



Volume 3, no. 9

ARS & YOU
Jim Delahanty, Editor

Page One: News:

- **The Palm Springs Convention early registration deadline is September 11, 2009.**

After that date the cost of convention registration will increase by \$10.00. Early registration not only ensures the lower price of \$85.00, it also guarantees better access to the tours, features and post-convention seminars and other opportunities. Convention data may be accessed at www.desertrosesociety.com.

- **The deadline for participation in Roses in Review is September 26, 2009.**

The program may be accessed through the American Rose Society website (www.ars.org) or by sending in a ballot from the *American Rose*. Check the RIR website to be sure that your entries were recorded (always a good idea!).

- **Ashdown Roses (www.ashdownroses.com) will cease its retail rose selling operations as of October 1, 2009.** The entire inventory of roses is on sale for \$5.95 per rose. Large order discounts are available as fund raisers for local rose societies. The list of roses available and the order form is on the website. Ashdown will continue to offer workshops, licensing agencies, YouTube videos, and rose tours.

Page Two: Views: Laura Pfender, American Rose Society Director of Membership, writes about the process of forming a local society. Frequently, there is comment on listserves that all the rose societies are too far away, or oriented to activities outside the range of interests of potential members. Laura suggests a practical way to respond.

HOW TO FORM A NEW LOCAL ROSE SOCIETY

One of the most frequently asked questions is how to form a new local rose society affiliated with the ARS. It is a lot easier than many people think!

If you already have a small group of people who meet and share an interest in roses, then you have the potential to form a new rose society.

To find more people in your area, utilize any avenues of free publicity that you can. Place fliers at the local bookstore and local nurseries, inviting interested people to call or email for information

about your new rose society. Newspapers, television and radio are also possible avenues to spread the word. ARS Headquarters can also provide you with a list of members in your area who you can contact and invite to your first meeting.

Is there already a local rose society in the area? Not to worry, the two of you can work alongside each other. Contact the President or Membership Chair to find out when and how often their group meets. Your new rose society can offer meetings that don't conflict with the existing group's ones.

Once you have started to spread the word about your new local rose society, word of mouth will help bring more interested people to contact you.

Once you have a group of interested people, set a date, time and location to hold your first meeting. Have a presentation ready on a rose related topic — something that pertains to the roses in your area and the stage that they are in. Bring some roses to display and talk about. If you have a problem with a rose, you can also bring it and address the problem.

At the end of the meeting, talk about the best time to set up a second meeting and ideas for topics that can be discussed. If possible, get in touch with the newspapers and radio again to publicize the second meeting. If you have enough people at your initial meeting, you can talk about becoming a formal group and consider potential officers. Check the White Book online for additional suggestions about formation and management of a new society.

Contact Laura Pfender (laura@ars-hq.org) at ARS Headquarters for promotional materials and further information about starting a local rose society. Jim Delahanty (jjzdelahanty@earthlink.net), Chairman of the Local Society Relations Committee, also has a wealth of information regarding local rose societies. We are here to help you succeed. Your success as a group means that the ARS is fulfilling its mission to educate and promote the love of the rose.

Affiliating with the American Rose Society offers many advantages to local groups.

TAX EXEMPT UMBRELLA STATUS

Your organization becomes part of the growing network of local clubs that fall under the ARS 501(c)(3) Non-Profit Educational Organization tax exemption. This means that contributions and donations can be designated as tax deductible by the donor. (Subject to current tax limitations).

LOCAL SOCIETY LIABILITY INSURANCE

A very important benefit of ARS affiliation is the ability for the national organization to provide liability insurance to your group for your shows and meetings.

READY AND AVAILABLE SOURCE OF ROSE SHOW SUPPLIES

The American Rose Society is the source for rose show supplies for affiliated societies. Whether you are looking for ribbons, certificates or awards, we can supply your organization with quality show supplies at reasonable prices.

FREE PUBLICITY FOR YOUR SHOWS AND EVENTS

Publicize your rose shows and special events in American Rose magazine and on the ARS web site.

