



*The American Rose Society*  
**GUIDELINES FOR  
ROSE SOCIETY LEADERS**

Produced for ARS Chapter & Affiliated Societies by the  
ARS Local Society Relations Committee  
© 2014

REVISED 1999, 2008, 2010, 2013, 2014 by the Local Society Relations Committee  
With the assistance of many ARS Committees



# AMERICAN ROSE SOCIETY

*Since 1892*

P.O. Box 30,000 • Shreveport, Louisiana 71130-0030  
8877 Jefferson Paige Road • Shreveport, Louisiana 71119-8817  
Phone: 318-938-5402 • Fax: 318-938-5405 • [www.ars.org](http://www.ars.org)

*Jolene Adams, ARS President*  
776 Pinedale Court  
Hayward, CA 94544

Dear Local Society President:

The American Rose Society is the oldest horticulture organization dedicated to the love of our National Floral Emblem, the rose. It is our members and the local societies they join that are the grassroots of the organization and its foundation. The American Rose Society is nothing without our local societies to help spread the word about the rose.

*The Guidelines for Rose Society Leaders* are a wonderful resource for all new and existing local societies. They are comprehensive with everything a society should know from how to create a new society to maintaining your current one.

These *Guidelines* needed updating and Sue Tiffany, Chair of the Local Society Relations Committee and her committee has done a wonderful job making the manual current and available on the website for immediate access and continual updating.

Let Sue or me know if you have suggestions on making this manual more comprehensive.

Jolene Adams  
ARS President  
2012 - 2015



# AMERICAN ROSE SOCIETY

*Since 1892*

P.O. Box 30,000 • Shreveport, Louisiana 71130-0030  
8877 Jefferson Paige Road • Shreveport, Louisiana 71119-8817  
Phone: 318-938-5402 • Fax: 318-938-5405 • [www.ars.org](http://www.ars.org)

Dear Rose Society Leader:

We are pleased to provide this edition of *Guidelines for Rose Society Leaders* to assist in your administration of the local society.

The *Guidelines* are designed to provide accurate, up-to-date information about the American Rose Society. We hope it will answer many of your questions about society work. For those questions the *Guidelines* may not answer, we invite your emails and telephone calls.

We offer *Guidelines for Rose Society Leaders* on our web site at [www.ars.org](http://www.ars.org). You can easily access this information at any time for no charge in the Members section of the web site. If you are unable to view the information on the Internet, we can provide a printed copy for a nominal fee.

Thank you for the leadership you provide to your local rose society. We encourage every local leader to join ARS and to stay abreast of all the news of your national society. I anticipate some exciting announcements in the months ahead.

We pledge our support of your efforts and want to help you be successful. Our local societies are the backbone of our national organization. **Your success is our success.**

The American Rose Society is grateful to its Local Society Relations Committee under the chairmanship of Sue Tiffany for the production of *Guidelines for Rose Society Leaders*.

Please contact me anytime I may be of service.

Sincerely,

Jeffrey A. Ware  
Executive Director



# AMERICAN ROSE SOCIETY

*Since 1892*

P.O. Box 30,000 • Shreveport, Louisiana 71130-0030  
8877 Jefferson Paige Road • Shreveport, Louisiana 71119-8817  
Phone: 318-938-5402 • Fax: 318-938-5405 • [www.ars.org](http://www.ars.org)

## ***An Introduction to the ARS Local Society Relations Committee***

The Local Society Relations Committee (LSRC) was conceived of and first chaired by Dr. James Hering during his term as Vice President of the American Rose Society (ARS). The current ten member committee was appointed by ARS President Jolene Adams in the fall of 2012.

Our primary goal is to provide an accessible link between the ARS and your rose society and you its members. We strive to keep you abreast with the latest information, services and programs for your meetings and informed about the many benefits available from the ARS. We appreciate the opportunity of finding ways the ARS can better serve you, our members. To assist our local rose societies to maintain well run, enjoyable rose societies, we have updated the *Guidelines for Rose Society Leaders* and included them here.

LSRC individual members are located throughout the United States with one member at large, Roger Willeghems, living in Belgium who has been selected to represent our ARS members abroad. Our committee consists of rosarians like you whose goals range from simply growing lovely roses to being ardent exhibitors. To aid you in achieving these goals, LSRC members have a wide field of interests and expertise that we hope to share with you.

Today, in addition to the normal society and member issues and concerns, the ARS and our local rose societies face the **challenge** of recruiting new members. The LSRC understands and is here to support you! To do this we hope you will share your concerns and questions with us so we can help you resolve the issues your society or its members face. We will then share with you the useful ideas we have learned from other rose societies to help your society grow in membership and strength and will do our utmost to recognize your good efforts on behalf of the ARS, your district and your own individual societies.

Our primary communication with you is through **ARS & You**: our online publication. We will also employ the ARS web site, use emails to your editors and society presidents and may provide individual articles in your district and local society's newsletters. For us to be successful we need your help – your input is critical to enable us to serve you! The LSRC committee is dedicated to assisting you with issues facing many rose societies today by providing you with the best information available from the ARS and other sources. We want you to be aware of all that we offer allowing you to receive the many wonderful benefits ARS membership affords its members.

The ten rosarians making up Local Society Relations Committee are here to help you enjoy this rose hobby we share. Please do not hesitate to contact us!

With rosy regards,

Sue Tiffany, Chair  
American Rose Society Local Society Relations Committee 2012-2015

**MEMBERS OF THE LOCAL SOCIETY RELATIONS COMMITTEE (LSRC)**

Sue Tiffany Chair & Publisher <i>ARS &amp; You</i>	Pacific NW	<a href="mailto:sunshine-n-roses[at]q[dot]com">sunshine-n-roses[at]q[dot]com</a>	253-631-0312
Mary A. Hext Editor <i>ARS &amp; You</i>	Tenarky	<a href="mailto:mhext[at]outlook[dot]com">mhext[at]outlook[dot]com</a>	270-781-8171
Charles Shaner Asst. Editor	Colonial	<a href="mailto:clshaner[at]yahoo[dot]com">clshaner[at]yahoo[dot]com</a>	540-294-2875
Janet Bryant Editors' Outreach & Newsletter Exchange	Pacific NW	<a href="mailto:janetsbliss[at]hotmail[dot]com">janetsbliss[at]hotmail[dot]com</a>	509-627-2687
Roman Kwarcinski Presidents' Blog	Great Lakes	<a href="mailto:rosered251[at]yahoo[dot]com">rosered251[at]yahoo[dot]com</a>	248-977-4045
Guinevere Mee Presidents' Blog	Pacific NW	<a href="mailto:guinevere007[at]gmail[dot]com">guinevere007[at]gmail[dot]com</a>	509-466-4205
Pat Shanley ARS VP & Chair Marketing Committee	New York	<a href="mailto:pshanley[at]aol[dot]com">pshanley[at]aol[dot]com</a>	516-458-9148
Diane Sommers Chair Membership Committee	North Central	<a href="mailto:dsommers21[at]gmail[dot]com">dsommers21[at]gmail[dot]com</a>	262-853-0745
Dave Stever Special Projects	New York	<a href="mailto:greenrosedave[at]aol[dot]com">greenrosedave[at]aol[dot]com</a>	315-457-4729
Roger Willeghems Coordinator International ARS Members	Belgium	<a href="mailto:rwilleghems[at]skynet[dot]be">rwilleghems[at]skynet[dot]be</a>	

***AMERICAN ROSE SOCIETY HEADQUARTERS***

**MAILING ADDRESS:**

American Rose Society  
P.O. Box 30,000  
Shreveport, LA 71130-0030

**SHIPPING ADDRESS:**

American Rose Society  
8877 Jefferson Paige Rd.  
Shreveport, LA 71119-8817

**PHONE:** 318-938-5402

**FAX:** 318-938-5405

**EMAIL:** [ars\[at\]ars-hq\[dot\]org](mailto:ars[at]ars-hq[dot]org)

**WEB SITE:** <http://www.ars.org>

**OFFICE HOURS:** 8:00 a.m. to 5:00 p.m. CST, Monday – Friday

# TABLE OF CONTENTS

## INTRODUCTION

Letter from Jolene Adams, ARS President.....	ii
Letter from Jeffrey Ware, Executive Director of the ARS.....	iii
Letter from Sue Tiffany, Chair of the Local Society Relations Committee .....	iv
• Members of the LSRC .....	v
• ARS Headquarters .....	vi

## SECTION I – ABOUT THE AMERICAN ROSE SOCIETY (ARS)

A Brief History.....	I-1
The ARS Today .....	I-1
Mission Statement.....	I-1
Vision Statement .....	I-1
Our Bylaws/Objective Statement .....	I-2
Officers and other Key Personnel.....	I-2
• Executive Committee.....	I-2
• Table 1: The 18 Districts of ARS, Directors and Contact Information .....	I-3
• Table 2: The 10 Regions of the ARS, Directors and Contact Information .....	I-5
• Table 3: Living ARS Past Presidents .....	I-5
• Table 4: All Past Presidents of the ARS.....	I-6
• Table 5: All President Emeritus of the ARS.....	I-6
• Table 6: ARS Staff.....	I-7
• Committees .....	I-8
• ARS Endowment Trusts.....	I-9
• Editors of ARS Publications.....	I-9
Some Benefits of ARS Membership.....	I-9

## SECTION II—LOCAL ROSE SOCIETY ADMINISTRATION

What does the American Rose Society do for the Local Society?.....	II-1
• Internal Revenue Non-Profit Tax Status .....	II-1
• Group Insurance for Rose Society Activities .....	II-1
• Rose Society Awards and Supplies .....	II-1
• Communication .....	II-1
• Practical Support .....	II-1
Chapter and Affiliated Societies .....	II-2
• Guidelines for Chapter and Affiliate Societies .....	II-2
• What is a Chapter Society .....	II-2
• What is an Affiliated Society .....	II-2
IRS Filing Requirement for Local Societies .....	II-3
Calendar for Local Society Leaders .....	II-5
• Form: Bronze Honor Medal Award Rules and Regulations .....	II-7
• Form: Nomination Form For Bronze Honor Medal .....	II-9

• Form: Bronze Honor Medal Award Report Form .....	II-11
• Form: Update Local Society Officers .....	II-13
• Form: Membership Transmittal .....	II-15
Two Models of Bylaws for Local Rose Societies .....	II-17
• The Simpler Version: Minimalist Bylaws Model .....	II-17
• The More Complex Version: Suitable for Larger Societies .....	II-21
Job Descriptions of Committee Chairs .....	II-27
• Installation of Officers .....	II-30
Event Liability Insurance Program .....	II-31
<i>This information is updated yearly; replace copy in manual with newest version</i>	
• Frequently Asked Questions.....	II-33
• Local Rose Society Event Liability Insurance Application .....	II-34
• Certificate of Insurance/Additional Insured Request Form .....	II-35
• Event Liability Insurance Program: Letter of Understanding .....	II-36
• Local Rose Society Affiliates – Event Liability Insurance Incident Report .....	II-37
• Check List .....	II-38
Deductibility of Rose Society Contributions and Expenses .....	II-39

### **SECTION III—MARKETING AND MEMBERSHIP PROMOTION**

Where Do We Go For Help? .....	III-1
Membership Support Network.....	III-1
• American Rose Society Marketing and Membership Committee(s) .....	III-1
• District Membership Representatives.....	III-1
• Local Society Membership Chair .....	III-2
How to Custom Fit Your Local Society .....	III-3
• Changing the Format of your Society .....	III-3
Society Growth: A Product of Recruiting New Members and Retaining the Existing Members .....	III-5
• Where to Find Members .....	III-5
• Meeting Schedules – Does yours work?.....	III-5
• Protocol at Membership Meetings .....	III-5
• Programming is the Life Blood of Your Society .....	III-6
• Suggestions for Events.....	III-6
• Publish an Informative Newsletter .....	III-7
Money!!! How to Finance All of these Ideas .....	III-9
• Your treasury will grow from a number of sources .....	III-9
• Membership dues .....	III-9
○ What can you charge the members for .....	III-9
• Fund Raising Events – Annual Garden Party .....	III-9
• Dinner Meeting .....	III-9
• Corporate Sponsors .....	III-9
• Annual Raffle .....	III-10
• Raffles at Meetings .....	III-10
• Patron Program .....	III-10



• Patron In Kind .....	III-10
Member Benefits Program .....	III-13
• Giving the Members more ‘bang for their buck’ .....	III-13
• Be Realistic in your Expectations .....	III-13
• Summary .....	III-13
Rose Society Annual Survey (Sample) .....	III-15
Suggested Letter to a Prospective Local Society Member who is a New or Existing Member of ARS .....	III-19
How to Increase Your Renewal Rate .....	III-21
Suggested Letter to Non-Renewing Local Society Members .....	III-23
Suggested Letter to Non-Renewing ARS Members .....	III-25
To the Membership Chair: How to Sell Memberships .....	III-27
• Step 1: Be Committed to Growth .....	III-27
• Step 2: Know Your Market .....	III-27
○ Table A: The Market Check List Items .....	III-27
• Step 3: Know The Needs .....	III-28
• Step 4: Know Your Product .....	III-28
○ Table B: Product and Product Features .....	III-28
• Step 5: Tools .....	III-29
○ Table C: Tools .....	III-29
• Step 6: Develop the Technique .....	III-29
• Step 7: Practice the Technique .....	III-30
• Step 8: Don’t Stop .....	III-30
• Back to Basics: Attracting and Keeping New Members .....	III-31
• Form: Join the ARS!.....	III-33
• Form: ARS Four-Month Trial Membership for just \$5 .....	III-35
• Form: ARS Four-Month Trial Membership for just \$10 .....	III-37
• Form: ARS Gift Membership .....	III-39
• Form: Library Membership .....	III-41

#### **SECTION IV—PROGRAMS AND ACTIVITIES**

The ABC’s of Programs and Activities: Program Topics and Observations .....	IV-1
Slide and Video Lending Library List .....	IV-1
Current List of ARS Programs [PowerPoint Slides] available on the ARS website .....	IV-2
<a href="http://www.ars.org/members-only-2/power-point-programs-about-rose/">http://www.ars.org/members-only-2/power-point-programs-about-rose/</a>	
Rose Culture Course Curriculum .....	IV-5
Fund Raising Activities .....	IV-9
• How to Really Have a Rose Sale .....	IV-13
• A Bid in Time .....	IV-17
• Making Money .....	IV-21

#### **SECTION V—ARS CONSULTING ROSARIAN PROGRAM**

Introduction .....	V-1
History of the Consulting Rosarian Program .....	V-2

## *Chapter 1 – The Consulting Rosarian (verbatim from the ARS Consulting Rosarian Manual)*

• Qualifications of Consulting Rosarians .....	V-3
• Maintaining CR Certification .....	V-4
• Consulting Rosarian Code .....	V-4
• The Consulting Rosarian Guide .....	V-4
○ In Their Own Garden .....	V-5
○ In the Local Rose Society .....	V-5
○ In the American Rose Society .....	V-5
• Honorariums and Fees .....	V-6
• Updates .....	V-6

## *Chapter 2 – The Consulting Rosarian Program (verbatim from the ARS Consulting Rosarian Manual)*

• The National Consulting Rosarian Committee and Chairman .....	V-7
• The District Chair of Consulting Rosarians .....	V-7
○ Duties of the District Consulting Rosarian Chair .....	V-7
• Consulting Rosarian Schools & Seminars .....	V-7
○ Objective .....	V-7
○ District Chair's Responsibility .....	V-7
○ CR School Procedures – Requirements and Suggestions .....	V-8
○ School Agenda .....	V-9
○ Seminars/Workshops/Programs .....	V-9
○ ARS Headquarters' Responsibilities .....	V-10
○ Auditing a School for CR Recertification .....	V-10
• The Typical Consulting Rosarian Seminar .....	V-10
• CR Records .....	V-11
• Outstanding Consulting Rosarian Award .....	V-11
• The Local Society Consulting Rosarian Coordinator .....	V-12
○ Duties of the Local Society Coordinator .....	V-12
• Consulting Rosarian Emeritus .....	V-13
• Master Rosarian Designation .....	V-14
○ Basic Requirements .....	V-14
○ Nomination, Selection and Communication Process .....	V-14
• Form: Consulting Rosarian School/Seminar Request Form .....	V-16
• Form: Consulting Rosarian Candidate Form .....	V-17
• Form: Consulting Rosarian Candidate Letter of Recommendation .....	V-18
• Form: Master Rosarian Nomination .....	V-19

## **SECTION VI—ROSE SHOW INFORMATION**

Running a Rose Show from A to Z .....	VI-1
Location, location, location .....	VI-2
The Show Team .....	VI-2
The Show Chair .....	VI-3
Treasurer .....	VI-3
Trophies .....	VI-3
The Show Schedule .....	VI-5
• ARS Certificates and Rosettes Available .....	VI-8

Advertising .....	VI-9
Properties .....	VI-9
Registration .....	VI-9
Show Set-Up .....	VI-10
Classification .....	VI-11
Deadline for Entries .....	VI-11
Placement .....	VI-11
• The Entry Tag .....	VI-11
• The Alphabet .....	VI-12
• Common Sense .....	VI-12
Judges Chair .....	VI-13
Rose Show Clerks .....	VI-14
• Guidelines for Clerks .....	VI-16
• Recording Results .....	VI-16
Hospitality/Luncheon .....	VI-17
Now That the Show is Open to the Public .....	VI-17
Membership .....	VI-17
Education .....	VI-17
Sales .....	VI-18
Consulting Rosarian .....	VI-19
Security .....	VI-19
Recap (or Debriefing) .....	VI-19
Rose Show Alternatives .....	VI-19
• Arrangement Show Awards .....	VI-21
• Horticulture Show Awards .....	VI-23
• Form: Rose Show Supply Order Form .....	VI-25
• Form: Artistic Design (Arrangements) Rose Show Winners .....	VI-29
• Form: Horticulture Rose Show Winners .....	VI-31
 <b>SECTION VII—OPPORTUNITIES FOR SERVICE AND SUPPORT</b>	
Introduction .....	VII-1
The Donor Bill of Rights .....	VII-2
Annual Fund: Giving for Today .....	VII-3
Estate Planned Giving: Giving for Tomorrow .....	VII-4
Ways to Donate To Your Area of Interest .....	VII-5
• Form: Annual Fund Donation Form .....	VII-7
Statement of Gift Intention .....	VII-9
Endowments: The Future of the American Rose Society .....	VII-11
• Form: How to Make a Charitable Contribution to the American Rose Society .....	VII-13
American Rose Society: 40 Years in Shreveport .....	VII-15
Contribution Options .....	VII-16
When Someone Asks, “How Can I Help?” .....	VII-17



# Section I

## About the American Rose Society

### **A BRIEF HISTORY**

The American Rose Society (ARS) was founded in 1892 and began as an organization of florists. The first president Myron Hunt was elected February 22, 1893. During the first seven years, the organization suffered the loss of Hunt and was plagued by apathy. It was revitalized after a meeting on March 13, 1899 but still focused heavily on commercial aspects of rose culture. By 1915, the ARS consisted of 284 members, but only 53 were amateurs. The need to attract all lovers of roses was addressed by President S. S. Pennock. The trustees of the organization authorized publication of an Annual, which was first printed in 1916. A quarterly magazine was started in 1930. J. Horace McFarland served as the editor until his retirement at age 84 in 1943. By the 1950s, the magazine was published monthly. Currently, the *American Rose* is published bi-monthly.

The Consulting Rosarian Program began in 1926 with 32 volunteers to cover the country. *Roses in Review* was begun as were quarterlies on exhibiting, arranging, Old Garden Roses, Shrubs and Miniature and Miniflora Roses. In 1942, the first permanent society secretary, R. J. Hattan, was hired, but died several months later. Dr. R. C. Allen was then hired and ultimately became society president.

For the first 50 years a Board of Trustees, elected at an annual meeting, ran the Society. In the 1940s a Board of Directors was established. There are now 18 districts and 10 regional representatives who are elected by the membership of the respective areas. A Vice President is elected nationally and is automatically promoted to President for the next term. All presidents serve three year terms. The board oversees the work of an Executive Board.

Initially, the headquarters of the society was located where the secretary was based. The first permanent headquarters was in Harrisburg, Pennsylvania. In 1954, the headquarters moved to Columbus, Ohio. The current Headquarters is situated on 118 acres in Shreveport, Louisiana and was moved there in 1974 to facilitate future expansion. Much of the land has been landscaped into many rose gardens.

### **THE ARS TODAY**

The American Rose Society (ARS), headquartered in the United States of America, is an educational, nonprofit organization dedicated exclusively to the cultivation and enjoyment of roses. The ARS is a national organization with thousands of members. There are over 300 local chapters and affiliates throughout the country. Many of the members of these societies have been trained as Consulting Rosarians (CRs) and have agreed to assist other rose growers with their rose problems and questions.

### **MISSION STATEMENT**

The American Rose Society exists to promote the culture and appreciation of the rose, through education and research, to members, to local rose societies and their members, and to the public.

### **VISION STATEMENT**

The rose is America's national Floral Emblem. We aspire to be the nation's best source for information, research and education about the rose for our members and for the general public. We will share this

information through a website, a national network of Consulting Rosarians, and rose shows and non-competitive rose exhibitions open to the general public.

### **OUR BYLAWS/OBJECTIVE STATEMENT**

The objectives of the Society are to encourage amateur and professional rose culture; to provide rose horticulture education for ARS members and for the public; to increase the general understanding of and interest in all aspects of roses, including but not limited to the history of roses, hybridization, growing, exhibiting, artistic designing and judging, research, and thereby to improve the standard of excellence of the rose for all people; to record, publish and establish priority on rose cultivar names, and rose cultivar ratings.

Most ARS members are home gardeners who enjoy growing roses and want to expand their knowledge of rose culture. Many members also exhibit their roses in competition with other rose lovers or participate in photography contests and other rose-related activities. The American Rose Society has developed standards and guidelines for guiding these competitions. They also publish a schedule of the various workshops, seminars, garden events and rose shows. The Society publishes a bimonthly magazine, the *American Rose*, available to all members.

The Society has its headquarters located on the grounds of the American Rose Center near Shreveport, Louisiana. The Center is home to a large garden of over 20,000 rose bushes comprising nearly 400 varieties of modern and old roses. There are many events in the Garden during the course of the year and these activities are highlighted in the Events Schedule.

ARS is a 501(c)(3) nonprofit educational organization and is eligible to receive tax-deductible contributions in accordance with Code Section 170. It is governed by a Board of Directors and operated by the staff at the Rose Center under the direction of an Executive Director and an Executive Committee. More details about the ARS can be found on the website <http://www.ars.org>.

### **OFFICERS AND OTHER KEY PERSONNEL**

The Board of Directors is composed of elected Directors from geographical Districts and Regions. Most of the regional activities of the Society revolve around the Districts and the local Societies. Each District has an elected Director who enlists other volunteers to carry out the business and activities of the District. The Executive Committee is comprised of the President, Vice President, Executive Director (non-voting), Treasurer and two Directors elected annually by the Board. Various committees are appointed to help conduct the enterprises of the ARS.

### **EXECUTIVE COMMITTEE**

The current ARS Executive Committee consists of the following individuals:

- Jolene Adams, President ([jolene\\_adams\[at\]comcast\[dot\]net](mailto:jolene_adams@comcast.net))
- Pat Shanley, Vice President ([pshanley\[at\]aol\[dot\]com](mailto:pshanley@aol.com))
- Dr. Jim Hering, Director Region 4 ([rosehering\[at\]roadrunner\[dot\]com](mailto:rosehering@roadrunner.com))
- Jack Kiley, Treasurer, ([jack\[dot\]kiley\[at\]comcast\[dot\]net](mailto:jack[kdot]kiley@comcast.net))
- Dr. Sam Jones, Director Tenarky District ([gsamj\[at\]bellsouth\[dot\]net](mailto:gsamj@bellsouth.net))
- Jeffrey Ware, Executive Director ([execdirector\[at\]ars-hq\[dot\]org](mailto:execdirector@ars-hq.org))

**TABLE 1: THE 18 DISTRICTS OF THE ARS, DIRECTORS AND CONTACT INFORMATION**

<b>District</b>	<b>Director</b>	<b>Contact Details</b>	<b>Website Information</b>	<b>States</b>
Buckeye (Buc)	Larry Schock	<a href="mailto:lschock275[at]aol[dot]com">lschock275[at]aol[dot]com</a> 419-299-3236		Ohio
Carolina (Car)	James Hiers	<a href="mailto:cutflowers01[at]gmail[dot]com">cutflowers01[at]gmail[dot]com</a> 803-267-6611	<a href="http://www.carolinadistrict.org">http://www.carolinadistrict.org</a>	North Carolina South Carolina
Central (Cen)	Donald Swanson	<a href="mailto:donswan45[at]aol[dot]com">donswan45[at]aol[dot]com</a> 402-493-5986		Iowa Kansas Missouri Nebraska
Colonial (Col)	Charles Shaner	<a href="mailto:clshaner@yahoo.com">clshaner@yahoo.com</a> 540-294-2875	<a href="http://www.colonialdistrictroses.org">http://www.colonialdistrictroses.org</a>	Delaware Maryland Virginia Washington D.C. West Virginia
Deep South (DS)	Karen Prevatt	<a href="mailto:kprevatt[at]verizon[dot]net">kprevatt[at]verizon[dot]net</a> 813-634-1830	<a href="http://www.deepsouthdistrict.org">http://www.deepsouthdistrict.org</a>	Alabama Florida Georgia
Great Lakes (GL)	Tom Kressbach	<a href="mailto:twkressbach[at]gmail[dot]com">twkressbach[at]gmail[dot]com</a> 313-886-5698	<a href="http://www.greatlakesdistrict.webs.com">http://www.greatlakesdistrict.webs.com</a>	Michigan Ontario, Canada
Gulf	Dr. Allen Owings	<a href="mailto:aowings-[at]agcenter[dot]lsu[dot]edu">aowings-[at]agcenter[dot]lsu[dot]edu</a> 225-603-8096		Louisiana Mississippi
Illinois/Indiana (I-I)	Linda Kimmel	<a href="mailto:lovRoses[at]comcast[dot]net">lovRoses[at]comcast[dot]net</a> 317-882-1563		Illinois Indiana
New York (NY)	Ann Gibson	<a href="mailto:ambushe[at]yahoo[dot]com">ambushe[at]yahoo[dot]com</a> 315-682-9688	<a href="http://www.arsnewyorkdistrict.com">http://www.arsnewyorkdistrict.com</a>	New York
North Central (NCen)	Don Zoromski	<a href="mailto:djzoro[at]sbcsglobal[dot]net">djzoro[at]sbcsglobal[dot]net</a> 262-251-4474	<a href="http://www.ncdRose.org">http://www.ncdRose.org</a>	Minnesota North Dakota South Dakota Wisconsin
N. California/ Nevada/Hawaii (NCNH)	Alice Affleck	<a href="mailto:aaffleck[at]sbcsglobal[dot]net">aaffleck[at]sbcsglobal[dot]net</a> 707-553-9992	<a href="http://www.ncnhdistrict.org">http://www.ncnhdistrict.org</a>	California (zips 936xx- 961xx) Hawaii Nevada (except Las Vegas)
Pacific Northwest (PNW)	Gretchen Humphrey	<a href="mailto:ghumphrey25[at]yahoo[dot]com">ghumphrey25[at]yahoo[dot]com</a> 503-590-9737	<a href="http://www.pnwdistrict.org">http://www.pnwdistrict.org</a>	Alaska Idaho (Only zips 835xx & 838xx) Montana (zips 594 -599) Oregon Washington BC, Canada
				<i>Revised 5/2014</i>

