



ARS & YOU

American Rose Society newsletter for local rose society members

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IN THIS ISSUE

President's Message

News from ARS headquarters

News from the ARC Garden Center

Official Rose List

ARS Fall Convention in San Ramon – Sept 27

Call for Calendar photos

About ARS Membership

Alain Meilland to be Honored by G.R.O.W.

Memoriam — Montrose "Monty" D. Justice (Spring Pruning)

The Rose Industry by Bill DeVor

Growing Roses in Southwest Florida, by John Losleben

ARS PRESIDENT'S MESSAGE

As most of you are aware, this is a year for the American Rose Society's Triennial Election, wherein all District and Regional Directors are elected (or re-elected), a new Vice President is elected, and the current Vice President, Jolene Adams, will assume the office of President at the ARS Fall Convention.

Interestingly enough, all of the District and Regional Director positions have unopposed candidates, and all will be declared duly elected by acclamation at the Tyler, TX Board of Directors meeting in April. The only contested race will be that for Vice President, between Pat Shanley and Diane Sommers. Candidate profiles and other election information will appear in the May/June *American Rose* magazine. Many thanks go to Chairman Richard Donovan and the National Nomination Committee for their work in obtaining candidates for all Board positions.

As you campaign and communicate for the Vice Presidential candidate of your choice, I would request and encourage you to be positive at all times, extolling the assets of your candidate rather than denigrating her opponent. I think the current Republican primary circus has given us a model of what we need to avoid, and I believe ARS members can rise well above that example.

Jeff Wyckoff





NEWS FROM ARS

Jeffrey Ware, Executive Director

The Classical Guitar Alive! Gala at ARC, originally set for May 11, has been cancelled due to a projected limited attendance (our co-sponsor, the local public radio station, had a poor showing at a similar event last weekend and advised us to scale down our projections). Since we cannot sustain a loss in revenue, I felt it better to cancel.

“Relevance: National Plant Societies in the 21st Century” to be Held at American Rose Center

Leadership from every major national plant society has been invited to a summit meeting in Shreveport on May 25-26. The meeting is hosted by the American Rose Society and is intended to gather leaders from similar plant organizations in order to share common challenges and solutions. The theme of the meeting is “Relevance: National Plant Societies in the 21st Century.”

Both the American Camellia Society and the American Horticultural Society are taking major roles in the meeting through planning and participation. We expect members of the National Garden Clubs, American Orchid Society, American Dahlia Society, American Daylily (Hemerocallis) Society, and others to join us. ARS Executive Director Jeff Ware states, “I hope this meeting proves to be so valuable to our participants that it becomes an annual event hosted at the headquarters of various national groups on a rotating basis.”

The event begins with a Get Acquainted Reception sponsored and hosted by the American Horticultural Society on Friday evening, May 25, at 7:00 p.m. at the Gardens of the American Rose Center. The Summit itself will take place on Saturday, May 26, beginning at 9:00 a.m. at Klima Rose Hall: The American Rose Society Education and Visitor Center. This meeting will provide opportunities for everyone to share ideas and best practices around 3 major topics: membership, volunteerism, technology and social media. Harry Rissetto, Chairman of the Board for the American Horticultural Society, will present the keynote address on Saturday, “Social Capital – Challenges for Plant and Flower Clubs and Societies.” A luncheon will be provided.

There is no fee to attend the National Plant Society Summit, however we ask that you RSVP to Jeff Ware, execdirector@ars-hq.org. We hope to make this meeting financially accessible for all groups, both large and small. The event is held at Courtyard Marriott at the Shreveport Airport. Call the hotel directly at 318-686-0102 for reservations. Ask for the American Rose Society Center rate of \$84.

Other News:

- Annual Spring Egg Hunt was held at the American Rose Center on Saturday, March 31, at 11:00 a.m. to 1:00 p.m. Special guest appearance by the Easter Bunny.
- ARS Board of Directors meets in Tyler, Texas at the Tyler Municipal Rose Garden Center on April 21.



NEWS FROM THE GARDEN CENTER

Laura Plender

Celebration of Spring Bloom and Green Thumb Seminar at American Rose Center on Saturday, April 28, at 9:00 a.m.

American Rose Center's 2012 Green Thumb Educational Series

NEW AND OLD ROSES FOR THE NEWEST GARDENERS

Saturday April 28th – 9 a.m. until noon; complimentary registration begins at 8:30 am

Want to know more about new roses?

