



Volume 2, Number 12

ARS & YOU, 2008
Editor, Jim Delahanty

Page One: News:

- Many local societies operate on the calendar year and install new officers in December. Be sure to update the list of your officers for Headquarters with the form located at www.ars.org/pdf/local_society_update.pdf.
- **ARS Triennial Elections are scheduled for 2009.** A VICE-PRESIDENT is elected to become president automatically in three years. A candidate for Vice President must be a current or former District or Regional Director who has served at least one complete term, or a former or present officer of the American Rose Society. Nominations must be submitted to the Chair of the National Nominating Committee by January 31st, 2009. Either individual members or local societies may submit nominations to Nita Bowen, Chair of the National Nominating Committee, 2703 Pony Farm Court, Oakton, VA 22124. Forms are at: http://www.ars.org/About_ARS/elections.html
- **Specialty Bulletins become available to all ARS members Free of Charge, as of January 1, 2009.** The Quarterlies will be posted on the website under the 'Members Only' menu icon. The password to each bulletin will be found in issues of the *American Rose* magazine starting with the January/February issue.
- **The Guy Blake Hedrick, Jr Award** to recognize lifelong achievement by an exhibitor rules, regulations and forms may be accessed on the ARS Website (www.ars.org). The deadline for submitting nominations is **December 31, 2008**.
- **The Glenda Whitaker Award for Achievement in Membership** to recognize outstanding achievements in membership rules, regulations and forms may also be accessed on the ARS website. The deadline for submitting nominations is **December, 31, 2008**.
- **Incoming and Ongoing Presidents** should be aware that the Free Trial Membership Initiative does not end with calendar 2008, but continues through 2009. The four month free trial membership available free to all NEW local society members continues to offer the *American Rose* magazine, free or reduced access 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 which gives back to ARS. The local society president or a representative thereof must submit the names and addresses to Laura Pfender, ARS Membership Director (laura@ars-hq.org). This initiative has elicited a great deal of interest among local societies.
- **Modern Roses 12 Online Database Access Renewal and Procedures:**
 1. **If you purchased MR12 during 2007 or 2008**, your access to the online database will need be to be renewed by December 31, 2009. Renew now

through the ARS online store for \$15.00. You will receive an email from Laura Pfender once your renewal has been processed and you will continue to use the same registration code.

- 2. If you wish to purchase a copy of MR12**, it is available at the online ARS store for \$49.95 plus \$13.50 for shipping and handling. The purchase price includes a year of online database access. Your registration code will be emailed to you once the order has been processed. The registration code will also be listed in the back cover of the book.
- 3. If you only want online access to the database**, this service is available for a flat fee of \$49.95. A registration code good for one year of access to the online database from the date of purchase will be emailed to you once the order has been processed.

Page Two: Views: Gifts: Direct, Indirect, and Stocking Stuffers. The following discounted items are available at the ARS Online Store:

2009 Calendars: Now just \$8.75 plus Shipping and Handling for single copies. (A case of 60 costs \$349.80 plus Shipping and Handling at \$5.83 each. These make great group Christmas gifts.)

Sean McCann's book on Mini-Floras—*The Rose for Today*—is available for just \$8.00 plus Shipping and Handling.

Gift Memberships are available at a discount of 2 for \$87.00 and 3 for \$130. Now through December 19th, when you purchase a gift membership, you can include the beautiful 2009 ARS Calendar as part of your gift...just \$5.00 and we will mail it to your gift recipient along with a rose card announcing your gift with a personal message. Call Laura or Shirley today at 1.800.637.6534 ext. 106 to order the gift that keeps on giving all year round.

Stocking Stuffer! Youth Memberships are available for \$10.00 to any minor under the age of 18. The recipient will receive a special quarterly bulletin, and all the perquisites of ARS membership except receipt of the *American Rose* magazine.

An Indirect Gift: One of the benefits of working within the network of ARS publications which includes newsletters of local societies, is the practice of exchanging newsletters and reprinting articles from similar publications. This practice is sanctioned by the authority of tradition and practice in the ARS; there is, of course, a duty to extend recognition and credit to the author of the piece, the publication involved and its editor, and the date of publication.

In the ARS network, there is an assumption that permission to reprint is granted unless specifically prohibited. Most authors within the ARS domain are aware of the fact that publication invites others to use the material without the formal necessity of obtaining permission. While the courteous thing to do is to secure permission as a matter of civility, time and deadlines do not always foster that practice.

