

### ARS & YOU

American Rose Society newsletter for local rose society members Louise Coleman, Editor e-mail: roseylou@aol.com

This issue may be printed as a PDF check the link at the bottom of this page.

January 2011 In this issue American Rose President's Message Society

Join or Renew

Membership Bars

Trial

**Memberships** Mini Hall of Fame

Articles of Interest

..... Quarterly **Bulletins** 

**Endorsed Products** 

- Jeff Wyckoff

The American Rose Society is launching a new, annual fundraising campaign to support the ongoing operations of the American Rose Society: "The 100 Grand Campaign".

The campaign was introduced to the ARS membership at the Member's Meeting during our Atlanta National Convention in October 2010 The goal of the project is to raise \$100,000 annually for our general fund. The campaign will be chaired by our own Treasurer, Diane Sommers.

You may wonder - why do we need such a campaign in addition to our regular Annual Fund/Patron Campaign? Here are some of the facts:

- The downturn in the economy has been felt by most nonprofit organizations across the country. While we have been fortunate to have generous members who have helped us through these times, challenges in cash flow have persisted and grown over the past few
- While the use of such a campaign is considered a short term solution for our financial situation, on a long term basis, the Board's approach is to grow our ARS Endowment Trust to support the ongoing operations of the Society.

Donate a Trial Membership

Help ARS Grow!

ARS has been very disciplined at maintaining and lowering costs. Over the past 4 years, we reduced costs by 19%, while membership benefits have improved, including a much improved bi-monthly magazine. The Finance Committee and the Board of Directors felt it was better to introduce this new annual campaign instead of reducing membership benefits or raising membership dues. The ARS Headquarters staff has committed to raise \$2,000 for the campaign. The 100 Grand Campaign is in addition to our regular Annual Fund/Patron Campaign to which you have given generously in the past.

You will be hearing more details regarding The 100 Grand Campaign and

your district goals in the next few weeks. Look for a new link on the ARS homepage that tracks district results and provides some great ideas to support fundraising at your local rose society and district events. It would be great to hear from you as you develop new fund raising ideas to share and how they worked for your group.

Report your
New Officers
to ARS

The 100 Grand Campaign will also include some very nice prizes for the districts that exceed their goals by the largest percentage. Prizes will include airline tickets to a future ARS Convention, as well as discounts to future ARS events.

We need your enthusiasm and energy. I am confident that with the help of all of our members, we will be successful. Thank you for your continued support of ARS.

# HAPPY NEW Y

MAY YOUR BLESSINGS BE MANY - MAY YOUR TROUBLES BE FEW.
BEST WISHES FOR HEALTH, HAPPINESS AND BEAUTIFUL ROSES
FOR YOU!



## Call for Nominations for "Miniature and Miniflora Rose Hall of Fame"

Dr. Jim Hering, Chairman ARS Miniature/Miniflora Rose Committee

2010 Miniature Hall of Fame Winners

**Grace Seward**, from 1991, by Dee

The ARS Miniature and Miniflora Rose Hall of Fame honor those miniatures and minifloras that have stood the test of time in commerce for at least 20 years. Now, it is your opportunity to participate in this process by sending in your nomination(s), (five or less). A short list of the most popular miniature and miniflora roses that are 20 years or older can be found at the end of this article. Criteria for the Hall of Fame can be summarized as follows:

• The variety must have been introduced at least 20 years prior to the year the award is given. Introduction date will verified by the latest

#### Bennett

Fancy Pants, from 1986, by Gene King edition of Modern Roses.

- There can be multiple winners in any year.
- Varieties for consideration are solicited from the general membership through an announcement in the *American Rose* magazine, on the ARS website, in the Miniature Rose Bulletin and in district and local bulletins. Nominations are to be sent by April 1, 2011, to:

Dr. Jim Hering 1050 Kingwood Drive Marion, OH 43302 rosehering@roadrunner.com

- The Chairman of the Miniature/Miniflora Rose Committee will prepare the tabulations for selection by the full committee by ballot.
- Formal announcement of the winner(s) will take place at the ARS National Miniature Rose Conference.

