



# ARS & YOU

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

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## President's Message

- Jeff Wyckoff

*The American Rose Society recently initiated an e-membership program, designed to make all local society members nominal members of the ARS.*

E-members will receive a monthly e-mailing with "teasers" from our magazine articles, designed to encourage them to become full-time members. This is yet another important step in promoting our membership growth.

Obviously, a person cannot become an e-member unless the ARS has their e-mail address, and to this end we are asking all local rose societies to send their membership rosters, *complete with e-mail addresses*, to Laura Pfender at ARS headquarters. A statement regarding ARS security policy for members' personal information is contained in Executive Director Jeff Ware's message in this issue of the *ARS & You*.

Understandably, there will still be a few of your members who are adamant about not sharing their information. A good way to handle this is to post an "opt-out" message in your newsletter, allowing these people to opt out of information sharing without affecting the majority of your members who will have no problem with it.

Our \$5 Trial membership program can also use your assistance at this time of year. Pruning demonstrations, gardens shows, nursery lectures, and other such seasonal events in which many societies are engaged, offer tremendous opportunities to reach the general gardening public. Please take a number of the \$5 Trial Membership forms (available on-line from HQ) to these events, along with copies of the American Rose magazine. Display the magazines prominently, and if possible sign people up on the spot. If not possible, then give them the form to take with them for future consideration.

As we move forward with the 100 Grand Campaign, two complaints that I hear repeatedly are:

1. The ARS is always asking members, local societies, and Districts for money, without making any savings at HQ,
2. The money that we give will go to support the Gardens of the Rose, which we'll seldom, if ever, visit. As I stated in last month's message, *none* of the money from the 100 Grand Campaign will be used for the gardens. Likewise, none of the money from the ARS Patrons Program is used for the gardens unless the donor specifically requests it.

With regard to operations at HQ, we have, upon the recommendation of Managing Editor Beth Smiley, changed publishers/printers of the *American Rose* and the *ARS Annual*, which should result in a savings of \$28,000 per year. In addition, Executive Director Jeff Ware has recently made a number of staff cuts and cutbacks that will result in a savings of \$74,000 over budgeted expenses for 2011. These staff reductions will **not** result in a reduction in membership services, although staff response to members' questions and requests may take somewhat longer than they did previously.

These staff reductions came at the expense of dedicated employees, some of whom have been with us for many years. While I commend Jeff Ware for making tough but necessary business decisions, I feel for those people who have been adversely affected thereby. You should also be aware that ARS staff has pledged to raise \$2,000 for the 100 Grand Campaign.

ARS staff has taken great strides in reducing the Society's expenses, and now it's time for Districts, local societies, and individuals to do their part in supporting the 100 Grand Campaign. This is *our* society, and its continued health, if not its very survival, depends upon all of us.



## Did You Know?

The ARS Membership Department is responsible for maintaining our membership database - adding and deleting records, changing addresses and phone numbers, noting who is an Officer in a local society, who has moved to another society or District, etc. The staff person who maintains the records for CRs and Judges also edits those records in our database.

Membership records when we update our membership, change memberships, add youths or seniors or joint members, they record payments, and send out all those reminder e-mails and snail mailing about renewing, they send out notices about the ARS for ARS & You and other newsletters, print welcome letters for new members and print the membership cards, process all insurance payments, provide tax ID information, mail promotion kits to local societies when they are holding events, and create new membership outreaches for ARS Membership events.

Donate a  
Trial Membership -  
Help ARS Grow!

Report your  
New Officers  
to ARS

ARS  
PUBLICATIONS

ARS & You  
Louise Coleman  
[Roseylou@aol.com](mailto:Roseylou@aol.com)

Handbook for

**Selecting Roses**  
Phil Schorr  
[pschorr@worldnet.att.net](mailto:pschorr@worldnet.att.net)

All this for 10,000+ members who continually change their minds. The work is accomplished by one (1) staff person with 2 part-time assistants.

**Beginner's Column:**

Be nice to these people if you call or e-mail them, they are working hard to keep our records accurate and to serve our members.

2010 Nanette Londaree  
[rosienan@aol.com](mailto:rosienan@aol.com)

2011 Jim Wagner  
[JimDorisWagn@aol.com](mailto:JimDorisWagn@aol.com)

2012 Elena Williams  
[Minirose@comcast.net](mailto:Minirose@comcast.net)

**Quarterly Bulletins:**

*American Rose* has been delayed due to the printer change in late December. We expect to be back on schedule with the March/April issue, but this is tentative at the present time. As part of our change-over, we will be utilizing a co-mailing plan that will ultimately provide for more timely delivery of the magazine (especially to the west coast). We strive to improve service to our members.