<i><b>District</b></i>	<i><b>Director</b></i>	<i><b>Contact Details</b></i>	<i><b>Website Information</b></i>	<i><b>States</b></i>
Pacific Southwest (PSW)	Harold Reynolds	<a href="mailto:datebeatle[at]aol[dot]com">datebeatle[at]aol[dot]com</a> 760-341-5232	<a href="http://pswdroses.org">http://pswdroses.org</a>	Arizona California ( <i>zips 900xx-935xx</i> ) New Mexico El Paso, TX ( <i>zips 79001-79999</i> ) Las Vegas, NV ( <i>zips 89000-89199</i> )
Penn-Jersey (PJ)	Nancy Redington	<a href="mailto:rosered1[at]comcast[dot]net">rosered1[at]comcast[dot]net</a> 717-264-6488		New Jersey Pennsylvania
Rocky Mountain (RM)	Peggy Williams	<a href="mailto:pegwilliams22[at]comcast[dot]net">pegwilliams22[at]comcast[dot]net</a> 303-503-8927	<a href="http://rmdistrict.org">http://rmdistrict.org</a>	Colorado Idaho ( <i>zips 832xx-834xx 836xx – 837xx</i> ) Montana ( <i>zips 590xx-593xx</i> ) Utah Wyoming Alberta, Canada
South Central (SCen)	Brenda Johnson	<a href="mailto:Twodogsandroses[at]aol[dot]com">Twodogsandroses[at]aol[dot]com</a> 918-227-1954	<a href="http://www.arsscd.org">http://www.arsscd.org</a>	Arkansas ( <i>Specific zips</i> ) Oklahoma Texas ( <i>except El Paso</i> )
Tenarky (Ten)	Dr. Sam Jones	<a href="mailto:gsamj[at]bellsouth[dot]net">gsamj[at]bellsouth[dot]net</a> 615-646-4138	<a href="http://www.tenarky.org">http://www.tenarky.org</a>	Arkansas ( <i>Specific zips</i> ) Kentucky Tennessee
Yankee (Yan)	Dr. Craig Dorschel	<a href="mailto:Craig[dot]dorschel-[at]verizon[dot]net">Craig[dot]dorschel-[at]verizon[dot]net</a> 508-853-0069	<a href="http://arsyankee.org">http://arsyankee.org</a>	Connecticut Maine Massachusetts New Hampshire Quebec, Canada Rhode Island Vermont
				<i>Revised 5/2014</i>



**TABLE 2: THE 10 REGIONS OF THE ARS, DIRECTORS AND CONTACT INFORMATION**

<b>Region 0</b> David Long <a href="mailto:longcottage[at]comcast[dot]net">longcottage[at]comcast[dot]net</a> 860-434-5522	<b>Region 5</b> David Booty <a href="mailto:rosewinter60[at]yahoo[dot]com">rosewinter60[at]yahoo[dot]com</a> 952-432-4313
<b>Region 1</b> Elaine Adler <a href="mailto:eladler[at]sourcecodecorp[dot]com">eladler[at]sourcecodecorp[dot]com</a> 610-692-5631	<b>Region 6</b> Larry Jones <a href="mailto:ljones[at]arthur[dot]k12[dot]il[dot]us">ljones[at]arthur[dot]k12[dot]il[dot]us</a> 217-728-8472
<b>Region 2</b> Richard Donovan <a href="mailto:rdonovan[at]mindspring[dot]com">rdonovan[at]mindspring[dot]com</a> 910-575-9868	<b>Region 7</b> Baxter Williams <a href="mailto:bxtwms[at]att[dot]net">bxtwms[at]att[dot]net</a> 713-944-3437
<b>Region 3</b> Kitsy Mostellar <a href="mailto:kmostellar@juno.com">kmostellar@juno.com</a> (770) 980-1680	<b>Region 8</b> Kreg Hill <a href="mailto:kreg[at]kreghill[dot]com">kreg[at]kreghill[dot]com</a> 760-320-3922
<b>Region 4</b> Dr. Jim Hering <a href="mailto:rosehering[at]roadrunner[dot]com">rosehering[at]roadrunner[dot]com</a> 740-389-5395	<b>Region 9</b> Jack Kiley <a href="mailto:Jack[dot]kiley[at]comcast[dot]net">Jack[dot]kiley[at]comcast[dot]net</a> 360-754-7937  <i>Revised 7/2014</i>

**TABLE 3: LIVING ARS PAST PRESIDENTS**

Office	Name	Phone	Email
Immediate Past President	Jeff Wyckoff	206-824-3307	<a href="mailto:kjwyckoff[at]comcast[dot]net">kjwyckoff[at]comcast[dot]net</a>
Past	Steven J. (Steve) Jones	209-245-3355	<a href="mailto:scvrose[at]aol[dot]com">scvrose[at]aol[dot]com</a>
Past	Marilyn Wellan	318-445-6006	<a href="mailto:roseusa[at]suddenlink[dot]net">roseusa[at]suddenlink[dot]net</a>
Past	Dr. Thomas (Tommy) Cairns	323-654-0626	<a href="mailto:drtommyc[at]aol[dot]com">drtommyc[at]aol[dot]com</a>
<i>President Emeritus</i>	Dr. James S. (Jim) Hering	740-389-5395	<a href="mailto:rosehering[at]roadrunner[dot]com">rosehering[at]roadrunner[dot]com</a>
Past	Donald R. (Don) Ballin	847-831-9035	<a href="mailto:farhorizons[at]sbcglobal[dot]net">farhorizons[at]sbcglobal[dot]net</a>
Past	Vincent G. Gioia	951-267-0028	<a href="mailto:Vgioia1[at]verizon[dot]net">Vgioia1[at]verizon[dot]net</a>

**TABLE 4: ALL PAST PRESIDENTS OF THE ARS**

1892-94	Myron A. Hunt	1954-55	Niels J. Hansen
1894-98	Robert Craig	1956-57	Fred W. Walters
1899	William C. Barry	1958-59	John R. Patterson
1900-02	Benjamin Dorrance	1960-61	Helene Schoen Jones
1903-04	F. R. Newbold	1962-63	Joseph J. Klima
1904-05	Alexander Montgomery	1964-65	C. H. Lewis
1906-07	Robert Simpson	1966-67	Dr. R. M. Zollinger
1908-09	August F. Poehlmann	1967-69	Lester E. Satterlee
1910	William H. Elliott	1969-71	John R. Lauer
1911	Adolph Farenwald	1971-73	Dr. Eldon W. Lyle
1912-14	Wallace R. Pierson	1973-75	Dr. Ray C. Allen
1915-16	S. S. Pennock	1975-77	Fred Edmunds, Jr.
1917-18	Benjamin Hammond	1977-79	Frank Bernadella
1919-23	Robert Pyle	1979-82	Howard Walters
1924-25	Dr. E. M. Mills	1982-85	Vincent Gioia
1926-27	F.L. Atkins	1985-88	Donald R. Ballin
1928-29	Walter E. Clark	1988-91	Dr. Charles Jeremias
1930-32	Dr. J. Horace McFarland	1991-94	Robert Whitaker
1933-34	Richardson Wright	1994-97	Peter Haring
1935	Dr. S. S. Sulliger	1997-2000	Dr. Jim Hering
1935-37	Leonard Barron	2000-03	Dr. Tommy Cairns
1938-39	Dr. T. Allen Kirk	2003-06	Marilyn Wellan
1940-41	Dr. Louis M. Massey	2007-09	Steve Jones
1942-43	Arthur F. Truex	2010-12	Jeff Wyckoff
1944-45	Harry L. Erdman	2013-15	Jolene Adams
1946-47	Dr. Charles V. Covell		
1948-49	George A. Sweetser		
1950-51	Dr. William L. Ayres		
1952-53	C. Eugene Pfister		

**TABLE 5: ALL PRESIDENT EMERITUS OF THE ARS**

1926-1933	Dr. E. M. Mills	1970-1973	Arthur Truex
1934-1948	Dr. J. Horace McFarland	1974-1998	Joseph J. Klima
1949-1961	Dr. T. Allen Kirk	2001-2003	Howard Walters
1962-1969	Dr. Louis M. Massey	2005-present	Dr. Jim Hering

**TABLE 6: ARS STAFF**

<b>EXECUTIVE DIRECTOR &amp; EDITOR</b>	Jeff Ware (ext. 222)	<a href="mailto:execdirector[at]ars-hq[dot]org">execdirector[at]ars-hq[dot]org</a>
<b>ADMINISTRATIVE &amp; RECORDS</b> Assistant to the Executive Director	Carol Spiers (ext. 223)	<a href="mailto:carol[at]ars-hq[dot]org">carol[at]ars-hq[dot]org</a>
Administrative Assistant <i>Merchandise/Book Orders/CRs/Judges/ Awards/Gift Shop</i>	Peggy Spivey (ext. 229)	<a href="mailto:ars[at]ars-hq[dot]org">ars[at]ars-hq[dot]org</a>
Director of Development	Laura Pfender (ext. 226)	<a href="mailto:laura[at]ars-hq[dot]org">laura[at]ars-hq[dot]org</a>
<b>PUBLICATIONS DEPARTMENT</b> Director of Publications & Managing Editor	Beth Smiley (ext. 231)	<a href="mailto:beth[at]ars-hq[dot]org">beth[at]ars-hq[dot]org</a>
Associate Editor Editorial	Amanda Figlio (ext. 230)	<a href="mailto:amanda[at]ars-hq[dot]org">amanda[at]ars-hq[dot]org</a>
Associate Editor Digital	TBD	
Advertising	Maria Scott	<a href="mailto:maria[at]ars-hq[dot]org">maria[at]ars-hq[dot]org</a>
<b>MEMBERSHIP DEPARTMENT</b> Director of Membership	TBD	
Membership Clerk	Mylynn Hopson (ext. 221)	
<b>ACCOUNTING</b> Director of Accounting	TBD	
Accounting Assistant/Human Resources	Becky Smith (Ext. 225)	<a href="mailto:becky[at]ars-hq[dot]org">becky[at]ars-hq[dot]org</a>
<b>GARDENS OF THE AMERICAN ROSE CENTER</b>		
Facility Rental & Weddings	Lou Kerr (318) 294-8479	<a href="mailto:loukerr[at]live[dot]com">loukerr[at]live[dot]com</a>
Janitorial/Administrative-Klima	John Henderson	
Facilities and Maintenance Manager	Jack Bagues, (318) 938-1914	
Crew	Gabriel Clark, <i>Crew Chief</i> William Smith, Arthur Draper	

**AMERICAN ROSE SOCIETY HEADQUARTERS****MAILING ADDRESS**

American Rose Society  
P.O. Box 30,000  
Shreveport, LA 71130-0030

**SHIPPING ADDRESS**

American Rose Society  
8877 Jefferson Paige Rd.  
Shreveport, LA 71119-8817

**PHONE:** 318-938-5402 / 800-637-6534**FAX:** 318-938-5405**EMAIL:** [ars\[at\]ars-hq\[dot\]org](mailto:ars[at]ars-hq[dot]org)**WEB SITE:** <http://www.ars.org>**OFFICE HOURS:** 8:00 a.m. to 5:00 p.m. CST, Monday – Friday*Revised 5/2014*

## COMMITTEES

The President of the American Rose Society appoints numerous committees to address concerns of the Society. These committee chairs are appointed to serve from 2012 to 2015. The President and Executive Director serve as Ex-Officio members of all committees.

### LIST OF ARS COMMITTEE CHAIRS

#### Executive Committee

Jolene Adams, President; Pat Shanley, Vice President;  
Jack Kiley, Treasurer; BOD reps (to Fall 2014): Dr. Jim Hering, Dr. Sam Jones.  
Director Jeff Ware serves as a non-voting member.

American Rose Center (ARC)	Dr. Joe White	<a href="mailto:jo2bar@comcast.net">jo2bar[at]comcast[dot]net</a>
ARC Trial Grounds (ARCTG)	Dr. Allen Owings	<a href="mailto:aowings@agcenter.lsu.edu">aowings[at]agcenter.lsu.ed</a>
Arrangements Judging & Training	Lillian Walsh	<a href="mailto:Rosefun01@sprynet.net">Rosefun01[at]sprynet[dot]net</a>
Audit	Tom Kressbach	<a href="mailto:twkressbach@gmail.com">twkressbach[at]gmail[dot]com</a>
Bylaws	Pat Shanley	<a href="mailto:pshanley@aol.com">pshanley[at]aol[dot]com</a>
Classification	Dr. Bruce Monroe	<a href="mailto:professor@katiegirl.net">professor[at]katiegirl[dot]net</a>
Consulting Rosarians	Cindy Dale	<a href="mailto:rosepro@bellsouth.net">rosepro[at]bellsouth[dot]net</a>
Convention Planning	Peggy Williams	<a href="mailto:pegwilliams22@comcast.net">pegwilliams22[at]comcast[dot]net</a>
Convention Management Ad Hoc	Baxter Williams	<a href="mailto:bxtwms@att.net">bxtwms[at]att[dot]net</a>
Editorial Advisory	Linda Kimmel	<a href="mailto:lovroses@comcast.net">lovroses[at]comcast[dot]net</a>
Ethics	Dr. Craig Dorschel	<a href="mailto:craig@adorschel.verizon.net">craig[dot]dorschel [at] verizon[dot]net</a>
Finance	Jack Kiley	<a href="mailto:jack@kiley.comcast.net">jack[dot]kiley[at]comcast[dot]net</a>
Good Earth R.O.S.E.	Pam Greenewald	<a href="mailto:gardenangel22@gmail.com">gardenangel22[at]gmail[dot]com</a>
Horticulture Exhibitors	Dr. Andrew Plas	<a href="mailto:zsalp@sbcglobal.net">zsalp[at]sbcglobal[dot]net</a>
Horticulture Judging	Linda and Ted Burg	<a href="mailto:ldburg@yahoo.com">ldburg[at]yahoo[dot]com</a>
Kidz N' Roses	Lee Stevens	<a href="mailto:davidandleestevens@yahoo.com">davidandleestevens[at]yahoo[dot]com</a>
Library	Betty Vickers	<a href="mailto:Vickers@b.sbcglobal.net">Vickers[dot]b[at]sbcglobal[dot]net</a>
Local Society Relations	Sue Tiffany	<a href="mailto:sunshine-n-roses@q.com">sunshine-n-roses[at]q[dot]com</a>
Marketing	Pat Shanley	<a href="mailto:pshanley@aol.com">pshanley[at]aol[dot]com</a>
Membership	Diane Sommers	<a href="mailto:dmsommers21@gmail.com">dmsommers21[at]gmail.com</a>
Miniature & Miniflora	Dr. Jim Hering	<a href="mailto:rosehering@roadrunner.com">rosehering[at]roadrunner[dot]com</a>
National Nominating	Dr. Jim Hering	<a href="mailto:rosehering@roadrunner.com">rosehering[at]roadrunner[dot]com</a>
Newsletter/Bulletin/Publications	Patsy Cunningham	<a href="mailto:patham@cox.net">patham[at]cox[dot]net</a>
Old Garden Rose & Shrubs	Lois Ann Helgeson	<a href="mailto:helge006@tc.umn.edu">helge006[at]tc.umn.edu</a>
Planned Giving	Dr. Bruce Monroe	<a href="mailto:professor@katiegirl.net">professor[at]katiegirl[dot]net</a>
Prizes & Awards	Lois Fowkes	<a href="mailto:lojacq1@msn.com">lojacq1[at]msn[dot]com</a>
Product Evaluation	Dr. Gary Rankin and	<a href="mailto:rankin@marshall.edu">rankin[at]marshall.edu</a>
	Dr. Monica Valentovic	<a href="mailto:valentov@marshall.edu">valentov[at]marshall.edu</a>
Public Gardens	Lynn Schafer	<a href="mailto:lynnschafer@gmail.com">lynnschafer[at]gmail[dot]com</a>
Research	Dr. Don Myers	<a href="mailto:rokirose@nc.rr.com">rokirose[at]nc.rr[dot]com</a>
Rose Photography	Curtis Aumiller	<a href="mailto:caumiller1@verizon.net">caumiller1[at]verizon[dot]net</a>
Rose Registration	Marily Williams	<a href="mailto:roseynut@aol.com">roseynut [at] aol[dot]com</a>
	Phil Schorr	<a href="mailto:pschorr@att.net">pschorr [at]att[dot]net</a>
Roses In Review (RIR)	Don Swanson	<a href="mailto:donswan45@aol.com">donswan45[at]aol[dot]com</a>
Strategic Planning	Diane Sommers	<a href="mailto:dmsommers21@gmail.com">dmsommers21[at]gmail.com</a>

*Revised 5/2014*

## ARS ENDOWMENT TRUSTS

### ARS Endowment Trust (ARSET)

Jolene Adams (term ends 12/31/14) [jolene\\_adams\[at\]comcast\[dot\]net](mailto:jolene_adams[at]comcast[dot]net)

### ARS Educational Endowment Trust (EET)

Don Swanson (term ends 12/31/15) [donswan45\[at\]aol\[dot\]com](mailto:donswan45[at]aol[dot]com)

### ARS Maintenance Endowment Trust (MET)

Malcolm Murchison (Caddo Parish) term ends 12/31/14)  
[mmurchison\[at\]bradleyfirm\[dot\]com](mailto:mmurchison[at]bradleyfirm[dot]com)

### ARS Research Endowment Trust (RET)

Dr. Bruce Monroe (term ends 12/31/16) [professor\[at\]katiegirl\[dot\]net](mailto:professor[at]katiegirl[dot]net)

## EDITORS OF ARS PUBLICATIONS

<i>OGR &amp; Shrub Journal</i>	Lois Ann Helgeson	<a href="mailto:helge006[at]umn.edu">helge006[at]umn.edu</a>
<i>Rose Exhibitors' Forum</i>	Robert B. Martin, Jr.	<a href="mailto:PetRose[at]aol[dot]com">PetRose[at]aol[dot]com</a>
<i>Rose Arranger's Bulletin</i>	Jim Harrell	<a href="mailto:jim[at]fairmars[dot]com">jim[at]fairmars[dot]com</a>
<i>Miniature &amp; Miniflora Rose Bulletin</i>	Phil Paul	<a href="mailto:rosesrus65[at]verizon[dot]net">rosesrus65[at]verizon[dot]net</a>
<i>Singularly Beautiful Roses</i>	Stephen Hoy	<a href="mailto:hoy127[at]cox[dot]net">hoy127[at]cox[dot]net</a>
<i>The American Rose</i>	Jeff Ware	<a href="mailto:execdirector[at]ars-hq[dot]org">execdirector[at]ars-hq[dot]org</a>
<i>ARS &amp; You</i>	Mary Hext	<a href="mailto:mhext[at]outlook[dot]com">mhext[at]outlook[dot]com</a>

## SOME BENEFITS OF MEMBERSHIP

- **The American Rose Center (ARC):** Visitors can experience nature at its finest at America's largest park dedicated to roses. Winding paths, babbling brooks and thousands of glorious roses invite relaxation in abounding beauty. The Gardens are open seven days a week, April through October. We have more than 65 individual rose gardens including the Horizon Garden, featuring the nation's newest rose varieties, the Dudley Watkins Reflection Pool and the Dayna & Ronnie Sawyer Memorial Prayer Garden as well as numerous other companion plants, sculptures and fountains that await your visit. The gardens are in bloom from spring to fall. ARS Members are admitted free of charge. For more information about tours, events, weddings, etc., visit <http://www.ars.org/our-gardens/>.
- **Rose Care Articles:** The American Rose Society offers a large selection of Rose Care Articles on the website. Many of these articles have received an Award of Merit for excellence in rose care information. Several have been published in the *American Rose*, the bimonthly ARS magazine which is a member benefit.
- **ARS & You:** This monthly newsletter is sent at no charge to all ARS members and to all members of local rose societies and others who request to receive it.
- **Reciprocal Gardens:** Selected gardens subscribe to the Reciprocal Admissions Program (RAP); and, in most cases, an ARS membership card allows free or reduced-cost admission. Each person seeking entry to an RAP garden must have his or her own membership card.
- **Shop the ARS:** The American Rose Society also offers a variety of rose-related products available for order online: <http://www.ars.org/store/>

- **International Cultivar Registration Authority for Roses (ICRAR):** The American Rose Society provides space on the web for registering new rose cultivars. Latest Registrations may be viewed on Recent Registrations. The *Modern Roses* database is now open to all ARS members. It is password-protected, so you will need to read your magazine carefully each month to be sure you know what that password is as it changes frequently.
- **National Rose Show:** National Rose Shows are held each year and winners are listed in the National Rose Show Results at <http://www.ars.org/category/eq/>

Work for Section I primarily completed by Local Society Relations Committee Member, Roman Kwarcinski

# Section II

## Local Rose Society Administration

### ***WHAT DOES THE AMERICAN ROSE SOCIETY DO FOR THE LOCAL SOCIETY?***

This is a recurring question which deserves both a speedy and honest answer wherever it occurs. Most of the services provided to Chapter or Affiliate Society membership are either free or save significant amounts of money for the local society if it were it to procure these services on its own.

#### ***Internal Revenue Non-Profit Tax Status:***

*The American Rose Society is not qualified to offer tax advice for individuals or local rose societies. You should consult with your tax professional for advice regarding your responsibilities.*

Since 1982, the ARS has provided non-profit tax status for all Chapter and Affiliate Societies in good standing. Most societies have already filed for this status through Headquarters. If your society is new or newly interested in acquiring this status or in need of a Federal Exemption Number (EIN), please get in touch with the Director of Membership at Headquarters to start the process. Tax exempt status can save societies money in purchase of some services and in bulk mailing privileges, as well as make certain contributions to your local society tax deductible. *(Please refer to the article on tax deductions, pages II-33 = II-35 by Robert B. Martin, Jr.)*

***Group Insurance for Rose Society Activities\*:*** Affordable group liability insurance for local societies is available through the American Rose Society. The coverage extends to most activities where liability insurance is required, from rose shows to rentals. Applications for such insurance are sent to each society shortly after the beginning of each year and coverage is based on the calendar year. **\*This information is updated yearly.**

***Rose Society Awards and Supplies:*** Supplies and awards for rose society activities for rose shows can be obtained through Headquarters. *See forms included in Section VI-Rose Show Information as well as on the ARS website:*

[\[http://www.ars.org/wp-content/uploads/2010/03/Book-Merchandise-Order-Form-4-2013.pdf\]](http://www.ars.org/wp-content/uploads/2010/03/Book-Merchandise-Order-Form-4-2013.pdf).

***Communication:*** *ARS & You*, a monthly email on issues of importance to local societies, as well as suggestions for programs, membership drives and newsletter transmission, is a major avenue of input from the national to the local societies and vice versa.

***Practical Support:*** Throughout this set of guidelines, there are both practical and theoretical support facilities, where in the context of membership incentive programs, furtherance of local education programs via the Consulting Rosarian program or the exchange of information on topics ranging from rose show results to the latest horticultural innovations. Most importantly, the American Rose Society provides a complex structure through which the passion for roses can be expressed, extended and shared with others.

## ***CHAPTER AND AFFILIATED SOCIETIES***

### ***GUIDELINES FOR CHAPTER AND AFFILIATED SOCIETIES***

- There must be a minimum of ten (10) members in a local society or group.
  - There must be a minimum of four meetings per year.
  - Local groups must follow American Rose Society rules and regulations and not jeopardize the ARS tax status.
  - Membership must be open to all to join.
  - Societies must have democratic elections of officers and directors.
  - Chapters and affiliates have one year to come into compliance with the above rules.
- (Exceptions to the above guidelines must be approved by the ARS Board of Directors or tax counsel, whichever would be appropriate.)

### ***WHAT IS A CHAPTER SOCIETY?***

Any rose society may hold a Chapter Membership in the American Rose Society upon payment of the status dues, provided that at least one member of each family or household represented in the society is a full ARS member. Chapter Society dues are: \$35 a year.

### ***WHAT IS AN AFFILIATED SOCIETY?***

Any rose society not eligible for a Chapter membership, upon payment of the status dues, may become an Affiliated Society. Many members, but not all of them, of these local societies are ARS members. The majority of local rose societies enjoy affiliate status. Affiliated Society dues are \$70 a year.

- A Chapter or Affiliate in Good Standing is one in which all dues are current and the ARS policies are not violated. Regulations in addition to those listed above are stipulated in later sections dealing with specific areas of interest, e.g. rose show rules and regulations.
- The American Rose Society is chartered as a Non-profit corporation under the laws of the State of Louisiana.
- The American Rose Society is operated exclusively for educational purposes within the parameters of Section 501(c)(3) of the Internal Revenue Code. Local societies shall not engage in activities which would invalidate or threaten to invalidate the ARS status as an exempt organization under the above-stated IRS Code.



## **IRS FILING REQUIREMENT FOR LOCAL SOCIETIES**

*by Robert B. Martin Jr.*

*Certified Specialist in Taxation Law, The State Bar of California, Board of Legal Specialization, Email:  
[petrose\[at\]aol\[dot\]com](mailto:petrose[at]aol[dot]com)*

*The American Rose Society is not qualified to offer tax advice for individuals or local rose societies. You should consult with your tax professional for advice regarding your responsibilities.*

The American Rose Society is recognized by the Internal Revenue Service as an educational organization exempt from Federal income taxation under the Internal Revenue Code. Contributions to the ARS are tax deductible under Section 170(c)(2). A local rose society affiliated with the ARS is also eligible for recognition as a tax-exempt educational organization under a “group exemption” procedure. Under this procedure, the ARS submits copies of the organizational documents of affiliated local societies to the IRS, which rules on their eligibility. Contributions to local rose societies that have been recognized as eligible are also tax deductible.

Tax-exempt organizations with gross receipts normally in excess of \$50,000 are required to file an annual return on either Form 990 or Form 990-EZ. Most small tax-exempt organizations with gross receipts that are normally \$50,000 or less, including local rose societies recognized as tax-exempt, are required to electronically file Form 990-N, also known as the e-Postcard, with the IRS annually. The e-Postcard is due every year by the 15th day of the fifth month after the close of the organization’s “tax year.” Most local rose societies do not even have a “tax year” of which they are aware, in which case it is safe to assume that the tax period is the calendar year and ends on December 31.

If your local society does not file its e-Postcard on time, the IRS will send a reminder notice. There is no penalty assessment for late filing the e-Postcard, but an organization that fails to file required e-Postcards (or information returns – Forms 990 or 990-EZ) for three consecutive years will automatically lose its tax-exempt status. The revocation of the organization’s tax-exempt status will not take place until the filing due date of the third year.

The e-Postcard requires eight items of basic information about your local society:

1. Employer identification number (EIN), also known as a Taxpayer Identification Number (TIN). (Societies that do not have a separate TIN may apply by calling ARS Headquarters.)
2. Tax year (Typically the calendar year).
3. Legal name and mailing address.
4. Any other names the organization uses.
5. Name and address of a principal officer.
6. Web site address if the organization has one.
7. Confirmation that the organization’s annual gross receipts are \$50,000 or less.
8. If applicable, a statement that the organization has terminated or is terminating.

Use this link to file the e-Postcard: <http://epostcard.form990.org/>.

When you access the system, you will leave the IRS site and file the e-Postcard with the IRS through its partner, Urban Institute. The form must be completed and filed electronically. There is no paper form.

Additional information about the e-Postcard system is available at the IRS website:

[http://www.irs.gov/Charities-&-Non-Profits/Annual-Electronic-Filing-Requirement-for-Small-Exempt-Organizations--Form-990-N-\(e-Postcard\)](http://www.irs.gov/Charities-&-Non-Profits/Annual-Electronic-Filing-Requirement-for-Small-Exempt-Organizations--Form-990-N-(e-Postcard))

## **CALENDAR FOR LOCAL SOCIETY LEADERS**

### ***In the beginning of the calendar year***

- Send a complete list of officers and the newsletter editor, with names, phone numbers and email addresses, to ARS Headquarters. *(See forms on pages II-9 – II-10.)*
- Send a complete list of society members with addresses, phone numbers and email addresses, to ARS Headquarters. *(See form on page II-11.)*
- Remit local society dues upon receipt of invoice from the ARS.
- Remit insurance to ARS *(See forms on pages II-25 – II-32 [updated yearly]).*
- Appoint a Consulting Rosarian as Local Consulting Rosarian Coordinator. Notify the District Consulting Rosarian Chair of the appointment. (Since District Chairs serve a three year term, local societies may want the Local Society Consulting Rosarian Coordinator to serve a term concurrent with that of the District Chair.) *Copy ARS-HQ.*
- Appoint a Local Member of the District Awards Committee. Notify the District Awards Chair of the appointment with appropriate name and address. (The rules of the American Rose Society mandate that this appointment shall run for three years and coincide with the term of the District Director.) *Copy ARS-HQ.*
- Appoint a local coordinator for the Roses in Review Program. Notify the District RIR Chair of this appointment. *Copy ARS-HQ.*
- Appoint a local membership Chair. Notify both the District and National Membership Chairs of the appointment. Since the District and National Membership Chairs serve a three year term, local societies may want the Local Membership Chair to serve a term concurrent with that of the District and National Chairs. *Copy ARS-HQ.*

### ***During the year***

- Emphasize Rose Horticulture in society programs.
- Encourage active participation in the Roses in Review survey.
- Notify the ARS Headquarters of rose society activities, e.g. rose shows or celebrations, for publication in the *American Rose* magazine.
- Notify ARS Headquarters of the results of rose show efforts.
- Encourage membership in the American Rose Society.

