



Volume 2, Number 9

ARS & YOU, 2008
Editor, Jim Delahanty

Page One: News:

- The Klima Medal Award honors the late Joseph and Marion Klima of Kentfield, California; it recognizes the highest levels of excellence in the field of horticultural education concerning "The Rose." The deadline for nominations is September 30th. The rules governing nominations and the appropriate forms can be found at <http://www.ars.org/Archives/klima-forms.html>.
- **The Free ARS Membership Trial Initiative**, inaugurated after the Denver Convention, has elicited an enthusiastic response. The trial membership, free to all new members of local societies, lasts for four months and includes 2 free issues of the *American Rose*, free or reduced admission to over 200 botanical gardens through the reciprocal Garden Program, the Reciprocal Garden Guide which lists participating gardens, discounts with ARS Partners through the ARS Member Benefits Program and an invitation to apply for a U.S. Bank Credit Card. The local society president must submit the names of the new members on a form located at: <http://www.ars.org/pdf/TrialMemberTransmittalForm.pdf>. Laura Pfender, ARS Membership Director, requests that handwritten membership lists be block printed in order to ensure speedier copying and processing.
- **Roses in Review**, the 83rd annual evaluation of new rose introductions, appears on the ARS Website at <http://www.stsrv.com/rir/rirsplsh.htm>. Varieties in the second through fourth year in commerce are included for evaluation. Non-members of the ARS are invited to participate and Consulting Rosarians have a specific obligation to participate. The Reviews must be submitted by September 26, 2008.
- **NEW ARS Digital Photograph and Slide Contest Rules:** For those interested in entering the next ARS Digital Photograph & Slide Contest, please contact Paul J. Columbo, Chair of the Digital Photo/Slide Contest Committee at 313.881.5127 or <mailto:pjcolombo1@comcast.net> or check the ARS site at <http://www.ars.org/Contests/photo-contest.html> for a copy of the new updated rules. Information about ARS contests can also be found on the ARS Website under the 'Members Only' icon. The deadline for entries is November 30, 2008.
- **New ARS Guide to Books** is now on the web site at <http://www.ars.org/pdf/2008ARSBookGuide.pdf>. This guide surveys current rose literature, mainly books.

A new feature this month is a commentary by Jeffrey Ware, Executive Director of the American Rose Society which follows:

The ARS & You is a great forum for communication between ARS and local societies. I am very grateful for Jim Delahanty's tireless work to keep this newsletter timely and relevant. I've been asked to add

monthly comments, but would really like to hear from our local leaders about issues that I might address in this forum that would bring value to our work.

I've had the chance to visit with many of you. I hope to get out more often to listen to you share with me the issues you face and how ARS can help. We have to find ways for the ARS to be relevant to local societies. Of course, our work always has to fit into a business context, but I want to be the first to tell you that ARS is interested in more than just money. We want our local societies to be successful in order for more people to learn about and love growing roses. I believe we all share that ultimate goal.

It is no secret that we are not perfect here at headquarters. However, we constantly work toward providing a great customer service experience for our members. Help us learn from our mistakes and do better. Please be patient with us and allow us to make it right when we inevitably make mistakes. Our hearts are in the right place.

One area in which we are working really hard is membership recruitment. Laura Pfender, Membership Director, asked me to share with you one of the main reasons why we send out renewal notices so far in advance and work so hard to prevent members from lapsing. One of our chief complaints occurs when a member misses an issue of the *American Rose* magazine. Lapsed members are always in danger of having their renewal cross in the mail with a magazine delivery. The magazine mailing list is submitted to our printer/mailer as much as three to four weeks before the magazine actually arrives in a member's home. This is the lead-time that is required by our vendor to send out a magazine. We don't want any of our valuable members to miss an issue, so help us encourage ARS members to renew early in order to keep their subscription current.

As a result of our membership/marketing meeting in Denver, we are supplying all District Directors and District Membership Chairs with a list of people whose memberships are about to expire. We hope that together we can make a concerted effort to contact these folks and keep them from leaving the rolls of the ARS. Local society membership chair people can request these names from their District leaders and help make a big difference. Contact and communication are the keys to retaining members and helping them feel wanted. This is just as true for local society memberships as it is for the ARS.