#### **PREVIOUS WINNERS**

ELECTED IN 1999	ELECTED IN 2000	ELECTED IN 2001
Starina, 1964, Meilland Beauty Secret, 1972, Moore Magic Carrousel, 1972, Moore	Vink Mary Marshall, 1970,	<b>Green Ice</b> , 1971, Moore <b>Jeanne Lajoie</b> , 1976, Sima

Rise 'n' Shine, 1977, Moore Party Girl, 1979,

Saville

ELECTED IN 2002	ELECTED IN 2003	<b>ELECTED IN 2004</b>
		-

Cupcake, 1981, Spies Snow Bride, 1982, Jolly Minnie Pearl, 1982,

Little Jackie, 1982, Saville

Saville **Red Cascade**, 1976,

Moore

ELECTED IN 2005 ELECTED IN 2006 ELECTED IN 2007

**Jean Kenneally**, 1986, **Giggles**, 1987, King **Pierrine**, 1988, M.

Bennett Black Jade, 1985, Williams

Rainbow's End, 1986, Benardella

Saville

ELECTED IN 2008	ELECTED IN 2009	ELECTED IN 2010
Irresistible, 1989, Bennett Fairhope, 1989, Pete & Kay Taylor	Gourmet Popcorn, 1986, Desamero Luis Desamero, 1988, Bennett Tiffany Lynn, 1985, N. Jolly Chelsea Belle, 1991, Pete & Kay Taylor	Grace Seward, 1991, Bennett Fancy Pants, 1986, King

The 2011 ARS **National Miniature Rose** Show and Conference will be held in Syracuse, New York from June 24-26, 2011. **Contact Murial** Prianti, 315-676-4850, MRPRIANTI@AOL.C OM for information. Join us for a fun time.

#### A BRIEF LIST OF ELIGIBLE MINIATURE & MINIFLORA ROSES

#### SOME ROSES ELIGIBLE FOR THE FIRST TIME THIS YEAR

Alice Faye	Gone Fishin'	Margaret Telfer	Rubies 'n' Pearls
Apricot	Good Day	Marime	<b>Sergeant Pepper</b>
Perfection	Halo Dolly	Nice Day	Sir
Baby Dominic	Halo Star	Nuance	<b>Snow Shower</b>
Bell Charmer	<b>Happy Trails</b>	<b>Old Fashioned</b>	Someday Soon
Billie Teas	<b>High Jinks</b>	Girl	<b>Southern Charm</b>
Boomerang	Jamie	<b>Orchid Jubilee</b>	Special Angel
By Design	Jeannine	Orlando	<b>Springwood Pink</b>
Charm Bracelet	Jitterbug	Sunshine	Stevie
Chula Vista	<b>Jumping Jack</b>	Palmetto Sunrise	Sue Belle
Colleen Little	Flash	Paper Doll	Sunshine
Dixieland	Kristin	Party Line	Tag-a-long

Dreamsicle Easy Essie Lee Explorer's Dream Gabriela Sabatini	Ladybug Lifestyle Li'l Rip Li'l Touch Littlest Spartan Louise Mack Love Torch	Peep-Eye Penny Lane Perfect Potluck Pleasantly Pink Potluck Pink Potluck Purple Purple Sunset	Tiger Stripes Tiny Petals Toffee Twilight Dream Wild Thing Wildest Dreams
Sabatini Golden Beauty	<b>Love Torch</b>	Purple Sunset Real Charmer	
Golden Promise			

#### Reminder of Changes Made by the Board of Directors

(Editor's note: These changes will affect all of us this coming year, so I felt they were worth repeating.)

#### **Consulting Rosarians:**

- approved placing Table of Pesticides and Mode of Action lists in the CR part of the web site. This will keep the lists updated frequently instead of after several years when the Manual gets revised.
- approved the action to reinstate that the annual Roses in Review report is mandatory for CRs (2 year grace period) as approved once before by Board Action in the late 90's.

#### Awards:

- approved some of the changes in wording for the J. Benjamin Williams Miniflora Rose challenge class, the F. Harmon Saville Memorial challenge class.
- corrected the deadline dates on the Klima Award form and Voting Procedures (September deadline).

#### **Horticulture Judges:**

- approved a rewrite of the entire section of the Guidelines and Rules for Judging that pertains to the operation of National Rose Shows (pages 101-106).
- changes to take effect upon publication of notice in the magazine and placement on the ARS web site in the Hort Judges part of the web site.

