



# ARS & YOU

American Rose Society newsletter  
for local rose society members  
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June 2010

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



**JUNE IS ROSE MONTH  
JUNE IS LIBRARY MONTH**



**June is the month of THE ROSE.** It's our opportunity to promote ARS and our local societies. The Local Society Relations Committee is encouraging each local society to find and "adopt" a local library. Give them a subscription to the ARS magazine which includes the gift of *Modern Roses 12* as a research tool for their readers!

You can explain to the library manager that a rose book display during June would honor the rose – America's Floral Emblem – and that your local rose society could bring bouquets of your garden-grown roses for the display throughout June. Also ask the library manager to display your society literature, along with ARS membership literature. (contact Laura Pfender – [laura@ars-hq.org](mailto:laura@ars-hq.org) – to request brochures.)

If your library subscribes to *American Rose* at the \$25 library rate with this offer, they will also receive the ARS *Modern Roses 12* book FREE, which normally costs ~\$100.00. Your society would only need to pay the \$15 cost of shipping and handling for the book. And the library would be included as a 'Library Member' of ARS!

The Local Society Relations Committee has sent publicity releases to the State Gardener magazines in most areas of the country and across Canada - some will run this news item, most said they will post it on their web sites. There will definitely be publicity for your club if you get the Library involved ... local newspapers are always looking for photo opportunities - and roses are great for photos!

To coincide with this event, and to ensure success, you could email or fax your local newspaper Garden Editor a press release with this info and ask if they could print it a couple times in the Sunday Garden Section, (which also is shown online) for further visibility to your library, your club and the American Rose Society.

Our LSR Committee thanks you for your leadership in this regard, and we wish you much success in June, by welcoming possible new members to ARS and your rose society!

Fill out the subscription form below or download it from the [ARS site: http://www.ars.org/wp-content/uploads/2010/03/2010Library-Outreach-form.pdf](http://www.ars.org/wp-content/uploads/2010/03/2010Library-Outreach-form.pdf) and send it to ARS with your society check for \$40 (the subscription + shipping and handling for MR12). We hope you will join with us in this endeavor.

Jolene Adams, ARS Vice President  
Chair, Local Society Relations Committee

### *American Rose Society - Library Subscription Form*

**SEND A LIBRARY SUBSCRIPTION TO AMERICAN ROSE and A COPY OF MODERN ROSES 12 TO:**

Library Name \_\_\_\_\_

Other Address Information \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Donated by \_\_\_\_\_ Local Rose Society

Check for \$40 enclosed (subscription plus shipping and handling for MR12)

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Vcode # \_\_\_\_\_

Name on Card \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Send your check for \$40 made out to: American Rose Society, or use your credit card.**



## NEWS FROM ARS

### **GUIDELINES AND RULES FOR JUDGING ROSES**

5/18/2010, Jeffrey Ware, Executive Director, American Rose Society – ARS is printing the Horticulture Judging Guidelines and they will go to a local bindery for 3-hole punching and be ready for distribution by end of week.

### **REDUCING COSTS**

ARS needs to save money. We all know that. Several items were agreed on (voted for) by the Board of Directors at the recent ARS Spring Conference in Shreveport LA.

The ARS will be steadily reducing the inventory of printed books we have on hand (and in storage) and going to 'print on demand' for most of our needs. A prime example of this is the new book of Howard Walters' columns. ARS contracted with one of the print on demand companies to take care of printing and shipping out each volume ordered. ARS makes a profit on each volume and does NOT have to pre-order books to have on hand for sale. All taxes, shipping and handling are taken care of for us and we are better off than if we paid for the printing ourselves. Last year, printing 150 of *The Official List of Approved Exhibition Names* cost the ARS over \$1,500. This year we went to print on demand. No cost to ARS, and we get a commission on every sale.

Another cost-savings item will be the *Handbook for Selecting Roses*. Our little handbook is an odd size (according to the printing industry) and requires special handling. It needs to be printed by a special company that handles that size of booklets and also will accept such a small order (less than 15,000 booklets). Then it has to be sent to a second company to be cut and trimmed and folded, etc. Then it gets shipped to our magazine printer who packages it with the September issue of our magazine so each member receives one as a membership benefit. To save money we will now have it printed by our magazine printer in a 'standard' size that requires less handling. It can still be folded and put into your pocket or purse (if that's how you like to carry it), but it will save ARS at least \$5,000 per year, and will be easier to read in the new format. Less squinting!