**OGR & Shrub Journal**

Marilyn Wellan  
[roseusa@suddenlink.net](mailto:roseusa@suddenlink.net)

**Exhibitors' Quarterly**

Louise Coleman  
[roseylou@aol.com](mailto:roseylou@aol.com)

**Rose Arranger's Bulletin**

Jim Harrell  
[jim@fairmarsh.com](mailto:jim@fairmarsh.com)

**Miniature & Miniflora**

**Rose Bulletin**

Phil Paul  
[pfpaul@verizon.net](mailto:pfpaul@verizon.net)



**NEWS FROM ARS**



**THE MAGAZINE**

**ARS ON TV (LPB television story)**

Producers for Louisiana Public Broadcasting visited the American Rose Center in mid-December to film Christmas in Roseland for use in two programs: the regular "The State We are In," and a future holiday special to be rebroadcast each holiday season for many years to come. ★

KMSS Fox story: Producers for the local Fox affiliate filmed a 30-minute holiday special entitled "Sounds of the Season at the American Rose Center." The station has indicated they would like to make this an annual event. More than 1,400 guests attended the taping.

To see the story online, go to: <http://beta.lpb.org/index.php?swi/> Feel free to pass the link along to anyone you think would enjoy viewing

**WHAT'S HAPPENING AT THE ARS CENTER**

**Soil Samples:** We are in the process of collecting soil samples from each garden for analysis by LSU Agriculture Center in preparation for bed amendments and planting.

**Prune, Plant, Fertilize:** Our annual Pruning & Planting Party is set for Saturday, February 19, at 9:00am. Pruning and planting demonstrations will be offered for volunteers and lunch will be served.

**Dog:** We are searching local shelters for a dog that will serve the American Rose Center to help discourage any deer on the property. This may be a process of trial and error as we find the right canine for the job.



**ARS OR IRS**

If you itemize your deductions, you can deduct expenses you incur volunteering for your local society, your district and ARS, as well as any donations to ARS. This is one of the benefits of volunteering for a non-profit organization.

You have an opportunity now to save on taxes and help ARS, even if you do not itemize your deductions. Persons aged 70½ or older can again enjoy tax savings by making charitable gifts directly from their Individual Retirement Accounts (IRAs), to charity, thanks to a provision of the Tax Relief Act of 2010. The act also allows charitable distributions made from an IRA in January 2011 to be declared as 2010 gifts, should the IRA holder wish to do so (provided you did not take your Required Minimum Distribution (RMD) during 2010. The IRS says you cannot retroactively back it out and use as a direct denotation which qualifies as a distribution to charity.

Those IRA-to-charity contributions can be used to fulfill the RMD for those 70½ or older, and can be very beneficial since the donation wouldn't be counted as income. Your gift must be received by January 31st, 2011 in order to take advantage of these tax savings for 2010. Please consider making your annual gift to the ARS now in order to take advantage of tax savings and act now. Remember the transfer must be direct trustee to trustee to qualify.

If you can't take advantage of the 2010 deduction, remember to take advantage of this tax break for your 2011 Required Minimum Distribution

**Consult a tax advisor or attorney for more detailed information.**



**NEW ARS LOGO**

The logo currently in use by most ARS societies is this old one that says: "Our National Flower"

**OLD LOGO**



**Remember:** to get the IRA tax benefit for 2010 is Jan. 31, 2011. !!



This has recently been changed to one that now says "Our National Floral Emblem". Please use the new emblem from now on. Image files for newsletter editors can be found on the web site at: [Images for Editors](#)

### Why Brand Standards Are Important

Consistent use of the American Rose Society identifiers maintains a sharp brand identity for our organization and sends a cohesive message to our various audiences.

The new emblem is in jpeg format. Feel free to copy it for use by your local society.

### NEW LOGO



### ARTICLES OF INTEREST

#### HEART-TO-HEART

By: Ted Mills, ARS Master Rosarian & Judge, [rosedoc@aol.com](mailto:rosedoc@aol.com)  
ARS Tenarky District (Tennessee, Arkansas & Kentucky)

Since the heart month of February is just ahead, it is fitting and proper that we have a heart-to-heart talk. It is imperative that we step to the plate and help the American Rose Society. The problem is inadequate cash flow and the remedy is increased membership.

First, let us speak of the problem. Of course, the current Recession is part of the dilemma. People just do not have the amount of disposable income that they once enjoyed. A great number find themselves unemployed. With this situation apparent, it is no wonder rosarians choose "bread on the table" rather than a rose garden. To many, the expense of maintaining a healthy standard of living is not improving. This is a major cause of ARS's inability to attract new members.