Increase your attendance through this valuable free advertising.

PROGRAM IDEAS, TOPICS AND SPEAKERS

We have an extensive library of slide presentations, covering all types of roses and rose-related topics, available to all affiliated local societies.

SUPPORT OF A NATIONAL ORGANIZATION

Your organization can help the American Rose Society fulfill its educational mission by helping distribute educational materials published by the ARS.

Local society dues are just \$70 per year. The bi-monthly publication of the American Rose magazine is mailed to the President who can share this with members at meetings and events. We are happy to provide promotional materials, such as past copies of the Handbook for Selecting Roses and past issues of the magazine, at no cost* to our local societies for upcoming events and shows. (*S&H charges apply).

Page Three: Reviews: Kent Campbell, Tenarky District Director, talks about another kind of 'found' rose.

A Rose Found!

By Kent Campbell

This is a story about a rose long lost, but not forgotten! What I have to relate will not be accepted as being about a "found rose" in traditional rosarian parlance. When a rose which has never been in commerce or possibly has been completely lost from commerce or gardens for many years and suddenly appears somewhere, such as an old cemetery or homestead site, for instance, it is designated a "found rose." However, I can't imagine more pleasure, indeed excitement, arising from the finding of any rose than the subject of this story.

Last winter when I began visiting the canteen of our local American Legion post on occasion, some of the other members I was meeting learned of my involvement with roses and the American Rose Society. The older ones would frequently talk about a rose that once grew beside the Legion building. They spoke in glowing, almost reverent terms about its beauty, its size, and its special place in their memories. No one seemed to know exactly where it was, or whatever happened to it.

Eventually, in the spring I searched for signs around the perimeter of the building. On the southeast side of the back building, in an alcove under the stairs to the second floor, I found it. It was completely buried in some heavy shrub brush which I cleared out from around it. How it had survived, I just don't know. Roses require sun It received none. Roses need lots of water How it managed to get some over the past few years was certainly a question. Yet, there it stood... at least twenty-five years old and "hanging on" to life like the real champion it was!

Since it was found, it has been watered frequently, been fed a few times with good rose fertilizer, trimmed up as best I could make it look, and sprayed for fungi and insects. The last point is probably not too important. I don't see how a fungus or a bug could find it where it is anyway. It

has bloomed gloriously twice, and has buds for a third cycle at the time of this writing. It attracts a near parade of ardent onlookers almost daily when in bloom.

As for its identity, it was obvious with the first bloom. The magnificent classic form, bright golden yellow color, elegant buds, dark green foliage, and as alluded to above, a certain strength and perseverance easily label it as the most famous rose in the world, Peace.

Why famous? Here's one story. A little over fifty years ago, as the allied armies were storming eastward through France toward Nazi Germany, the populace of a small town gathered at the outskirts to meet the advancing army. They told about a local nursery, the now-famous Meilland of France, that had produced a rose seedling with great promise, and had hundreds of them started in their greenhouses. They begged the American army to go around their town, not through, at the risk of being shelled. Their request was granted.

A few years later, at the opening dinner for the first gathering in San Francisco of the newly formed United Nations, the floral centerpiece on every table featured the new rose, Peace! Furthermore, since then, more roses now in commerce worldwide can trace their parentage directly to Peace than to any other cultivar. Perhaps, if I can successfully root a cutting or two from the subject bush of our story, Kentucky's American Legion Post No. 23 will have several of this original bush's children on its premises!

Rogue Valley Roses offers a ten per cent discount to members of the American Rose Society upon presentation of your ARS Membership number and the expiration date. Go to the Rogue Valley website (www.roguevalleyroses.com) to find OGRs, rare and exceptional modern roses.

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:

Jim Delahanty, Chair jjzdelahanty@earthlink.net

Dr. Karen Barnes barneskw@yahoo.com

Bob Bauer bobbauer@worldnet.att.net

Ted & Linda Burg ldburg@yahoo.com

Pat Shanley pshanley@aol.com

Janet Sklar janetsklar@sbcglobal.net

Dave Steever greenrosedave@aol.com