#### **Other Information:**

• approved an E-Membership plan for lapsed members.

- approved the action for all-electronic voting henceforth for Triennial elections. To be explained in an article in the magazine.
- approved establishing an ad hoc committee to 'look into' creating a rose certification/licensing program under the care of the Easy Tea committee.
- re-elected Pat Shanley and Jim Hering to the Executive Committee for the Fall 2010-2011 term.
- elected the following people to serve on designated committees:

Jay Hiers - Audit Committee, Fall 2010-2013 John Fleek, Karen Prevatt - Ethics Committee, Fall 2010-2013 Linda Kimmel - ARSET trustee, Jan 1, 2011-Dec 31, 2013 Mary Carle - EET trustee, Jan 1, 2011-Dec 31, 2013 Diane Sommers - MET trustee, Jan 1, 2011-Dec 31, 2013 Bruce Monroe - RET trustee, Jan 1, 2011-Dec 31, 2013

#### NOTES FROM THE STAFF

- We have exceeded our Annual Fund/Patron fundraising goal for 2010! Our end-of-year letter will be sent soon so donors may take advantage of 2010 tax deductions for their 2011 gifts.
- Headquarters' staff Annual Planning Conference on November 3 was a productive day as we created a blueprint for a successful 2011! Staff will raise \$2,000 toward the new district fundraising project.
- Jacque Dunn, Director of Planned Giving & Major Gifts is hard at work developing plans and materials for our estate planning work in 2011.
- Better Homes & Gardens *Rose Gardening* just released for sale. This book is ARS endorsed. Contributing writer is Jeff Wyckoff. Available for purchase in book stores near you! (See review below)

## For Local Rose Society members: ARS for just \$5!

Four-Month Trial Membership Now Available!

You'll receive:

• Free advice from Consulting Rosarians. The ARS Consulting

Rosarians program connects members with expert rosarians that provide

free assistance with your rose questions.

• Free or reduced garden admissions.

With the ARS Reciprocal Garden Admission program, members enjoy

free or reduced admission to and discounts at

MEMBER BENEFITS PARTNERS

**Angel Gardens** 

10% discount

Amity Rose & Garden Nursery 10% discount

**Chamblee's Rose** 

Nursery 5% discount

**David Austin** 

Roses

15% discount hundreds of gardens, conservatories, and arboreta nationwide. **Euro Desert Roses** • Free online access to four quarterly bulletins, a 10% discount \$45 value. Now Garden Valley available free, the Mini/Mini-Flora Bulletin, Old Ranch 10% discount Garden Rose & Shrub Gazette, Rose Arrangers' Bulletin, and Exhibitors' Quarterly available online to **KevPlex** all ARS members. \$2 off + \$2 donationto ARS • 2 issues of American Rose magazine, \$16 value. The only magazine devoted exclusively to rose, bi-Liferoses.com monthly, with 84-page and articles and beautiful color 10% discount photography, for beginners and experienced rose **Pine Straw Direct** growers alike. 5% discount •Receive discounts of up to 30% at merchant **Rogue Valley** partners. Roses 10% discount Tijeras Rain An \$86 Value for only \$5! **Barrels** 30% discount [] Yes! I would like to join the American Rose **Vintage Gardens** Society for just \$5! Please begin the trial 10% discount membership immediately for the person below!! A WONDERFUL WAY TO START First Name, Last Name THE NEW YEAR. Address: **City:** \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_ Phone: \_\_\_\_\_E-mail: [ ]Check [ ]Mastercard [ ]Visa [ ]Discover [ ]AmEx Card#:\_\_\_\_\_V-Code\_\_\_\_\_ Signature: \_\_\_\_\_Exp

date

Local

Society:_	

Please mail to: American Rose Society, P.O. Box 30,000, Shreveport, LA 71130. Questions? Contact Laura Pfender, 1-800-637-6534, laura @ars-hq.org.