Do you favor the older garden roses?

Do you desire hybrid tea cut flowers from a low maintenance rose?

Do you know the story of the 'Peggy Martin' rose that survived the floodwaters of Hurricane Katrina?

What is an Earth-Kind™ rose?

What about Kordes roses and alternative shrub roses, if you are tired of the 'Knock Out' varieties?

Learn all this and more with Mark Chamblee, owner of Chamblee's Rose Nursery, Peggy Martin, noted rosarian and founder of the New Orleans Old Garden Rose Society and Allen Owings, LSU AgCenter horticulture professor.

9:00 a.m. Welcome

9:05 a.m. What is new and interesting in the World of Roses, Along with Some Long-favored (?) Varieties — with **Mark Chamblee**

10:00 a.m. Outdoor Demonstration: Show and Tell of Rose Varieties — with **Allen Owings**

10:30 – 11:00 a.m. Light Refreshments

11:00 a.m. – Noon Favorites of Old Garden Roses & the Story of the Peggy Martin Rose — with **Peggy Martin**

Come enjoy the Spring Bloom at the Gardens of the American Rose Center

FUTURE PROGRAMS

Propagating and Hybridizing – July 14th

Climate Change and Plants – September 8th

IN COOPERATION WITH



2012 OFFICIAL LIST

the 2012 Official List of Exhibition Names for Exhibitors and Judges now available through Lulu.com. We have placed it on the website with a link to an exit page that will then link them to Lulu.com. Here's that link:

<http://www.ars.org/?p=5388> 2012 Official List Price: \$20.00 - Ships in 3-5 business days

The latest edition of THE resource for exhibitors and judges includes more than 300 pages of approved exhibition names, AARS list, and ARS "E" list and Miniature/Miniflora Hall of Fame list.

Beth Smiley
Publications Director & Managing Editor
American Rose Society
beth@ars-hq.org



2012 ARS Fall National Convention and Rose Show

AMERICAN ROSE SOCIETY

2012 Fall National Convention and Rose Show San Francisco Bay Area - San Ramon, CA September 27-30, 2012



Enjoy roses and the beautiful San Francisco Bay Area At the ARS 2012 Fall National Convention and Rose Show In San Ramon, California. Hosted by the East Bay Rose Society, the four-day conference will be held September 27-30 at the San Ramon Marriott.



Enjoy the sights of this internationally-acclaimed City while visiting the San Francisco Bay Area for the 2012 Fall National Convention and Rose Show. A pre-convention tour of San Francisco will include a day visiting unique and well-known landmarks, followed by dinner in San Francisco's North Beach.



WINE TOUR! -- The 2012 Fall National Convention and Rose Show will be held in one of California's premier wine regions -- Livermore Valley. At this year's conference, in addition to informative lectures, you'll be able to enjoy wine tasting at many top wineries in this historic California wine-growing region



YOSEMITE! -- After attending the 2012 Fall National Convention and Rose Show, enjoy traveling with other ARS members to California's historic Gold Country where the "California Gold Rush" began! This post-conference outing ends with a day spent at the exquisite Yosemite National Park



For general information about the ARS 2012 Fall National Convention and Rose Show, please visit the conference homepage at futuramaofroses.com.

Golden Gate Bridge





DID YOU KNOW?

ARS now accepting photo submissions for the 2013 ROSES wall calendar. This is open to ALL ARS MEMBERS! Please share this email with any member that may want to participate!

Here are a few guidelines:

- Photos must be 13 inches by 11 inches AND at least 300 dpi.
- Please no more than 10 submissions.
- Digital photography only.
- **Deadline is June 1, 2012.**
- Email submissions to beth@ars-hq.org or you can mail a CD to American Rose Society, ATTN: Editorial, P.O. Box 30000, Shreveport, LA 71130.

We had so many beautiful submissions last year. I'm excited to begin work on this beautiful fundraiser for ARS. We will post ALL the entries on the website again this year after selections have been made (see last year's here: http://www.ars.org/?page_id=3343).

Thanks for your participation!

Beth Smiley

Publications Director & Managing Editor

American Rose Society

beth@ars-hq.org



HERE IS AN IDEA

This is good information to post with applications for ARS membership at meetings and public events.



About ARS Membership

Join our growing family of members and our network of more than 300 nationally affiliated rose societies and receive all our membership benefits!

