



Volume 3, no. 2

ARS & YOU  
Jim Delahanty, Editor

**Page One: News:**

- **The deadline for nominating persons to be Regional or District Directors is February 28, 2009.** Regional Directors must be members of the American Rose Society and residents of the Region that they would represent as well as being either present or past District Directors, Regional Directors, Presidents, or Vice Presidents of the ARS. District Directors must be residents of the area that they would serve as well as remaining members of that District for the duration of their term. The forms for nomination can be obtained on the ARS website at [http://www.ars.org/About\\_ARSElections.html](http://www.ars.org/About_ARSElections.html). The nominations may be made by an individual or a local rose society and returned to the American Rose Society, P.O. Box 30,000 Shreveport, LA 71130.
- **The Gardens of the American Rose Center (ARC) will host its Annual Pruning and Planting Party on Saturday, February 21<sup>st</sup>** from 8:30 a.m. to 3:30 p.m. In addition to pruning, over 600 rosebushes will be planted. Everyone is encouraged to participate and should bring pruners, gloves and trowels. Noted Consulting Rosarian Baxter Williams will review pruning techniques and ARC Horticulturalist Ray McKibben will conduct a planting seminar. Reservations for a complimentary lunch may be made through Ellen Trice at 318.938.5402 ext 109; the gardens are located in Shreveport, LA just off the I-20, Exit 5.
- **The 2009 Official List of Exhibition Names for Judges and Exhibitors will become available in March, 2009.** The editorial staff would like to offer the *Official List* in a variety of ways this year and is taking a straw poll. The choices are:
  - \$20 for PRINT book
  - \$20 for a CD with a PDF
  - \$15 for PDF via download

Please send your preference to [editorial@ars-hq.org](mailto:editorial@ars-hq.org) with the subject line: OL

- **The schedules for ARS VP candidates Jolene Adams and Robert B. Martin, Jr include the following District meetings:**
  - Friday, Jan 30 to Sunday Feb 1 at Carolina Mid-Winter Meeting in Wrightsville Beach, North Carolina
  - Friday, Feb 13 to Sunday Feb 15 at Penn-Jersey Mid-Winter Meeting in Lancaster, Pennsylvania
  - Friday, Feb 20 to Sunday Feb 22 at Tenarky Mid-Winter Meeting in Bowling Green, Kentucky

Both candidates will also visit local rose societies in the course of the month.

**Page Two: Views: The transformation of the local newsletter is analyzed by Dr. Tommy Cairns. Dr. Cairns has been a leader at every possible level of rosarian achievement, from local to international; the list of his attainments would exhaust the space remaining in this email. Suffice to say that when he speaks, others listen.**

### **“Communication is The Rose Breakfast of Champions”**

By Dr. Tommy Cairns

The nearly 400 local rose societies within the US are more similar than we often wish to think about. And so are the unique circumstances they are facing today with economic hardship and loss of membership. However, the one element that cements members to a local society is a good newsletter!

While local rose societies take great pride in their own newsletters and compete in the ARS bulletin awards, it has becoming increasingly obvious that there is a great deal of duplication and reprinting of well written articles and certain key fundamental rose information. Furthermore, the cost of printing and mailing a monthly newsletter has increased drastically over the last few years. These generic problems have been further compounded by the lack of volunteers to take on the position of Society Editor.

Because of common logistical problems with dissemination of pertinent rose data, several local rose societies in Southern California have been actively discussing the basic issues of communicating with their members in a more cost effective manner but with high educational efficiency. It soon became apparent that (a) duplication in newsletters occurs frequently; (b) the changeover to electronic formats is becoming very popular; (c) finding an Editor willing to take over the position is difficult; (d) acquiring authors to write articles is often like pulling teeth; and (e) the newsletter is the official communication mechanism that promotes membership and brings new members into the group.

To overcome many of the emerging problems, three local societies within the Los Angeles basin have initiated a new forum to improve their service to their respective memberships - a syndicated newsletter, “**Southland Rose News**”. The challenge is to develop the best forum in which to present local society-based information while providing authoritative articles of rose relevance with regard to the climate and month. There is an increasing urgency to provide timely, informative and cogent advice while dispelling myths. To satisfy this end, correspondents from each of the three societies provide information and articles to meet the demand. A pdf file transmitted from the Editor permits the societies to print copies for their members or send an electronic edition.

