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Publisher, Jim Delahanty

Page One: News:

- The Local Society Relations Committee reports that the planned updating and posting of the White Book (Guidelines for Local Society Leaders) on the ARS website is nearly complete. The Introduction and Sections 1, 2, 4, 5, and 7 are either already posted or substantially complete and waiting for posting. The committee anticipates that the last two sections will be finished by the middle of this year. You can check out the White Book online at www.ars.org.
- The ARS Online Shop features a clearance sale on 2008 Calendars for a base price of \$5.00. There are also special rates for cases of 60 or more. 14 other items are also drastically reduced, including the mystery entitled 'The Blue Rose,' an English garden mystery by Anthony Elgin.
- 'The Sustainable Rose Garden,' a compilation of essays by participants in the Great Rosarians of the World East celebration as well as observations by other commentators, was distributed to the participants in that event as well as to the attendees at the dedication of the Hearst Castle Rose Walkway. Copies of this booklet are available to local societies and their members for \$9.00 plus \$3.00 shipping and handling. Apply to PatShanley@aol.com for information.
- **"Peter Beales Complete Natural Rose Care" available as a Fund Raiser for Local Rose Societies:** This new complete and natural rose care line is available to local rose societies at a reduced pricing to be used as a fund raiser when placing a group order. Featuring three fertilizer applications, "Good Morning Roses" (spring), "Good Afternoon Roses" (summer), "Good Night Roses" (fall) plus "Good Health Roses" (a fungicide/insecticide), this easy to use program can be a draw for new members. Still to be released is "Bye Bye Beetles," an all natural Japanese Beetle treatment. For more information contact Billy Styles at Organic Plant Healthcare in Charlotte NC at 704.841.1000 or by email at roses@organicplanthealthcare.com. You can also download a media kit via the Ashdown Roses website (www.ashdownroses.com). The price reduction for local rose societies is in most instances clearly over 25% below the retail purchase price.
- **Ellen Trice**, longtime associate editor at the 'American Rose,' has been appointed Director of Development for the American Rose Society/American Rose Center. Her new position entails supervision of grants, volunteers, and educational programs.

Page Two: Views: Consulting Rosarians and local society leaders are frequently called upon to represent the rose or rose society at public events. Dacia Nickerson's article in the Rhode Island Rose Newsletter addresses that concern based on years of experience as a public speaker culminating in being one of the finalists in the Toastmasters World Championship of Public Speaking Contest in 1998.

Give Your Roses a Voice—How to Share the Knowledge and the Passion by Dacia Jones Nickerson

The mission of the Rhode Island Rose Society is to cultivate a love of roses. Everyone loves roses! The *love* part of our mission is easy to achieve. Our challenge is to get past the perception of the general public that roses are just 'too difficult to cultivate.' How do we sprinkle our knowledge of rose culture around? What would our roses say if they could speak? Since they can't impart how they came to be as thriving and radiant as they are, it is up to us to give our gardens a voice by speaking whenever we have an opportunity.

Will you Volunteer to Speak?

We can volunteer to give a presentation at our Rose Society meetings, or accept the invitation to speak at the Roger Williams Park Botanical Center, or speak at a local garden club, the Yankee Regional Conference, the RI Flower Show, or the Newport Flower Show.

No matter what business you are in, when you stand before a group—no matter how small—you are in show business! When you represent the RI Rose Society, the audience's expectation is as high as when we plant a bush in April. They want someone who is passionate about their passion for growing roses—someone who can combine facts with feeling for a powerful impact.

Does that not sound like us? Of course it does. When you speak, you are center stage—regardless of the exotic PowerPoint Presentation you prepared or the enchanting container roses you try to hide behind. You are the medium. You are the message. You will ultimately determine the outcome. I will take you on a "behind the scenes look," the hidden side, a backstage look at what it takes to put pizzazz into a presentation that I learned as a member of Toastmasters International for more than 25 years. I hope it encourages you to volunteer to give your roses a voice and volunteer to speak.

Share Your Secrets

Your roses did not just pop up. You know a lot of secrets for success. I will reveal the hidden secrets that make a presentation appear effortless and skilled. Your communication skill is the key ingredient in persuading either an audience or simply that one person you engaged in a conversation about your

roses. The one-to-one contact is how most of our new members are recruited.

Let's begin with why we don't volunteer to speak or conduct a presentation. I've heard, "I'm a rose gardener, not a speaker. I'm skilled at spreading manure, not speaking." Trust me, there is a similarity! Are you so terrified of speaking in public that you can't even lead a silent prayer? If you have a fear of public speaking, you are in the majority. The number one fear in the world—*Number One*—is the fear of public speaking. People fear public speaking twice as much as death! (*The rest of Dacia's excellent article can be accessed at: <http://www.ars.org/pdf/GiveYourRosesaVoice.pdf>.*)

Page Three: Re-Views: Jeff Wyckoff expresses another side to the educational mission of the Rosarian: the problem of correcting erroneous or misleading information. Jeff is the current ARS Vice President as well as the editor 'Rose Petals' the newsletter of the Seattle Rose Society. Write to Jeff at kjwyckoff@msn.com for the article below complete with photos.

Editorial by Jeff Wyckoff

One way in which American Rose Society Consulting Rosarians attempt to educate gardeners about roses and rose growing is to encourage them to avoid viewing roses as homogenous families and rather consider them as individuals. For example, we know that all hybrid teas are not alike: some are tall, some are short; some are fragrant, some are not; some are disease resistant, some are not, etc. etc. To damn (or praise) all hybrid teas or any other group or family of roses equally is not only unrealistic, but is also potentially harmful. Hence we try and provide accurate and specific information on as many varieties as possible so that gardeners will not be disappointed by their selections, and as a result become disillusioned by roses in general.

To this end I tend to be somewhat skeptical of information on rose varieties put forward in gardening magazines and newspapers. The latest item of this sort to catch my attention was Ciscoe Morris' column in the Feb 7 *Post Intelligencer*, wherein he praises the disease resistance and bloom production of 'Red Knockout.' It is accompanied by a photo.

The problems with this piece are: 1) there is no rose named 'Red Knockout;' we may assume that the reference is to "Double Knockout"; 2) the photo, which comes from the website of the Botany Shop Garden Center in Joplin, Missouri and showing large, long-stemmed roses, is very misleading. Star Roses, introducer and patent holder of this variety states: "**This plant has every characteristic that make Knock Out famous throughout the country. The only difference is the beautiful double bloom. An abundance of small, almost miniature double blooms.**" (my underlining)

While I commend the article for its promotion of what appears to be a very good rose (the ARS' 2007 Roses in Review gave it an 8.4 garden rating), I

fear that gardeners looking for results that match those in the photo—if they can find ‘Red Knockout’—are going to be sadly disappointed.



ARS & You is archived on the ARS web site – Members Only – ARS & You.

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

Opinions expressed in this monthly email are not necessarily those of the American Rose Society or its subsidiaries.

To respond to items in this ARS & You, please write to any committee member of the Local Society Relations Committee:

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