



ARS & YOU

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

APRIL 2010

ARS PRESIDENT'S MESSAGE

Because of up-front publication costs, the high price of mailings nowadays, plus staff time involved in preparing shipments from HQ, the American Rose Society has decided to get out of the in-house publishing business. On-demand printing, one of the latest benefits of the Age of Technology, allows us to continue publishing quality books and other materials with very little initial investment. It is definitely the wave of the future for small scale publishers like the ARS.

The *Official List of Approved Exhibition Names* (AENs), something we have published in-house for a number of years, is being handled this year by an on-demand publisher, www.lulu.com. This particular outfit was chosen because it offers spiral binding for the Official List, something many others did not. Their site, accessible from a link on the ARS website, offers the printed version, as well as a less expensive version in a *pdf* format.

The ARS has had a few complaints that lulu.com is unnecessarily intrusive, e.g. requiring you to become a “member” in order to order the Official List. In ordering my copy, I found that it required no more personal information than any other web-ordering site, such as those of Amazon or any airline. Giving the vendor your e-mail address, and thus tacitly accepting their e-promotions, is pretty much a part of doing business these days.

On another note, the ARS is now offering its Quinquennial Survey in an on-line version only. (My spell-checker red-lined that word, but I'm pretty sure it means every 5 years, and is correctly spelled). This is your golden opportunity to correct all those “erroneous” ratings in the Handbook for Selecting Roses, the ones that you think are way too high or too low. Don't we all have issues with the current ratings? My personal gripe is that ‘Bridal White’, a florist rose that nobody(?) grows, is the second-highest rated floribunda at 8.7.

You do not have to rate every rose in the survey, or even every rose in your garden, just the ones for which you want the ratings to change. You do not even have to go through the whole list in a single sitting, as you can re-enter the site repeatedly, but **only until the end of March**, so please help us out with this survey just as you would with the yearly RIR reports. The “Instructions” tab on the site gives you all the information you'll need, so here's your chance to right all those egregious wrongs that the Handbook has been perpetrating on us for years. ☺

Jeff Wyckoff



NEWS FROM ARS **National Miniature Conference Reminder**

The 2010 ARS National Miniature Rose Show and Conference will be held in Milwaukee, Wisconsin, from August 20-22, 2010. Contact Diane Sommers, 262-781-7989
dianesommers@wi.rr.com now for information



PLANET ROSES!!!! 2010 ARS SPRING NATIONAL CONVENTION AND ROSE SHOW. SAVE THE DATE – APRIL 29-MAY 2 2010, SHREVEPORT

Don't forget to register for Planet Roses, our 2010 ARS Spring National Conference in Shreveport, Louisiana. Come be our guest at the headquarters home of the American Rose Society. Early-bird registration closes on April 15. Hurry and get your registration in now. Go to <http://www.ars.org/?p=304> to register online today!

Don't miss this opportunity to visit our headquarters, gardens and the new Klima Center. You will enjoy a tour of the center and a trip to the rose fields at Tyler Texas. There will be interesting and informative programs. One of the programs that should be of special interest to our readers will be presented by a member of the committee responsible for ARS & You:

Help For Local Society Membership !– “How to Custom Fit Your Rose Society” Presented by Pat Shanley – Founding President of Manhattan Rose Society

Friday, April 30, 2010, 2pm – 3pm -American Rose Center, ARS National Conference & Rose Show, Shreveport, LA.

(Manhattan Rose Society was founded 10 years ago and began with 12 members. Today there are 165 members – in a city of skyscrapers & concrete!! Learn how this was accomplished and how you can apply the same methods to your rose society).