### ***At the end of the year***

- Select a recipient of the Bronze Honor Medal for Outstanding Service to the local society and notify the ARS of the name of the recipient. *(See forms on pages II-6 – II-8)*
- Elect officers for the upcoming year.

**PLEASE MAKE DUPLICATES OF FORMS AS NEEDED**

**AMERICAN ROSE SOCIETY  
BRONZE MEDAL FOR OUTSTANDING SERVICE TO A LOCAL SOCIETY  
RULES AND REGULATIONS**

1. Each society (chapter or affiliate), in good standing with the American Rose Society may annually award the American Rose Society Bronze Medal for Outstanding Service to one of its members for outstanding and meritorious service at the Local Society level.
2. The recipient must be a full or associate/joint member of the American Rose Society and an active member of the Local Society for no less than three (3) years. Local Society membership must be verified by the Local Society.
3. If the selected recipient passes away prior to the medal being presented, the medal may be awarded posthumously to the deceased recipient's spouse or a member of his/her immediate family.
4. The current President of the Local Society is **not** eligible for this award. Members of the Executive Committee and Board **are** eligible for this award. Furthermore, this award must not be offered as a prize in any rose competition, or for any one project.
5. The Executive Committee or Board of the Local Society will nominate candidates. The members of the Executive Committee or Board will vote by secret ballot. The President will tally the votes. A majority vote will be required for awarding this medal. The result must be kept confidential by all members involved.
6. The awarding of this medal is not required in any year.
7. Each Society can only award the Bronze Medal for Outstanding Service once to a member.
8. This is a Local Society award and must be administered and controlled by the Local Executive Committee or Local Board. This award will not require involvement from the District, Regional or ARS Board.
9. The Medal used for this Award shall be the standard American Rose Society Bronze Medal for Outstanding Service and may be procured from the ARS Executive Director. The cost of the Medal shall be borne by the Society making the award.
10. The Bronze Medal for Outstanding Service may be awarded jointly to **husband/wife** teams if, in the opinion of the Local Executive Committee or Board, they **both** are deserving of the award and **both** individuals meet the requirements. In such cases, two medals would be appropriate for presentation.

*(Adopted by ARS Board of Directors, Columbia, SC, Spring 1993)*

*(Revised by ARS Board of Directors, San Diego, CA, Spring 1994)*

*Current 1/2014*

**AMERICAN ROSE SOCIETY**  
**NOMINATION FOR THE BRONZE HONOR MEDAL FOR OUTSTANDING SERVICE TO**  
**THE \_\_\_\_\_ ROSE SOCIETY**

Only members of the American Rose Society may be nominated to receive this Award.

1. Nominee: \_\_\_\_\_
2. Address: \_\_\_\_\_  
\_\_\_\_\_
3. Occupation: \_\_\_\_\_
4. How long has nominee been a member of the American Rose Society? \_\_\_\_\_
5. How long has nominee been a member of the Local Society? \_\_\_\_\_
6. How has nominee contributed to the advancement of the American Rose Society? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. How has nominee contributed to the advancement of the Local Rose Society? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. Offices held in Local, District or National organization: \_\_\_\_\_  
\_\_\_\_\_
9. Why I think this Nominee should receive the Bronze Honor Medal for Outstanding Service: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I, \_\_\_\_\_, the undersigned, herewith nominate the above-named individual(s) to receive the American Rose Society Bronze Medal for Outstanding Service for the year \_\_\_\_\_.

Signed: \_\_\_\_\_

Local Society: \_\_\_\_\_

Name (print) and office held: \_\_\_\_\_

Once recipient has been determined, complete and return the Award Report Form to ARS Headquarters.

*Current 1/2014*

**AMERICAN ROSE SOCIETY  
BRONZE HONOR MEDAL FOR OUTSTANDING SERVICE TO A LOCAL SOCIETY  
AWARD REPORT FORM FOR YEAR 2014**

The following information is to be supplied to the American Rose Society for processing *prior* to awarding.

Society Sponsoring Award: \_\_\_\_\_ Date to be Presented: \_\_\_\_\_

Bronze Medal for Outstanding Service Awarded to (please print):

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip+4: \_\_\_\_\_

*Engraving may be done on the back of the medal but is the responsibility of the Local Society.*

Is the recipient the President of the Local Society? \_\_\_\_\_ Is the recipient a full or associate/joint member of the American Rose Society? \_\_\_\_\_ Has the recipient been an active Local Society member for three years? \_\_\_\_\_

**PLEASE INCLUDE YOUR CHECK OR CREDIT CARD NUMBER  
ALL ORDERS MUST BE PAID IN ADVANCE**

( ) VISA ( ) MASTERCARD ( ) DISCOVER ( ) AMERICAN EXPRESS

CC #: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ Cardholder: \_\_\_\_\_ VCode #: \_\_\_\_\_

Please send:

\_\_\_\_ Bronze Honor Medal(s) (\$35.00 each)

\_\_\_\_ Bronze Honor Medal Certificate(s) (\$10.00 each)

\_\_\_\_ Buy both Medal and Certificate (\$40.00)

\_\_\_\_ Walnut Plaque (\$30.00 each)  
(not sent with Certificate)

**SHIPPING & HANDLING CHARGES**

<i>Sales Total</i>	<i>U.S.</i>
\$ 1 - 4.99	\$ 1.00
\$ 5 - 9.99	\$ 1.50
\$10 - 14.99	\$ 3.50
\$15 - 19.99	\$ 6.00
\$20 - 39.99	\$ 6.50
\$40 - 79.99	\$13.50
\$80 - 124.99	\$15.50
\$125 PLUS	\$25.50

Ship To: Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip+4: \_\_\_\_\_

Please Submit To: AMERICAN ROSE SOCIETY, P.O. BOX 30,000, SHREVEPORT, LA 71130-0030  
or E-mail us at: ars[at]ars-hq[dot]org - Attn: Peggy Spivey

*Current 1/2014*

## UPDATE LOCAL SOCIETY INFORMATION

Please provide us with current information on all officers. Be sure to notify us as soon as any change occurs. You may wish to keep extra copies of this form on hand. Please print or type.

**MUST BE COMPLETED: Annual Revenue Exceeds \$25,000?** ☐

**Yes** ☐ **No**

**Internal Revenue Service requires groups with yearly gross receipts in excess of \$25,000 to file IRS Form 990.**

Is this Society Incorporated?

☐ Yes ☐ No

*(If incorporated, please submit a copy of your Articles of Incorporation)*

What is your tax ID or EIN? \_\_\_\_\_

*If your society is new or newly interested in acquiring this status or in need of a Federal Exemption Number (EIN), please get in touch with the Director of Membership at Headquarters to start the process.*

**Local Society Name** \_\_\_\_\_

District \_\_\_\_\_

Meeting Address \_\_\_\_\_

Meeting City/State/Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Website Address \_\_\_\_\_

**Treasurer**

First & Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

**President**

First & Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

**Correspondence Secretary**

First & Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

**1st Vice President**

First & Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

**Recording Secretary**

First & Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

**2nd Vice President**

First & Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

**Newsletter Editor**

First & Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

*Current 1/2014*

**CR Coordinator**

First &amp; Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

**Membership Chair**

First &amp; Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

**Historian**

First &amp; Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

**Rose Show Chair**

First &amp; Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Please list any additional officers and contact information

**Other-Title** \_\_\_\_\_

First &amp; Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

*Current 1/2014*



## MEMBERSHIP TRANSMITTAL

Send a full list of your local society members to ARS Headquarters annually, along with your society dues payment. Mail to: American Rose Society, P.O. Box 30,000, Shreveport, LA 71130-0030 or fax your list: 318-938-5405.

*Use this or a similar format*

Name	Address	City	State	Zip+4	Phone	Email	ARS Member?

*Current 1/2014*

## ***TWO MODELS OF BYLAWS FOR LOCAL ROSE SOCIETIES***

Below are two versions of suggested bylaws for local societies. One version is simpler and adaptable for smaller societies; the other for larger and more complex local rose societies. The Job Descriptions attempt to encompass various tasks that might be assigned to the traditional roles assumed by members in the course of the management of the society's annual operations.

### **THE SIMPLER VERSION: MINIMALIST BYLAWS MODEL**

**Bylaws of the \_\_\_\_\_ Rose Society  
An affiliate of the American Rose Society  
(Date of Adoption)  
(Date of Last Amendment)**

#### **Article I—Name**

Section 1. The name of the organization shall be \_\_\_\_\_ (hereinafter referred to as 'The Society.')

Section 2. The Society shall be affiliated with the American Rose Society (ARS), a corporation organized under the laws of the state of Louisiana on July 1, 1975.

#### **Article II—Objectives**

Section 1. The objectives of The Society are to promote and encourage amateur and professional rose horticulture; to promote the rose as a symbol of beauty and friendship; to encourage our members and the general public in growing the National Floral Emblem; and, to educate both our members and the community at large as to the care of the rose.

Section 2. The Society shall operate on a non-profit basis and shall not operate in any manner resulting in financial profit or gain for its individual members.

#### **Article III—Membership**

Section 1. All persons interested in growing roses shall be eligible for membership in The Society.

Section 2. A single payment of dues shall enable all adult members of a single household (residents at one address) to be listed as full members of The Society, with all rights and privileges.

Section 3. Membership dues shall be established by a simple majority of the members present and voting at any scheduled meeting.

Section 4. The fiscal year of The Society shall be from January 1<sup>st</sup> to December 31<sup>st</sup>. Dues shall be due and payable on or before January 1<sup>st</sup> of each year. Members whose dues have not been received by April 1<sup>st</sup> shall be dropped from the membership rolls.

Section 5. Dues of new members joining after October 1<sup>st</sup> shall cover the remainder of the current fiscal year plus the next fiscal year.

Section 6. Honorary Members--Honorary Memberships may be granted on the basis of distinguished services to The Society by a two-thirds vote of the Board of Directors. These

may be granted for either a specified term or for life. Honorary members are exempt from dues and assessments for the duration of their honorary membership, but retain the right to vote and to run for office within The Society.

Section 7. Youth Memberships: Youth memberships may be offered to persons under the age of 18 to encourage multi-generational participation in rose horticulture.

#### **Article IV—Officers**

Section 1. The officers of The Society shall be a President, a Vice-president, a Secretary and a Treasurer. The officers shall perform the duties prescribed by these Bylaws and by the parliamentary authority adopted by The Society.

Section 2. The President shall preside at all meetings of The Society and of the Board of Directors. The president shall appoint Standing Committee Chairs with the consent of the Board of Directors and be a member ex-officio of all committees except the Nominations Committee. The President shall call meetings of the Board of Directors as indicated by these Bylaws.

Section 3. The Vice-President shall preside at meetings of The Society and the Board of Directors, in the absence of the President and assume the duties of the President if the office becomes vacant.

Section 4. The Secretary shall keep records of all meetings of The Society and of the Board of Directors and record all votes. The Secretary shall maintain a correct list of members and officers of The Society as well as copies of the Bylaws and standing rules.

Section 5. The Treasurer shall receive all monies due The Society and disburse monies as directed by The Society or the Board of Directors. At the end of the fiscal year, the Treasurer shall present the financial records of The Society for audit to an Audit Committee appointed by the President.

Section 6. The officers shall be elected by ballot unless there is but one nominee per office when elections may be by voice vote. Officers elected shall serve for the term of 1 year or until their successors are elected. The term of office begins on January 1st.

Section 7. No members shall serve more than 3 consecutive terms in the same office except for the Treasurer who may serve 6 consecutive terms.

Section 8. In case of a vacancy in the office of President, the Vice-president shall automatically become President and the vacancy occurs in the office of Vice President. All other vacancies in office shall be filled by the Board of Directors.

#### **Article V—Meetings**

Section 1. The regular meetings of The Society shall be held on the \_\_\_\_\_ (e. g. fourth Wednesday, second Thursday) of every month except (indicate months in which meetings will not be held).

Section 2. The regular meetings in \_\_\_\_\_ (name the month, usually November) shall be known as the annual meeting and shall be for the purpose of electing officers.

Section 3. Special meetings may be called by the President or by any two members of the Board of Directors or by a written request from any 20 members of The Society. The purpose of

the special meeting shall be stated in the announcement. Except in cases of emergency, at least seven days' notice must be given.

Section 4. At least \_\_\_\_ (a number) members of The Society in good standing shall constitute a quorum.

#### **Article VI—Board of Directors**

Section 1. The current officers, the Immediate Past President and four Members at Large elected by The Society shall constitute the Board of Directors. Should a vacancy occur in the office of the Immediate Past President for any reason, an additional Member-at-Large shall be elected. All other vacancies shall be filled as recommended by the Board.

Section 2. A quorum of the Board of Directors shall be five.

Section 3. The Board of Directors shall have the power to transact business in a manner beneficial to the efficient administration of the purposes of The Society. These powers include, but are not limited to: preparation and adoption of the budget, adopting rules and regulations for the governance of The Society and general supervisory duties over committees. The Board of Directors shall be subject to the orders of The Society and none of its acts shall conflict with actions taken by The Society.

Section 4. The Board of Directors shall meet upon the call of the President or upon the request of five members of the Board of Directors.

#### **Article VII:—Committees**

Section 1. The Standing Committees of The Society shall be Programs, Membership and Hospitality.

Section 2. Others committees include, but are not limited to Publicity, Rose Show Chair or any other functional or operational position or activity. The scope and authority of these committees will be specified in the Standing Rules or in the creation of these Committees by the Board of Directors. The President is a member ex-officio of all committees except the Nominations Committee. The Treasurer may not be a member of the Audit Committee. Otherwise, all Board members are both eligible and encouraged to serve as committee chairs or members.

Section 3: A Nominating Committee of three society members shall be announced at a meeting two months before the election of officers. A Chair for this committee shall be appointed by the President; the other two members shall be chosen by the Nominations Chair from among the general membership of The Society. The Committee shall prepare a slate of candidates for office for the ensuing calendar year. This slate shall be presented to the Membership at the meeting preceding the election of officers. Members of the Nominating Committee members are eligible for election to office. Nominations may also be made at the meeting in which elections are held by members of The Society.

#### **Article VIII—Parliamentary Authority**

Section 1. The rules contained in the current edition of *Robert's Rules of Order Newly Revised* shall govern The Society in all cases to which they are applicable and in which they are consistent with these Bylaws or any Standing Rules adopted by The Society.

## **Article IX—Dissolution**

Section 1. In the event of the dissolution of The Society, all debts shall be paid.

Section 2. Any remaining monies in the treasury shall be disbursed to the American Rose Society or any other eligible and appropriate 501(c)(3) organizations.

Section 3. The Board of Directors shall determine the appropriate recipient as a standing rule.

This rule shall be reviewed every five years.

## **Article X—Amendment of Bylaws**

These Bylaws may be amended or repealed by the affirmative vote of two-thirds of those present and voting at a regular membership meeting or a special meeting provided that the amendments have been submitted at the previous regular meeting.

### **Standing Rules:**

Order of Business, the order in which agenda items are considered may be adopted as separate documents. Adopting them as separate documents permits suspension or change without amending the Bylaws. The order of business may be suspended in order to accommodate speakers to start the main program before the consideration of the business of The Society.

Order of Business might include:

- a. Call to Order
- b. President's welcome
- c. Introduction of guests or new members
- d. Program\*\*
- e. Roll call
- f. Minutes
- g. Financial Report
- h. Correspondence not requiring action
- i. Officers' Reports
- j. Board of Director Reports
- k. Standing Committee Reports
- l. Special Committee Reports
- m. Special Orders
- n. Unfinished Business and General Orders
- o. New business
- p. Announcements
- q. Adjournment

\*\*Generally, the order of business should permit a guest speaker or presenter to precede the consideration of routine business matters such as a roll call, reading of the minutes or committee reports. As a matter of courtesy and respect for the speaker, these items might be delayed until later in the meeting. No more than ten or fifteen minutes of welcome to guests or new members should delay the start of the program. (*See Section IV*)

## **THE MORE COMPLEX VERSION: SUITABLE FOR LARGER SOCIETIES**

**BYLAWS of the \_\_\_\_\_ Rose Society**  
**Organized in \_\_\_\_\_**  
**Adopted \_\_\_\_\_**

*(Original Bylaws prepared in April, 2004 by the ARS Local Society Relations Committee, Susan Barry, Chair; modified in September, 2007 by the ARS 2006-2009 Local Society Relations Committee; modified in September 2013 by the 2012-2015 ARS Local Society Relations Committee.)*

### **Article I—Organization Name and Affiliation**

Section 1. This Organization shall be known as the \_\_\_\_\_ Rose Society, hereinafter known as 'The Society.'

Section 2. The Society shall be affiliated with the American Rose Society (ARS).

### **Article II—Mission and Purpose of the Organization**

Section 1. The Mission of The Society is to encourage its members and the public-at-large to grow beautiful roses.

Section 2. The Purpose of The Society is: To educate its members and the public in the most up-to-date horticultural methods of rose-growing.

- To promote the rose as a symbol of love, peace, beauty and friendship and encourage rose gardening as an enjoyable hobby.
- To honor the rose as the floral emblem of our country by sharing roses within the community.
- To support the American Rose Society (ARS) in its work as a Conservation, Preservation and Research organization dedicated to roses.
- To encourage membership in the ARS as the leading plant society dedicated to rose horticulture and its purpose—to aid amateur, expert and hobbyists in growing good roses.

### **Article III—Membership**

Section 1. All persons interested in growing roses shall be eligible for membership.

Section 2. Members shall be required to pay dues as directed by Article X, Sections 1-4.

Section 3. A person may be elected as an Honorary Member of the society by vote of the Board of Directors.

### **Article IV—Executive Committee, Board Members and Board of Directors**

Section 1. The Officers of The Society shall be a President, First Vice President, Second Vice President, Third Vice President, Secretary and Treasurer.

Section 2. The Officers of The Society are encouraged to be members of the American Rose Society. To that end, The Society will purchase memberships in the American Rose Society for the President and Vice Presidents.

Section 3. The Executive Committee shall be made up of all Officers of The Society.

Section 4. The Board of Directors of The Society shall be composed of the Executive Committee and the following Board members: the Past President of The Society and two Standing Committee Chairs (such as the Publications Editor and the Prizes and Awards Chair). All shall have voting privileges.

Section 5. In the event of a District or National Convention, the chair of the event shall serve on the Board without voting privileges, unless said chair is already a member of the Board. If the event requires service longer than the term of the Executive Committee of The Society, the chair and committee shall serve until completion of the event.

## **Article V. Duties of the Executive Committee, Board Members and Board of Directors**

### **Section 1. Executive Committee**

The **President** shall preside at all regular and board meetings of The Society; shall preside at all special meetings of The Society; shall set the date and preside at the January Board Retreat (*see Article VIII-Meetings*); shall be responsible for appointing regular and standing committee chairs and submitting a list of these chairs to the Board of Directors at the January Board Retreat; shall appoint all committees not otherwise provided for in the Bylaws; shall appoint the Nominating Committee Chair by the September meeting; shall be an ex-Officio member of all committees, except the Nominating Committee; and, shall coordinate the work of The Society.

The **First Vice President** shall preside at meetings in the absence of the President and shall aid the President in his/her duties when called upon; shall be responsible for the meeting place of The Society, except for the January Board Retreat; shall be responsible for regular meeting programs and speakers and for organizing special events/programs approved by the Board; shall obtain and coordinate with the Publications Editor all lists of national and district officers/committee, as well as national, district and other local meetings and events for inclusion in the society yearbook; shall act as Parliamentarian of The Society.

The **Second Vice President** shall preside at meetings in the absence of the President and First Vice President; shall be the Membership Chair; shall coordinate a yearly membership event with the First Vice President; shall be in charge of providing hospitality and name tags at all meetings of The Society; shall furnish membership forms at public functions of The Society; shall contact unpaid members to renew membership in The Society by February 1.

The **Third Vice President** shall be the Rose Show Chair of The Society and work with the Board of Directors on the location of the Show; shall organize a rose show committee for submission to the Board at the January Board Retreat; shall inform ARS Headquarters of The Society's rose show date in accordance with ARS publication schedules; shall order all supplies for the show committee in conjunction with the needs of the various committees; shall furnish a list of all rose show winners to ARS Head-quarters, the District Bulletin editor, "Rose Exhibitor's Forum" editor and the Society Publicity Chair for publication in the local newspaper.

The **Secretary** shall be in charge of all Executive, Board and regular or special meeting minutes of The Society; shall be responsible for all correspondence of The Society; shall record attendance at meetings of The Society.

The **Treasurer** shall be the Finance Chair of The Society; receive and account for all funds of The Society; pay all bills, keep funds of deposit in a local bank approved by the Board of Directors; shall prepare year-end financial reports and yearly budget reports for the Board

which shall be presented at the January Board Retreat; shall maintain appropriate records to support and verify financial transactions; shall be responsible for monthly meeting financial reports to the membership; shall be in charge of initiating necessary ways and means projects; shall act as cashier at all money-raising projects; shall obtain advertising for the yearbook and rose show schedule; shall be responsible for registration duties at national or district events held by The Society; shall keep accurate membership records of The Society.

#### Section 2. Board Members

- Duties of the Past President: The immediate Past President shall act as The Society liaison to the American Rose Society (ARS) and to the (insert name) District to which The Society belongs.
- Duties of the slated members of the Board: The two Standing Committee Chairs slated shall, in addition to their duties, assist the Executive Committee with the work of The Society.

#### Section 3. Board of Directors

- The Board of Directors shall be charged with planning the affairs of The Society.
- The Executive Committee shall be empowered to transact the ordinary business of the Society, except a dues change, which shall be determined by the Board of Directors with approval by the membership.
- No action or project may be undertaken on behalf of The Society without approval by the Executive Committee.

### **Article VI—Nominating, Standing and Special Committees**

Section 1. Nominating Committee--The Nominating Committee shall consist of three Society members: a Chair appointed by the President from the Board of Directors and two members selected from the membership. This committee shall be appointed before or at the September meeting of The Society. The Nominating Committee shall present a slate of one candidate for each Officer and Board position and be in charge of any ballots or balloting process required in the voting procedure. The slate of Officers and Board members shall be published by or presented at the October meeting. The slate shall be voted on at the November meeting or at the discretion of the Board of Directors. Nominations may also be made from the floor.

Section 2. Standing (Permanent) Committees shall be named by the Board of Directors.

Section 3. Standing Committee Chairs shall be appointed by the President.

Section 4. Standing Committees of The Society shall be: (List Society Standing Committees)

Section 5. Special or Ad hoc Committees of The Society shall be designated by the Board of Directors, e.g. Bylaws.

### **Article VII—Terms, Vacancies and Expirations**

Section 1. The terms of all Officers and Board members shall be for one year, beginning immediately after installation; however, the past treasurer shall be responsible for finance and budget reports for the year ending December 31.

Section 2. The terms of all Committee Chairs shall expire upon installation of new Officers and Board members, except that of a Convention Chairs, whose term expires upon completion of the event.



Section 3. A vacancy on the Board of Directors shall be filled by a majority vote of the remaining Board of Directors, with the following exception:

- The office of the incoming or new President, if vacated, shall be filled by the First vice President. The Board of Directors will then fill the vacated office of the First Vice President. Should the immediate Past President be unable to serve on the Board or is slated as an officer, a vacancy shall be declared and the President shall appoint a Society member to the position.

Section 4. A vacancy for a Committee Chair or Convention Chair shall be filled by the President.

### **Article VIII—Meetings**

Section 1. Society Meetings--Regular meeting dates shall be set by the Board of Directors and published in the yearbook and monthly newsletter of The Society.

Section 2. Board of Directors Meetings--The January Board Retreat shall be the Board of Directors yearly planning meeting. The time, date and place of the Retreat shall be set by the President and the agenda shall be mailed or emailed by the President or Secretary to each Officer and Board member one week before the Retreat. Officers and Board members are responsible for informing the President of their agenda items. This meeting shall be open to the membership for voicing concerns or ideas by contacting the president and a time shall be set aside to discuss the issues(s). The Retreat will then be closed to all but the Board of Directors to facilitate the business of The Society.

Section 3. Special Board of Directors Meetings--Special Board of Directors meetings may be called by the President or a majority of the Board of Directors.

Section 4. Executive Committee and Board Meetings--Executive Committee and Board Meetings may be called by the President at his/her discretion.

Section 5. Annual Banquet Meeting--The December meeting shall be an annual Awards and Installation Banquet at which Officers and Board members are installed and service and special awards are presented.

### **Article IX—Voting and Quorums**

Section 1. All motions require a majority of the active members present at the meeting for adoption.

Section 2. Voting shall be by ballot if more than the number of slated or nominated candidates exists for an office. Voting may be by viva voce (voice vote) if the number of candidates does not exceed those slated or nominated.

Section 3. A quorum for any regular meeting shall consist of those active members present.

Section 4. A quorum for any Executive Committee meeting shall consist of four members.

Section 5. A quorum for any meeting of the Board of Directors shall consist of five members.

### **Article X—Dues**

Section 1. Society dues shall be set by the Board of directors and submitted to the membership for approval by vote. Notification of the dues change shall be presented by the October meeting for a vote at the November meeting.

Section 2. Dues for new members shall be prorated on a semi-annual basis. July 1 marks mid-year.

Section 3. Dues (except for new members) shall be considered delinquent if not paid by February 1 of each year.

Section 4. Member(s) failing to pay dues by February 1 shall be removed from the membership roll, unless otherwise specified by the Board of Directors.

#### **Article XI—Conventions, Shows and Exhibits**

Section 1. All Conventions shall be under the direction of the Board of Directors and the Convention Chair, appointed by the President.

Section 2. All Rose Shows shall be under the direction of the Board of Directors and the third Vice President.

#### **Article XII—Amendments**

Section 1. The Bylaws of The Society may be amended at any regular meeting, provided that notice has been given to the membership at a prior meeting or through publication in The Society's newsletter.

Section 2. A vote of two-thirds (2/3) of the active members present at a meeting is needed for amending the Bylaws.

#### **Article XIII—Dissolution of the Society**

Section 1. In the event of the dissolution of The Society, all debts shall be retired.

Section 2. Remaining monies in the treasury shall be disbursed to the American Rose Society or any other eligible 501(c)(3) organizations.

#### **Article XIV—Parliamentary Authority**

Section 1. *Robert's Rules of Order Newly Revised* a modern edition, shall be the parliamentary authority of all matters of procedure.

Section 2. Where *Robert's Rules of Order Newly Revised* conflict with those of the Bylaws of The Society, the latter shall prevail.