Look for other cost-saving measures to be enacted as the Staff and the Board of Directors continue looking at our financial health.

*Rosarian Ramblings, Howard Walters: through the Years* is available from ARS on the Createspace site:

<https://www.createspace.com/3448558>. It is a "print on demand" book, so ARS will hold no copies in storage. This is a compilation of the best columns from Howard Walters' essays on growing roses, as originally published in American Rose. \$19.95 + S/H

### **ARS BRONZE MEDAL**

ARS has posted the information on how to award the Bronze Medal on the ARS web site at <http://www.ars.org/pdfs/bronzeaward2010.pdf>. There are other informative items being added to the Resources area under Members Only/Resources – keep checking back!

### **GUIDELINES FOR ROSE SOCIETY LEADERS**

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](http://www.ars.org) – Just look under Members Only; input your password and look for The White Book.

### **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](mailto:dianesommers@wi.rr.com) for information

## **The American Rose Center wants to be “America’s Best Rose Garden!”**

On April 1, the All-America Rose Selections (AARS) “America’s Best Rose Gardens” competition kicked off. You can cast your vote for us at [www.rose.org/voteform](http://www.rose.org/voteform). Only one vote is allowed per person. We need your vote! The top scoring garden will be awarded the AARS “America’s Best Rose Garden” plaque and receive a \$2,500 donation from All-America Rose Selections. The deadline for your vote is June 30!!! The contest ends as of July 1. **Help the American Rose Center to be recognized as “America’s Best Rose Garden!” [Vote Now!](#)**

### **FREE MARKETING PACKAGE!**

If you are having a rose show, booth at a home/garden show, or rose seminar, **call ARS at 318- 938- 5402, ext. 106 or 111**. Ask for Shirley or Laura and ask for a marketing package. It is a 16-pound box of *American Rose Magazines*, Trial Membership Forms, and *Handbooks for Selecting Roses*, all of which will catch people’s attention and gives you a chance to talk to people about your group.

**Remember – June is ROSE MONTH!**



Don't miss this great opportunity to introduce interested rose growers to the benefits of ARS membership. 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](mailto:laura@ars-hq.org) . To sign up and for more information, please visit <http://www.ars.org> or call 1-800-637-6534.

**REMEMBER** - 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.



### Great Rosarians of the World (GROW)

We are less than a month away from the GROW events and this is a reminder that if you haven't already ready registered for the events at The New York Botanical Garden on Sat., June 12th and Queens Botanical Garden, on Sunday, June 13th, you should do so as soon as possible to ensure your seat at the events. For more info contact Pat Shanley at [pshanley@aol.com](mailto:pshanley@aol.com).

### **Saturday, June 12, 2010 The New York Botanical Garden: Lessons from a Rose Rustler** with Mike Shoup . **Sustainability GROW(s)™ Up!**

A panel of world renowned rosarians will discuss topics covered in the new, revised and enlarged edition of *The Sustainable Rose Garden Reader*. **Award Ceremony and Lecture** by the **Great Rosarians of the World 2010 Honoree, David Austin**. Reception in The Peggy Rockefeller Rose Garden immediately following - **Registration required** - To register visit [www.nybg.org/edu](http://www.nybg.org/edu) or call 718.817.8747. - Adult Education at The New York Botanical Garden -**Registration Course # 104GAR 715, Registration fee: \$95 for Members of the New York Botanical Garden, Heritage Rose Foundation, Manhattan Rose Society, or American Rose Society, \$105 for Non-Members**

### **Sunday, June 13, 2010**

**Queens Botanical Garden – Registration required:** [www.queensbotanical.org](http://www.queensbotanical.org)

**43-50 Main St., Flushing, NY 11355 Registration: \$20. Call 718-886-3800, Education Department**

**10am – 11:30am: From Australia!! - Three of the Authors of *Tea Roses – Old Roses for Warm Gardens* - Billy West, Hillary Merrifield, and Lynne Chapman** will present a program on **Understanding Tea Roses 11:30 am – 12:30pm: Guided Tour of the Rose Garden. Meet the Curator – Karl Mckoy!**



**Jaz Rose Spray** is the newest ARS-endorsed product. Jaz™ Rose Spray is a plant-strengthenener that helps gardeners grow stronger, healthier roses that are less prone to disease and stress damage. The product strengthens roses' natural protective mechanisms, enabling them to fight and recover from common stresses including disease, drought and temperature extremes. Jaz™ Rose Spray also encourages quality and long-lasting leaves and blooms.