An immediate bonus from this syndicated approach is that the members of all three societies now instantly know what speakers are featured at each meeting location

should they wish to attend thus increasing the camaraderie and friendship. Other advantages are the sharing of definitive articles, both domestic and international rose news, a monthly column on what to do in the rose garden, and a regular feature on organic gardening.

Lofty ideals aside, the immediate goal is to build a reputable newsletter with horticultural authority and credibility. The rose community has been well pleased and supportive of this innovation with many other societies expressing a willingness to swell the ranks of this syndicated newsletter approach and embrace the opportunities it presents to foster the development of cooperative garden tours and events. No doubt there is a long and difficult road ahead of us to ensure ultimate success in our combined goals. But what is important is that we have taken a giant step in the right direction and fully intend to keep on marching to improve communication with our current and potential memberships. (You can view the syndicated newsletter at [http://larosesociety.com/.](http://larosesociety.com/))

### **Page Three: Re-views: A Message from the Patron and Fund-Raising Chairman:**

Please allow me to introduce myself. I am Marilyn Wellan, immediate past president of the ARS and chairman of the ARS Patron Program. I was president of my local society for two terms in the early '80's, and I am now serving again as president for my home society. I am telling you this to let you know that I recognize the challenges you face as a leader for your local society. I know you probably budget the funds in your treasury to meet the goals you and your members set for the year.

I also know of the pride and the sense of belonging you and your members feel for the "parent" of our family of rose societies, the American Rose Society. Having worked to try to balance the budget of the national organization, I know first hand that membership dues account for only about one-third of the annual ARS budget. It is vitally important, now more than ever, that ARS find alternate sources of income.

At this time of year, your society is probably sending a check for annual society dues to ARS. As you can see, the amount is very small when compared to the services the ARS provides to your society. We are asking all ARS members to join our Patron Program by contributing to the 2009 Patron fund drive. We hope you, as the leader for your society will support our efforts by spending a few minutes early in the year, or space in your bulletin, to tell your members about the importance of the Patron Program to the financial health of the organization.

We are encouraging all of our local societies to be Patron Societies. Your society's contribution of \$100 or more will help to insure that ARS can keep up the level of services now provided. If every ARS Local Society becomes a Patron Society this year, we will be well on our way to financial security. That is our goal.

Please add \$100 or more to your society's budget this year and join the Patron Program. You, as President, will receive the 2009 Patron Pin that will distinguish your Society as a Patron Society. Patron Societies will be listed in the May/June 2009 issue of *American Rose*. You may be sure your society's contribution is needed, and will be very much appreciated.

*Marilyn Wellan*

**BE A CHAMPION OF ARS —  
An Invitation to Support the ARS Patron Program**

Society  
Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone  
Number \_\_\_\_\_ Email \_\_\_\_\_

We invite you to participate at the following level:

- |  |       |   |         |
|--|-------|---|---------|
| <input type="checkbox"/> Patron  | \$100 | <input type="checkbox"/> President's Circle | \$1,000 |
| <input type="checkbox"/> Sustaining Patron   | \$250 | <input type="checkbox"/> Honors Circle      | \$2,500 |
| <input type="checkbox"/> Benefactor Patron   | \$500 | <input type="checkbox"/> Founders' Circle   | \$5,000 |
| <input type="checkbox"/> Your donation in any amount will be appreciated. \$ _____ |       |   |         |

Please choose one of the following areas to direct your contribution:

\_\_\_\_\_  
ARS SOCIETY OPERATIONS:  
Publications, Educational Programs & Services

\_\_\_\_\_  
ARS HEADQUARTERS & GARDENS:  
Property Maintenance, Enhancement & Preservation

Choose method of payment:       Check enclosed      By Credit Card:  MasterCard    Visa    Discover

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ V-Code \_\_\_\_\_

Signature \_\_\_\_\_

Mail the form to ARS, P. O. Box 30,000, Shreveport LA 71130, or fax it to 318-938-5405,  
Or you may phone ARS Headquarters - 318-938-5402 x103 for Carol Spiers, or x110 for Jeffrey Ware.