Planting & Pruning Roses: The annual rose pruning party was a great success with good weather and a large number of volunteers (we had almost 75 people at various times during the day) with good progress on pruning. Our crew has finished the pruning and is beginning our spring spray program, while at the same time planting almost 300 new bushes across the property. We are well underway for a beautiful spring bloom in time for Planet Roses

ARS PUBLICATIONS

May/June issue of American Rose is in production and will go to the printer on March 18 and mailing April 1. *2010 Official List of Exhibition Names for Exhibitors and Judges* is available now! It is the same price as previous editions: \$20 print, \$15 download. To order your copy today please visit:

<http://stores.lulu.com/americanrosesociety>. This is an outside vendor and takes you away from the ARS website and is not available through our store. A link is provided on the left side (2010 Official List Now Available!) of our homepage at www.ars.org. **Jaz Rose Spray** is moving forward with their Product Endorsement agreement. **The all-new ARS website went live on 2/22/10!** Lisa Butler, our Associate Editor will have taken on the day-to-day website management.



NEWS -Witherspoon Rose Culture is partnering with the ARS to offer a **FREE** rose bush to all new members, a \$24.99 value! Every new full member will receive a coupon redeemable for an 'R. K. Witherspoon', a fabulous hybrid tea sport of 'Tiffany'. You just pay shipping and handling. This offer does not apply to Trial Memberships.



Are you a new officer in your society? Do you need some help and guidance? Try the *Guidelines for Rose Society Leaders* (The White Book). This guide is designed to provide accurate, up-to-date information about the American Rose Society and will answer many of your questions about society work. You can order the hard copy online at the ARS website through the Shop ARS! Or you can download pdfs from the Members Only section of the website – www.ars.org – Just look under Members Only; input the password (in your magazine, pg. 5) and look for ‘The White Book’.

TRIAL MEMBERSHIP

Don't miss this great opportunity to introduce interested rose growers to the benefits of ARS membership. To make it simple there are 3 ways people can get a Trial Membership

- General public goes to the web site - \$10
- Someone is a member of the local society but not ARS - \$5
- Someone joins a local society and they get signed up immediately for a Trial Membership – **free!!**

You must send in the new member information to ARS headquarters, laura@ars-hq.org . To sign up and for more information, please visit <http://www.ars.org> or call 1-800-637-6534.



ARTICLE OF INTEREST *(continued from last month)*

Considerations in the Development of Electronic Newsletters

***By: Philip Paul, Editor, ARS Miniature and Miniflora Rose Bulletin
and Bradenton-Sarasota Rose Society Bulletin***

Reasons to Convert to an electronic newsletter (continued)

Ability to use larger pictures and graphics (to expensive to publish on paper)

Members want to see the roses and images of events in a size that is easy to see or read. Unconstrained publication size permits and encourages this.

Ability to Hyperlink from the newsletter to more detailed information (while on-line)

Ability to tie the society websites and newsletter together

This is a real advantage since the sum of these two “products” represents the documented Intellectual Property (the real published value for which financial consideration is justified). The other major form of intellectual property is the information and education knowledge of its members especially the Consulting Rosarians.

This has become a “two is better than one” powerful team for member information. Our Bulletins are archived on the website at the same time we issue them to the members. When we archive, we index the Bulletin for on-line search by name or topic. We have Bulletins from 2005 to the present on line and available for member research. This prolongs the value of our newsletter.

Ability to encompass a broader mission for the newsletter (ed note: This is a great idea!!)

In 2009 a group of six Southern California Rose Societies banded together to consolidate all their news into a single monthly newsletter. The advantages were first to use the services of one of the top national visionaries and editors in the country as the Editor of the composite document. Dr. Tommy Cairns agreed to put the publication together. A second reason was that the economic effect to all the involved societies was considerable. A third reason was to give members of all involved societies the ability to attend each other’s meetings – a move that has really strengthened the activities of rosarians across the southland. The SRN as it is called is the Southland Rose News and is distributed to each society as a master copy and they distribute it as their needs require. Each society president provides a column and calendar as input to the newsletter each month.

Any local society with special interests and capabilities can serve a wider audience

Examples might include knowledge areas such as David Austin Roses, Miniatures, and Old Garden roses, etc. Today’s children and young adults are fully conversant with the technology tools available to us all. They communicate daily within their community via computers. As a result an electronic newsletter might be most welcome by these potential members.

The Elements of a Newsletter

All newsletters have four principal components. In each society these may be separate jobs or they may be done by only one individual as are the ARS Newsletters.