#### DON'T FORGET THE YOUNG ROSARIANS!

In our hi-tech world, our young people are missing out on some of the simple joys of life. Growing roses can give them some new knowledge of nature and an appreciation of beauty. The program for our younger rosarians is growing fast. Special events have been held and many young people participated. Did you know there is an electronic newsletter for our young members and any youngster interested in roses? If you have a child or grandchild that might enjoy our hobby or is involved in the rose hobby, please send name, address, age, and e-mail address with a \$10.00 membership fee to ARS.

Help secure the future of our rose hobby with the young people



#### ARTICLES OF INTEREST

<u>The Rose Show: Bane? or Boon? Are We Discouraging New Members?</u> By Karl Bapst, Duneland Rose Society

A thread on the Garden Web Rose Forum last August concerning yearly American Rose Society dues, soon turned into a rather heated discussion about the ARS being a hybrid tea and exhibition organization not responsive to the needs of the average home rose grower. Contributors also wrote about how many local rose society programs leaned towards talks on hybrid teas and exhibiting. Many went on to say they had joined a rose society, but dropped out when there were few programs on rose care and culture. Some who commented said the newer members didn't exhibit at shows because they had no chance of winning anything. Many of these shows had few exhibitors as a result.

Are we discouraging new members by prioritizing exhibiting? New members want to learn how to grow nice roses. Once they learn, the desire to gain notice of their endeavors will cause them to begin exhibiting. Our focus should be on educating the public about horticulture, and exhibiting . . . somewhere down the line. Our local societies and the ARS still regard the

hybrid tea Queen as the top award. This may be the reason many rose growers don't join either the ARS or a local rose society. Many of these people are not so much anti-hybrid tea, as they are PRO other types of roses. We all like the high-centered look of the hybrid tea bloom, but we also like the look of the many other rose types.

The Heritage Rose Foundation originated several years ago, I believe, for the same reasons. ARS was not highly supportive of old garden roses (OGRs) at the time. However, in recent years, Marilyn Wellan and other prominent ARS members have tried to realign relationships. ARS is now blessed with a wonderful garden of OGRs in the Gardens at the American Rose Cemter due to collaborative efforts. Following the example of the Heritage Rose Foundation may be the answer. My understanding is that this society supports rose displays rather than competitive exhibitions, with the focus on education. Holding a rose display or "celebration of roses" in lieu of a rose show is one way to promote roses, without competing. It might entice more involvement of non-exhibiting members. It would let them show the fruits of their labors without fear of rejection because a bloom is less than perfect or a stem is cut too short.

My only concern is' would major exhibitors have no incentive to bring their prime roses to such an event? Another option would be a combination display-exhibiting rose show. I am talking local shows here, not district or nationals. The experienced exhibitors would stand back, but display their roses, showing their excellent specimens, and grooming skills. The less experienced exhibitor and novice grower would compete, thus having a chance to win the Best of Show, Queen and other top awards. I believe this would stimulate interest and participation.

I have heard this story about Slat Watkins, once a fierce successful exhibitor. As he got older, he stopped exhibiting, or only brought a few roses to exhibit. When someone inquired about his reduced participation, he smiled and simply said, "Because I need to give someone else a chance to win." That is what I am talking about. I'm far from a hardcore exhibitor myself. I do nothing special, even waiting until the early morning of the show, to go through my garden and cut roses. They must be exhibition ready as I can do little or no grooming, usually entering them as they were taken from the garden. Even then, I took five major awards last year (2009). I try to exhibit in classes that normally contain only a few entries, which likely helps. It is also good for the show, so there is variety for public viewing.

Even though we had fewer than 100 blooms at our local show, from only nine exhibitors, and no arrangements, the quality was quite good. The public still had plenty to see and inquire about. For years, Duneland Rose Society has made a Best of Show Award. I've tried to have it spotlighted as the one to covet. Some eight years ago, a grass roots effort of the members of the

Garden Web Rose Forum led by me, and sponsored by Dr.Tommy Cairns, raised enough money to fund a national ARS Best of Show Trophy (silver) with a carrying case and maintenance fund. Andy Plasz won it the second time it was awarded with a floribunda bouquet. I was honored to make the presentation. The award is serving the purpose for which it was intended. A hybrid tea has won it only once. Unfortunately the trophy and winning rose seems to be stuck someplace on the awards table as an afterthought instead of being in the place of honor as "The Best Rose" on the table.

