need help with any issues, please do not hesitate to contact me. I am always happy to provide anything I can to help your society grow and flourish.

Laura Pfender,
Membership Director.