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Editor, Jim Delahanty

### Page One: News:

- The ARS National Convention in Denver from June 26<sup>th</sup> through the 30<sup>th</sup> features tours of the U.S. Air Force Academy, the Molly Brown House, and a tour of the world's highest elevated botanical garden at 8200 feet and a private garden at 10,000 feet. There is also the added fillip of a 'found' rose class at the rose show. For more information see [www.2008arsdenver.com](http://www.2008arsdenver.com). For more information on 'found' rose classes, see below.
- After seven decades in business, Sequoia Nursery in Visalia, Ca has closed. The 'Wizard of Visalia,' Ralph S. Moore, 101 years old, however, is still making new roses, writing verse and contemplating retirement. Nor'East Roses, in Arroyo Grande, will be supervising the commercial releases of Moore Roses, while Texas A & M will be housing the basic breeding roses and unreleased cultivars.
- NOW AVAILABLE: Sean McCann's **'The Rose for Today: Growing the Beautiful Mini-Flora'**—3 for \$50. The price includes shipping and handling. 128 pages and 176 color images. Perfect for show trophies, door prizes, and other society uses. Order online ([www.ars.org](http://www.ars.org)) at **Shop ARS!** or phone Peggy Spivey at 1.800.637.56534.ext100. Check out the Clearance items at the ARS on-line store as well.

### Page Two: Views: Rose Show Venues:

**Kitty Belendez is a successful exhibitor, an award-winning editor of national and local publications, and the recipient of the 2001 Outstanding Consulting Rosarian Award from the PSW District. Here she comments on changing venues for rose shows.**

The Perfect Rose Show Venue by Kitty Belendez

Putting on a rose show isn't easy. And finding the perfect venue can be nearly impossible. That's because we expect many amenities that help make our rose show successful. Even if we are blessed with plentiful exhibitors and judges, a prosperous budget, a show date when roses are blooming, and enthusiastic volunteers willing to work long hours without pay, the venue is a key factor that should not be overlooked. Arrangements for the venue should be secured a year in advance.

Some of the criteria we want in a venue are: little or no cost for facility use; central location; generous space with 45 eight-foot tables; good lighting and air conditioning; a date when the roses are blooming that doesn't conflict with other local rose shows;

sufficient parking; exhibitor prep area (in Southern California, it's usually outside!); and space for the judge's breakfast and lunch. It does sound like much, but these are the basics.

In 1994 The Santa Clarita Valley Rose Society, in Southern California, lucked into a nearly perfect venue. It was a new mall called the Valencia Town Center. The Director of Marketing wanted to draw customers to the new mall, so they let us hold our inaugural rose show there on a trial basis. Our rose show successfully attracted thousands of customers so the mall continued our partnership for eleven years. Every year the mall provided us air-conditioned space, a \$300 Waterford Crystal for Best of Show trophy, newspaper ads, posters, security, judges' meeting room, tables, linens, and labor for set up. Although the long distance from the exhibitor prep area (the parking lot) to the entry tables was inconvenient, everything else was perfect.

However, in 2004 our partnership ended. The mall was bought by Westfield, a corporation with a completely different philosophy. Although the new mall management promised us that we could hold our October rose show there as usual, by July they had broken their promise. They eliminated the fun community events at the mall, such as the rose show, summer music concerts and holiday programs. Instead, they filled the spacious aisles with gumball machines, soft drink dispensers and wall-to-wall kiosks selling cookies, body piercings, and cell phones.

We quickly brainstormed our venue options so we could still hold our rose show on short notice. I was able to get free space at the school district where I work. Although they waived the very high fee, we had to rent tables and linens. One major drawback was that the venue was not centrally located, so we didn't have as many visitors as we had enjoyed at the mall. But, we did have our rose show that year.

After two years with the school district, our rose society wanted our rose show to be centrally located so we could attract more visitors. Fortunately, the Los Angeles County Department of Parks & Recreation had recently built a new facility at a historic park named for old-time cowboy actor William S. Hart. Our first rose show there in 2007 was very successful. Even though the exhibitor prep area is still in the parking lot, at least the entry table is nearby. It is a beautiful facility, they provide the tables and labor for set up, and we will attract more visitors than we did during the past two years.

Our concern for the future is the State of California Budget crisis, which affects our local parks. The park says that they might have to charge a facility use fee plus extra to use the air conditioner. They have already removed some of the light bulbs to cut energy costs.

We don't know yet if this will be our "perfect venue." We are just happy that we have a place to hold our rose show, when 12 of the 23 Southern California Rose Societies no longer hold rose shows at all.

**Page Three: Reviews: Creative Rose Classes: Cliff Orent is a veteran show schedule writer, who also grows some 5,000 roses in the high desert of Morongo Valley, CA.**

## **The Creative Rose Show Schedule: Part I**

### **By Cliff Orent**

Writing the horticultural section of a rose show schedule is easy. Right? You can simply take last year's show schedule and copy it almost verbatim, making minor changes here or there. But let's step back and look at the possible ramifications of taking this easy approach.

Let's face it. It's tough to compete in the traditional hybrid tea (HT) classes. Even serious rose growers often shy away from entering their blooms if they have to compete with gung-ho exhibitors who feed their roses hourly and sing hymns to them as the buds open into potential Queens of Show. The same is true, to a slightly lesser extent, for the key miniature and miniflora classes.

Yes, you may find classes for classic or modern shrub blooms and/or sprays. But these are few compared to the opportunities to enter HTs, minis, and minifloras in most shows. The same is true of polyanthas, climbers, and Old Garden Roses (OGRs). With the recently added floribunda spray royalty, the chance to show floribundas and have your entry end up on the trophy table has improved a great deal. Yet many rose societies have been slow to incorporate new classes. Why? The reason most often cited is that the cost and effort to mount a larger show. I suggest that the benefits far outweigh the costs.

Repeating the same show schedule year after year is boring. But most importantly, the failure to incorporate some of the newer, more creative classes in your show schedule unnecessarily limits the number of potential exhibitors.

Consider adding one or more of the following classes to your show, each of which has the potential to attract a new group of exhibitors and increase participation and interest in the shows. The "Found Roses" class may bring in more OGR enthusiasts and members of the various heritage rose groups. "Decorative Hybrid Tea" and "Classic Hybrid Tea" classes as well as a "Rose Photos" Class will be considered in a subsequent issue of the 'ARS & You.' Here the focus is on the "Found Rose" class.

The "Found Roses" class includes roses typically found in old cemeteries and out of the way locations. Some of these will ultimately be identified and others may remain as 'Found' Roses. This class is not meant to include any variety for which the name is unknown to the exhibitor. If not written carefully, the class could unfortunately end up including modern hybrid teas and floribundas found in a neighbor's garden sans name tags. If you want to have a class in which unknown varieties may be entered in the hope that the judges will be able to put names to those roses, that is fine, but quite different from the "Found Roses" class.

Example:

**"Found" Roses.** One bloom or spray of any "found" rose. "Found" roses are those that have typically been found in old cemeteries or around old homes that have not received an AEN from the ARS and are only known by a study name. Exhibitor to enter the specimen under its study name, and to indicate on the entry tag where and when the rose was found, or where it was purchased.

**Best in Class: Trophy**

(Pictures of winners of “Found Roses” classes may be found on the ARS website at:  
[http://www.ars.org/Members\\_Only/ARS-You-FoundRoses.html](http://www.ars.org/Members_Only/ARS-You-FoundRoses.html))

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

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