The recession is not the only cause for membership decline. And just how severe is the downward spiral? When RoseDoc joined ARS, the membership totaled in excess of 22,000. Currently that figure has fallen to around 10,000. The decrease seems to continue as people find other hobbies that excite them more. The electronic age offers attractive games that never existed a few years ago. Cell phones and iPads seem to be the "in" thing as millions rush to enjoy this phenomenon. The youngsters particularly lean toward more exciting hobbies than rose growing.

The reason RoseDoc is speaking of membership decline is the fiscal problem that faces ARS. It can best be remedied by an influx of new members joining our revered hobby. If there was ever a time that local rose society members, who are not ARS members, should join it is now. Cash flow is just not adequate for the billing that faces our parent organization. In fact, the body has been forced to borrow from banks through a line of credit. Let us see that this situation is halted in the near future. A drive for all ARS Districts to raise funds is about to be underway. You will be hearing of it soon, as plans for fund raising are formulated.

The fund raising plan is available, it is imperative that all people who enjoy the hobby of growing roses become involved with sincere interest. The first move should be that those local society members who are not ARS members join us. It just increases the excitement of helping if the rosarian is an ARS member.

It is not my intention to spread gloom to fellow rosarians. But it is a clarion call to help save our revered hobby organization. Tenarky District is committed to vigorously supporting the fund raising program. In fact, some contributions have already been made.

Non-members of ARS may ask what benefit is there to being an ARS member. The answer is simple and there are many reasons. Not having a parent organization to set policy is like steering an ocean liner with no rudder. The benefits are numerous from an education standpoint. Non-members enjoy these benefits and have done so for years. It is time now to really become involved by helping ARS retain its lofty position among floral institutions in the world. The Consulting Rosarian program is a sterling example of available help that was instituted by ARS. Rules and regulations for rose shows were formulated and maintained by ARS, which keeps the hobby under expert control.

The real reason the rose hobby must remain America's favorite flower body is that not many things display such beauty as does this flower. It remains a strong symbol of love and the world can use a large portion of that quality. The best way to express that love is to join the American Rose Society and help in its financial stress period. Helping to retain the nation's floral emblem is an act of genuine love for the flower.



Ted Mills writes a column in the *American Rose* - The Last Word.

*Editor's note:* Ted Mills is the creator of Mills Magic Rose Mix.

And now a word about the ARS staff. Under the supervision of excellent Executive Director Jeff Ware, this group of people is dedicated to supplying helpful information to the 365 rose societies in America. Their service is exemplary and their love for the rose is vividly apparent. That is a major benefit of belonging to our parent body.

RoseDoc cannot over-emphasize the importance of this fund raising drive. Its success just may be the means of survival. When called upon to participate, eagerly become involved in this venture. It will mean that we truly love the rose by contributing to ARS's financial health.

*(Editors Note: This article has been published in various newsletters but seemed worth repeating.)*



### **EARTH-KIND® ROSES – NO SPRAY, NO FERTILIZER, NO PROBLEM!**

by Pat Shanley, Manhattan Rose Society, NY Dist. Director  
(Promoting a program at Manhattan Rose Society given by Gayle Hammond)

Roses that thrive without fertilizers or sprays, without pruning or deadheading, without regard to soil type or climatic conditions and do so with a 70% reduction in supplemental irrigation have finally become a reality!

Identified by some as the largest environmental rose research study of its kind in history, come hear how you can replicate these results in your home landscape and with roses adapted to your area. Known internationally as Earth-Kind® Rose Research this work identifies roses whose genetic characteristics make them the most disease and pest resistant/tolerant, heat and drought tolerant and winter hardy of their specie.

Earth-Kind Rose Research sites demonstrate that it is possible to successfully grow fabulous landscape roses in no-care environments. The program includes the roses that have received Texas A&M's "Earth-Kind" designation, as well as the roses currently under evaluation in Phase 1 of the National Earth-Kind Rose Research program.

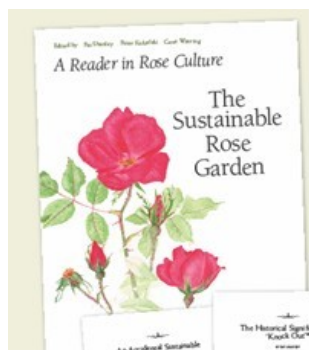
Earth-Kind Rose Research is the most popular and fastest-growing research-based program of its kind benefiting all sectors of horticulture, including consumers, city park departments and public gardens. In addition to Texas A&M, Earth-Kind Research is currently being conducted by nine universities (University of Minnesota, Louisiana State University, Kansas State University, Colorado State University, University of Nebraska-Lincoln, Iowa State University, University of Arkansas, Texas A&M-Commerce and Richland Community College [Illinois]).

Besides identifying roses that anyone can grow, Earth-Kind research addresses, in a beautiful way, the four greatest environmental challenges facing the world today.