In 2009 Duneland's Best of Show went to a 20-year society member, Michael Fletcher, who had never exhibited before. He was so proud; tears welled up in his eyes. I bet he will be back next year with more roses in more categories. Ensuring success for new exhibitors may be the key factor in promoting exhibiting. How to do that? Mentoring, more classes for novices, for exhibitors with small gardens, or rose displays without competition? I would encourage all societies to add a Best of Show Trophy, if not already doing so, giving it a position of importance on the head table, recognizing other roses for their excellence, not just the hybrid tea Queen. In my opinion, the highlight should be placed on the Best of Show, which can be any rose.



[Editor's Note: It has always been my observation that the many exhibitors in the local societies are the ones willing to take office, chair a committee and they are the backbone of the society. New members often do not continue once they learn basic rose culture. They often leave when they are satisfied with what they have learned. Perhaps, using some of the suggestions here would encourage newer members to exhibit, which may interest them enough to continue to be members. Here is another suggestion – once an exhibitor wins a collection trophy class, they cannot enter that class for 3 years. That gives others a chance in those classes.

Exhibiting is a great motivator for growing great roses and being part of a society. So, let's all do our best to get each member to bring some roses to add to the show. Our shows are getting smaller and smaller because we have fewer and fewer exhibitors; maybe that's why we have fewer members too. Check out the *Exhibitor's Quarterly* available in the Members Only section of the ARS web site.]



#### **BOOK REVIEW**

#### Better Homes & Gardens Rose Gardening Book [Endorsed by ARS]

Author: Better Homes & Publisher: John Wiley &

Gardens Books Sons, Inc

(Firm) Publish Date: at booksellers

Format: Paperback now

Pages: 224 Price: \$19.95

A comprehensive guide combining the artistry of rose gardening with the down-to-earth wisdom that will make a rose garden a success! This is a gorgeous rose gardening book and endorsed by ARS. Contributing writer is our very own American Rose Society President, Jeff Wyckoff.

- Filled with colorful diagrams, helpful checklists that make shopping and planning a breeze, and easy-to-follow directions for all kinds of projects. It's the perfect guide to planning and maintaining a beautiful rose garden.
- More than a handy resource, this book will be an inspirational guide to designing and planting beautiful rose arrangements, with exquisite photography, artistic garden plans, and historical information on the popularity of roses over time.
- Chapters include guidance and helpful advice on selecting the right roses for your region, how to combine roses with other plants in garden design, up-to-date information on pest control and garden maintenance, plus detailed answers to troublesome common issues.
- More than 600 gorgeous color photos throughout, including a "gallery of roses" that features hundreds of rose varieties, categorized for convenience.
- Special features include tips from ARS Rosarians throughout, zone maps, resource listings, a rose care calendar by region, and detailed plant-by-number plans to inspire your own garden designs.

Also included with your purchase is a 1 year subscription to Better Homes & Gardens (a \$6.13 value) with details listed at back cover.



#### A GOOD NEW YEAR IDEA:

Write a note introducing yourself as a neighbor and rose grower. Include information on your society's next meeting or event with an invitation. Keep a supply of these notes in your car. When you pass a garden filled with roses, take out one of your notes and put it in the mail box. Keep a record of the address so you can visit again and leave another note. You may eventually gain a new member and make a new friend. If we hope to increase membership, we have to reach out.

"You can't light a candle to show others the way without feeling the warmth of the bright little ray.

And you can't give a rose, all fragrant with dew without part of its fragrance remaining with you"....Helen Steiner Rice

#### **Errata (Editor's Note):**

The excellent article, **The Rise and Fall of our National Floral Emblem** by Tom Carruth, and Chris Greenwood, which appeared in the December issue of *ARS & You*, was originally published in the April issue of *The Pacific Rose*, newsletter of the Pacific Rose Society. *The Ventura Rose* carried the item one or two issues later. Just wanted to give credit where credit is due.



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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Your comments and suggestions to improve this newsletter are welcome. - Louise Coleman, Editor

I wish you all joy, good health, happiness, good fortune and beautiful roses in your garden. Each spring we get another chance to do better in the garden and in our life. - Louise

[ARS & You archives]

American Rose Society