Already a member? [Update](#) your current membership information, or [renew](#) now.

As a member of the American Rose Society, you will receive:

- **Receive a one-year subscription** to Better Homes & Gardens magazine when you *join the ARS or renew your membership!
*Not available with four-month membership.
- **Free Advice from Consulting Rosarians.** The ARS Consulting Rosarian program connects members with expert rosarians that provide free assistance with your rose questions.
- **Free or reduced garden admissions, a \$25 value after just 3 uses.** With the Reciprocal Garden Admission program, members enjoy free or reduced admission to and discounts at hundreds of gardens, conservatories and arboreta nationwide. Click [here](#) to view a list of gardens.
- **Free online access to four quarterly bulletins, a \$45 value.** Previously available by subscription only, the *Mini/MiniFlora Bulletin*, *Old Garden Roses & Shrub Journal*, *Rose Arrangers' Bulletin*, and *Exhibitors' Quarterly* are all available online for free to all ARS members.
- **Five issues of *American Rose* magazine, a \$40 value.** The only magazine devoted exclusively to roses and rose culture, these bi-monthly, 84-page issues feature informative articles and beautiful photography for beginners and experienced rose growers alike. **View a free issue online at www.ars.org!**
 - **One issue of *American Rose Annual*, a \$15 value.** The November/December issue of *American Rose* features 128 pages of the latest in rose research, growing techniques, tips and more, from writers across the country and abroad.
- ***The Handbook for Selecting Roses*, a \$5 value.** Every year, rosarians from across the country participate in rating the newest roses. From the thousands of reports, we tabulate the ratings and publish the results in this guide.
 - **Discounts of up to 30% at merchant partners.** The ARS Membership Benefit Partner program offers discounts at 13 merchants with new partners being added continuously.
 - **A \$130+ value for only \$49!**



In Memoriam — Montrose "Monty" D. Justice

An outstanding Kentuckian and Rosarian has left his gracious mark on gardens – and farms – all over the world.

Monty Justice, who was described as an inventor, tinkerer, evangelist and prankster, passed away surrounded by his family at his home in Louisville, Kentucky on February 6, 2012.

Monty had also been described with adjectives such as creative, determined, passionate, competitive, generous, devout, devoted, talkative, tireless, fun, instructive, inspiring and larger-than-life.

His most frequent descriptor, however, was as the creator of a unique plant food formula now known as Monty's Plant Food



Monty's Joy" Rose
Miniflora
Whit Wells



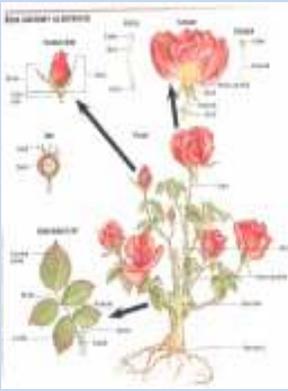
Editor's Note: I was fortunate enough to meet Monty many times at conventions. We became friends at one of the National Rose Shows shortly after he started marketing Monty's Joy Juice. I bought some to try and take some back to NY to our rose society. He gave me samples that we gave away to members. Monty was very kind and sent me each new product that he put on the market.

I was privileged to be on his "blog" list. This is the last article he sent to me last winter shortly before he died. I'm sure he would approve having it printed here.



HOW TO PRUNE ROSES IN THE SPRING

BY Monty D. Justice



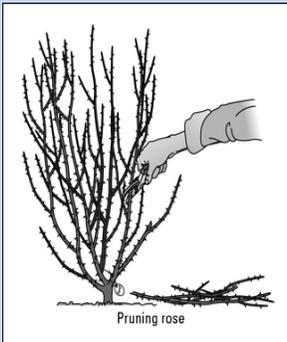
First, we start at the bottom of each plant cutting to the base or ground all but two to four of the strongest upright canes, removing particularly those coming up the center.

We want the center "Open", void of any stems. This will provide better air circulation, more effective spraying and disease control later in the season.

Secondly, we removed all lateral growth off these main stems.

Thirdly, we cut down these 3 or 4 stems that are left back to the size of the little finger.

Some plants may have only one stem remaining 8 inches tall! Others might have several stems 3 or more feet tall. We want the energy of the plant stored in the plant cells to produce only strong new growth. The taller and healthier stems will have more leaves for the sun to produce energy and vigorous growth!