---

#### **Additional Information:**

1. *See II-15 for discussion of Standing Rules and Order of Business.*

## **JOB DESCRIPTIONS OF COMMITTEE CHAIRS**

*(Prepared in 2004 by the Local Society Relations Committee, Susan Barry Chair; modified in September, 2007 by Local Society Relations Committee, Jim Delahanty, Chair; modified in September 2013 by the Local Society Relations Committee, Sue Tiffany, Chair.)*

**(Please note that these job descriptions indicate a range of activities that must be adapted to the local conditions of a particular rose society.)**

### **AWARDS AND INSTALLATION BANQUET**

The Chair is responsible for finding appropriate accommodations for the Banquet; for making arrangements for a menu and other aspects of the Annual Banquet; for publishing information regarding cost, payment and seating arrangement deadlines as well as the menu for the banquet in the November newsletter. *See Installation Ceremonies on page II-24.*

### **CONSULTING ROSARIAN COORDINATOR**

The Chair is responsible for securing the current list of all Consulting Rosarians from ARS Headquarters and for maintaining a current list; for notifying all Consulting Rosarians in The Society that they are due to re-certify and of opportunities for re-certification; for noting deadlines for Roses in Review reports and for promoting broad participation in the Roses in Review program which is expected of all Consulting Rosarians; for reminding Consulting Rosarians to send in a yearly Consulting Rosarian Report to the District Consulting Rosarian Chair; for holding regular meetings of the Consulting Rosarians to seek and discuss opportunities for fulfilling the Consulting Rosarian mission; for recruiting new Consulting Rosarians in the local society; and for encouraging Consulting Rosarians to write articles, present programs and to be available at local society meetings to assist with horticultural questions and problems

### **EDUCATION/INFORMATION CHAIR**

The Chair is responsible for creating and maintaining an accurate listing of rose-related organizations and companies to obtain rose information and products for all public activities of The Society. The Chair is responsible for coordinating with all Society chairs handouts, catalogs, membership forms, etc., for use at specified Society events and for collecting and storing such materials The Chair is responsible for the information table at Society meetings.

### **HISTORIAN**

The Chair is responsible for recording the events and history of The Society through pictures and publicity articles from the media; for keeping the Society newsletter and *American Rose* magazine issues which refer to the Society and articles written by Society members in rose publications; for keeping pictures taken at Society events and for bringing the Society Memory Book to meetings upon request.

**JUDGES CHAIR**

The Chair is responsible for securing current lists of all judges of The Society from ARS Headquarters; for keeping up with and notifying all judges of the year they are due to re-certify; and for reminding judges to send in a yearly report to the District Judges Chair.

**MEMBERSHIP CHAIR**

*(See Job Description of the Second Vice President in the Bylaws, page II-17.)*

**PRIZES AND AWARDS CHAIR**

The Chair shall be the liaison to the District Prizes and Awards Committee. The Chair is responsible for obtaining rose show trophies and door prizes for meetings and events of The Society; for conferring with the President and the Board to determine members who will be recognized for their services to The Society as well as for collecting and distributing the necessary information for special awards (e.g. Silver Honor Medal, Bronze Honor Medal) to ARS Headquarters or the appropriate District or National Chair. Society Bronze Honor Medal Awards(s) will be presented at the Awards and Installation Banquet in December. The chair may prepare a ballot for this award with recommendations and approval from the Board of Directors.

**PROGRAM CHAIR**

*(See Job Description of the First Vice President in Bylaws, page II-17.)*

**PUBLICATIONS EDITOR**

The Chair is responsible for all publications of The Society: yearbook, rose show and tour booklets, newsletter and any other publications or mail-outs deemed necessary by the Board of Directors; for the compilation and distribution of society publications to membership; for cooperating with other officers and board members as directed herein for accurate information and updates of society publications.

**PUBLICITY CHAIR**

The Chair is responsible for the coordination of the publicity for all Society events with the local media: newspaper(s), TV, radio, magazines, etc., for the publicizing of monthly meetings and special events open to the public in community space provided by area newspapers and other media outlets; and for supplying local media with information and photo opportunities well in advance of all events and activities for the best coverage and promotion.

**ROSE GARDEN CHAIR**

The Chair is responsible for the care and maintenance of the Rose Garden, with the assistance of Society members; for coordinating the maintenance of tools and equipment needed for the garden; for coordinating the Society's activities in the garden (planting and pruning demonstrations, plant sale, raised tours, etc.)

**ROSE TOUR CHAIR**

The Chair is responsible for selecting gardens for the Rose Tour in different neighborhoods of the city and surrounding areas. These gardens should be clean and well-kept with good rose horticultural practices in effect (no blackspot, mildew, etc.). The Chair should select no more than five or six gardens so that the public is able to visit all gardens in the allotted time. The Chair is responsible for the descriptions of the gardens and for working with the Publications Editor for mapping, general directions and any other information to be included in the Tour booklet. The Chair is responsible for coordinating with the Publicity Chair to publicize the event in the appropriate media. If miniature roses are sold at the Tour, the Chair is responsible for working with the Treasurer to order roses and for delivering roses and rose tour signs to tour sites; and for picking up signs, money and any unsold miniatures.

**ROSE SHOW CHAIR**

*(See the Job Description of the Third Vice President in Bylaws, page II-17).*

**WEBSITE**

The Chair is responsible for maintaining and updating The Society website throughout the calendar year and for posting current information about the Society's events and projects to the website.

## ***INSTALLATION OF OFFICERS***

Officer installation programs can range from Spartan to as elaborate a ceremony as the imagination of the Installation Committee can devise. A short five-minute ceremony of affirmation of collective duties can suffice if that is the wish of the group planning the installation of officers along with holiday or other festivities. At the other end of the spectrum, the installation of officers can provide the opportunity for extended celebration.

A simple ceremony might be organized in which each officer and member of the Board of Directors is read the duties associated with their office and asked to publicly swear/affirm to uphold the duties and implicit promises of promoting the rose and the society. In counterpoint, the members attending might be asked to cooperate and support the efforts of the officers to lead the society and to promote the rose and the rose society.

A more expansive ceremony might be thematic in nature. Analogies to the rose bush that demand contributions of different efforts and skills to produce the finest blossoms can be made abundantly clear. Some of the common themes in this regard include:

- A rose society is like a box of chocolates in that you never know what you are going to get.
- Geese fly in formation, each helping each other but with one leader.
- Candle ceremonies, with one candle lighting the others, but centrality is given to the president's duties.
- The Rose: Each office resembles a part of the rose.
- Colors of the Rose: Each office has an optimum color and the new officer receives a rose of that color.
- Communication is Teamwork: Each officer gets a piece of a battery-operated machine and the group puts it together, thus emphasizing teamwork and collaborative efforts.
- What You Can Do for Your Society? Emphasize that the society must have both leaders and followers.
- The Officer: Each office is explained and how each officer's background contributes to the performance of that office.

It would be a mistake to trivialize the Installation of Officers. The rose society is more than just a rose show or a social club or a meeting place for old friends. It is a group of people whose passion for the rose must be displayed to the community in a positive way. An annual reminder of the real purpose of a rose society can help to reinforce the efforts of the society on those educational purposes which are among its highest goals.

Perhaps it is especially appropriate that the annual Installation of Officers and rededication of the efforts of the society usually occurs in the month when the rose is least present--sleeping to reappear in the spring.



# AMERICAN ROSE SOCIETY

*Since 1892*

P.O. Box 30,000 • Shreveport, Louisiana 71130-0030  
8877 Jefferson Paige Road • Shreveport, Louisiana 71119-8817  
Phone: 318-938-5402 • Fax: 318-938-5405 • [www.ars.org](http://www.ars.org)

## EVENT LIABILITY INSURANCE PROGRAM (UPDATED YEARLY)

**DATE:** January 14, 2014  
**TO:** ARS Chapters and Affiliated Societies  
**FROM:** Jeff Ware, Executive Director  
**RE:** **IMPORTANT INFORMATION: 2014 Event Liability Insurance Program**

---

**Our insurance carrier has informed us of a major increase in premiums for liability coverage in 2014. We had planned for a 20% increase, but the actual increase was more than double at 41%. ARS does not attempt to make a profit from our insurance fees for local societies, however, we must ask our local societies to help us offset the increase for 2014.**

**We still believe our Event Liability Insurance Program is competitively priced, but please feel free to shop around. Your state insurance commissioner will have a list of event and/or liability insurance companies for your specific area. Regardless of the plan you choose, I advise you to purchase coverage. It is fiscally unwise to plan your events with no liability coverage.**

One of the many benefits of affiliation with the American Rose Society is the availability of group Event Liability Insurance to help protect your local society. Our goal is to provide the best, most economical coverage available. Your participation will help keep everyone's fees affordable. We urge you to take advantage of this protection.

The Event Liability Insurance purchased through the American Rose Society covers approved activities of your group within the policy limits from January 1, 2014 through December 31, 2014. This insurance is always secondary to any other insurance in force. The policy provides up to \$1,000,000 per occurrence and \$2,000,000 general aggregate liability. The policy is owned by the American Rose Society and your group becomes insured upon approval and payment of fees. You must notify us of your intention to participate or you will not be listed on the policy.

**ALL APPLICATIONS, LETTERS OF UNDERSTANDING, AND PARTICIPATION FEES for the Event Liability Insurance Program should be received by the ARS office no later than February 28, 2014. If you will not be able to purchase the insurance by this date, please inform the Director of Membership.**

The group liability insurance participation fees are based on the number of members in your society:

<b>PARTICIPATION FEES FOR 2014:     \$5.00 per Member</b>
---

**Each member on your roster must be counted. Please provide a copy of your current roster along with your application for event liability insurance (REQUIRED).**

**There is an additional Certificate of Insurance issuance fee of \$11.50 per individual Certificate of Insurance issued (this fee has not increased). Please include this amount with each request form, at the time the Certificate of Insurance is requested.**

**In the event of a claim against the policy, the local society named on the Certificate of Insurance shall be liable for any deductible amount, if any, that may become due as a result of said claim.**

**Certificates of Insurance:** The master liability insurance policy is owned solely by the American Rose Society, Inc. Local societies may be covered under the master policy because of their affiliation with ARS, and will be so named on the Certificate of Insurance when issued.

**Insurance certificates are NOT automatically issued to local societies:** Societies must apply and specific events must meet all criteria set by the insurer and the American Rose Society in order to be eligible for Event Liability Insurance under this policy. Certificates of Event Liability Insurance for facilities at which the group holds events (malls, gardens, banks, schools, etc.) are mailed directly to the facility. A copy is also emailed to the local society representative. Emailed documents are sent in an Adobe .pdf format.

Multiple events of the same type and held at the same location may be listed on one request form (list dates & names of events) and will be listed on one event liability insurance certificate.

**Do not contact the insurance company directly.** All insurance questions should be directed to the appropriate person at ARS Headquarters.

**All required paperwork and payments must be received by ARS** prior to any Certificates of Event Liability Insurance being issued.

**All requests for insurance certificates must be received in the ARS Membership Office at least 14-days in advance of an event. We apologize that NO EXCEPTIONS can be allowed to this rule.**



## FREQUENTLY ASKED QUESTIONS

**How do we determine our membership for calculation of fees?** At the time of fee payment, use the number of members your society currently has on file. Each member on your roster must be counted; family or joint members must be counted individually. A copy of your membership roster listing names **must** be enclosed with your application; **NO EXCEPTIONS**. Rosters can be sent via email in an \*Excel or Word format, or printed and mailed. (\*Preferred format)

**If we cannot meet the fee deadline, does this prevent our society from obtaining Event Liability Insurance coverage?** No, other arrangements can be made after the payment deadline. However, every effort should be made to submit applications by the February 28, 2014 deadline. Contact the Director of Membership for more information.

**How do we know if we received coverage?** Your designated representative will receive a copy of the Certificate of Insurance for each event, sent via email.

**What is a Certificate of Insurance?** It is documentation that your society is covered for a specific event, the limits of coverage, and additional parties who are covered under the policy (i.e. event facilities).

**Does ARS automatically send a Certificate of Insurance?** No. You must request one using the request form included here. All requests must be in our office at least 14-days in advance of your event. **No exceptions.** Your certificate request will be processed within two weeks of receipt.

**For what events should we get Certificates of Insurance?** Generally, any event at which the public may attend should be covered. You may also include events/meetings at a member's home.

**Who should be listed as the additional insured?** Many public venues require that their official corporate entity be listed as an additional insured. Please check with your facility to determine their requirements.

**What is the cost of a Certificate of Insurance?** In addition to the initial participation fees, our insurance requires that we charge an \$11.50 certificate issuance fee to any society who is in good standing (dues paid). These fees are paid by ARS to the insurance company and are not kept by ARS.

**May we call in or fax in a Certificate of Insurance request?** To ensure accuracy, please make all certificate requests in writing. You may fax, mail, or e-mail certificate requests to ARS (contact information below).

**May we submit all Certificate of Insurance requests at one time for a given year?** You may submit certificate requests at any time. It is completely acceptable to submit all requests at one time. Payment must be included with all certificate requests at the time submitted.

**How do we obtain additional Certificate of Insurance request forms?** The form included in this packet may be copied. If you need another original, please contact ARS (see below).

**How do I correct a Certificate of Insurance after it is issued?** Any corrections must be sent to the ARS Membership Department immediately. We cannot be responsible for any changes after an event has occurred.

**Does a Certificate of Insurance cover society owned property (i.e. gardens, trophies)?** No. This coverage is strictly for liability related to approved, specific events for which a Certificate of Insurance may be issued.

**For all questions regarding the ARS Event Liability Insurance Program and local society updates/changes please contact:**

American Rose Society  
Director of Membership  
Event Liability Insurance Program  
P O Box 30000  
Shreveport, LA 71130-0030  
Phone: 318-938-5402 Fax: 318-938-5405

**American Rose Society  
Local Rose Society Event Liability Insurance Application  
Coverage Period: January 1, 2014 – December 31, 2014**

**\*This Participation Fee does not include the \$11.50 Fee for Each Certificate of Insurance.  
There is an \$11.50 charge per certificate.**

Group Event Liability Insurance is a benefit of the American Rose Society for chapter and affiliated societies that are in good standing (dues paid). The American Rose Society reserves the right to refuse coverage to any chapter or affiliated society, at our discretion.

**Society Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Daytime Phone:** \_\_\_\_\_ **Fax#:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**YOUR PARTICIPATION FEE CALCULATION**

Total # of Society Members \_\_\_\_\_ X \$5.00 per member = \$ \_\_\_\_\_

Certificates of Insurance requested at this time: \_\_\_\_\_ @ \$11.50 each = \$ \_\_\_\_\_

**Total Enclosed \$** \_\_\_\_\_

Please return this application along with your fees. Make checks payable to: American Rose Society. Please provide the following information if you would like payment processed on your **Visa, MasterCard, Discover or American Express** charge card.

**Cardholder Name:** \_\_\_\_\_

**Cardholder Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Card Number:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_/\_\_\_\_/\_\_\_\_

**V-Code**(last 3# on back; 4# on front of AmEx) \_\_\_\_\_ **Phone** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Email** \_\_\_\_\_

**Mail to:**

American Rose Society  
Director of Membership  
Event Liability Insurance Program  
P O Box 30000  
Shreveport, LA 71130-0030  
~ Phone: 318-938-5402 ~ ~ Fax: 318-938-5405 ~

**AMERICAN ROSE SOCIETY EVENT LIABILITY INSURANCE  
CERTIFICATE OF INSURANCE/ADDITIONAL INSURED REQUEST FORM (2014)  
Please include \$11.50 Certificate of Insurance fee per request.**

(EACH EVENT LIABILITY CERTIFICATE REQUIRES A SEPARATE REQUEST FORM. MAKE COPIES AS NEEDED)

**SOCIETY NAME:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY, STATE ZIP:** \_\_\_\_\_

**DAYTIME PHONE#:** \_\_\_\_\_ **FAX#:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**DATES OF EVENT:** \_\_\_\_\_

**NAME OF EVENT:** \_\_\_\_\_

Please get the following information from the event facility:

**EVENT FACILITY  
NAME:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY, STATE, ZIP:** \_\_\_\_\_

**PHONE #:** \_\_\_\_\_ **FAX#:** \_\_\_\_\_

**ADDITIONAL  
INSUREDS  
NAMES:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

USE ADDITIONAL PAPER IF NECESSARY

**Mail or fax to:**  
American Rose Society  
Director of Membership  
Event Liability Insurance Program  
P O Box 30000, Shreveport, LA 71130-0030  
Phone: 318-938-5402 Fax: 318-938-5405



# AMERICAN ROSE SOCIETY

P.O. Box 30,000 • Shreveport, Louisiana 71130-0030  
8877 Jefferson Paige Road • Shreveport, Louisiana 71119-8817  
Phone: 318-938-5402 • Fax: 318-938-5405 • [www.ars.org](http://www.ars.org)

*Since 1892*

## Event Liability Insurance Program: Letter of Understanding: 2014

*Please read and sign this document to verify your understanding of, and agreement to, the following terms for participation in this affiliated local society benefit program. Participation is granted at the sole discretion of ARS. This document must be completed once at the beginning of each calendar year, and returned to ARS Headquarters at the address listed above. No representation nor guarantee of any insurance coverage is conveyed by this document.*

1. The American Rose Society (ARS) allows affiliated local rose societies, in good standing, to participate in the Event Liability Insurance Program upon application and payment of a participation fee at the beginning of each calendar year, along with certificate issuance fees as required, all made payable to ARS.
2. ARS is the sole owner of the insurance policy. Local societies are covered under the policy at the time the notify ARS of their intent to participate and their event venues become additional insureds, only for the specified event, when a Certificate of Insurance is issued.
3. Event liability Insurance is always secondary to any other insurance that may be in force at the time of event.
4. Events must support and relate directly to the current, approved ARS Mission Statement.
5. Events must not be political in nature, nor be construed as such, and may not jeopardize the 501 (c)(3) status of ARS as granted by the Internal Revenue Service.
6. A reasonable risk assessment of all events should be conducted by the local society, along with an emergency plan of action. **Obvious potential risks must be communicated to ARS at the time a Certificate of Insurance is requested, including any planned use of alcohol.** Certificates of Insurance must be requested at least fourteen (14) days prior to the beginning date of an event. There will be **no exceptions** to this.
7. All incidents that may result in a claim must be reported to ARS within seven (7) days of the occurrence, or such time it is made known to the local society, and an incident report form filed.
8. All deductibles or fees related to a claim, if any, are the responsibility of the local society hosting the event and shall be made payable to ARS or its designee as required.
9. ARS reserves the right to deny a Certificate of Insurance for a specific event based on the direction of the insurance carrier, or if the event does not conform to the above stated guidelines. Should a Certificate of Insurance for a specific event be denied, any related fees for that Certificate of Insurance will be refunded to the local society.
10. ARS offers participation in the Event Liability Insurance Program as a benefit for affiliated local societies in good standing. Commercial event liability insurance is available from many other sources and may be purchased elsewhere at the discretion of the local society.

Society Name \_\_\_\_\_

Name of Authorized Officer \_\_\_\_\_ Phone \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_

Term of office \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

*Please make a copy of this form and retain for your local society records.*

## **Local Rose Society Affiliates – Event Liability Insurance Incident Report**

**Any incident** that occurs at one of your events should be recorded on this form **IMMEDIATELY**. Because some incidents for which you may be held accountable may not take the form of a lawsuit or legal action for several months, you can help protect yourself by writing down the important facts of the incident on this form immediately after they occur. **Use additional paper if necessary.**

Name of Rose Society \_\_\_\_\_

Person filling out report \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Email \_\_\_\_\_

Other organization(s) involved with this incident \_\_\_\_\_

Date of Incident \_\_\_\_\_ Time of Incident \_\_\_\_\_ Incident Location \_\_\_\_\_

Names of those involved \_\_\_\_\_

Witnesses present (include address & phone number) \_\_\_\_\_

Describe Incident (use additional paper if necessary) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**\*\*\*Make a copy of this report for your records\*\*\***

Mail original report and a copy of your Certificate of Insurance for the event to:

American Rose Society  
Director of Membership  
Event Liability Insurance Program  
P O Box 30000  
Shreveport, LA 71130-0030

# CHECKLIST - 2014

To ensure there is no delay in processing your application please include all of the following:

- ☐ Completed Event Liability Insurance Application Form
- ☐ Check/money order/credit card payment in the amount of \$ \_\_\_\_\_ per member.
- ☐ Any event liability insurance request forms to be processed, along with payment of \$ \_\_\_\_\_ each.
- ☐ Member roster:    ☐ Printed & enclosed                      ☐ Emailed – Date\_\_\_\_\_
- ☐ Signed Letter of understanding

*Please note: Certificates of liability insurance will NOT be issued until all the required paperwork and payments have been received by the ARS office.*

## **DEDUCTIBILITY OF ROSE SOCIETY CONTRIBUTIONS AND EXPENSES**

***By Robert J. Martin, Jr.***

*The American Rose Society is not qualified to offer tax advice for individuals or local rose societies. You should consult with your tax professional for advice regarding your responsibilities.*

The American Rose Society is recognized by the Internal Revenue Service as an educational organization that is exempt from Federal income taxation under Section 501 (c)(3) of the Internal Revenue Code.

### **CONTRIBUTIONS**

Contributions to local rose societies with EINs are also tax deductible. Societies unsure of their status may contact ARS Headquarters for verification.

### **MEMBERSHIP DUES**

As a general rule, membership dues paid to a qualified organization are deductible; however, the amount of the deduction has to be reduced by the value of benefits received. General membership benefits are disregarded if the annual dues are \$75.00 or less. Since membership dues for the American Rose Society and local rose societies are less than this amount, the full amount of the membership fee is deductible.

Additional amounts contributed as membership fees, such as for the Patron Program, are also deductible, even though they are more than \$75.00 per year, since participation in the program is voluntary and membership in ARS is available for less than \$75.00 per year.

### **CONTRIBUTIONS OF PROPERTY**

In the case of a contribution of property to a charitable organization, the amount of the contribution is generally the fair market value of the property at the time of the contribution. There are some exceptions in this area, such as where the property has increased in value or is held as inventory by a business. But as a general rule, the contribution of items such as rose plants, books, vases and other items used by a rose society are deductible at their value.

### **OUT OF POCKET EXPENSES**

The value of volunteer time spent on behalf of a charitable organization is *not deductible* as a contribution. Therefore, even if a person works very hard for his or her rose society, the *value of the time spent is not deductible*. Also, it does not matter that the person performing the service may be a professional who otherwise charges for time spent in the performance of service.

Even though the value of services performed is not deductible, unreimbursed out-of-pocket expenses that are incidental to the performance of such services do constitute a deductible contribution. *Primary examples of such deductible expenses are out-of-pocket transportation expenses necessarily incurred in performing donated services.* A taxpayer is allowed a deduction

of the actual cost of gas and oil that is related to the transportation to perform volunteer services. As an alternative to documenting the actual cost, a taxpayer is entitled to deduct (check with your tax preparer) for each mile traveled. If this standard rate is elected, the taxpayer can also deduct the actual cost of parking and tolls.

Under this rule, a rose judge can deduct his or her transportation expenses in traveling to judge a show. So also can the exhibitor and the volunteer show personnel who have actual duties to perform at the show. The rule also allows the deduction for expenses of traveling to speak at meetings. On the other hand, transportation expenses incurred by a member to simply attend a meeting are not deductible.

The distinction which is operative here is illustrated by the case of *Churukian v. Commissioner*, T.C. Memo 1980-205 (1980). There the U.S. Tax Court denied a charitable contribution for expenses of traveling to church to participate in choir. In disallowing the deduction, the Court states: "Not every incidental expense incurred by a taxpayer in connection with a charitable activity is deductible. Expenses incurred in the rendition of services to a qualified charitable organization may, and often do, have a dual character. They may benefit both the charity and the taxpayer. If the taxpayer or someone other than the charity derives a substantial and direct benefit which is personal, the claim for a charitable contribution will not be allowed."

Also not allowed are certain indirect expenses incurred in performing donated services. These include depreciation, repairs and maintenance of an automobile or other equipment used; the fair rental value of any equipment or facilities used; or the amount paid for childcare while performing the services. Examples of other out-of-pocket expenses that are allowable include unreimbursed entertainment expense, such as hospitality expenses and telephone expenses.

### **CONVENTION ATTENDANCE**

As a general rule, reasonable expenditures for meals and lodging necessarily incurred while away from home in the course of performing donated services are deductible. In Revenue Ruling 58-240, 1958-1 C.B. 141, the IRS held that unreimbursed expenses incurred by a lay member of a church in attending a church convention as a delegate constituted a charitable contribution. The term 'delegate' is used here in its general meaning of one appointed and sent by another, with authority to transact business as his representative.

By contrast, in Revenue Ruling 61046, 1961-1.C.B.51, the IRS held that person attending church conventions, assemblies or other meetings in accordance with their rights, privileges or obligation as members of the church (as opposed to attending such meetings as the duly chosen representative of a congregation or other official church body), are not, by such attendance, rendering gratuitous services performed for the church during the convention.

Internal Revenue Section 170(k) specifically denies deductions for travel expenses "unless there is no significant element of personal pleasure, recreation or vacation in such travel." However, it is clear that the fact that the taxpayer may enjoy the activity is not the relevant factor. Instead, the question is whether the amount of time spent on activities benefiting the



charitable organization is substantial compared to that available for personal purposes. Thus, the rule does not apply where an officer of a local branch of a national charitable organization travels to another city for the organization's annual meeting and spends the day attending meetings, even if the individual's evening is free for sightseeing or entertainment activities.

By contrast, a taxpayer who only has nominal duties relating to the performance of services for charity, who for significant portions of the trip is not required to render services or who performs activities that many individuals perform while on vacations paid out of after-tax dollars, is not allowed any charitable deduction for travel costs.

The application of these rules to National and District ARS Convention will depend on the role of the member attending. National officers and directors, as well as those serving on committees that meet at such conventions, can justify their attendance as being for the benefit of the organizations, thus permitting a deduction for their unreimbursed expenses. A similar case can be made for rose exhibitors, speakers and other direct participants in the convention such as their organizers and volunteers who render services at the convention. By contrast, a convention registrant with no duties or only nominal duties is not permitted a deduction for the out-of-pocket expenses.

### ***SUBSTANTIATION***

*The key to the deduction of any charitable expenses is substantiation.* In order to establish the right to a deduction, a taxpayer must maintain records, such as receipts, which show the amount of the expense and also the purpose for which they were incurred. Without such substantiation, legitimate deductions can be disallowed. But with proper record keeping, a rose society member can take advantage of properly allowed deductions.

# Section III

## Marketing and Membership Promotion

### ***MEMBERSHIP—WHERE DO WE GO FOR HELP?***

Recruiting new members and retaining existing members is a challenging task.

This section of the Guidelines for Rose Society Leaders offers some ideas for gaining and retaining new members that have worked for others. The section will be supplemented from time to time. Society Leaders are also encouraged to read *ARS & You* for ideas and suggestions on local society membership issues and discussions on problem solving. *ARS & You* is a monthly e-publication from the Local Society Relations Committee.

### ***MEMBERSHIP—SUPPORT NETWORK***

#### **AMERICAN ROSE SOCIETY MARKETING AND MEMBERSHIP COMMITTEE**

The ARS President appoints both a national Marketing and Membership Chair, who in turn invite a small group of interested, informed and creative persons to serve on these committees. The term of the committees is three years to run concurrently with the term of the ARS Officers and Directors.

The role of the ARS Marketing and Membership Committees is to work to increase membership; address issues of membership in the national organization and to provide a network of assistance to serve members in our local affiliate societies.

The national committee will work with the ARS staff and the District Membership Representatives to share ideas and to pass along information from the national Marketing and Membership Committees to the affiliate societies through their Society Membership Chairs.

#### **DISTRICT MEMBERSHIP REPRESENTATIVES**

Each District Director (there are 18) in the American Rose Society appoints a District Membership Representative who serves with the national Membership Committee and who works with the membership chair of each local rose society in the district. The term of the committee is three years to run concurrently with the term of the ARS Officers and Directors.

District Membership Representatives communicate frequently with the National Marketing and Membership Chairs and Committees. They participate in exchanges of ideas; pass along ideas from the national committee *to* the affiliate societies and share ideas *from* the affiliate societies with the national committee.

The District Representatives are encouraged to provide articles for their district bulletin and to provide programs on membership and membership issues at district meetings at least once a year.

District Representatives work with their District Directors to periodically gather discussion groups for the purpose of exchanging ideas.

#### **LOCAL SOCIETY MEMBERSHIP CHAIR**

Each Local Rose Society appoints a Chair of Membership. Ideally, the term is for three years, but it can be any length of time subject to the society's bylaws or policies.