Our experiment with a 10-hour, 4-day workweek will conclude in August. Effective August 29, ARS HQ will return to our normal schedule, 8-hour, 5-day work week. Office hours will be 8 a.m. to 5 p.m. Central Time.

The ARS Accounting Department has experienced some staffing changes and we ask your patience as we process funds and issue payments. Accounting Director Tommy Crenshaw left ARS to pursue other opportunities. Doris LaCour, a longtime ARS accounting employee, is serving as Interim Accounting Director.

The September/October issue of the *American Rose* was mailed on **Monday, August 18**. The 2008 Handbook for Selecting Roses will be shipped to members along with the magazine. Our beautiful 2009 ARS Calendar, featuring EarthKind™ Roses, is available now and is selling extremely well. We offer a quantity discount for local societies who may wish to use these as recruitment tools or as a fundraiser.

Thank you for being a member of the American Rose Society.

NATIONAL CHILLI THRIPS ALERT!!! The National Chilli Thrips Alert Fact Sheet indicates that the chilli thrips infestations have spread from Florida to Georgia and Texas as well as other parts of the South. For more information go to [http://www.ars.org/About Roses/pests chilli thrips.html](http://www.ars.org/About_Roses/pests_chilli_thrips.html) on the ARS website.

Page Two: Views: Cliff Orent concludes his series on creative rose show scheduling by considering Photography classes.

The Creative Rose Show Schedule, Part III
By Clifford Orent

Rose Photography classes are becoming more and more popular, both in terms of the number of rose shows that have incorporated such classes and in the growing number of entries in the class in each year following its introduction into the show schedule. Not only does this class encourage rose growers to hone their photography skills, but we've found that adding a photography class has attracted local photography club members, bringing a new group into the rose show.

It's important that the photography class language be written carefully so that entrants will have a clear understanding of the criteria that the judges will use when evaluating entries. After trying various combinations of horticulture, arrangement and photography judges for this class, we've found that what has worked best for us so far is to use outside photography experts along with arrangement judges.

Given the growing number of entries in our photography class, we've decided to split the class into sub-classes this year, both to make it easier to judge and to motivate entrants with more opportunities for recognition:

Rose Photographs. Entries in Class 47 are to be 5" x 7" or 8" x 10" color or black and white prints. The print is to be matted, but not framed. The outside dimensions of the mat must be 11" x 14." Stands will be provided. Class 47 will be judged by a team or teams that include(s) arrangement judges and photography judges. The primary emphases in judging will be on photographic and horticultural excellence and composition and artistic merit. Exhibitors are limited to one entry in each sub-class of Class 47. In addition to the trophies which may be awarded for each sub-class, there will be a trophy awarded for the overall best entry in Class 47.

Class 47 (a) One bloom, at its most perfect stage, of a hybrid tea, grandiflora or floribunda, no sidebuds.

Class 47 (b) One spray (two or more blooms) of a hybrid tea, grandiflora, floribunda or polyantha.

Class 47 (c) Open bloom or spray (any type rose). Stamens must show.

Class 47 (d) One bloom or spray of an Old Garden Rose, Shrub or Climber.

Class 47 (e) One bloom (no sidebuds) or spray of a Miniature or Miniflora rose.

Class 47 (f) A photo of a rose arrangement (standard or miniature, any type). Please indicate arranger's name, if known.

Class 47 (g) A photo of a rose garden or part of a rose garden.

The decorative and classic hybrid tea classes, the "found roses" class and the photography class which I've highlighted in this three-part article are by no means the only new and creative classes you might consider. Go to some of the District web sites or Google "rose show schedule" and you'll find a wealth of options to consider.

And, finally, patience is very important when introducing new classes to your show schedule. There may be very few entries in a new class the first year, but the number of entries can quickly grow once the word is out about the new classes. You should be prepared to try a new class at least two or three times to give it a chance to catch on.

Have fun with your show schedule. Experiment. Try something new. Chances are you'll be pleased you did!

(Pictures of Photography Class winners may be found on the ARS website at http://www.ars.org/Members_Only/ARS-You-Photo-Class.html.)

ARS & You is archived on the ARS web site: http://www.ars.org/Members_Only/ars-you.html

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 [ARS Committees](#), as well as complete archives of the ARS & You.