This pruning needs to be done prior to new spring growth. This is also time to mulch, if you didn't do so earlier. One to two inches on the ground above the roots should keep the soil from warming too soon. Roses won't start to grow because of pruning, only when the soil warms where the roots are! We don't want new growth before April. Late frost and freezes can severely damage and weaken these plants with new tender purplish-red growth.

Wetting these leaves just before an expected freeze with Monty's orange label {2-15-15} usually turns the new foliage dark green over night with little if any damage. We apply a balanced dry plant food on the soil above the roots after Valentine's Day. Not a lot, up to one fourth cup. It too won't cause roses to begin growing, only soil warmth. The roots can take in this food if the ground isn't frozen and stronger new growth will occur. I don't like to tell someone how to care for their roses unless they are told WHY! Thanks again for the timeliness of your question and enjoy your roses more each season.



Your rose friend,
Monty

**WELL KNOWN
VARIETIES
DEVELOPED BY
MEILLAND**

Include "Pierre de Ronsard®", "The McCartney Rose®", and "Papa Meilland®". Each year the Meilland research team, which includes Alain Meilland, Michèle Richardier and Jacques Mouchotte, initiates breeding programs yielding between 5 and 8,000 hybrids or crosses, representing 100,000 to 120,000 flowers artificially fertilized between April and the end of July



G.R.O.W

The Great Rosarians of the World™ lecture series was founded in 2001 to honor and celebrate the men and women who have contributed to our understanding and love of our National Flower, the Rose.

For more information on this event contact pshanely@aol.com

[Article from "Empire State Rose" The NY State district bulletin.]



**ALAIN MEILLAND TO BE HONORED
AS THE 2012 GREAT ROSARIAN OF THE WORLD!!
Friday, June 1 - Sunday, June 3, 2012, New York City!!**

"Because we rose breeders are always looking into the future, always hoping that this year's cross-pollination will yield exciting results for rose lovers to enjoy eight to ten years from now, we must be optimists? Like Papa Meilland and like my rose-growing-and-breeding ancestors before them, I still get a tremendous burst of enthusiasm each spring when I see our new crop of seedlings peeking through the soil in our research greenhouses."—from the Preface of *Meilland, A Life in Roses* by Alain Meilland

Founded in 1850 by gardener Joseph Rambaux, Meilland International has been managed by six generations of Meilland family rosarians. At the age of 18, Alain Meilland took the helm in 1958 upon the death of his father. The business operates today out of the Domaine de Saint André in Le Cannet-des-Maures, Le Luc en Provence, Var, France, with branches all over the world.

The company has distinguished itself throughout the years with wonderful roses, perhaps the most famous being "Peace," the beautiful light yellow to cream hybrid tea with crimson-pink edges. Developed prior to World War II by Francis Meilland (Alain Meilland's grandfather), he sent cuttings to friends in Italy, Turkey, Germany, and the United States just before the German invasion. The Conard Pyle Company propagated the rose during the war and announced it in the United States on April 29, 1945, the day that Berlin fell, heralding the end of the war in Europe. Delegates to the inaugural meeting of the United Nations later in 1945 were given Peace roses along with a note that read, "We hope the 'Peace' rose will influence men's thoughts for everlasting world peace". Peter Beales, English rose grower and our first Great Rosarian honoree, said in his book *Roses*:

" 'Peace', without doubt, is the finest Hybrid Tea ever raised and it will remain a standard variety forever".

It is estimated that more than 50 million plants of "Peace" can be found throughout the world. In 1932, the company signed a contract with the Conard-Pyle Co. (Star Roses) to market Meilland-bred roses in America. The relationship continues to this day. In 1948, Meilland was the first company in Europe to receive a patent on a plant for their "Rouge Meilland® var. Rim 1020". Currently, they hold more than 1,000 patents worldwide and 800 trademarks. Francis Meilland was a champion for Plant Breeders' Rights and legislation to protect hybridizers' intellectual property.

**SOME AVAILABLE
MINIATURES**



Herbie



Happy Thoughts



Electric Lady



Absolutely

THE ROSE INDUSTRY IS NOT DEAD!

By Bill DeVor of Greenheart Farms, Nor'East Division

<http://www.greenheartfarms.com/index.html>

(reprinted from the Empire State Rosarian)

I want to make a few comments and these comments come from a fourth generation rose grower who eats and breathes roses every moment of the day and night--not only for business, but because it is a large part of who I am.