The Chair of Membership for a local society is the contact for his/her society for the transmission of information and suggestions from the District Membership Representative and the ARS Marketing and Membership Committees.

The Local Society Membership Chair seeks ways to increase membership in the local society, working within the bylaws of that society and at the wishes of its members. Duties might be to insure that membership information is available at all society functions; invite new members to join; remind members to renew; initiate contests to gain new members; write articles on the value of rose society membership and other activities as the Chair or the society may suggest.

## **MARKETING AND MEMBERSHIP PROMOTION**

### **HOW TO CUSTOM FIT YOUR LOCAL SOCIETY!**

**By Pat Shanley**

**Chair of the ARS Marketing & Membership Committee**

**Under the administration of President Steve Jones, 2006-2009**

**Founding President of Manhattan Rose Society**

**“Membership in our local societies is down nationwide because people no longer care to belong to a group of any kind – including rose societies. People are too busy with the demands of everyday living to belong to a rose society.”** Sound familiar? Here is the counter argument:

People make time for what gives them enjoyment. If it is an activity that restores the spirit, brings peace of mind and a sense of fulfillment, we will always find time for it. Growing roses is such a pastime and a most rewarding hobby. Membership in a local rose society is an extension of that interest and membership in the ARS is the thread that binds it all together.

So why is membership in the Local Societies trending down? Well, it isn't for every society. Some societies are experiencing growth. If your society is not one of them perhaps you should take a look at the structure of your organization. There are several things you can try that have worked for other societies. These suggestions are not magic pills to halt the decline, but rather a format for turning your group into a member friendly society that tries to address the needs of the **majority** of its members. We call this format “Custom Fitting Your Local Rose Society”. It is based on:

- Molding the society's schedule of activities to the time constraints of your members.
- Not asking more of your members than they can give.
- Giving your members what they want.

### **CHANGING THE FORMAT OF YOUR SOCIETY**

We all know that change can be a good thing; but change is sometimes hard to accept, especially for those members who have been in charge of running the society for many years. Change can be difficult and sometimes scary. Sometimes the proposed change is not for the good of the society, **but if you are looking for new members – be prepared for new ideas.** Be open-minded and receptive. New members must be encouraged to offer suggestions and become part of the society and know that they are valued. Their new ideas must be heard and given serious consideration. Welcome this new blood into your society. It is not a threat--it is your future. Remember that if your society doesn't grow – it will surely fade away. It may not be the way you've always done things, but it may still be a good way to go forward.

It is also important to realize that every member will not be able to help you in every task that needs to be done, such as setting up or breaking down the show. However, they may be able to contribute in other ways – perhaps as a patron or a host to a guest speaker or by opening their garden to the members. Every member has something to bring to the well-being of the society. It becomes a matter of finding what that contribution might be and remembering that **if you ask more than they are able to give, they will surely not remain a member.**

That being said, here are some suggestions on how to **Custom Fit Your Society** and grow your membership.

## **SOCIETY GROWTH**

### **A PRODUCT OF RECRUITING NEW MEMBERS AND RETAINING THE EXISTING MEMBERS**

#### **WHERE TO FIND NEW MEMBERS**

New and existing ARS members that live in your area are excellent candidates for membership in your local society. By using the ARS Zip Code List for your area you can contact those members, by snail mail or email and invite them to attend a meeting and hopefully join your society. If you haven't requested a list from ARS Headquarters in a year or so – ask for it now. These people already have an interest. You don't have to sell them on growing roses. It's a natural fit.

Other helpful suggestions can be found in “Back to Basics” on *page III-24* of this Section.

#### **MEETING SCHEDULES – DOES YOURS WORK?**

Do you meet monthly – 12 meetings a year? Are your meetings well attended? Which months are sparsely attended? The answer to low meeting attendance is **custom fitting your meeting schedule** to the needs and time constraints of your members. Having meetings that are convenient to attend is the easiest way to ensure a good turnout. Try to schedule meetings for the times when members are most interested in roses and gardening. Historically, this should be when spring arrives and through the summer, but that may not be the case for your society. Ask your members when they would like to meet. If your society winds up meeting once a quarter, it is better than disbanding for lack of attendance; and, who knows, maybe through adopting some of the suggestions discussed here, your society will grow, return to more prosperous times and a greater number of meetings. The bottom line is to have meetings when members want to attend them.

One additional point – remember that the holiday season is a busy and stressful time for all. When you schedule meetings and events at this time, try not to ask too much of your members. **The fastest way to lose members is to force a schedule or job on them that they do not have time to do. It will send them running for the hills.**

#### **PROTOCOL AT MEMBERSHIP MEETINGS**

At your membership meetings and events – every single member and guest that attends should be personally welcomed by the president. No one should be left out. People love that you know who they are. To be personally greeted is to make that person feel welcome and comfortable. It says that you care and makes them want to be there and to come back. They leave feeling that they are part of a group of friends. Friendship is the greatest gift we receive from belonging to our rose society. The knowledge of growing roses is secondary. The personal relationships that are formed are what keep us coming back again and again – year after year.

If you are not good at remembering names – provide a name tag for every member. Stick on labels and a pen should be provided to every member and guest as they come in.

## PROGRAMMING IS THE LIFE BLOOD OF YOUR SOCIETY

- **Line up your programs and events well in advance.** When new members are considering whether or not to join and existing members are thinking about whether or not to renew – it is a great help to tell them WHY they should renew. People like to know what they will be getting for their money. Knowing what they will get for their dues, beforehand, is a good incentive.
- **Print your upcoming schedule of meetings and events for the coming year** in the last newsletter of the current year.
- **Continue to print the updated schedule of programs** in all of your newsletters. If you don't know the exact date, time and location – print the month with time and location TBA.
- **Post your schedule** at local garden supply centers, nurseries, hardware stores – even grocery stores or the local coffee shop. Many businesses have bulletin boards where they would be happy to display your schedule. Be sure to include contact information.
- **Send press releases** of your events to your local newspapers, TV and Radio stations.
- **Present programs that satisfy your members' interests.** Programming is a vital part of the society. It is a major factor in keeping existing members and attracting new members. You might consider doing an annual survey to ask the members what they would like to hear about and what sort of extra events they would like to have – for instance a bus trip to botanical gardens featuring a rose garden in full bloom.
- **Look for speakers from outside of your society.** It's true that we all have a wealth of talent within our own society, but something different and new will hold the members' interest.
- **Develop an event that is unique to your society.** Give the members something that you can provide to them – which they CANNOT get on their own. It could be your rose show, a rose exhibition or it could be an event in addition to your rose show/exhibition. You could choose to formally celebrate the birthday of your society as an annual event - a combination Birthday Celebration and Private Garden Tour. Be sure to pick a day that most members can attend – usually a Saturday or a Sunday works well – at the height of Rose Season. It could be as elaborate as your members want. A luncheon complete with a birthday cake for your society, in a rose garden in full bloom, is a beautiful thing!

## SUGGESTIONS FOR EVENTS

- **Private Garden Tours** are a huge draw. It is considered a privilege to be invited to see a private garden.
- **A guided tour of a public garden** is also considered to be more special than just wandering around on your own.
- **Annual Garden Party.** Have one of your members open their garden to the membership. Set a date and time that would be convenient to the majority of the members. This is purely a social event – a time to come together to socialize and enjoy the beauty of the rose in a private setting. You can also use this event as a fund raiser by setting the ticket price so that the society will make a profit.

- **Annual Dinner Meeting** - A meeting where dinner is served and the members come together to enjoy each other's company and to share rose information can be a unifying experience. It could be held in a restaurant, at the end of the growing season with a round table discussion of "What worked and what didn't" in their gardens this season. This format works well with no business meeting – just rose friends coming together for an evening of camaraderie and good food. Once again this could be done as a fund raiser by setting the ticket price so that the society makes a profit. It could also be done as a benefit of membership, where the member pays for the dinner and the society pays the gratuity. It would be important for you to inform the members of this cost structure so that they would appreciate the benefit.

*Additional information and suggestions on Programming can be found in Section IV – Programs and Activities*

#### **PUBLISH AN INFORMATIVE NEWSLETTER**

**Publish a newsletter that's worth the price of your membership.** A one page bulletin listing what's going on in your society is not going to do it. A good percentage of members who join your society will not come to your membership meetings. They are the ones you need to reach out to with your newsletter. Publish a newsletter that is worth the price of your dues whether or not they choose to come to meetings. An informative and enjoyable newsletter will be a reason for the member who can't make the meetings to continue renewing their membership.

**Publish informative articles** on seasonal tasks for the rose gardener, the exhibitor and the casual interest members, members who might enjoy history about the rose, an article on a public rose garden, disease resistant roses or how to purchase roses that will grow well in your area. If you are the editor and don't like to write yourself, consider appointing a committee to help you. You could have each member of the committee write one article a month. You can solicit articles from members of other rose societies. It is a good idea to solicit articles from your membership and from outside society. Try to have the articles lined up and committed to the year before they will be published.

**Another good source for articles is the ARS website.** There are many articles available to you from the site that can be used in your newsletter. [<http://www.ars.org>]

## ***MONEY!!! HOW TO FINANCE ALL OF THESE IDEAS***

**Your treasury will grow from a number of sources:**

- Membership dues
- Fund Raising Events - such as the Annual Garden Party
- Dinner Meetings
- Corporate Sponsors
- Annual Raffle
- Raffles held at meetings
- Patron Program
- Patron In Kind

**Membership dues** are, of course, your first source of revenue. But dues alone are not going to finance these events, provide the speakers for your programs and publish your newsletter. In effect, your society is a small business – a not for profit – small business. You don't need \$10,000 in your treasury to be successful. You only need what it will take to finance what you have planned – plus enough to get started the next year.

While it is important to raise money you should not make every event a fundraiser. This gets old very quickly. People are willing to pay to come to special events and support the society, but not to contribute every single time.

**What can you charge the members for** that will be accepted by them? Legitimate costs to the membership are – costs for transportation – such as a bus, entrance fees to public gardens or a special event at a public garden, the cost of a dinner in a restaurant.

A little something for the members that is extra and not being charged for is a very nice touch at a fund raising event. If you are taking a bus trip, you can tell the members to “brown bag” it and bring their own lunch. However, providing them with a beverage and a snack for the return trip home is always appreciated. If you have Sam's Club or a Costco nearby – these items can be purchased very reasonably.

**Fund Raising Events - Annual Garden Party** – This is a great fundraiser. Basically a member agrees to host the party and provide the refreshments and is reimbursed by the society. **Key Point** – set a budget for this event so that the member knows how much to spend and there are no surprises on either side. Then set an admission price that would allow you to make a profit for the society.

**Dinner Meeting** – **You can also raise money by charging more for the dinner than the restaurant is asking.** Or you can use the dinner meeting as a benefit of membership asking only the restaurant charge from the members, having the gratuity come out of your treasury and having a cash bar for those who would like to have a glass of wine or a cocktail with their meal.

**Corporate Sponsors** – You can canvas local businesses for donations to your society and list the sponsors in your newsletter and at your events in return for their support.



**Annual Raffle** – Ask members to donate prizes for the raffle. You can also canvas local vendors – restaurants, nurseries, etc. Print raffle tickets in books of a set amount. Have each member receive two books that can either be mailed or handed out at a meeting. Ask each member to purchase or sell at least the 2 books. Have the drawing take place at one of your special events or meetings. Raffle prizes can include gift certificates to local nurseries or mail order nurseries, gardening books, dinner for 2 at a local restaurant, a gift membership to your local society and/or the ARS. Perhaps your members might have access to goods or services that could be donated by their employer. In return for the donation you could list the donor as contributor/sponsor in your newsletter.

**Raffles at Meetings** – You can also hold raffles at your meetings. Ask your members to contribute raffle baskets. This could be done with a sign-up sheet, allowing the member to choose which event he/she would like to contribute to, having 2-3 baskets at each meeting or event. If your society is in agreement you can also have a 50-50 raffle where each member contributes \$1.00. The member writes their name on the dollar bill and the bills are place in a container. At the end of the meeting one dollar bill is drawn and the person whose name is on the bill wins 50 percent of the pot. The other 50 percent goes into the treasury.

**Patron Program** – A Patron Program for your society can help raise much needing funding for your programs, events, newsletter, etc. When asking members to contribute to your Patron Program, remember to say that all contributions to your society are tax deductible. It is a great incentive. Your affiliation with the ARS has provided you with an exemption from federal income taxation under Section 501(c)(3) of the Internal Revenue Code; therefore, all contributions to the society are tax deductible by the donor as provided by law.

Remember to acknowledge all contributions in your newsletter and with a thank you letter. At the end of the year – thank all patrons and remind them that all contributions expire on December 31. This can be done through your President’s message in your newsletter and/or with a personal letter to each Patron. Tell them you hope that they will continue to support the society so that you can continue to bring them the events you have planned. They will already know what these events are because you will have already compiled the schedule and will have printed it in the newsletter as well as having announced the schedule at the previous event. This also emphasizes that you are not trying to build a huge treasury for an unspecified purpose.

#### **PATRON PROGRAM**

*Donations can be listed in your newsletter under the following categories:*

<i>American Beauty Rose:</i>	<i>\$500.00+</i>
<i>Platinum Rose:</i>	<i>\$100.00+</i>
<i>Gold Rose:</i>	<i>\$50.00+</i>
<i>Silver Rose:</i>	<i>\$25.00+</i>
<i>Red Rose:</i>	<i>up to \$25.00</i>

**Patron In Kind** – There is also value to non-monetary contributions made by your members. For instance—has a member opened their home to overnight a speaker? Opened their home for an

event? Donated the cost of printing for one of your newsletters, donated a prize to your annual raffle? These types of donations are very valuable and deserve recognition. You can acknowledge them under the heading of “Patron In Kind” which can be listed along with your monetary Patrons in your newsletter. People like to be recognized, appreciated and thanked for their contributions and this is a great way to say “Thank you”.

*PATRON IN KIND CATEGORIES*

American Beauty Rose:	\$500.00+
Platinum Rose:	\$100.00+
Gold Rose:	\$50.00+
Silver Rose:	\$25.00+
Red Rose:	up to \$25.00

## **MEMBER BENEFITS PROGRAM**

### **GIVING THE MEMBERS MORE “BANG FOR THEIR BUCK”**

Everyone likes to feel that they are getting their money’s worth and maybe even a little extra. Having a local society Member’s Benefits Program is a way to give your members more “bang for their buck”. Ask local vendors to give a discount to your members. The vendor can be rose related or not. Perhaps there is a local nursery or garden supply center that would offer a discount to your members. You can also approach local restaurants, beauty salons or dry cleaners, etc.

In return for the discount to your members, you can list the participating vendors in your newsletter, at your Rose Show/exhibition and other events. It is a good deal for them and for your members. This is the kind of benefit that will encourage new members to join and existing members to renew.

*Additional Fund Raising ideas can be found in Section IV – Programs and Activities*

### **BE REALISTIC IN YOUR EXPECTATIONS**

Don’t expect more than the members are able to give. If you have 50 members in your society and you are expecting all 50 to attend every meeting and event and participate and work at every function – you are being unrealistic. The average percentage you can expect to attend your meetings and events is 30 percent. The working group – those who make things happen – is much smaller. Remember that if every member volunteered for every job, you would have mass chaos.

Try to recruit your newer members into the workings of the society – but when asked what the job entails – try to explain the task so that you don’t frighten off the member you are asking. Try to present the job in a positive light. **It’s just like answering the question from a novice, “Aren’t roses really difficult to grow?” Your answer to that question will either encourage them to grow roses or send them running for the hills. Once you have convinced the new member to take the job – REMEMBER – be receptive to their ideas.**

### **SUMMARY**

- It is extremely important for the members to believe that this is their society and they have a say.
- If your meeting attendance is down – consider keeping the meetings that are historically well attended and eliminating the ones that are poorly attended. Fewer membership meetings are better than no membership meetings at all. Keep this in mind for your Board meetings as well. Only have as many Board meetings as you really need. People have enough to do in their private lives and will resent having to come to board meetings that are not necessary.
- Set up your programs, speakers and events well in advance and let the members know what they can expect from the society in the coming year. This lets them know exactly

what they are getting for their dues – whether they are joining as new members or are renewing their membership.

- Publish the schedule of meetings and events regularly. Post it in the local shops. Send press releases to your local newspapers, TV and radio stations. Get the word out.
- Publish an informative newsletter. Remember that some of your members will not attend your meetings and events. A great newsletter is reason enough to pay the dues and become or stay a member.
- Develop an event that is unique to your society. It can be a Birthday Celebration and private garden tour, an annual garden party, annual picnic, annual dinner meeting or a rose show/exhibition. Create an event that is special and only available by belonging to your society.
- Give the members “More Bang for Their Buck”. Encourage your local vendors to give a discount to your members in return for publicizing their establishments in your newsletter and at your meetings and events. It’s a good deal for both of you.
- Be receptive to the new ideas that your new members will bring to the society. Change can be good and can breathe new life into your society.
- The best publicity that your society can get is from a happy member. Be sure that members leaving your meetings and events go away thinking that they have been welcomed and have made friends. This is what they will tell their family and other friends and will be a great source of referrals.
- Above All: Give the Members What They Want ... Don’t ask them for more than they can give.

## ROSE SOCIETY ANNUAL SURVEY

*Below is a sample of a survey you might consider sending to your members. Asking members for their input is vital in communicating that your society is a "Member Friendly" society. Use our survey or create your own, but do consider this important step in letting your members know that their opinion counts.*

Dear Rose Society Member,

We would like our Society activities to be fun, educational and helpful. You can help by telling us more about your rose interests. Please complete this survey (no name required) and return at our next society meeting or mail to the address shown below. Thank you for participating.

1. On a scale of 1-5 (5 being the highest), please circle the number corresponding with your overall satisfaction with the Society?

(Lowest) 1   2   3   4   5 (Highest)

2. The amount of communication and educational/informative materials received from the Society is:

\_\_\_\_\_ Too much  
\_\_\_\_\_ Just right  
\_\_\_\_\_ Not enough

3. What was your primary reason for joining the Society? Please choose one response.

\_\_\_\_\_ Learn how to grow roses  
\_\_\_\_\_ Learn how to grow roses better  
\_\_\_\_\_ Newsletter  
\_\_\_\_\_ Joined to compete in rose shows  
\_\_\_\_\_ Meet other people who grow roses  
\_\_\_\_\_ Social activities  
\_\_\_\_\_ Other educational programs  
\_\_\_\_\_ I simply enjoy roses  
\_\_\_\_\_ Other (please explain)

4. How did you first learn about the Society?

\_\_\_\_\_ Fellow member  
\_\_\_\_\_ American Rose Society  
\_\_\_\_\_ Information from rose show  
\_\_\_\_\_ Recent publicity  
\_\_\_\_\_ Other \_\_\_\_\_

5. Do you find the newsletter informative?  
\_\_\_\_\_ Yes      \_\_\_\_\_ No
6. I consider our society bulletin:  
\_\_\_\_\_ Very important  
\_\_\_\_\_ Somewhat important  
\_\_\_\_\_ Not important
7. Is there anything the Society can do to improve the newsletter that would make it more useful to you?
8. How long have you been a member? \_\_\_\_\_
9. Are you a member of the American Rose Society?  
\_\_\_\_\_ Yes      \_\_\_\_\_ No
10. Would you like to join the American Rose Society?  
\_\_\_\_\_ Yes      \_\_\_\_\_ No
11. My main rose interests are:  
\_\_\_\_\_ Garden/rose bed  
\_\_\_\_\_ Cutting for in house  
\_\_\_\_\_ Exhibiting  
\_\_\_\_\_ Arrangements  
\_\_\_\_\_ Home landscape  
\_\_\_\_\_ Helping my spouse  
\_\_\_\_\_ Other \_\_\_\_\_
12. Rose types I grow or would like to know more about:  
\_\_\_\_\_ Hybrid Teas/Grandifloras  
\_\_\_\_\_ Floribundas  
\_\_\_\_\_ Miniatures  
\_\_\_\_\_ Old Garden Roses  
\_\_\_\_\_ Shrubs  
\_\_\_\_\_ Climbers  
\_\_\_\_\_ Other landscape types  
\_\_\_\_\_ Winter hardy/heat tolerant  
\_\_\_\_\_ Disease resistant roses
13. Currently I grow roses numbering approximately:  
\_\_\_\_\_ 1-10  
\_\_\_\_\_ 11-20  
\_\_\_\_\_ 21-50  
\_\_\_\_\_ More than 50 (approximate # of roses grown: \_\_\_\_\_)

14. Indicate monthly programs you would like for us to offer. Rate 1, 2, 3, etc., with 1 being the area of your strongest interest.

- ☐ Disease resistant varieties of roses
- ☐ Information on varieties, with photos
- ☐ Pruning
- ☐ Fertilization
- ☐ Disease and Insect Control; Spraying
- ☐ Winter Protection
- ☐ Rose Show Exhibiting
- ☐ Rose Arrangements
- ☐ Roses for Home Landscape
- ☐ Rose Gardens in the U.S. and other countries; photos and commentary
- ☐ Soils and pH
- ☐ Rose Propagation
- ☐ Rose Photography
- ☐ Growing Roses in Containers
- ☐ Other Programs (list on reverse)

15. Rose Shows, local:

- ☐ I seldom attend
- ☐ I never attend
- ☐ I currently exhibit in rose shows
- ☐ I would like to exhibit someday
- ☐ I would like to learn more about it
- ☐ I am not interested in exhibiting

16. Society activities I enjoy most include:

17. Activity changes or modifications I suggest:

18. Are the society meetings at the best time for you?

- ☐ I like the meeting time.
- ☐ I prefer another time. Please suggest the time you would prefer: \_\_\_\_\_

19. To recruit new members, I suggest:

---

---

20. The Rose Society would like to encourage members to get more involved. Do you have an interest in serving on a committee or helping with a society activity?

Additional Comments welcome:

---

---

---

---

---

---

---

---

If mailing in this survey, please send to:

---

---

---

---



**SUGGESTED LETTER TO A PROSPECTIVE LOCAL SOCIETY MEMBER  
WHO IS A NEW OR EXISTING MEMBER OF ARS**

Date: \_\_\_\_\_

Dear \_\_\_\_\_,

I am the Membership Chair of the \_\_\_\_\_ Rose Society and I would like to invite you to be our guest at any of our monthly meetings. Our next meeting will be on \_\_\_\_\_ and will be held at \_\_\_\_\_. Our speaker for the evening will be \_\_\_\_\_ and he/she will present a program on \_\_\_\_\_.

Because you are a member of the American Rose Society, we know you are interested in roses and would like to grow them to the best of your ability. Our meetings always include a program on rose care for the month and a discussion of problems which we are experiencing in the garden. We also offer fine programs on horticulture topics of interest to Rosarians. These programs cover a wide variety of rose-related interests and might include disease resistant roses, the newest varieties of hybrid tea and miniature roses, the best, easiest to grow Old Garden Roses and shrub roses, making bouquets-arrangements with roses, rose photography, building a new rose bed, the latest in disease and insect protection, effective watering systems, companion planting, landscaping and more. Many of our members are ARS-accredited Consulting Rosarians who are available to help you with your specific rose problems.

Our most popular events are our *(list activities which your society sponsors. For example: a tour of members' private gardens, an annual short course for growing roses. Here is the place you will tell about your best contribution to the community – the public garden which your society maintains, sponsors, assists with or serves in an advisory capacity. Here you might also discuss your partnership with the local rose nursery where your members assist customers with rose selections and answer questions in early spring.)*

You are welcome as a guest at our next meeting or at any meeting; and, of course, we hope that you will join the \_\_\_\_\_ Rose Society as a member. If you have any questions, please call me at \_\_\_\_\_.

We hope to see you soon.

Best regards,

\_\_\_\_\_, Society Membership Chair

Telephone # \_\_\_\_\_, email \_\_\_\_\_

### ***HOW TO INCREASE YOUR RENEWAL RATE***

A membership that has expired and has not been renewed is not necessarily a lost cause and should be actively pursued. There is a process to use to get your members to renew their membership.

At the National level, Headquarters sends reminder letters to all ARS members whose membership is up for renewal on the following schedule: three months prior, two months prior, one month prior and “your membership has now expired”.

The District Membership Representatives receive a list of expired ARS members from Headquarters. They then send a letter **inviting** the member whose membership has expired to renew, explaining the benefits of membership in the American Rose Society.

Your local society process can be any part of this procedure, but should **DEFINITELY** include at least one reminder notice and one follow up expired membership notice. In today’s busy world, membership renewals take a back seat to more pressing day to day matters and we don’t always remember when our memberships are due for renewal. A letter stating that a membership will expire next month that includes a **renewal application** is a welcome reminder. Be sure to include dues information as well as where to send the check. A self-addressed envelope to your society is also helpful and a timesaving measure for the member. Making contact is the best way to keep your members!

### ***SUGGESTED LETTER TO NON-RENEWING LOCAL SOCIETY MEMBERS***

Date\_\_\_\_\_

Jane or John Doe

Address

City and State/Zip

Expiration Date: [*Month-Year*]

Dear\_\_\_\_\_,

Your \_\_\_\_\_ Rose Society membership has expired. The expiration date is noted above. We value having you as a member and we are hoping that this is just an oversight. We have a great line up of programs and events planned for [*Year*] including such speakers as: (*give the names of your speakers and your programs here*). We hope you will take a moment to renew your membership. You will also continue to receive the award winning, informative newsletter, (*name of your newsletter*).

The cost of dues is \$\_\_\_\_ for single membership. You can also add a family member for just \$\_\_\_\_ more. We also have a two-year rate of \$\_\_\_\_ for single membership and to add your family member would be just \$\_\_\_\_ more.

Please make your check payable to \_\_\_\_\_ and mail to:  
\_\_\_\_\_.

I look forward to seeing you soon and welcoming you back.

Best regards,

\_\_\_\_\_, \_\_\_\_\_ Rose Society Membership Chair

(*This letter can also come from the President or both the President and the Membership Chair*)

### ***SUGGESTED LETTER TO NON-RENEWING ARS MEMBERS***

Date: \_\_\_\_\_

Jane or John Doe

Address

City and State/Zip

Dear \_\_\_\_\_:

Just a note to let you know that we miss you and look forward to your renewal to the **American Rose Society** and its members who care!

We do not want you to miss a single issue of *American Rose* magazine or all the upcoming events, rose shows and speakers. We are here to assist you in every way possible to grow better roses, to join us in many social events and to meet others who share your interest in roses.

Membership renewal is only a call away. The Director of Membership Director can be reached at 318-938-5402 and you can use your credit card to pay. Drop your renewal in the mail to ARS at **American Rose Society, P. O. Box 30,000, Shreveport, LA 71130-0030**...or you can easily renew online at <http://www.ars.org>

The *American Rose* magazine will be sent to you bimonthly, for a total of 5 issues, plus the *Annual*. With this schedule of printing you will be getting an 84 page issue every 2 months and the 128 page *American Rose Annual*! The Publications staff is working hard to be on a schedule whereby your magazine will arrive on time.

Membership rates are:

1-year Individual is \$49; Joint is \$62, 1-year Senior is \$46 and Senior Joint is \$59.

2-year Individual is \$95; Joint is \$117; 2-year Senior is \$89 and Senior Joint is \$111.

3-year Individual is \$140; Joint is \$170; 3-year Senior is \$132 and a Senior Joint is \$172.

See the ARS website for details <http://www.ars.org> and the complete fee schedule.

Please take advantage of the upcoming new and exciting issues of *American Rose* magazine and all the American Rose Society has to offer! More information on member benefits can be found on our website <http://www.ars.org>. If there are any questions about your rose garden that I may help you with, please take a few minutes to call or email me. My contact information is listed below.

Sincerely,

\_\_\_\_\_ Membership Chair, \_\_\_\_\_ (Your Local Society's name)  
Telephone # and/or email

*Contributed by Pat Hibbard, Member ARS Marketing & Membership Committee*

**TO THE MEMBERSHIP CHAIR: HOW TO SELL MEMBERSHIPS**  
**By Baxter Williams, Member, ARS Marketing & Membership Committee**

**STEP 1: BE COMMITTED TO GROWTH**

As Chair of your local society Membership Committee, your primary job is to CAUSE MEMBERSHIP GROWTH. Your approach should be to use every avenue available to contact the public so they can learn of the advantages of society membership. This is just a basic sales approach: find the need and then show how your product meets that need. You and your society's officers must wish the society to grow. Don't let any argument distract you from your mandate to MAKE THE MEMBERSHIP GROW IN NUMBERS.