- Stewardship of water resources;
- The abuse and/or misuse of commercial synthetic fertilizers;
- The abuse and/or misuse of pesticides;
- The need to keep natural resources (tree leaves and branches) in the landscape and out of landfills, thereby making room for more non-recyclable wastes.

If you can grow weeds, you can grow these roses! Be sure to join us for this must see presentation that will help you plan your 2011 garden - one that will provide more enjoyment with less effort!

*Editor's Note* - Gaye Hammond is one of the Authors of "The Sustainable Rose Garden - A Reader in Rose Culture".



### **MORE ON EARTH KIND ROSES**

From the Nashville Rose Society [Earth Kind web site](#)

In 2001, the Houston Rose Society extended a substantial financial grant to Texas A&M to continue and expand upon its initial EarthKind™ research. As a result of the grant, additional cultivars are being subjected to the same exacting research criteria in an effort to identify more cultivars deserving of the EarthKind™ designation. This is the largest research effort of its kind ever conducted on roses

**Services ARS provides**  
to local societies and our members

- Consulting Rosarian training and continuing education.
- Rose Judges training and continuing education.
- Tax exempt status for member societies
- Bi-monthly magazine
- Supports rose research
- Conducts rose conventions where rose lovers nationwide can gather
- Sets criteria for rose shows
- Provides quarterly newsletters for varied rose interests
- Provides an informative website
- Maintains a national rose garden and Visitor's Center
- Conducts surveys and reports on rose information

**Gaye Hammond, Past President, Houston Rose Society**

Gaye oversees the creation and maintenance of the two gardens at the American Rose Center in Shreveport, Louisiana; the Houston Rose Society's Earth-Kind® Rose Test Garden in Pasadena, Texas and three scientific rose research trials in Navasota, Odessa and Burnet, Texas. One of these sites is sponsored and maintained by second and third graders. Since 2002, Gaye has been the study liaison between the Houston Rose Society and Texas AgriLife Extension in connection with the Earth-Kind Rose Research Program, a scientifically significant research study that was originally designed to identify the most carefree disease resistant roses that would grow in Southern gardens. With the financial and other support that Gaye was able to secure, the Earth-Kind Rose Research Project has expanded to an international level and is perhaps the largest scientific environmental research study on roses ever conducted in the United States.

Roses which have received the EarthKind™ designation have been scientifically proven to do well in almost any soil type, from well drained acid sands to poorly aerated high alkaline clays. Roses studied in this research program were subjected to the meanest possible conditions in an effort to replicate the extreme conditions roses are subjected to by the home gardener. Specifically roses in the research program were:

- Never sprayed with fungicides, pesticides, miticides, or Neem oil;
- Never fertilized with commercial or synthetic fertilizers;
- Never pruned or deadheaded (except to remove dead wood);
- Not provided supplemental irrigation after the first full year of growth; and
- Planted in native soils with pH ratings as high as 8.0.

The only humane treatment the roses received was maintenance of a 3" layer of hardwood mulch throughout the study period and drip irrigation until the plants' roots were established (about 1 year).

Rose cultivars receiving the EarthKind™ designation have been scientifically proven to reduce the need for application of pesticides or fungicides by 98% and reduce the need to apply supplemental watering by at least 70%.

These roses are certainly not immune to pest problems. Their tolerance to pests and disease, however, is so great that as long as you do not mind a few leaflets dropping occasionally, almost never will you need to apply harsh pesticides to these roses!

As with any rose, EarthKind™ varieties should be planted where they receive at least 8 hours of direct sunlight each day in a location that has good air circulation. We do not recommend that you water at night. Maintenance of a 3" layer of native hardwood mulch will help insulate the root zone, guard against moisture loss and help reduce weed growth. (Rose beds maintaining a 3" layer of hardwood mulch were shown to require 25% less supplemental watering than beds without mulch).

To be EarthKind™ the roses must be grown on their own roots. Grafted plants of the same cultivars are not EarthKind™.



### **REMINDER**

The Call for Nominations for the Minature & Miniflora Hall of Fame was featured in the last issue of ARS & You. If you want to fill in a digital form on the ARS web site go to: [http://www.ars.org/?page\\_id=445](http://www.ars.org/?page_id=445)

Remember, each person can nominate up to 5 roses for this honor. The list of eligible roses is on the ARS site. There is also room at the bottom of the form to nominate eligible roses that do not already appear on the form.

Once you nominate 5 roses, fill in the bottom of the form and click on Send.



*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

#### **Editor's Note:**

**Important !!** in the last issue of *ARS & You*, I suggested you put a note in the mail box of a house where you saw roses. Good idea but bad advice. It is not legal to put anything in someone's mail box. You can put it in the door or a mail slot in the door but not in the mail box. Only Postal Workers can put items in a mail box.