[www.jazsprays.com](http://www.jazsprays.com)



### **KIDz—N— Roses**

**By: Pam Hiers**

Roses rock, don't we all agree? Wouldn't it be wonderful to introduce our younger generation to this great hobby, or addiction, of ours? Jay and I have been trying to come up with a way of doing this for a few years now. At the ARS Fall National Convention in Palm Springs, CA in November, Jay and I were having lunch with Marilyn Wellan and Pat Shanley. We were discussing ways of increasing membership. I told them that Jay and I had been trying to develop ways of getting children involved in growing roses and using this program to get the parents involved. Marilyn and Pat shared with us that they had heard of such a program being presented on the west coast. They suggested we contact Lee Stevens for the information. When we returned to South Carolina, Jay e-mailed Lee Stevens, President of the Riverside Rose Society in Riverside, CA. Jay and Lee communicated with us via e-mail and sent us the information about this wonderful program, Roses Rock. is a program where the growing of roses is introduced to children through the use of art, math and science. The students are shown a power point

Jay emailed Lee and told her how great we thought the program was and that we would be interested in using it where we live. I told her about the low-income students I taught and how I thought this program would benefit them. Lee told me about a school in California where this program was presented. A rose garden was planted in the area by the students and they take care of the roses. This garden is now used for graduation ceremonies at the school. Lee asked if Jay and I would be in charge of starting this program on the East coast. We said we would love to. She also asked us to serve on the Kidz- N- Roses committee.

On Friday, April 22, 2010, Roses Rock made its debut on the east coast. Jay and I chose Barnwell Elementary School, in Barnwell, SC to be the first school on the east coast to participate in the program. I teach 4th. grade math and science at B. E. S. Two hundred eager 4th grade students enjoyed the program and they will be planting a rose garden at the school.

I feel the program was a great success. I saw students

presentation about a fifteen year old girl named Ivy Keen. Ivy hybridizes roses and in search of the elusive blue rose, taking the students through the hybridizing process. The students are then given a rose bush to plant and are given instructions on how to care for it. This is one of ARS's educational programs used to introduce children to growing and caring for roses.

who never work together teaming up to get a chore done. Children who have not been interested in anything couldn't wait to help. Ten lucky students won roses of their own to take home and plant. These students couldn't wait to find me on Monday morning to tell me how they, with their parents, planted the rose. Now they can't wait to tell me about their rose

The **Roses Rock** program was sponsored by the City of Orangeburg's Parks and Recreation, Roses Unlimited, Witherspoon Rose Culture and Mr. & Mrs. Jay Hiers. We thank all of them for their donations and support. The city of Orangeburg, which owns Edisto Memorial Rose Garden, has already added Roses Rock to their program offerings. Jay will work with them to create a youth rose garden and youth rose society.

If you are interested in having this program presented to a group of students or children, please contact Jay and Pam Hiers at 803-267-6611 or at [cutflowers@dishmail.net](mailto:cutflowers@dishmail.net).

### **YOUNG ROSARIANS**

*Youth membership (up to age 18) in ARS. Send \$10 to ARS, with the youngster's name, address, age, e-mail address and your name. Many rosarians are working to see the youth membership grow. Sign your youngster up today!!*

Charles Shaner wrote: "I made a proposal to the Shenandoah Rose Society and was able to get it passed, that we implement a youth membership for \$6.00 per year. The youth members may attend all meetings and seminars and will receive our newsletter.

**(Editor's note: The young people are the future of ARS. Maybe these ideas are a program your society could undertake as a club project. Share the idea with your members.)**



### **INTERESTING ARTICLES TO USE**

#### **ROOKIE ROSARIAN RIDDLES**

The 3R's for beginners

*By: Doug Whitt*

Summaries and comments provided by Professor David H. S. Richardson, Dean emeritus, Saint Mary's University, Halifax, N.S., Canada, in an article in an issue of "*Recent Rose Research*"