The effect of this tradition is to extend the insights and visions of hundreds of local authors around the country to thousands of readers and to enrich the views of bulletin readers at an extremely low cost. In essence, a library of information is made available throughout the country through the framework of the American Rose Society. This is an indirect gift or benefit of ARS membership rarely mentioned, but just as real as hard copy and consulting rosarians. JD

Page Three: Re-Views: Pat Pitkin, Past President and Bronze Medal recipient of the Philadelphia and the Del-Chester Rose Societies and current President of the Reading-Berks Rose Society, comments on rejuvenating a local society

HOW TO PUT A LITTLE SPARKLE INTO YOUR ROSE SOCIETY

Nothing beats enthusiasm. Those who love Roses can't help passing on their passion for the hobby to others. Find some instigators and set them to work.

Don't be afraid to give jobs to new people. They have to learn sometime, and this helps them to meet others in the group. They may even have some novel ideas to try. Use their expertise. Everyone has some kind of talent. The job of the Board is to match the activities to the talents of the workers. Share the jobs among many members.

Ask people one-on-one to help with an activity. No one will want to volunteer if you ask for "willing victims" at a group meeting. Mix the new people with the "old faithfuls" so they can learn how to do the activities. No one person is indispensable.

A good salesman finds out what his client wants and then sets about getting the help that is wanted. Our lifestyle is changing and people no longer have time to spend on huge gardens. Make the smaller garden your emphasis, with programs on landscaping, lists of roses that do well with minimum care but attractive in the smaller yards, rose care that fits in a mixed garden setting, and easy, simple solutions to their questions. They are not fanatics--yet!

Have a convenient time and safe place for your activities.

Have variety in your meetings. Not everyone wants to exhibit, but they do want information about growing roses:

Where to get them, (local nurseries or mail order)

What varieties do well in the local area,

Minimal care for busy gardeners,

Sharing plants and ideas,

Handouts for beginners,

A Newsletter with information about growing good roses,

A List of Consulting Rosarians who really care about answering basic questions and inviting the people to Rose activities.

Have Workshops on:

Pruning, Fertilizing and Sprays,

Spring planting of Roses,

Summer maintenance while you vacation,

Autumn cleanup and repair,

Winter care of rose plants and potted roses,
Planning & planting a new rose bed,
Revitalizing an older rose garden,
Mulching and making compost,
Landscaping and mini-climates in the garden,
Preparing for weather extremes like floods, droughts, cold or wind.
Propagation & Rose Rustle-ing & Sharing cuttings,
Plant exchange with pot-luck picnic
Rose arrangements & containers,
Rose Show Preparation, disbudding, & rose grooming,
Decorations, sculptures, & garden statuary,
Drying flowers for decoration or potpourri,
Recipes using non-sprayed roses,
Crafts using roses in paintings and jewelry & clothing,
Photography: how to and contests of rose related pictures,
Books reviews about roses, Library resources, History of roses,
Visits to local Public & Private gardens,
Bus trips to distant gardens or Arboretums

If evening programs don't bring out the people, maybe times have changed and gardeners don't have the time, gas money, or interest to attend monthly meetings unless there is a "really good" program for them to take part in. Combine with other nearby Rose groups to share the expense of new interesting speakers.

Outreach into the community is a key to success. Publicity is important to let the public know there are happenings to go to. Many groups have a yearly calendar written up in the newsletter so folks can plan their activities accordingly.

There are many lists of coming events in newspapers, magazines, on radio & TV, and don't forget the Internet. Most young people get their information from the Internet so an up-to-date Website with contacts for answering Rose related questions is very important.

Even if people have no time for evening monthly programs, (won't drive at night, have too late a commute or second job that gets in the way, or just can't afford the high gas prices or babysitters to travel distances for non essential activities) they can still stay active with various outreach programs in the community. **Use the newsletter as a lifeline-resource for rose culture and contact point for Rose Group activities.**

Go where the Gardeners are! Set up Information Booths in Garden Centers, at the Extension service or local Fairs. Have your Consulting Rosarians give talks at local garden clubs and get the garden clubs interested in entering the Rose Shows. Have garden tours of private gardens to show the public that WE REALLY CAN grow Roses under many differing situations.

Share your blooms with Public Libraries, senior centers, Nursing homes, Schools, Churches & Synagogues, your Neighbors and Friends, at Work, or anywhere where they can be seen. They will develop a following. Always mention when your rose

group is having their next activity and invite them to join you. If friends need a ride, maybe you can car-pool.

KEEP IT SIMPLE! Don't scare away new members with complicated ways to care for your garden. Never moan & groan about poor attendance or participation. No one will jump on a sinking ship. Keep ideas positive! Compliment good work with a smile and include everyone in activities. Above all, **ENJOY YOUR ROSES!**

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 listed in Member's Only.

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