



Page One: News:

- The winners of the 2007 Newsletter Competition are as follows:

Group A: (8 pages or under)

Gold Medal: *The Monthly Bulletin*, Augusta RS, Paul Blankenship, ed

Silver Medal: *Tampa Talks Roses*, Tampa RS, Anita Jaskiel, ed

Bronze Medal: *The Rose Leaf*, Nashville RS, Charles Lott, Sam Jones & Glenda Whitaker, eds

Honorable Mention:

- *Rose Herald*, Tri City RS (WA) Norma Boswell, ed
- *Rose Gazette*, Orange County RS, Carolyn Elgar, ed
- *Rose Ramblings*, Valley RS (WA), Lori White, ed
- *Rose Ramblings*, San Diego RS, Dr. Manual Belandres, ed
- *The Rose Leaf*, Santa Clara RS, Lynette & John Petrula, eds

Group B: (more than 8 pages)

Gold Medal: *Rose Ecstasy*, Santa Clarita Valley RS, Kitty Belendez, ed

Silver Medal: *Wind Chimes*, Central Florida RS, Elaine Pawlikowski, ed

Bronze: *The Bulletin*, Bradenton-Sarasota, RS, Constance Vierbicky, ed

Honorable Mention:

- *The Marin Rose*, Marin RS, Nanette Londeree, ed
- *The Rose-Ette*, Houston RS, Patsy Williams, ed
- *The Phoenix*, Greater Atlanta RS, Bobbie Reed, ed
- *Dixie Rose Club News*, Dixie RS, Dale Erickson, ed
- *The Desert Rose*, Desert Rose RS, Cliff Orent, ed

District Newsletters/Bulletins:

Gold Medal: *The Criterion*, NCNH District, Ted & Linda Burg, eds

Silver Medal: *The ILLI-ANA*, Illinois-Indiana District, Linda Kimmel, ed

Bronze: *The Bulletin*, Deep South District, Kay & Jim Harrell, eds

Honorable Mention:

- *The Buckeye Rose Bulletin*, Buckeye District, Bruce DeLong, ed
- *The Carolina District Newsletter*, Carolina District, Patti Hartzell, ed
- *Colonial Courier*, Colonial District, Albert Williams, ed

Awards of Merit: 126 Awards of Merit were recognized for excellence in writing articles for local newsletters. Winning more than four citations were: Carolyn Elgar (8), Nanette Londeree (8), Dr Thomas Cairns, (7), Kitty Belendez, (5), and Steve Jones (5).

Page Two: Views: Last month we carried Bob Bauer's encouraging article on Digital Photography. This month Lou Little suggests uses for the new technology, especially in fundraising. (See White Book, Section IV, pp 18-20 for other fundraising suggestions).

Photo Contest by Lou Little (loulittleii@yahoo.com)

While searching for ideas for my local Fort Vancouver Rose Society newsletter, I saw an article in the Deep South District Bulletin about their annual digital photo contest. We used to have a very successful photo contest in our district, but it was abandoned, due to several factors (no one to run it, people switching to digital instead of slides, and Rich Baer winning everything anyway). I wondered if the timing was right to resurrect the photo contest. When I approached District, Director Jack Kiley, he simply said, “Go for it.” So, I did.

We announced the contest in the Spring *Northwest Rosarian*. Initially, it had 16 classes open to all, but eventually the classes were divided into two groups—from contest judges and those from non-judges. The contest closed after Labor Day, so we could judge the photos and announce the winners at the Annual Fall Conference in October. We had 174 entries. I couldn’t have hoped for better quality photos.

I had one set of judges for each group for classes, with a few judging all classes (and yes, my long-time friend Rich Baer agreed to be a judge). I emailed instructions to the judges as well as CDs with the photos they were judging. They emailed their decisions to me, and many placements were decided in this first round. I sent the judges a list of photos to re-judge, usually for second or third place. Once we had winners in each class, I enlisted Jack and Beage Kiley to help judge Best of Show from each group.

At the same time, I was devising ways to use these photos. I created a PowerPoint program (my first ever) of all the entries and saved it to a CD. Next, it seemed logical to create multiple CDs to sell at the Fall Conference. Over the summer I bought picture frames at garage sales with the idea of making 8”x10” framed prints of each first-place winning photo. I notified everyone with a placing entry (whether 1st, 2nd, or 3rd) that they would receive a printed certificate. First place winners would also receive a framed copy of their photo. The Best of Show winners each received a copy of the CD. Every placing entry received a certificate with a print of the placing photo, along with a statement of the class, the placement and the rose name.

The contest cost the District about \$150 (for CDs, jewel cases, frames, mats, paper, print cartridges, etc). It’s more cost-effective to create CDs rather than to put the photos in a booklet and have it printed. We sold 38 CDs (most at \$10 each, a few at lower group rates). We still have enough CDs and jewel cases for next year’s contest.

Any District or local society could adapt this idea and turn it into a money maker. At least three local societies have used the CD as the program for a meeting. If your society tends a local public garden, simply take digital photos of the roses and build a PowerPoint program. Society members are a ready marketplace, but the CDs could be sold at other local events or informational sessions. Sell ten CDs at \$10 each and you’re making money.

Page Three: Re-Views: Janet Sclar is one half of the husband/wife team of nursery owners of Amity Roses and Garden Nursery. She served as a Program Chair and writes from the view of a nursery owner's preference for rose society programs.

Program Suggestions from a Mail Order Nursery Grower by Janet Sclar
(tandj@amityheritageroses.com)

I did my turn as a program planner in our local rose society for two years. The days have never flown by so fast as when I had to come with new ideas and speakers every month. If I had my way, I would have changed the bylaws to include a committee to plan the programs, or at least another co-planner who would be responsible for every other month!

Now, after 11 years in the mail order nursery business, I have a list of program ideas based on the questions we receive. I hope this will help encourage local societies, rose growers, rose growing, and the nursery trade overall.

“What would you recommend to grow in Timbuktu?” “Would you please ship when you know my weather and soil are just right for planting?”

Each year's program should include at least one program by members on what grows best in their climates and what time of the year they plant what type of roses.

“I just used the usual ½ cup of rose food in the hole when I planted my new rose!”

Each year's program should include a discussion of the difference between own root and grafted roses, how they are created, and the different way to plant them. The #1 reason own root plants fail after shipping is that they are fed too much, too soon.

“Please ship now.” “Please ship in five month!” “Ship anytime.”

Until the world changes to all laboratory test-tube propagation, the nursery business is an agricultural enterprise growing living things. There is an agricultural cycle to propagating roses and thus there is a definite shipping 'season,' and an off-season when plants are typically not available, or when planting is not advised.

“When do I prune?” “What should I spray?”

Knowledgeable members of your society could compare their maintenance programs. There are so many alternatives that it can be mind-boggling for a beginner. Having two or three members with different approaches would be really helpful to share, maybe along with a handout that compares their methods side by side.

“What's a good book on roses?”

An information program each year would be great, where members are introduced or reminded about the Combined Rose List, other research/picture books, websites like www.helpmefind.com, rose forums and dependable nursery sites.

Best wishes for a successful rose society program series!

The Local Society Relations Committee welcomes comments on the contents and character of this publication. There is a listing of committee members on the ARS website at www.ars.org under About ARS/Committees, as well as complete archives of the ARS & You under Members Only/ARS&You.