His article is a regular feature in the magazine and I like to scan through it in search of a tidbit of information useful in answering the queries of beginners, as well as of use in my own garden. While all the synopses were interesting, the last one in the sequence concerned the bent peduncle phenomenon in roses. That study quickly got this Rosarians attention. Professor Richardson referenced a paper from Plant Science that showed the cause to be a developmental process involving auxin, a plant hormone. In a rose crop, depending on the variety, from 10 to 30 percent of flowers developed with the bud bent to one side. The study also revealed that the condition is more prevalent during the summer, and on younger plants. It seems that often one sepal is enlarged or malformed causing asymmetric distribution of auxin, thus inducing and activating particular genes that lead to bending of the bud. In the past, through faulty information or just an invalid assumption on my part, I blamed the condition on insect activity occurring during the early stages of bud development. It just goes to prove that no one is too old to learn from actual controlled experiments. The bent peduncle condition can be particularly annoying to those exhibiting their roses, or when just cutting for use in the home. I have at times tried to force the small developing bud upright only to have it snap off in my hand. A bud or bloom is of little use if it tilts as much as 90 degrees, so upon finding one in the garden I re prune the stem.

*(Reprinted from Carolina District Newsletter May 2010)*

#### **GreenCure Fungicide**

**Ken Horst**

**Cornell University**

GreenCure Fungicide was developed through 10 years of research in my program at Cornell University which was supported by grants provided by Church & Dwight Co., Inc. Potassium, sodium and ammonium bicarbonates were tested for efficacy in disease control. Potassium bicarbonate was the most efficacious of the bicarbonates in disease control in trials which were done on 12 different cultivars of roses used in this research. This research also included surfactants that would be effective in spreading and sticking characteristics and that would also be safe to use in the bicarbonate formulation. More than 300 surfactant components were evaluated in a year of research, looking for surfactant components that were effective as well as environmentally safe. The potassium bicarbonate formulation was named GreenCure and resulted in a fungicide which was a better and more sensible way to safely prevent and cure plant diseases.

GreenCure's active ingredient, potassium bicarbonate, is commonly used in food production. The patented GreenCure formula includes spreader-sticker ingredients that enhance the fungicidal properties of potassium bicarbonate, making it a safe alternative to more toxic fungicides currently on the market. Proven effective in over 200 university trials, the GreenCure formula has now been proven effective against a wide variety of plant diseases. GreenCure is now known to control 25 types of plant diseases and is recommended for use on over 150 different flowers, trees, fruits, vegetables, and turf.

GreenCure is comparable to, or better than, other fungicides with a significant advantage – it is far more environmentally friendly than harsh chemical fungicides. It can be used in organic vegetable production and even in house environments. It is safe to use around children and pets. GreenCure has been successfully used for more than 10 years in commercial organic growing applications. The commercial name of the formulation is MilStop. It is used in some of the finest orchards, vineyards, and greenhouses.

GreenCure advantages.

- It kills powdery mildew and other plant diseases on contact with up to 2 weeks of residual protection
- It is odorless; there is no foul smells or odors

- Fruits and vegetables can be harvested as soon as 1 hour after spraying; it has an EPA one hour re-entry interval after spray application
- It is easy to use – mix with water and spray
- It dissolves completely in water
- It sprays evenly and sticks to plant surfaces
- It does not restrict plant growth
- For Organic Production – GreenCure meets the requirements for use in organic gardening approved by the National Organic Program

In spite of the advantages provided by GreenCure, its acceptance has been slow to develop. It is possible that something so environmentally safe is difficult to accept as being effective in control of “nasty diseases and pests”. GreenCure is distributed by GreenCure Solutions, 805 Valley Plaza, Johnson City, NY 13790; Tel. 607.797.0668; [info@greencure.net](mailto:info@greencure.net)

GreenCure is now known, through my research program to control insects such as aphids, mites, and thrips. In published research by researchers at other universities, GreenCure/MilStop has been found to control the following insects.

Western Flower Thrips (Dr. Ken Sorenson, North Carolina State University)  
 Silver Leaf Whitefly (Dr. Lance Osborne, University of Florida)  
 Citrus Mealybugs (Dr. Raymond Cloyd, University of Illinois)  
 Stinkbug and Tarnish Plant Bug (Dr. Ric Bessin, University of Kentucky)



**Thought:** *'When someone shares something of value with you and you benefit from it, you have a moral obligation to share it with others.'*



*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:**

*Some more interesting websites with great cultural rose information.*

*Articles you can use*

*ARS news important to your rose society.*

*Message from Jeff Wyckoff, President*

Your comments and suggestions to improve this newsletter are always welcome.  
 Louise Coleman, Editor - [roseylou@aol.com](mailto:roseylou@aol.com)

**June is Rose month**

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