Are there impediments to growth? – Lengthy business meetings conducted at membership meetings are a huge turnoff. Members attend your meetings to learn about the rose and to socialize with Rose Friends. Inadequate seating, meetings that don't start/end on time, newsletters that are late, no technical depth in presentations/articles – these are all impediments to growth. Eliminate them!! That is what society officers are supposed to do.

Make every facet of your society conducive to membership growth and stability. Pursue every approach to gaining public attention to the society and its benefits. Put meeting notices in the newspapers. Be a regular guest on local garden-oriented radio shows. Give your name and phone number to your local library. Leave membership application forms at all large nurseries, after you sign up the proprietors! Exchange your officer/CR list with other local flower clubs and societies. Make "(name) Rose Society Member" yard signs for your members to install in their front yards. Make sure the superintendent of the city park knows how to put people in touch with your society. The biggest barrier to outsiders is that they do not know how to find you.

**STEP 2: KNOW YOUR MARKET**

Who are the likeliest to become members? Table A compares characteristics of those who might be approached. Some will find **you**, if you've left adequate "trails" to your doorstep; but the society will experience its most profound growth when you actively pursue the un-enrolled.

**TABLE A. THE MARKET CHECK LIST ITEMS**

**\*Local Rose Society**

<input type="checkbox"/> Beginners/Experienced	<input type="checkbox"/> ARS member-only
<input type="checkbox"/> Individuals/Couples/Families	<input type="checkbox"/> Newly-married; new house
<input type="checkbox"/> Non-member/Renewal	<input type="checkbox"/> Just arrived from out-of-town/out-of-state

**\* American Rose Society**

<input type="checkbox"/> Beginners/Experienced	<input type="checkbox"/> Non-member/Renewal
<input type="checkbox"/> Individuals/Couples/Families	<input type="checkbox"/> No nearby rose society

### STEP 3: KNOW THE NEEDS

The NEEDS of prospective members (and current members, too) are basically:

- Problem Solving
- Horticulture Knowledge
- Variety Source Location
- Rose Care Products Source Location
- Society Needs

Your job: show how your society can fill those needs.

### STEP 4: KNOW YOUR PRODUCT

Your PRODUCT is your SOCIETY. It is made up of many features that will benefit the members, some of which are shown in Table B. Notice that on district and national levels, the American Rose Society offers the same type of product features to its members; but is not identical in content to local products.

#### TABLE B. PRODUCT AND PRODUCT FEATURES

##### \*Local Rose Society

- |                           |                                      |
|---------------------------|--------------------------------------|
| --- Newsletter            | --- Garden Tours and Demonstrations  |
| --- Brochures             | --- Monthly Programs                 |
| --- Consulting Rosarians  | --- Annual/Monthly Shows/Exhibitions |
| --- Local Lending Library | --- Local Horticultural Practices    |
| --- Gift Memberships      | --- Connections to Local Nurseries   |

##### \*American Rose Society

- *American Rose magazine* and the *American Rose Annual*
- *The Handbook for Selecting Roses*
- *Modern Roses* free online updates
- Free *Growing Beautiful Roses* booklet
- Reciprocal Garden Program – ARS membership includes FREE or reduced admission at hundreds of gardens, conservatories and arboreta nationwide.
- FREE online access to five quarterly bulletins
- Member Benefits Program – offering discounts of up to 30% to ARS members from various merchants with new partners being added continuously.
- Outstanding website with **Members Only** section <http://www.ars.org>.
- Free advice from Consulting Rosarians
- Rose Show Judges
- Gift Membership rates
- American Rose Center (ARC) in Shreveport, LA
- National/District Conventions/Conferences
- Nationwide Practices/ARC Trials and Research
- New Product Evaluation Committee
- Educational Literature/Bookstore

## STEP 5: TOOLS

Since most society memberships are the result of one-on-one encounters, it makes a lot of sense to be equipped with in-hand TOOLS that will enhance success. Table C lists several items that can be used to advantage. In each encounter, your chance of gaining a member will be more likely if you have something to give or at least show to the prospective member. Brochures and application forms should **always** include an address and phone number for future contact. *[See membership forms at end of this Section]*

### TABLE C. TOOLS

#### \*Local

--- Local newsletter

#### \*American Rose Society

--- Brochure(s)

--- Application forms-Membership/Trial Memberships

--- Pen or pencil

--- *American Rose/Handbook for Selecting Roses*

*Back issues of American Rose, the Annual and the Handbook are available for your membership promotions from ARS Headquarters for the cost of shipping.*

## STEP 6: DEVELOP THE TECHNIQUE

Good salespersons always have an idea of how their “sales pitch” will be delivered before it happens – they then guide the conversation so that it often results in a sale. They will, at first, write down the basic points they feel will lead to a sale, then commit them to memory. They practice their pitch, maybe try it out on a friend and have in mind ways to bring a conversation back to the subject, if it strays.

Sound complicated? It’s not. Here’s a typical approach to a casual visitor to your rose show/exhibition or to your booth at the annual lawn and garden show:

**You:** *Hi there! Do you have some roses in your yard?*

**Visitor:** *I have a few.*

**You:** *Me, too. Do you have, say, a hundred?*

**Visitor:** *Oh, no! Only six!*

**You:** *Here’s a brochure that might be of help. It gives the basics of good rose care, a list of some varieties that grow well here and a list of consultants that you can call for free advice.*

**Visitor:** *Thank you.*

**You:** *Our club, The (name) Rose Society, has (number) families scattered all over town. We teach people how to grow good roses. We meet on the (2<sup>nd</sup> Thursday) at (time) in the evening so that working people can attend. We have good attendance because we don’t conduct business when we meet!*

**Visitor:** *I like that!*

**You:** *There's a monthly newsletter included in the membership fee that tells what to do now so that, a month from now, you'll have good roses. (Show a copy of the newsletter, but DON'T give it away. It is a "product feature"; they can have one when they pay to join.) There is a (number) yard garden tour in (month) **FOR ROSE SOCIETY MEMBERS ONLY** which is worth more than the (\$) dollar membership fee; it allows you to see what grows well locally, in case you'd like to try some of them in your own yard. And there are discounts in some local nurseries, so you can actually get your (\$) dollars back. It "pays" you to join our club. If you'll join today, we'll give you back issues of the newsletter, a membership card and you'll get the (next month) issue which goes into the Post Office on Monday. (At this point, they'll either join or thank you and walk away. You have given them a 1-minute presentation of the essentials of the society.)*

**Visitor:** *Is it (\$) dollars for each of us?*

**You:** *No, it's for the entire family through December 31<sup>st</sup>. But let me suggest; also, that this is a very nice yet inexpensive gift for Mom or for a friend. We send a Gift Notice to say that you are the donor. Step over here to my "office" (any flat spot)!*

## **STEP 7: PRACTICE THE TECHNIQUE**

Go over the "pitch" until you don't have to use notes. Preparation makes a big difference in how you are perceived by the listener. If you hesitate, a visitor might think that you don't know much about roses, either. Practice! Practice! Practice!

## **STEP 8: DON'T STOP**

Be ready to "sell" a membership anywhere you go, whether in the mall, at the show, at the office, in the checkout line at the supermarket, etc., etc. The "needy" (for rose info) are all around us. As a matter of fact, while one new member is filling out a membership form, turn around and start talking to someone else! When you stop or sit down or, as my father use to say, "Put your hands in your pockets," the process is curtailed. Don't stop. Keep on signing 'em up until the newsletter editor is forced to increase the newsletter paper supplies!



### ***BACK TO BASICS ATTRACTING AND KEEPING NEW MEMBERS***

- Appoint an enthusiastic and active member to be your Membership Chair.
- Ask your local newspaper to run a feature story on roses, local rose gardens or an interesting rose society member. Contribute articles on roses.
- Contribute to your local educational channel when it has a fund drive. Donate rosebushes and offer free planting by members of the society.
- Encourage Consulting Rosarians to give talks and programs to garden clubs, civic clubs or on local radio talk shows. Invite those attending to visit the rose society and mail them a complimentary copy of your bulletin.
- Publicize availability of Consulting Rosarian service to help non-member rose growers.
- Have an information table at your events, show/exhibition staffed by Consulting Rosarians who will answer questions about rose care and problems.
- Have rose care question-and-answer booths in various locations, such as nurseries and at local garden events.
- Set up a colorful, attractive display booth at the county fair or home and garden exposition. Man the booth with friendly, helpful people from your society who will give educational advice on roses.
- Have a rose show or display (exhibition) and hold it in a mall, public garden or garden center where large numbers of people will attend.
- Make your rose show an open show with classes and awards for the general public. Have a novice section.
- At the rose show, put up a sign "Free Drawing for Rose Bush". Contact everyone who enters his or her name and send literature and an invitation to a meeting.
- Take roses to work. Talk to co-workers and others to interest them in rose growing. Invite them to your meetings.
- Take roses to banks or stores. Include a card with your society's name, along with when and where you meet on the card.
- Publish a list of rose varieties that will grow well in your area and include disease resistant varieties in the listing. Distribute the listing at society events and at local nurseries together with information on how to join your society and ARS.
- Prepare an informational brochure about your society and include information on rose selection and rose culture tips. Distribute at all events.
- Buy rose books for donation to the library. Inscribe the books to show they are donated by your society and include the telephone numbers of your Consulting Rosarians and when and where your society meets.
- Donate an ARS Library Subscription to your local library. The subscription will provide American Rose magazine to the library. Contact ARS headquarters for details. [June is Library Month! *See Library Subscription form at end of this Section*]
- Raise money and attract new members by selling chances on "Win a Rose Garden" with material and labor to be supplied by society members.
- Create and maintain a public garden in your community. You'll receive great publicity and new members, especially if the gardens are well maintained.

- Sponsor an Open Garden Tour of several members' gardens. The public enjoys seeing homes with roses in a garden setting. Make sure your local newspaper and other media carry the story.
- Organize a field trip and invite the public. Make a profit, have fun and attract new members.
- Have society members take turns going to local nurseries to help give rose information and literature to customers. Nurseries may want to advertise.
- Make the names and phone numbers of your Consulting Rosarians available to your local nurseries, so they can give them to anyone who has a problem with roses.
- Hold an annual pruning demonstration at local nurseries and/or the public rose garden. Advertise. Use hands-on approach if possible. Provide free coffee. Have society literature and membership applications available for your society and the ARS.
- Send a complimentary bulletin or notice of your monthly meetings to all known rose growers in the area.
- Print the names of guests in your newsletter and send them a complimentary copy.
- Consider a special introductory rate for first year's dues.
- Keep any business discussed at membership meetings to a minimum of no more than 10 minutes. Make announcements of plans and events. Society business should be conducted at Board meetings only to avoid losing the interest of those attending.
- Volunteer at your local botanical garden. Have your members wear name tags indicating the Society name. The members should be available to answer the public's rose questions. Have printed information available on joining the society and the ARS.
- Provide an information table on advantages of ARS membership at your meetings.
- Maintain a list of local suppliers and where to obtain needed supplies.
- Provide transportation for members who can't drive to meetings.
- Give door prizes at meetings. Offer plant exchanges, including rosebushes.
- Reward members who go above and beyond by offering the ARS Bronze Medal, which is the highest ARS honor that can be given for outstanding Local Society contributions. Create additional ways of recognizing special service such as "Member of the Month."
- Growing roses and all the activities that accompany your involvement with the hobby should be enjoyable. Make it fun to be a member of your local rose society.
- Share your best ideas with us. We'll pass them along to the other local societies across the country.

*By the ARS Local Society Relations Committee*

**RE: AMERICAN ROSE SOCIETY MEMBERSHIP FORMS ON FOLLOWING PAGES**  
**PLEASE MAKE DUPLICATES OF FORMS AS NEEDED**

## JOIN THE ARS!

### MEMBERSHIP BENEFITS

- **5 issues of *American Rose* magazine, \$40 value.** The only magazine devoted exclusively to roses and rose culture, these bi-monthly, 84-page issues feature informative articles and beautiful color photography for beginners and experienced rose growers alike. *View a free issue online!*
- **1 issue of *American Rose Annual*, \$15 value.** The November/December issue of *American Rose* features 128 pages of the latest in rose research, growing techniques and tips and more, from writers across the country and abroad.
- ***The Handbook for Selecting Roses*.** Every year, rosarians from across the country participate in rating the newest roses. From those thousands of reports, we tabulate the ratings and publish the results in this guide.
- **Free *Growing Beautiful Roses* booklet.**
- **Free or reduced garden admissions, a \$25 value after just 3 uses.** With the ARS Reciprocal Garden Admission program, members enjoy free or reduced admission to and discounts at hundreds of gardens, conservatories, and arboreta nationwide.
- **Free online access to five quarterly bulletins, a \$45 value.** Previously available by subscription only, the *Miniature & Miniflora Bulletin*, *OGR & Shrub Journal*, *Singularly Beautiful Roses*, *Rose Arranger's Bulletin*, and *Rose Exhibitors' Forum* are all now available online at no cost to all ARS members.
- **Discounts of up to 30% at merchant partners.** The ARS Member Benefit Partner program offers discounts at various merchants with new partners being added continuously.
- **Free advice from Consulting Rosarians.** The ARS Consulting Rosarians program connects members with expert rosarians that provide free assistance with your rose questions.



### MEMBER BENEFIT PARTNERS

- Angel Gardens**  
10% discount
- Chamblee's Rose Nursery**  
5% discount
- David Austin Roses**  
10% discount
- GreenCure**  
Free shipping  
(one container)
- Heirloom Roses**  
10% discount
- High Country Roses**  
10% discount
- KeyPlex**  
\$2 off + \$2 donation to ARS
- Mitchell Nelson's Fine Art**  
20% discount
- Pine Straw Direct**  
5% discount
- Rogue Valley Roses**  
10% discount
- Tijeras Rain Barrels**  
30% discount
- Vintage Gardens**  
10% discount
- Walnut Hill Farm**  
5% discount
- Witherspoon Rose Culture**  
**FREE** rosebush for **NEW** members (full membership only) & 10% discount

#### ☐ YES! PLEASE BEGIN MY MEMBERSHIP IMMEDIATELY!

Name \_\_\_\_\_ \*Joint Member's Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ \*E-mail \_\_\_\_\_

Local Society Affiliation \_\_\_\_\_

☐ Check ☐ MasterCard ☐ Visa ☐ Discover ☐ American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ V-Code \_\_\_\_\_

Signature \_\_\_\_\_

#### Annual

- ☐ \$49 Individual
- ☐ \$62 Joint\*
- ☐ \$46 Senior (65+)
- ☐ \$59 Senior Joint\*
- ☐ \$54 Canadian
- ☐ \$67 Canadian Joint\*
- ☐ \$10 Youth
- ☐ \$59 Foreign

#### 2-year

- ☐ \$95 Individual
- ☐ \$117 Joint\*
- ☐ \$89 Senior (65+)
- ☐ \$111 Senior Joint\*
- ☐ \$105 Canadian
- ☐ \$127 Can. Joint\*
- ☐ \$20 Youth
- ☐ \$115 Foreign

#### 3-year

- ☐ \$140 Individual
- ☐ \$170 Joint\*
- ☐ \$132 Senior (65+)
- ☐ \$162 Senior Joint\*
- ☐ \$155 Canadian
- ☐ \$185 Canadian Joint\*
- ☐ \$30 Youth
- ☐ \$170 Foreign

\*Joint membership is one individual and one associate residing in the same household.

Associates enjoy all the member benefits of ARS but do not receive *American Rose*.

Mail to: P O Box 30000, Shreveport, LA. 71130-0030

Credit card orders can be placed by phone at 1-800-637-6534, or by fax at 318-938-5405

**JOIN TODAY!**  
**A \$155+ VALUE**  
**FOR ONLY \$49!**

CALL 1-800-637-6534  
OR VISIT [WWW.ARS.ORG](http://WWW.ARS.ORG)

2014



# JOIN THE ARS FOR JUST \$5!

## FOUR-MONTH TRIAL MEMBERSHIP NOW AVAILABLE!

You'll receive:

- **2 issues of *American Rose* magazine, \$16 value.** The only magazine devoted exclusively to roses and rose culture, these bi-monthly, 84-page issues feature informative articles and beautiful color photography for beginners and experienced rose growers alike. *View a free issue online!*
- **Free or reduced garden admissions, a \$25 value after just 3 uses.** With the ARS Reciprocal Garden Admission program, members enjoy free or reduced admission to and discounts at hundreds of gardens, conservatories, and arboreta nationwide.
- **Free online access to five quarterly bulletins, a \$45 value.** Previously available by subscription only, the *Miniature & Miniflora Bulletin*, *OGR & Shrub Journal*, *Singularly Beautiful Roses*, *Rose Arranger's Bulletin*, and *Rose Exhibitors' Forum* are all now available online at no cost to all ARS members.
- **Discounts of up to 30% at merchant partners.** The ARS Member Benefit Partner program offers discounts at various merchants with new partners being added continuously.
- **Free advice from Consulting Rosarians.** The ARS Consulting Rosarians program connects members with expert rosarians that provide free assistance with your rose questions.

**AN \$86 VALUE FOR ONLY \$5!**

☐ **YES! I WOULD LIKE TO JOIN THE AMERICAN ROSE SOCIETY FOR JUST \$5!**  
**PLEASE BEGIN MY MEMBERSHIP IMMEDIATELY!**

Name \_\_\_\_\_

\*Joint Member's Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ \*E-mail \_\_\_\_\_

Local Society Affiliation \_\_\_\_\_

☐ Check ☐ MasterCard ☐ Visa ☐ Discover ☐ American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_ / \_\_\_\_ V-Code \_\_\_\_

Signature \_\_\_\_\_

\*Joint membership is one individual and one associate residing in the same household. Associates enjoy all the member benefits of ARS but do not receive *American Rose*.

Please Mail to: American Rose Society, PO Box 30,000, Shreveport, LA 71130-0030  
Questions? Contact the Director of Membership, 1-800-637-6534;  
[membership\[at\]ars-hq\[dot\]org](mailto:membership[at]ars-hq[dot]org)

### MEMBER BENEFIT PARTNERS

#### Angel Gardens

10% discount

#### Chamblee's Rose Nursery

5% discount

#### David Austin Roses

10% discount

#### GreenCure

Free shipping  
(one container)

#### Heirloom Roses

10% discount

#### High Country Roses

10% discount

#### KeyPlex

\$2 off + \$2 donation to ARS

#### Mitchell Nelson's Fine Art

20% discount

#### Pine Straw Direct

5% discount

#### Rogue Valley Roses

10% discount

#### Tijeras Rain Barrels

30% discount

#### Vintage Gardens

10% discount

#### Walnut Hill Farm

5% discount

#### Witherspoon Rose Culture

**FREE** rosebush for **NEW**  
members (full membership  
only) & 10% discount

**JOIN TODAY!**

**4-MONTH TRIAL  
FOR ONLY \$5!**

**CALL 1-800-637-6534**

**OR VISIT [WWW.ARS.ORG](http://WWW.ARS.ORG)**

2014



# JOIN THE ARS FOR JUST \$10!

## FOUR-MONTH TRIAL MEMBERSHIP – JUST \$10!

### You'll receive:

- **2 issues of *American Rose* magazine, \$16 value.** The only magazine devoted exclusively to roses and rose culture, these bi-monthly, 84-page issues feature informative articles and beautiful color photography for beginners and experienced rose growers alike. *View a free issue online!*
- **Free or reduced garden admissions, a \$25 value after just 3 uses.** With the ARS Reciprocal Garden Admission program, members enjoy free or reduced admission to and discounts at hundreds of gardens, conservatories, and arboreta nationwide.
- **Free online access to five quarterly bulletins, a \$45 value.** Previously available by subscription only, the *Miniature & Miniflora Bulletin*, *OGR & Shrub Journal*, *Singularly Beautiful Roses*, *Rose Arranger's Bulletin*, and *Rose Exhibitors' Forum* are all now available online at no cost to all ARS members.
- **Discounts of up to 30% at merchant partners.** The ARS Member Benefit Partner program offers discounts at various merchants with new partners being added continuously.
- **Free advice from Consulting Rosarians.** The ARS Consulting Rosarians program connects members with expert rosarians that provide free assistance with your rose questions.

## AN \$86 VALUE: YOURS FOR JUST \$10

☐ **YES! I WOULD LIKE TO JOIN THE AMERICAN ROSE SOCIETY FOR JUST \$10!**

**PLEASE BEGIN MY MEMBERSHIP IMMEDIATELY!**

Name \_\_\_\_\_

\*Joint Member's Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ \*E-mail \_\_\_\_\_

Local Society Affiliation \_\_\_\_\_

Electronic Renewal Notice: \*We will NEVER share your email. ☐ Yes

☐ Check ☐ MasterCard ☐ Visa ☐ Discover ☐ American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_ V-Code \_\_\_\_\_

Signature \_\_\_\_\_

\*Joint membership is one individual and one associate residing in the same household. Associates enjoy all the member benefits of ARS but do not receive *American Rose*.

Please Mail to: American Rose Society, PO Box 30,000, Shreveport, LA 71130-0030  
Questions? Contact the Director of Membership, 1-800-637-6534;  
[membership\[at\]ars-hq\[dot\]org](mailto:membership[at]ars-hq[dot]org)

### MEMBER BENEFIT PARTNERS

#### Angel Gardens

10% discount

#### Chamblee's Rose Nursery

5% discount

#### David Austin Roses

10% discount

#### GreenCure

Free shipping  
(one container)

#### Heirloom Roses

10% discount

#### High Country Roses

10% discount

#### KeyPlex

\$2 off + \$2 donation to ARS

#### Mitchell Nelson's Fine Art

20% discount

#### Pine Straw Direct

5% discount

#### Rogue Valley Roses

10% discount

#### Tijeras Rain Barrels

30% discount

#### Vintage Gardens

10% discount

#### Walnut Hill Farm

5% discount

#### Witherspoon Rose Culture

**FREE** rosebush for **NEW** members (full membership only) & 10% discount

**JOIN TODAY!**

**AN \$86 VALUE**

**4-MONTH TRIAL**

**FOR ONLY 10!**

**CALL 1-800-637-6534**

**OR VISIT [WWW.ARS.ORG](http://WWW.ARS.ORG)**

2014



## AMERICAN ROSE SOCIETY GIFT MEMBERSHIP

### PLEASE BEGIN AN ARS GIFT MEMBERSHIP FOR

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone: \_\_\_\_\_  
(Home; Work; Cell)  
E-mail: \_\_\_\_\_  
Local Society Affiliation (if any) \_\_\_\_\_

\*\*\*\*\*

**Given by** \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone: \_\_\_\_\_  
(Home; Work; Cell)  
E-mail: \_\_\_\_\_

**CHARGE:** ☐ Mastercard ☐ Visa ☐ Discover ☐ American Express

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_ V-Code: \_\_\_\_\_  
*Credit card orders can be placed by phone at 800-637-6534, or by fax at 318-938- 5405*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### Annual

- ☐ Individual.....\$49
- ☐ Senior (65+).....\$46
- ☐ Joint\*.....\$62
- ☐ Senior Joint\*.....\$59
- ☐ Youth.....\$10
- ☐ Canadian†.....\$54
- ☐ Foreign†.....\$59
- ☐ Corporate†.....\$250

#### Life

- ☐ Individual Life.....\$1,350
- ☐ Senior (65+) Life.....\$675

#### 2-Year

- ☐ Individual.....\$95
- ☐ Senior (65+).....\$89
- ☐ Joint\*.....\$117
- ☐ Senior Joint\*.....\$111

#### 3-Year

- ☐ Individual.....\$140
- ☐ Senior (65+).....\$132
- ☐ Joint\*.....\$170
- ☐ Senior Joint\*.....\$162

\* Joint membership is an individual and one associate residing in the same household.  
Associates enjoy all the member benefits of ARS but do not receive *American Rose*.

† U.S. funds drawn on U.S. banks only or credit card info.



# AMERICAN ROSE SOCIETY

## JUNE IS ROSE MONTH!

## JUNE IS LIBRARY MONTH!

### Promote ARS at your local Library!

The American Rose Society offers a discount magazine subscription of **\$25** for Libraries! Our Local Rose Societies are participating in the drive to help spread the word about ROSES. Having our magazine in the library can help ARS gain members, and when our parent society is growing, it can serve our own rose-growing hobby and our local society better. We believe this is an excellent outreach and a good way to reach the general public!

As an incentive for a library to accept a subscription from your society, a FREE copy of *Modern Roses 12* will also be sent to the library when you send in this subscription form.

### LIBRARY MEMBERSHIP

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

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

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

Address \_\_\_\_\_

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

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

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

☐ MasterCard ☐ Visa ☐ Discover ☐ American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_ / \_\_\_\_ V-Code \_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_

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

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

Please mail to: P O Box 30, 000, Shreveport, LA 71130-0030

2014



# Section IV

## Programs and Activities

### ***THE ABC'S OF PROGRAMS AND ACTIVITIES: PROGRAM TOPICS AND OBSERVATIONS***

Rose Society programs and activities have to satisfy a number of objectives. They must perform educational functions, but also provide the opportunity for social interaction. Each member has something to contribute to the great dialogue about roses--it is a question of finding the proper forum for each person. For information on slide and video programs, contact ARS-HQ at [ars\[at\]ars-hq\[dot\]org](mailto:ars[at]ars-hq[dot]org) or call 318-938-5402.

Use this link to access the ARS presentations--available as Microsoft® PowerPoint® slides (.ppt)-- and the accompanying scripts, if any --available in Adobe® Acrobat® format (.pdf):

[\(http://www.ars.org/members-only-2/power-point-programs-about-rose/\)](http://www.ars.org/members-only-2/power-point-programs-about-rose/)

The password for access to this site is available in the current issue of the *American Rose* magazine.

Business Sessions: Routine business should be handled by an Executive Committee or a Board of Directors. The program should be the focus of a meeting after a welcome to new members and guests and basic announcements.

### ***SLIDE AND VIDEO LENDING LIBRARY LIST***

The ARS Slide and Video Lending Library are currently being updated. The information about slides and videos available for rent will be posted on the ARS web site as soon as it is once again available.