We house well in excess of 800 varieties of miniature and mini flora roses from a wide range of hybridizers. We have over 400 varieties of groundcovers, shrubs, hybrid teas and climbers from every major rose breeder in the world; we see everything.

We produce and sell in excess of 6 million roses a year and that number is increasing by about 15% a year; my main competitor produces about 8 million roses a year of about 20 varieties. Our focus is on small to medium size outlets and my competitor's focus is the larger box store type outlets.

We began operating Nor'East in 2004 and it was my first and definitely my last experience in running a retail operation. Any mail order business or independent garden center should be cherished and supported because that is where we are going to find unique roses; if they don't have them--ask and they will find them. We are selling triple the amount of miniature and mini flora roses than we did when we were running Nor'East as a retail operation.

The rose industry isn't dead. It is changing. My grandfather saw this change beginning in the mid-1970 and he told me exactly what was going to happen and it did. The change escalated in the early 1990's and the struggle for the industry to hold on to what it knew and how it knew to do it. This eventually caused its own demise.

First of all is the product form needed to change. We were producing two year old field grown plants which required a lot of land, labor and water. The retail markets were changing far too fast and being able to predict and respond to what was happening didn't work when you needed two to three years to produce a crop and get it to market. The cost of production was too high and the losses were too great.

**SOME
AVAILABLE
MINIFLORAS**



First and Foremost



Leading Lady



Power Point



Double Gold

Second, the average gardener became afraid of our product as it was hard to grow and needed far too much maintenance.

Third, the average gardener needs help making choices; collections of roses not individual varieties are easier to sell; marketing for a collection is much easier both for an introducer and a retailer. Think about Campbell soups or Progresso soups and think of them as a collection and then look at all the varieties of soup in the collection. It's easier to order 7-8 varieties of a collection than dancing around trying to pick 7-8 individual varieties. The selection is already done for you. That is what rose consumers want in the garden centers when you look at it that way.

We did that with standard Nor'East varieties with our 'Table to Garden' collection which is probably one of the largest offering of miniatures anywhere, the micro-miniatures in our 'Garden Treasures' collection which launches at Walmart this spring, or the 'My Bouquet' collection with Frank Benardella and Jim Sproul's minifloras, now in over 400 Lowe's stores and growing. All of this came from building collections and treating roses as groups rather than individual varieties.

Promoting collections of roses satisfies the need for economies of scale, consumer anxiety and lack of knowledge over selecting of proven varieties and reassurance about low care maintenance and disease resistance.

{Greenheart Farms is a wholesale house. The NorEast roses are available in local and mail order nurseries throughout the country}

Some Mini Climbers



Pennies From Heaven



Life Lines



Jeanne LaJoie

Picture of John Losleben. He will be 94 years old on July 3. He is wearing the ARS Bronze Medal that he received from the Greater Fort Myers Rose Society in 2001.



Growing Roses in Southwest Florida

By John Losleben, Fort Myers, Florida

The question often comes to us in, “The Greater Fort Myers Rose Society” area by new home owners relocating or retiring here, “Can I grow Roses in Florida”. The answer is, “yes”.

There are a few rules to follow.

It all depends on what you want to accomplish. Do you want to grow them for your own pleasure? Or is the purpose landscape beautification or show?

First off there is the, matter of location. Most roses are independent and do not like to be crowded amongst other vegetation. They like a position where they get at least 6 to 8 hours of full sunlight. They need regular hydration.

A few tips on varieties.

There are a large number of varieties to choose from. By consulting the catalogs of a number of nurseries that produce plants one can come up with what one wants to do. They will also tell you how the plants are shipped. Whether Bare root or potted, (own root or grafted)

Here it should also be mentioned that because of the “Nematodes” in the soil in this costal area it is recommended that only those plants Grafted on “Fortuniana” root stock will do well in this area

To mention a few, there are the Hybrid Teas that produce long stem buds and blooms used mostly for display and in house table show bouquets.

Then there are the climbers used on trellises over walkways and for ground cover landscaping. Also the smaller Shrub and Mini varieties used along walkways and border edgings. (These may also be used in hanging baskets and as potted plants on your deck or at poolside.

For additional information, consult the local Rose Society in the neighborhood where you are locating. They have Rosarians with experience in the local conditions that affect the planting and care of your roses, “Our National Flower”.



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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Happy Easter



Happy Passover