The Editor's Job

The Editor is always responsible for the vision, content and planning of the newsletter. From an editor's point of view there are now fewer restrictions on how much material can be used in any particular issue. This may permit more use of exchanged material between societies. We share our publications with each other. This sharing will be essential as we move toward e-newsletters.

The Proofer's Job

I add the proofer to this list because we have found that it is the difference in a professional looking and easily readable document. In some cases we may proof our document as many as 4 times before release. This won't change in the move to the electronic form. A tip: The proofer should be someone outside of the editor and publisher.

The Publisher's Job

The publisher's job will change quite a bit. If your publication is going to be tied to the website e.g. be put on the site for either distribution or archives, then there will be considerations as to the formatting of the document. A good example of this is the fact that most newsletters are done in a two column format for each page. When reading an e-newsletter, if it is read on-line (on the monitor) it may be desirable to have it in a single column format which is an easier and standard way to read on-line. If using the website there may also be constraints on graphics or banners. A PDF file is the normal form but as Dr. Cairns points out the new Microsoft Word product can produce a fine document for electronic or print use.

The Distribution Job

The distribution job will change the most and will need to deal with some heavy considerations. First, the problem of transition from printed edition must be considered. In almost all societies there is a small group of members who do not have e-mail or the internet. These people will need to be serviced and will keep the organization from a complete transition. In our local society of about 125 members we have about 15 to 20 members who will always need a printed form of publication. Our society has just completed its 50th year and many of these members have been long time supporters of our mission.

A second consideration is those members who prefer to read printed matter instead of reading from the monitor. People who did not grow up with computers often find it quite a challenge to read on-line. There are two primary ways we appeal to that audience. First, "Who wants to see roses in Black and White?" This is what printed copy subscribers get and Second, the e-Edition has so much more information in it that it is worth reading on-line or printing it out **your self**.

There are an infinite number of approaches to distribution - here are a few:

- **Send newsletter by e-mail and post it on the website for archival purposes** This gets the news in front of the subscriber quickly (we estimate a two week difference in turnaround for e-mail vs. printed and mailed issues). It also allows complete control of the distribution through e-mail mailing lists.
- **Post newsletter on the website and send an e-mail to paid subscribers with monthly password**

One of the early pioneers of electronic newsletters was the Central Florida Rose Society. This has been an effective form for them over the past several years. Members can download each month's newsletter or read it on-line.

One consideration is that the user must log on to the website after reading the e-mail notice. It doesn't get the news directly in front of the user. There is an extra step which could be too much work for some readers. During transition, send a printed edition by U.S. Mail and send the e-edition by e-mail. This helps sell the user on the new format in color and expanded size. It also helps those who like to read printed text.

NOTE: Many societies charge more dues for printed editions. It should be considered that the older and most loyal members may pay the toll with this approach

Protecting your intellectual property

No matter what approach your society may choose to take, be sure to recognize that you have major value in both your newsletter and your website. Protect both your newsletter and website carefully with copyright notices and by keeping your newsletter (if you put it on your website) behind a "Member's Only" area. It is your major form of economic value-don't give it away.

Conclusion

The final conclusion may well be that as long as a viable approach for "non computer" members can be developed, the electronic-newsletter opens up the ability to team with the website, provide direct hyper-links to more information, move to full color and produce a more interesting newsletter taking advantage of today's technology and reducing costs.



Editor's note: Thank you Phil for such an informative and helpful article! Readers of ARS & You can see the e-newsletter has many advantages. ARS & YOU would be an added expense to the ARS budget if printed and mailed.. But electronically it becomes possible and we can provide you with useful information to help your society by sharing the knowledge of others. If you need help getting started with an e-newsletter, our committee is here to help. (See below)



YOUNG ROSARIANS

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 our hobby, please send me their e-mail (roseylou@aol.com) and they will receive the quarterly bulletin that is just for them. They are the future of the American Rose Society!!!



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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NEXT MONTH:

We will have a report on the National Convention in Shreveport and ARS news that is important to you and your society. We will also have some useful articles that you can use in YOUR newsletter. Your comments and suggestions to improve this newsletter are welcome. - Louise Coleman, Editor