**CURRENT LIST OF ARS PROGRAMS (POWERPOINT SLIDES) AVAILABLE ON THE ARS WEBSITE  
LISTED IN ALPHABETICAL ORDER**

**A-C**

***2014 New Rose Introductions***

Created by Publications Department  
[2013; 9.8 MB]

*Please be aware that due to the large file size it may take some time to download this program.*

***A Salute to the American Spirit***

Created by Diane Schrift  
[2006; 3755KB; 3.66MB]

***An Introduction to Old Garden Roses***

Created by Steve Jones  
PP: [2006; 3755KB; 3.66MB]  
Script: [13.5KB]

***ARS – The Organization***

Created by Dave Booty  
[2011; 2588KB; 2.4MB]

***ARS Trivia Games***

Created by Steve Jones  
[Updated 2010]

ARS Trivia 1 – Easy [136KB]  
ARS Trivia 2 – Medium [176 KB]  
ARS Trivia 3 – Hard [177 KB]  
Answer Sheets available [31.0KB]

***Chemical Safety***

Created by Steve Jones  
PP: [2005; 2518KB; 2.45MB]  
Script: [9.59KB]

***Classic Shrubs***

Created by Jolene Adams  
PP: [2005; 2058KB; 2.0MB]  
Script: [22.8KB]

**D-F**

***David Austin English Roses***

Created by Pat Hibbard  
[2009; 8.294KB; 8.09MB]

***David Austin English Roses for the North***

Created by Mary Peterson  
PP: [2005; 1.93MB]  
Script: [33.1KB]

***Earth-Kind Roses®***

Created by Gaye Hammond  
PP: [2006; 1.35MB]  
Script: [37.4KB]

**G-I**

***IPM in the Rose Garden***

Created by Baldo Villegas  
[2005; 812KB]

***IPM of Rose Diseases***

Created by Baldo Villegas  
[2005; 1.46MB]

***IPM of Rose Pests***

Created by Baldo Villegas  
[2005; 2.21MB]

**J-L**

***Judging OGRs***

Created by the Horticulture Judges Committee  
PP: [2007; 9.21MB]  
Script: [30.1KB]

**M-O**

***Name That Rose #1***

Created by Steve Jones  
[2005; 2.99MB]

**Name That Rose #2**

Created by Steve Jones  
[2005; 2.17MB]

**National Fall Rose Show Trophy Winners –  
2007**

Created by John Mattia  
[2007; 6.5MB]

**National Spring Rose Show Winners –  
Shreveport 2010**

Created by John Mattia  
[2010]

Part 1 [13.6MB]	Part 5 [11.2MB]
Part 2 [8.2MB]	Part 6 [10.8MB]
Part 3 [10.2MB]	Part 7 [9.2MB]
Part 4 [9.87MB]	

**New Rose Introductions for 2006**

Created by Steve Jones  
PP: [2006; 1.08MB]  
Script: [15.6KB]

**OGRs & Classic Shrubs for Zone 5 Gardens**

Created by Dr. Anthony Liberta  
PP: [2006; 2.55MB]  
Script: [44.1KB]

**P-R****Photo Contest Winners – 2004**

Created by Steve Jones  
[2006; 1.31MB]

**Photo Contest Winners – 2005**

Created by John Mattia  
[2007; 2.13MB]

**Photo Contest Winners – 2006**

Created by John Mattia  
[2007; 11.3MB]

**Photo Contest Winners – 2007**

Created by John Mattia  
[2008; 1.67MB]

**Photo Contest Winners – 2008**

Created by Paul Colombo  
[2009; 1,770KB]

**Photo Contest Winners – 2009**

Created by ARS-HQ  
[2010; 7.2MB]

**Photo Contest Winners – 2010**

Created by ARS-HQ  
[2011; PP: 15.2MB]  
PDF: 9.10MB

**Photo Contest Winners – 2011**

Created by ARS-HQ  
[2012; PP: 1.34MB]  
PDF: 2.53MB

**Playing Bee in the Garden –  
Hybridizing Roses**

Created by Julian Smith  
PP: [2006; 1.46MB]  
Script: [32.7KB]

**Romantic Rambling Roses**

Created by Jolene Adams  
[2007; 3.5MB]

**Rose Hybridizing for the Beginner**

Created by Judith Singer  
[2006; 2.34MB]

**Roses That Climb**

Created by Steve Jones  
[2005; 5.66MB]

### ***Rose Trivia Games***

Created by Steve Jones [2009]

Rose Trivia 1 – Easy [97KB]

Rose Trivia 2 – Medium [205KB]

Rose Trivia 3 – Hard [183KB]

### **S-U**

#### ***The Role of the President***

Created by Phil Paul

[2010; 4MB]

#### ***The Role of the Program Chair***

Created by Phil Paul

[2010; 2.2MB]

#### ***The Rose Art of J.W. Waterhouse***

Created by Mary Peterson

PP: [2004; 3.07MB]

Script: [55 KB]

#### ***The White Menace –***

*R. multiflora* and Rose Rosette Disease

Created by Mary Peterson

[2007; 2.59MB]

### **V-Z**

#### ***What Does Fertilization Mean to Roses?***

Created by Connie Vierbicky

[2011; 5.4MB]

*If you are having difficulty downloading the presentation, try the pdf version [9.66MB]*

#### ***Winter Hardy Roses of Griffith Buck***

Created by Mary Peterson

[2007; 1.65MB]

**AMERICAN ROSE SOCIETY  
ROSE CULTURE CURRICULUM**

**AN AMATEUR ROSE GROWING COURSE**

One of the ways a local rose society can fulfill its educational mandate and be of service to the public is to give a course in amateur rose growing. Such a course not only spreads the word about the American Rose Society and the values of membership, but it builds your local society tremendously. The Program Services Committee of ARS has prepared the following material in an effort to encourage and help local societies or groups of rosarians to try this project.

**There are several approaches to take:**

1. Work with and under the sponsorship of a County Agricultural Extension Office. Advantages include more publicity and spreading the word extensively, registration at the agent's office, help with getting state university or college speakers, even a center or auditorium to hold the course in.
2. Set up a community college, high school adult education or technical vocational school or institute course at whatever educational facility might be available locally. Again the advantages include help with facilities, registration and publicity.
3. Use a local garden center or community center facility. Either center could be of help with publicity and reaching the public with course information.
4. Use a facility in a large shopping center or a community room at a business like a bank. Perhaps a tie-in or sponsorship could be worked out with the shopping center or business to advertise and promote the course. In some places businesses have even paid the society to put on a show or clinic or course.

A course may be of different lengths, depending on the sponsoring or cooperating group, the energies and devotion of the rosarians involved, and/or local interest or desires, etc. The suggested outlines below are for three and four sessions, but are easily adapted to meet local circumstances.

Scheduling the course in the evening or on Saturday makes it available to more people. An hour and a half or two hours is a good length. Providing coffee and conversation with rose society members at the end of these sessions promotes friendship and interest in the society.

The local rose society could offer free membership to each participant who completes the course. In some areas approximately 50 percent of course participants remain in the rose society.

Whether or not a fee is charged for the course is a matter of local option. If it is part of a community college program, it might cost \$30.00 or perhaps the local society could provide the course free of charge. If free membership in the society is offered and this represents a cost to the society, the resources of the society may dictate the necessity of a charge. Sometimes people value something more and are more inclined to complete the course if it costs even a nominal fee.

Plans for the session should include as many demonstrations, workshops and actual participation as can be arranged. This is particularly essential for planting and pruning. The inclusion of a regularly scheduled rose show, or just a small one for the class, can be very stimulating and valuable.

Extensive publicity, advertising and promotion are essential. Contact garden clubs, homemakers clubs, etc., radio, TV and newspapers should be used to the fullest. Even a paid newspaper ad might be very worthwhile, especially if it is difficult to get free publicity in your area. In our day of mass media and online resources, make use of Facebook, Pinterest and YouTube whenever possible.

### **COURSE OUTLINES FOR AMATEUR ROSE GROWING**

1. The contents of these courses could include: “Roses 101”: the history of roses and rose growing; types of roses; selecting roses for various uses in the garden; landscaping with roses; and color classes. Make use of the *ARS Handbook for Selecting Roses*. Other topics to include are sources for rose plants and places to buy them. Do have many catalogs on hand as well as lists of varieties that do well in the local area. Remember to mention of Heritage Roses Foundation and the Heritage Roses Group.
2. “Planting 101”: soil requirements, compost preparation and use, kinds of humus available; types of amendments to soil including organic amendments; discussion of pH, its importance, testing of soil for pH, how to correct it if it is not appropriate for rose growing; type of planting beds, mounds, isolated plants in landscape; preparation of rose beds—fall preparation, drainage, actual demonstrations of planting and class participation in rose planting to include the depth and size of the hole, depth of plant depending on zone, pre-soaking plants, after planting coverage and watering.
3. “Pruning 101” in two parts—a) lecture/discussion on purposes of pruning; types of pruning (spring, summer, fall preparation for winter); ways and time different types of roses are pruned, tools used, materials used to seal cuts; b) actual pruning demonstration and practice in public or private garden. Can be done on same day or at different times, but should be close together
4. “Care and Maintenance of Roses 101”: feeding, watering and mulching; fertilizers—what roses need, organic, inorganic, local sources available, time-release, water-soluble, frequency of application, trace elements; watering—types of watering systems and local successes with different types, frequency and amount, sources of water—noting that pH and salts in water may be factor, use of rain gauge, mulching –advantages, when to start, kinds of mulches (cardboard boxes shredded, pine needles, straw, coffee grounds, corn cobs, sugar cane, buckwheat hulls, grass clippings, manure, ground wood, plastic, cocoa hulls, scoria).
5. “Care and Maintenance of Roses 102”: control of local diseases and pests (rust, blackspot, mildew-powdery and downy, stem and root canker, gall, dieback) with various methods of control—spraying, good culture; local pests with various methods of control—pesticides, natural biological controls, washing with hose wand, hand picking (such as rose chafers). Kinds of sprayers demonstrated—atomist, pressure, trombone, hand pressure, hose-end and sprinkling can. Mention of new chemical laws and protection of person spraying and safety in household.
6. “Propagation of Roses 101”: Cuttings, budding and hybridizing. Mention Rose Hybridizers Association (<http://www.rosebreeders.org>).

7. “Winter protection 101”: Care, preparation for winter, types of protection used or necessary in area (dirt, peat, leaves, straw, cones, paper boxes, Styrofoam boxes and burying), care necessary in winter—watering, tying down or cutting off long canes and dormant spraying.
8. Use and enjoyment of roses for the home and to share—how to cut, hardening, simple arranging of one to a few roses.
9. “Rose Shows 101”: Disbudding, grooming, transporting and entering a rose show, background on the ARS rose judges training and accrediting, arranging in shows—what schedule is and how to enter your roses; tips on arranging for shows. Have schedules available to use. It is most useful to plan this session just before a rose show in the area. Have a follow-up session at the show (could schedule helping set up a show), also entering and evaluating how entries of students did.
10. Growing of roses in containers, roses in greenhouses, drying roses, potpourri, rose cookery.

American Rose Society membership material is available for your use [see *Section III for membership forms*]. Mention should be made of the advantages of American Rose Society membership, the American Rose Center and the mission of the American Rose Society. The *Handbook for Selecting Roses* should be made available to each participant. Contact ARS Headquarters at Shreveport at [ars\[at\]ars-hq\[dot\]org](mailto:ars@ars-hq.org) to check on what materials are available for your use. Check with local members to see if they will donate old issues of the *American Rose* magazine for use by the participants.

This project requires the enthusiasm and dedication of a number of your rosarians. There is always a wonderful, dedicated nucleus you can find to help carry the project forth.

## **FUND RAISING ACTIVITIES FOR LOCAL ROSE SOCIETIES**

### **SALE OF ROSE PLANTS—LARGE MODERN AND OGR ROSES**

*There are two different ways to succeed in selling large rose plants.* Locate a nursery willing to sell to a local society on a wholesale basis. You may find price breaks at ten plants per specific variety, sometimes at 20 or other numbers. Develop a list of varieties you think would be of interest to your membership. Order from the nursery—be sure the order is confirmed before advertising the plants. Non-patented varieties will generally be sold to the local society at less cost per plant than patented varieties with the most recent varieties costing even more. It is suggested that you select a mix of patent and non-patented plants. Sell the plants to your members, friends and neighbors at a price slightly lower than mail-order costs and definitely lower than local nursery potted plant prices. Include applicable shipping costs and sales tax per plant in your pricing. You will need a central pick-up area and a specified sales or pickup date. Computing how many plants sold and at what price per plant will give your membership a bargain compared to mail order and local nursery prices.

Publish a list of available roses and prices well in advance of the sale; take orders and then place your order with the nursery. This method is less profitable than the first because not enough roses of a particular variety may be sold to obtain a good price break; or, the variety may be sold out before your order is placed. The chief advantage is that all commitments to purchase are made before the roses are ordered.

### **SALE OF ROSE PLANTS—MINIATURES/MINIFLORAS**

A miniature/miniflora rose sale is easier than selling the larger varieties because issues of storage and delivery are not as complex. However, because the mark-up on miniatures is smaller, there is less profit as well. Because miniatures are shipped in pots and can be sold year round, the venues for selling them are not limited to rose shows or monthly meetings, but may include any public function where local rose societies are involved.

### **SALE OF BLOOMS AT A ROSE SHOW**

*See the detailed and meticulous article on selling blooms at a rose show by Baxter Williams on pages IV-11 – IV-14.* Variations from that theme include selling blooms from the show at its conclusion for a dollar a stem and miniatures at half that price. Grouping three stems in small disposable vases may be sold in multiples of five dollars. Or, arrangements may be sold during the show—about as quickly as they can be created.

### **SALE OF ROSE RELATED ITEMS AT A ROSE SHOW**

Rose stationery, rose jewelry or other items with a rose motif can be purchased wholesale to be sold at the registration or hospitality areas at a rose show or any other place where the local society is a visible participant. Other items of interest might include: vases, pruning shears or society-produced booklets on rose care.

### **SALE OF PRODUCTS BOUGHT IN BULK TO ROSE SOCIETY MEMBERS**

Fertilizers and mulches purchased in large quantities from suppliers may be less costly than if purchased by an individual. These items bought in large quantities can be re-packaged into smaller ones and sold at a profit for the local rose society. The individual is able to purchase only the quantity needed, which may be unavailable in smaller packaging at the local nursery.

Mulches may sometimes be purchased from local sources. Picking up these items usually requires a local society member with a truck as well as an available supply of free labor to load the materials as well as to distribute it. A careful program of pre-ordering may provide the opportunity for a healthy profit for the local society as well as a savings to the individual members.

### **SILENT AUCTIONS**

Members bring “white elephant” or other items they no longer want. All items are placed on a table. During a social hour at a meeting, members place bids on small pieces of paper beneath the items until an appointed time. The highest bidder receives the item. One variation is to have a lined piece of paper with open bids so that each successive bid is automatically higher than the preceding one. At a designated time, all bidding ceases and the last name on the paper with the highest bid receives the item.

### **SALE OR AUCTION OF ARTISTIC ITEMS**

The donation of an artistic work by either the artist or a member may well provide the opportunity for a sale or raffle over an extended period of time culminating in the final drawing or bidding at the annual meeting. Among the items that generally do well—depending on the tastes and mores of the local rose society members—are:

- Needlepoint rose articles
- Oil paintings of roses
- Watercolors of roses
- Quilts
- Dried Rose Arrangements
- Christmas wreaths
- Terrariums
- Hooked rugs
- Garden services such as landscaping.

### **LIVE PLANT AUCTIONS**

- Many rosarians grow plants other than roses, including everything from companion plantings to competitors. These plants grown from cuttings, divisions or layering may provide a source of income to the local rose society.
- Another possibility, depending on the location of the local rose society as well as the interests of the membership, is the auction of live rose plants. *See the observations of Jim Delahanty on the local rose auction scene in Southern California on pages IV15 – IV-17 for more detail.* In either case, a good auctioneer is essential.

### **COUNTY AND STATE FAIR WINNINGS**

Many county and state fairs offer prizes for winning specimens in their garden shows. Ask your members to enter as many specimens as possible and to donate the winnings to the local society.

### **GARAGE OR RUMMAGE SALES**

Run garage or rummage sale out of a member’s garage with materials obtained from society members. Encourage the donation of materials still useful albeit unwanted by the donor. This has the double benefit of helping to clean out closets and cabinets to free up home space, but also enables the local society to



benefit from the activity. Place an 'ad' in local newspaper, radio and/or on Internet sources of information. Be sure to hold the sale over both days of the weekend.

### **SALES ON EBAY**

Sales of items on eBay may have a portion of the proceeds donated automatically to the local rose society. Alternatively, the local society may qualify for having all of the proceeds of sales of items donated. *See the excellent and seminal article by Lou Little on page IV-18.* This fundraiser has the benefit of obtaining funds from non-members of the society, thus opening another and different revenue stream.

### **FOOD SALES**

Take advantage of the culinary skills of your members by enlisting the efforts of your best chefs and bakers to provide baked goods, candies, cakes, breads, pickles, jellies, preserves or marinated mushrooms for food bazaars. Check local fairs, malls and other places where foods might be offered. Even if there is a fee for the cost of the display space, the profit might well justify the expenditure--especially if the items are otherwise unobtainable.

### **GARDEN TOURS**

Arrange a garden tour of gardens where roses are prominently featured. The gardens could be those of either members or non-members. Although some gardens might not feature roses as prominently as others, the overall theme of the tour should be predominantly one of rose appreciation and usage. Provide three or four gardens, with tickets to be sold at the first garden on the tour or at each location if the tour is to be self-conducted. Advance ticket sales permit the addition of light refreshments or an afternoon tea which would command a higher ticket price.

Emphasize that the tour is for the benefit of the local rose society, a non-profit organization and feature that in the publicity in both the media and at local nurseries.

### **ROSE TRAVEL**

Organize a one or two-day regional or statewide tour of public and private rose gardens or rose nurseries by either bus or a large van. This fund-raiser has the additional benefit of providing an opportunity for local rosarians to get to know one another, while visiting some of the great rose facilities in the area. For non-members, the cost can include a one year membership in the sponsoring rose society.

## **HOW TO REALLY HAVE A ROSE SALE**

*By Baxter Williams, Houston, TX*

At one time or another, every Rose Society has wished for more operating capital. Comparing income versus effort, your Society may choose to have a sale connected with its major shows. This article explores some of the nitty-gritty details of the effort. Try it; you'll like it.

### **SELECT A LOCATION**

Since the object of the sale is to make money, the location of the show should be considered with respect to sales potential. A shopping mall in an affluent section of town is probably the best location. There is a lot of pedestrian traffic into and out of the larger department stores, which will give the patrons good exposure to both your show and to your sale table.

Large shopping malls will sometimes defray some expenses for the Society by furnishing tables, chairs, ropes and stands (to cordon off both the show area during judging and the trophy table for the show winners), cleanup services, guards, and will sometimes donate money for incidental costs.

It might be well to mention that every mall Activities Director has many requests to furnish space for display. The Society must sell itself, therefore, as a drawing card for patrons who might also patronize shops in the mall. A slightly optimistic estimate based on past show turnouts, coupled with mention of your publicity efforts through radio programs and the newspapers will help gain a positive attitude in the Activities Director's thinking.

### **PRELIMINARY ACTIVITIES**

Now let's say that the mall Director agrees to host the show. Tables, chairs, and cordons are to be furnished along with clean-up services. What is next?

### **THE SALE CHAIRMAN**

Since the Show Chairman will have many duties connected with the show, the Show Chairman appoints a Sale Chairman. The Sale Chairman will have many things to do before, during and after the show and sale. Many of the important activities are discussed below.

### **SELECT YOUR WORKERS**

You will need several good subcommittee workers. A minimum of four additional workers to work all day long is suggested, with six or seven being a more comfortable number.

In choosing six helpers from among the Executive Committee and the membership at large, job assignments are kept in mind. The quick-minded "vacuum cleaner salesman" type will often work out best doing actual sales at the counter. So will fifth graders through teens.

A strong person with gloved hand can save finger lacerations when stems need to be inserted into water picks.

A good show person can cull out the "dog" blooms, selecting better blooms to be sold right away, and will see that shorter stems are displayed for sale nearest the patron, with taller stems at the rear.

Additional helpers should be secured to stand in for anyone who should call and cancel out because of illness. An abundance of workers is much to be preferred to a lack thereof. Extra workers can stand-in-in while others eat lunch or refresh themselves. Also, some of the workers may not be able to stay all day and will need to be replaced after a while.

## LIST THE EQUIPMENT NEEDED

A written list of all the equipment and supplies will really come in handy. It will provide a check off, to be sure that nothing has been overlooked. The list will probably include the following:

Tables (7)	Chairs (2, maximum)	Garbage Cans (2)	Gloves
Shears	Paper	Water Picks	Buckets
Dolly Cart	Bottles or Vases	Signs	Money
Money Box	First Aid Kit (cuts happen)	Sponges and Rags for inevitable spills	
	Masking Tape (for fastening signs and things)		

As space permits, seven tables arranged for space and eye appeal will give adequate working space. A maximum of two chairs is suggested. More will encourage a lot of sitting down.

Two garbage cans are needed. One is for garbage; the other is filled with water to fill the vases and water picks.

A dolly cart allows ease of carrying the supplies in from the parking lot and back.

Bottles or vases, and water picks are used to receive the roses. About half of the roses will leave in water picks. Local florists use these in their arrangements.

A Styrofoam board can be used to hold filled water picks. Miniature roses can be displayed in water picks or lapel vases, which can also be placed in Styrofoam boards.

Buckets are usually available from having contained the blooms brought for sale. One bucket could be designed to hold blooms which have been purchased, but are being held for the patrons who will return after shopping. NOTE: Make sure the patrons understand the time when the sale ends; and that their blooms will not be retained past that time.

Gloves and shears are used to cut the canes for insertion in to water picks. A rakish slant on the cane makes for easier insertion. Large thorns are cut away, but gloves are good protection from those that remain.

Paper and pen or pencils will be required to tag those blooms, which are being held for patrons who have gone shopping. The patron's name and the word "PAID" should be put on the paper tag. A 1" wide by 6" long strip can be easily wrapped around a peduncle, and dog-eared.

About \$50.00 worth of money will be needed to make change for the first sales. A \$10.00 bill, two \$5.00 dollar bills and thirty \$1.00 bills is a good starter mix, assuming all donations are some multiple of \$1.00. A moneybox of just about any kind will do. Large amounts should not be allowed to accumulate. The Sale Chairman or the Society Treasurer should periodically remove a hundred dollars each time the coffer contains about \$150.00 or \$175.00. This will lessen any risk of loss due to robbery. A cautious word: If an armed robber demanded my money, he'd get it; no amount of rose sale money would be worth possible injury. In general, the mall security force will linger to observe your wellbeing.

Boldly lettered signs should be placed above the heads of workers. Smaller signs can be placed on the tables to answer questions of pricing and to call attention to the fact that donations are being asked, not a selling price.

## SETTING UP THE SALES AREA

As soon as your roses are entered in the show, the sale tables (which were probably prep tables) should be arranged. A previously made sketch will quickly show your helpers what is to be done. Key distances must be considered, particularly if the mall area is not generously wide. Your initial trip to the mall should allow you to make

measurements of the area for show and sale. The sale tables should occupy the most prominent location; they will draw people to the show exhibit, rather than the reverse.

Next, the sale vases and water picks should be filled. With two helpers filling vases, the other helpers should immediately start placing blooms in them. The sale begins with the first customer, not at some preset time. There may not be a dozen blooms on the sale table when your first patron tries to thrust some money into your hand; **permit it!**

The sale can be set up during the judging period. Sales will probably occur right away. It might be possible to enlist the aid of a judge's spouse or two during the set-up phase. Also, when the judges return from their luncheon to review the show winners, you might be able to draw from them a relief helper or two.

### **SALES DISPLAY**

Roses displayed for sale should be arranged so that taller stems are behind shorter ones with respect to the patron. Skinny, or short, stems should be placed two to each vase. Some patrons must have a tight bud; others only care for open blooms.

Bold colors will be big sellers, yellows in particular. Deep reds come next, with deep pinks and whites following. Light pinks, pink blends, pale mauves and greens are usually slow sellers; put a small red in with the slow ones. Miniatures sell fair to middling. Distribute colors along the tables; don't group by color.

Blooms should be displayed three deep and around the table's perimeter. Put a vase in every available place.

### **SALES PITCHES**

Don't be afraid to talk loud enough for others to hear what is being said; it will encourage them, also. The best salesmen know that their product must satisfactorily fill a need for the customer. Find that need and you have a sale, i.e., gift for neighbor, wife, family, girlfriend, sick friend, boss, mailman, worker, pastor, etc. Most of your sales will require no more effort than receiving the money. Be sure to let the patron know you think that he/she made a good selection. Your parting encouragement will give him a positive attitude, which might even last until your next sale.

### **AS THE SALE PROGRESSES**

Keep an eye on your watch and on the remaining blooms. If it appears you might run short of blooms, make a few phone calls to the rosarians with larger gardens to see if they might strip a few more blooms and bring them to the sale, or remove some of the non-winning blooms from the show tables.

One helper will probably need to continuously work at replacing blooms, which have been sold. This task should be rotated among the helpers as should be all jobs - vase filling, replacing used water picks, sales, clean up, etc.

Buckets whose roses have been removed will periodically need to be removed, emptied and stored.

You should feel free to make changes from your original concepts at any point in time. The Sale Chairman should review the sale approach early in the afternoon (1:00) and later about 3:00 pm and make improvements if possible.

### **NEARING THE END**

As sales begin to wane, usually around 3:00 pm, it will be necessary to make price concessions to move your roses. Give two blooms for the price of one, but don't discount the price of the vases. Rather than just single blooms, offer a dozen blooms, or a bucket-full, at a bargain price.

Show entries should be arriving for sale by now, particularly those which did not receive top awards. A lot of interest can be achieved in your patrons now by loudly making the point that "some show entries are now being offered." Some patrons will even linger to get a certain bloom, if they understand that it will soon be offered.

Consolidating the few remaining blooms into a tighter area looks better than having a sparse display.

### **PRICING**

For the sake of the Society budget, the highest price that the market will bear is the price that should be asked. Start high - prices can always be reduced, but never be successfully raised.

Experience has shown that a hybrid tea rose of good quality in a milk-white bud vase will command \$1.00 for the vase and another \$1.00 for the bloom, in an affluent mall. Exceptional blooms could bring more; one enormous "Toro" brought \$8.00 in a sale.

Miniatures in a lapel vase or water pick can also be sold at a \$.50 price. Three blooms per container should be used.

Watch out for the Tax Collector. "Sell" something and you owe sales tax; "Exchange for Donations" and you won't have that problem.

Reduce your prices only as a last resort. A reduction indicates that your roses weren't worth their original price.

### **SALES CONCLUSION**

Divest yourself of every bloom when it is time to end. Drop prices to the break-even point, or even give the few remaining blooms away to the cleanup crew or to passersby.

### **PARTING THOUGHTS**

Everyone wins; the society, patrons, committee workers. As a matter of fact, you'll be missing a sure thing if you don't have a sale spring and fall.

## **A BID IN TIME...**

*Not to be forwarded or reprinted without the written permission of the author*

*James J. Delahanty*

On the popular PBS presentation 'Antiques Roadshow,' the magic moment comes when the appraiser segues into 'the price at auction would be...'; the same magic moment occurs when a rose society decides to embark upon a rose auction as a source of funds. This article seeks to elucidate some of the characteristics and practices accompanying rose auctions in the Southland area. While the great flower and rose auction at Aalsmeer can trace its lineage back to 1912, it is unlikely that more than a few Southland rosarians would be aware of that lineage (and even fewer could pronounce it, including the author).

The basic reason for the advent and continuance of the rose auction is financial. Probably the first rose auction in this area was that of the Pacific Rose Society about fifteen years ago. Current Pacific Southwest District Treasurer Chris Greenwood sought an alternative to the traditional means of fund-raising: sale of cut flowers, or miniature roses, or other 'street fair' activity. Rising expenses and dues as a diminishing source of total revenue made it apparent that one big fundraiser would be preferable to the slow accretion of small profit margins. Chris sought out assistance from Tom Carruth of Weeks roses in the form of donations of 'hot' roses; these new and otherwise not quite yet available roses created consumer excitement and formed the basis for generating cash. Star Roses and Jackson and Perkins also agreed to donate new rose varieties as well.

A similar tale of declining revenue from dues coupled with diminishing returns from small-scale activities provided the genesis for the Ventura County Rose Society auction about five years ago. Previously the VCRS sold roses on Mother's Day weekend in May at a local mall in the Oxnard area in order to supplement society income. However, over time, the number of people willing to sacrifice Mother's Day weekend for that purpose diminished and the burden on the remaining volunteers increased accordingly. After newspaper reports of a murder at a local mall, the enthusiasm of even the remaining group for mall sales disappeared in a cloud of gun smoke. So Jeri Jennings, the newsletter editor, suggested a rose auction as a substitute. The first auction was so successful that the practice has continued.

With the financial aspect the compelling force, it is not surprising that the rose auction proceeds fund a variety of different operating costs. Pacific Rose Society uses the auction proceeds to fund its extensive rose show with the largest number of classes in California. Santa Clarita uses the money to support the trophies—including Waterford—that grace its rose show. Orange County supports its monthly room rental fees with the proceeds from the auction. Ventura County supports its newsletter and monthly meeting fees through the agency of the auction. In many instances the money represents around forty per cent of the operating expenses of the society for a given year with reported profits somewhere in the 3000-dollar range. The major exception to this pattern is the San Diego Rose Society, where the auction is purely lagniappe for more particular causes—such as seed money for promotion of the National Convention in 2004 or some other special purpose as opposed to current operating expenses.

Again, with the exception of the San Diego Rose Society, all of the societies are concerned with maintaining low dues figures and either directly or indirectly the rose auction moneys contribute to that goal. In comparison with many other volunteer activities, the dues structure of rose societies is exceptionally low; fifteen dollars for a family membership is not uncommon (although Pacific recently raised their dues to twenty dollars for a family membership while retaining the fifteen dollar figure for single memberships). Santa Clarita, Los Angeles Rose Society and Ventura County still maintain the fifteen-dollar figure although Orange County Rose Society has bumped its price to eighteen dollars for single or family memberships.

The sources for the roses at the auction range from those in which the roses are almost entirely supplied by members of the rose society to those where almost all of the roses are bare root roses supplied by major vendors

to all possible variations in-between. Thus, the original model of Pacific Rose Society still acquires a large percentage of its roses as bare roots contributed by the major vendors in the area—Star, Weeks, and Jackson and Perkins. At the other end of the continuum would be Santa Clarita where no bare root roses are offered at the rose auction because it is held in May as opposed to the January/ February auctions of Pacific, Los Angeles, and Ventura County. The Santa Clarita auction consists of member donated roses to the point where only five per cent would come from vendors or purchase. In fact, one individual probably provides three-quarters of the plants at the auction whether recycled, budded roses or rooted cuttings. Member contributions are the main basis for the Orange County auction as well as the Los Angeles Rose Society auction; however, both Orange County and Los Angeles report contributions from local nurseries as a supplement to the member contributions. ‘Member contributions’ here generally refers to a few members who contribute plants either by way of rooted cuttings or the recycling of plants no longer useful for exhibition purposes or for reasons of limited space and an unlimited desire for newer roses. Ventura County has an interesting mix for the sources of its roses. Probably forty percent of its roses come from individual donors; another forty per cent come from vendors with a decided tilt toward boutique vendors, and another twenty per cent are purchased items.

The kinds of roses sold tend to reflect the populations of the sponsoring organization; almost all of the roses are sold to persons who populate the local society. Pacific started out with the newest and most exciting varieties being offered by the major vendors; in later years it added some tried and true miniature varieties when Cal Hayes became the auctioneer. To a lesser degree the offerings have expanded to include garden varieties in addition to the exhibition varieties as public and society interests have changed. Last year there were even some Old Garden Roses—Irene Watts, for example.

The number of roses can be up to two or three hundred—although last year’s auction advertised that 500 roses would be for sale. There is probably some optimal number of roses that can be offered for sale given the auction format, but certainly auctioning off two hundred roses tests the patience of the bidders and the stamina of the auctioneer.

Orange County focuses on miniature roses with some Hybrid Teas and Floribundas. Santa Clarita rarely has multiples of the same rose and tries to keep the number of roses down to about a hundred to a hundred and twenty five. Ventura County offered 150 roses last year and sold them all; this year there were 240 roses and about two dozen remained unsold at the end of the day. Ventura County takes the view that only about one hundred different roses can effectively be sold in the time frame permitted by the two and half hour schedule for bidding. Ventura County also offers a smorgasbord of rose offerings; offered for auction in 2003 were 30 shrubs, 30 Hybrid Teas, 12 Floribundas, 18 polyanthas, 20 OGRs and 21 miniatures. The highest average price (\$21) per rose was earned by the polyantha class; the \$52 bid on ‘Mary Guthrie’ was the highest of the entire auction. The Los Angeles Rose Society auction operated with one third of the 153 roses in 2003 being contributed by vendors and two thirds by the membership; of the total number of roses only about a dozen fell into the polyantha or Old Garden Rose classes.

Not all auctions are alike and the variations can be meaningful. Pacific Rose Society has a potluck dinner before the auction while Santa Clarita has an entire themed party involving BBQ or a Mexican Fiesta or a Luau. Ventura County has auctioned roses, fixed floor sale roses and a silent auction of rose memorabilia and exotica all happening at the same time. Nor are the bidding methods the same. The Dutch method provides that a bid start from a point and be lowered until all the roses are sold; this is not the usual system in Southern California. Santa Clarita will not permit a rose to be sold for less than five dollars and all of their roses are sold. Pacific bids up to the highest bidder who gets the pick of the multiple bands of roses and then the second highest bidder gets to choose until the bids exhaust the number of roses or the figure of five dollars is reached; at five dollars the rose is offered for the last time. The Pacific Rose Society features a group of those who wait until the bid reaches five dollars and then flock to the table to claim the prize, a fluttering movement one begins to associate with ‘five dollars?’ over the course of an evening. Roses not sold for five dollars are simply not sold; leftover roses are potted up for monthly raffles or contributed to



other societies for auction. Ventura County tends to transfer roses from the auction to the monthly raffle tables. A couple of local societies simply give leftover roses away in order to be rid of them. \This is tough on a rose auction chair; almost as tough as seeing ten 'Flutterbye' bushes sell for a dollar apiece or some other atrocity.

Bob Martin Jr has been the auctioneer for the Santa Clarita Rose Society for the last five years as well as being instrumental in the auctions at both Los Angeles and Ventura County; a society could do worse than garner the talents of Bob Martin as an auctioneer.

Having grown personally over 1500 roses provides him with an invaluable database from which to promote roses for sale. Cal Hayes is the auctioneer for both Pacific Rose Society as well as the Orange County group; he can speak authoritatively about the exhibition potential of any rose with an unerring eye. The qualifications of both men indicate that the auctioneer has to be in the possession of enormous amounts of information about a great many roses; wit, humor, and great physical endurance also help. Peter Alonso of the eidetic memory for roses replaced Bob Martin as the auctioneer for Los Angeles Rose Society in 2003. Jeri and Clay Jennings have auctioned for Ventura County, the last time in 2001. As someone who has substituted for Bob Martin on one occasion at the 2002 Ventura County Rose Auction, the author can testify that the process is exhilarating, educating and exhausting; it involved creating a loose leaf notebook with data and pictures on every rose offered for sale, gleaning information from the standard texts, and diligently searching for factoids and illustrative tales regarding the particular roses. It was not dissimilar from studying for the California Bar Exam. It is also worth noting that the top auctioneers, Cal Hayes and Bob Martin, are among the top exhibitors nationally as well as regionally; all of the other auctioneers mentioned exhibit as well.

There are a number of pitfalls associated with rose auctions that are not immediately apparent. One is that eventually the same people wind up producing the rose auction year after year in a society; given that the process is labor intensive and highly stressful, it can contribute to the 'burn-out' of valuable rose society members. Where there are member contributed roses that are cuttings or budded, the chair has to maintain a reasonable degree of vigilance regarding such things as patents or trademarks, so as not to infringe inadvertently, rights protected by law. The desire to protect and preserve low dues fees is more than laudable given the social security status of many rose society members and it can even have acute dimensions; at least one rose society in the Northern California district lost 50 per cent of its members upon raising the dues in successive years up to 20 dollars. However, it should also be clear that relying on the rose auction for forty percent of the operating funds in a given year is an inherently unstable basis for financial planning, particularly if the auction is the primary activity of one or two members identified with the process. The period of adjusting to a learning curve for a new group of rose auction personnel can be a scary process indeed. And the long term implications of providing essential services unrelated to the payment of dues can only be a matter of speculation, but the attrition of the nexus between dues and society services should be worrisome over time.

Nevertheless, a rose auction is a splendid event. It has all the excitement that a theme park environment can provide with drama and farce. There are opportunities for buying new roses cheaply. A variety of educational data can be supplied in the guise of identifying and praising a rose up for sale or auction. Constant references to the characteristics of the area and the propensities of the rose reinforce important information about the nature of the climate, the humidity, the mildew, the rust, the potential for blackspot, single blooms to a stem, the virtues of single roses, and the unlikelihood that 'Clothilde Soupert' will open for a rose show or that 'Huilito' will ever open at all. Gatherings of rosarians are always arenas in which citizens of great and small means, high and low status and crosscutting cultural and generational attitudes meet on an equal footing to talk and rate roses. The auction is rosarian democracy in action. And one of the glories of the auction is the sight of strong willed rosarians bidding in contravention of self-interest and common sense for the privilege of overpaying for a rose even while others wait for the 'five dollars?' signal and rustle in anticipation.



## MAKING MONEY

*By Lou Little*

The ARS is facing a problem common to most non-profit organizations, not just rose societies. As societies have fewer members, it's more difficult to do the work to bring in the funds. Dues don't pay the month-to-month expenses. One problem with traditional money-making events is that societies make most of their money from their members, not from the general public.

Wouldn't it be nice to have a money-making project that: Cost a minimal amount of money, (b) took a minimal amount of effort, and (c) reached out to the general public all over the nation?

Such a money-maker exists, and nonprofit organizations can take advantage of it. It's simple – it's easy – it's eBay! EBay's Giving Works program for nonprofit organizations has two selling methods: Community Selling and Direct Selling.

With Community Selling, any registered seller can sell items on eBay and donate part or the entire price to a nonprofit organization. But first, the organization must be certified with a program called MissionFish and be added to the nonprofit directory. To do this, your organization needs the following:

1. A working email address
2. An electronic copy of your logo
3. A mission statement of about 40 words or less
4. Your 502(c)(3) letter or other proof of tax-deductibility. If the ARS were to register, then affiliated societies would need only their 4-digit 501(c)(3) extension letter.
5. A voided organization check.

The purchase price or donation goes through MissionFish, and all of the collection is handled electronically; MissionFish issues a tax receipt to the seller, keeps a small processing fee, and transfers the donation to the nonprofit. If 100% of the purchase price goes to the organization, eBay donates the listing and value fees.

With *Direct Selling*, the nonprofit organization itself lists items for sale, collects the proceeds, and provides the tax receipt. To do this, the organization must:

1. Certify the organization with MissionFish.
2. Register on eBay and create a seller account.
3. Register on MissionFish and create a seller account. If 100% of the sale value goes to the nonprofit, eBay donates the listing and final value fees.
4. Create an eBay Giving Works listing and handle the sale as usual.

If the organization sells on eBay, members would still be doing the work, but someone else would be providing the funds, and sometimes those funds could be quite nice indeed. Lots of times, members have high value items they would willingly donate to the society (such as an antique or piece of jewelry), but a rummage sale wouldn't begin to earn the item's true value. On eBay, however, these items will almost always bring a good price.

There are some drawbacks to selling on eBay. Someone has to have a computer and the time to list and track the items. When the items sell (buyer pays shipping), someone has to pack them, receive the funds, and mail them. Plan your time and share the work, and it could be lots of fun. You'll need paper, tape, envelopes, packing peanuts, and boxes, but members could donate a starter supply and your proceeds could keep you going.

For more information, go to <http://givingworks.ebay.com>

# Section V

## ARS Consulting Rosarian Program

### INTRODUCTION

Consulting Rosarians and Master Rosarians are widely considered to be the workhorses of the American Rose Society as they hold leadership positions and mentor and teach both members and the public about rose culture. However, they cannot function without the structure of the local societies.

All CRs are required to be members of a local society since this is where the majority of the teaching takes place. The local society president is responsible for appointing a local society CR coordinator to oversee all CR activities at the local level. This person interacts with the district CR chair to provide required CR education and carry out the goals of the CR program. All local society officers should help to recruit, support and encourage eligible members to become Consulting Rosarians.

Section V is taken verbatim from the newly revised Consulting Rosarian Manual and I encourage all local society officers to familiarize themselves with it. All Consulting and Master Rosarians should order a copy of the new manual from ARS or download it from the website so that they will have the latest information at their fingertips.

Thank you to all Consulting and Master Rosarians for everything you do to help the American Rose Society.

Cindy Dale  
ARS National Consulting Rosarian Committee Chair  
2012-2015

The Consulting Rosarian Manual includes all forms necessary for the appointment of Consulting Rosarians, hosting and attending CR Schools, etc. It also includes horticulture practices for the CR's reference. The "Manual" is not just for CRs. It is an excellent rose growers' guide for all rosarians.

*Suggestion: Obtain a copy from ARS Headquarters for your society's use.*

## ***HISTORY OF THE CONSULTING ROSARIAN PROGRAM***

In 1917, Dr. Huey first conceived the idea of organizing something like a bureau of information and a committee appointed to answer questions for the amateur. Remember, in 1917, the membership was predominantly commercial growers, with only 250 members. By 1925, there were 3,708 members and the first committee of 32 Consulting Rosarians was divided up to address different concerns. There were 24 available for general questions, one for diseases, five for greenhouses and two for insect questions. The list was published inside the front cover of the Annual with an invitation to paid-up ARS members to write for answers to their questions. The list included past and future presidents of ARS, noted hybridizers, nurserymen, scholars and other noteworthy rosarians. By 1940, there were only fifteen CRs listed to answer questions. In 1949, the ARS Board instructed each of the 14 districts to select knowledgeable people to be appointed as Consulting Rosarians. Thus began the exchange of information to individuals on a person-to-person basis.

The Consulting Rosarian program was started in 1926 with thirty-two rosarians listed in that year's Annual for the same purpose. Today, there are more than 2100 CRs contributing their time and talents educating the public on rose culture. The program did not start up in the mode we know, but went through several phases to best meet the needs of the day.

In 1945, the president of ARS stated, "The purpose of the ARS is to increase the general interest in the cultivation of the rose for all people and to improve its standard of excellence." This is still our purpose.

In 1960, Dr. Zollinger of Columbus, Ohio became the first National Chairman. Since then the CR code has evolved to expect CRs to enthusiastically inspire a love and appreciation of roses, to stimulate new memberships, serve the membership, be knowledgeable of all aspects of rose culture and share that knowledge with others. To ensure that CRs are well qualified, a system of district-run CR Schools and exams was established in 1996.

As ARS grew, so did the CR program. There are now over 2100 CRs. Some of them answer questions about roses and rose care by email. A list of these "Cyber CRs" can be found at <http://www.ars.org>. In 1994 the Consulting Rosarian Emeritus designation was approved for those CRs with at least ten years of service who no longer wish to be active. In 2004, the Master Rosarian designation was approved for CRs with ten **consecutive** years of outstanding service and a willingness to continue in that role.

In November 2012, the third edition of the CR Manual was published and can be downloaded from the ARS website at no charge or a printed copy can be purchased from ARS. Updates are made directly for current information as necessary. All new CRs will receive a CR certificate as part of their CR School fees. Existing CRs can purchase the certificate from ARS. The Master Rosarian pin can be also be purchased.

## ***Chapter 1 – The Consulting Rosarian***

The Consulting Rosarian Program is an integration of rose experts who serve the American Rose Society in a variety of capacities. There are several levels within the program, all of which are very important for a smoothly running operation.

We have the CRs themselves, Cyber CRs (CCRs), the National CR Chairman and Committee, District CR chairs and Local Society Coordinators. Each level has to meld with the others and members of their local societies.

The CRs themselves are the ambassadors and representatives of the ARS. They represent the ARS in direct interactions with the public. Each District has a CR Chair who is automatically on the National CR Committee. They represent the District for all proposals and changes to the CR program.

Since 1999 some 300 CRs in 48 states have volunteered to serve as Cyber Consulting Rosarians (CCRs) and agreed to have their E-mail addresses made available through the ARS web page ([www.ars.org](http://www.ars.org)). In this capacity they answer rose care questions received electronically via the internet, from the public as well as from ARS members.

### **Qualifications of Consulting Rosarians**

Any member of the American Rose Society may qualify as a Consulting Rosarian by the following:

1. Must be at least 18 years of age.
2. Must be a regular or associate member of the American Rose Society for three consecutive years.
3. Must be an active member of a local rose society.
4. Must have grown roses of various types for at least five years and should be knowledgeable about equipment and materials related to rose culture.
5. Must send a completed CR Candidate Form and three letters of recommendation to the candidate's District Consulting Rosarian Chairman at least thirty days before the CR School. The letters of recommendation must be on the CR Candidate Letter of Recommendation Form and must be signed by three active Consulting Rosarians.
6. Must attend an approved ARS school/workshop for Consulting Rosarians and complete and pass an open book written review based on the material contained in the Consulting Rosarian Manual with a score not less than 75%.
7. Must be in attendance at all programs presented at the school.
8. Must know and be willing to live up to the Consulting Rosarian Code.
9. Must be willing to attend no less than one Consulting Rosarian School/Seminar every four years or accrue four credits in four years by attending approved Seminars.
10. Must exhibit a continuing willingness to share knowledge and an enthusiasm for the rose and the American Rose Society ideals.
11. Filing a Roses In Review report yearly is expected.
12. A completed individual activity report form (if required by the District) must be submitted to the District Chairman of Consulting Rosarians by the date designated by the District Chairman.

After passing the open book written review the CR then receives a date for the completion of their next 4-point audit. CRs are required to accrue 4 credits in 4 years by either attending approved seminars for CR credits or by auditing an approved CR school before the end of December of their audit year.

A Consulting Rosarian ribbon badge is available from ARS Headquarters for those who have met the school and test requirements. School receipt certificates are required to obtain the badge.

### **Maintaining CR Certification**

A Consulting Rosarian's audit date will automatically move forward four years anytime they accrue the required four credits (three plus chemical safety) not to exceed more than once a year, i.e. if they obtain four credits in 2014 than their recertification date becomes 2018. If they obtained four more credits in 2015 than their recertification date becomes 2019, and so forth. The credits may be obtained by attending either a CR School or four approved CR seminars before December of their audit year.

CR credits are kept track of by the District CR Chair and the individual CRs. The District CR Chair will notify the ARS when a CR has completed their audit.

In order to maintain active status, a Consulting Rosarian:

1. Must be an active member of the ARS.
2. Must attend a CR school or obtain four approved continuing education credits (to include chemical safety) every four years.
3. Must remain a member of a local society.
4. Must not refuse to have their name and method of contact listed in any rose related reference.

### **Consulting Rosarian Code**

Every Consulting Rosarian, on accepting the appointment, should be fully cognizant of the Consulting Rosarian Code and should wholeheartedly be willing to live up to the code:

"I, \_\_\_\_\_, accept the honor of the official appointment as a Consulting Rosarian of the American Rose Society for the \_\_\_\_\_ District. I pledge my earnest efforts toward the increase and stimulation of membership in the American Rose Society, in cooperation with the District Director. I shall uphold the highest standards of our American Rose Society in inspiring a love and appreciation of roses their culture and exhibition. The aims and purposes of the American Rose Society shall be foremost in my mind in promoting and forming new rose societies, securing new members and serving present members and anyone interested in roses. I recognize and accept the responsibilities of this post, as well as the privilege of service."

### **The Consulting Rosarian Guide**

It is incumbent upon all Consulting Rosarians to exercise every effort to further a greater interest in the rose. They should SHARE their knowledge with anyone requesting information on the care of roses. The Consulting Rosarian should not wait to be asked but should share

knowledge voluntarily and willingly help others. They should be available to help friends, neighbors and rose society members in any way possible.

Being an active Consulting Rosarian is more than an obligation to share technical knowledge concerning roses; it is a call to service. It involves participation in every aspect of the rose society, to which they belong, be it helping set up a rose show, present educational programs on the various aspects of rose culture, writing articles for news media or publications or serving on any of the society's committees. The object is to HELP others and to stimulate greater interest in growing roses and further the extent of this growth and scope of the rose society to which they belong. On the broader level, Consulting Rosarians should be active in furthering the cause and interests of the American Rose Society in whatever way they can. Here are some of the things Consulting Rosarians should do:

### ***In Their Own Garden***

The most obvious obligation is to grow good roses; to grow a variety of roses including hybrid teas, floribundas, grandifloras, climbers, miniatures, minifloras, shrubs, polyanthas and old garden roses if possible. There is no need to have acres of each, but there should be a few of each. The roses in the garden should include the most popular of the new introductions so as to be informed and better able to answer questions concerning them.

Consulting Rosarians should be acquainted with what is NEW in rose culture; be it a new type of sprayer, a new insecticide or fungicide. They should be familiar with state and federal laws and regulations pertaining to use of chemicals in the garden as it pertains to their District. They should know the proper application of garden chemicals and how they should be used, safety precautions to follow, and the safe storage and proper disposal of containers.

The rose garden of any Consulting Rosarian should be open for all to enjoy and admire, and the roses should be of the quality to inspire and encourage others to grow roses.

The Consulting Rosarian should be familiar with chemical and nontoxic approaches to rose growing. Regardless of the approach a Consulting Rosarian takes in their own gardens it should involve a decision-making Integrated Pest Management process to take the appropriate action, whether it be with synthetic chemicals, natural chemicals, or no chemicals. It is essential to be knowledgeable and supportive about any and all methods when dealing with other rosarians.

### ***In the Local Rose Society:***

Consulting Rosarians should not have to be asked to help. They should meet with other Consulting Rosarians to share knowledge and information. They should volunteer to help wherever and whenever needed. They should be willing to hold an office, serve on the board of directors, head a committee or perform any other task which will further the interests of the society.

Consulting Rosarians should be willing to support all the activities of the American Rose Society.

### ***In the American Rose Society***

1. Assist members and non-members with cultural problems.
2. Obtain new members for the American Rose Society.

3. Work together in organizing and assisting new rose societies.
4. Encourage each organized rose group to sponsor at least one rose show per year.
5. Attend the Consulting Rosarian meeting each year at the district meeting when a meeting is scheduled.
6. Be a member of the district Public Rose Garden Committee where one exists.
7. Complete and submit the annual Roses in Review survey each year, and the Quinquennial Survey every five years.
8. Be in attendance at local rose shows, answering questions they are asked.
9. Ensure American Rose Society membership information is available at the show.
10. Have a willingness to share knowledge and an enthusiasm for the joys of growing roses.

Active Consulting Rosarians must be willing to give of themselves and have time to help others – members and non-members alike by sharing rose growing advice.

Finally, an active Consulting Rosarian must convey to others that growing roses is a hobby with a tremendous potential for enjoyment and satisfaction that is greatly increased by sharing knowledge and love of the rose with all.

### Honorariums and Fees

It is against the principles of the Consulting Rosarian Program to charge a fee for rose advice. The only exception is when a CR is also a professional nurseryman or landscape designer and derives his/her livelihood from such pursuits.

An Honorarium may be graciously accepted for mileage and travel expenses when offered by the host or redirected to the ARS, their District or local society for any program presented by a Consulting Rosarian.

### Updates

*3/9/13 Completing RIR is expected, not mandatory (1-1)*

*3/23/13 Recommendations for CR status should be from three active CRs (1-1)*

*4/8/13 CR qualifications include attending a school or accruing 4 approved seminar credits every 4 years (1-1)*

*8/9/13 Heading Change: Maintaining CR Certification (1-1)*

*10/15/13 CR qualifications include sending a completed CR Candidate Form (1-1)*

*5/9/14 CR Age requirement: minimum age requirement of 18 years of age (1-1)*

*5/9/14 CR recertification date: audit date advancement (1-2)*

## ***Chapter 2 – The Consulting Rosarian Program***

### **The National Consulting Rosarian Committee and Chairman**

The National CR Chair is appointed by the President of the American Rose Society and serves at the pleasure of the President for a concurrent term of that President. The National CR Chair appoints a select committee to help carry out the mission of the CR Program. The District Consulting Rosarian Chairs are automatically members of this committee.

### **The District Chair of Consulting Rosarians**

Each District Director shall appoint a District Chair of Consulting Rosarians to coordinate the activities of Consulting Rosarians in their district and whose term of office shall be concurrent with that of the District director. It is suggested that the individual appointed for the office must have served at least six years as a Consulting Rosarian and have been active in District affairs for that period of time. The District Chair must also have held membership in the American Rose Society for a period of six consecutive years. Exceptions may be allowed by permission of the National Chair.

### **Duties of the District Consulting Rosarian Chair**

1. At the beginning of their term, they shall obtain from the former District CR Chair the names and status of active CR members of each local society who have met the qualifications set forth herein. The District Chair shall be responsible for exploring any question related to all required qualifications, including the required membership in ARS. ARS headquarters shall provide membership verification.
2. Coordinate and assist, as requested, local society Consulting Rosarian coordinators in obtaining and disseminating information pertaining to the District's activity at the local level.
3. The District CR Chair shall coordinate the submission of any reports and surveys requested by ARS National Committees and all other programs of the American Rose Society which may benefit from Consulting Rosarian participation.
4. The District CR Chair, in cooperation with the District Director, shall organize and conduct a Consulting Rosarian School or Seminar. An approved seminar held during a workshop, district or local society meeting for CR credit should also be considered.

### **Consulting Rosarian Schools & Seminars**

#### **Objective**

The objective of the school is twofold: to gain new Consulting Rosarians who have prepared for the CR test and agree with the objectives of the CR Program and to provide education to existing Consulting Rosarians in the basics of rose culture, the management of fertilizers, pesticides, soil amendments, nutrients, insects and diseases of roses. The CR School helps reinforce the public relations focus of the program.

#### **District Chair's Responsibility**

All Consulting Rosarian schools must be conducted under the direction of the District's CR Chair. Schools should be scheduled periodically in different areas of the district to make them accessible to the greatest number of CRs.



The District Chair should notify ARS headquarters of the date and location of the school at least 60 days prior to the date of the school. Upon notification ARS will send out the school packet to the District CR Chair. This will include one copy of the necessary forms and the test. The Chair is responsible for making a sufficient number of copies for the school.

The District Chair will appoint qualified instructors for the school and advise the National CR Chair of the school, the agenda and the qualified instructors 60 days before the school. Instructors must be approved by the District and the National Chair before the school is officially announced. Qualified instructors might be:

- Instructors from universities, colleges, specialized horticulture schools (i.e. nurserymen, professors, Master Gardeners, Master CRs, professionals in the field which they will be teaching).

The District Chair will provide the letters of recommendation for new CR candidates 45 days prior to the school (candidates attending a school out of the District should send letters to their home District CR Chair).

The District Chair will verify the ARS membership requirement (three years) of all candidates with ARS upon receipt of letter(s) of recommendation. The District chair will acknowledge receipt of the letter(s) of recommendation and membership verification (with ARS) to the candidate. If the candidate is attending a school out of the District, a candidate should present this notification to the Chair of the school.

The District Chair shall provide attendance sheets for the school -- both for the candidates and for CRs who are auditing the school. After grading the tests, the District Chair will notify the Chair of the School, the candidates, and ARS of the candidates who passed the test and have been accepted as new CRs. The Chair will also notify ARS of those who completed the school for requalification and for completion of their CR audit. This information should also be sent to the Chairman of the home District of any students that completed the school and test, and any out of District CRs who audited the school. The District Chair will send a report of the school to the National CR chair using the appropriate form.

### CR School Procedures – Requirements & Suggestions

- The school should be open to everyone who wishes to attend; therefore a venue of sufficient size should be selected.
- Minimum duration is four hours. It is suggested that 6 to 8 hours is better with a break for lunch. Each CORE topic covered should be one hour (45 minutes presentation and 15 minutes Q&A).

PestiCides  
SOIl & Water  
FeRtilizers  
InsEcts & Disease

- The agendas should be structured to follow the subjects in the text portion of the CR manual.
- The CR Mission section should be stressed. The principles of being helpful but keeping it simple is important.
- The Pesticides section should stress safety.
- The students should be advised that the review questions will only include information in the text portion of the manual.

- Students may use their manuals to answer the review questions. (Only existing CRs and new CR candidates that have provided documentation are allowed to take the test. Visitors should be politely asked to leave).
- Candidates taking the test must score 75% for passing grade. The District chair should make sure the candidate knows which questions they missed so they can review the material.
- The official school receipt will be given to each candidate completing the school and test. The receipts may be mailed if necessary.
- At the option of the school chairman, existing CRs can be given the opportunity to take the review questions without using the manual, then the questions are reviewed with the whole group as they correct their own tests. This is an excellent learning tool. If this is implemented, the new CR candidates should take their tests in another room.
- If time permits, or a two- day school is held, a discussion of local culture can be covered and encouraged but it should be stressed that it will not be included in the review questions.

### School Agenda

- Consulting Rosarian Program (including ethics)
- Consulting Rosarian Mission (including responsibilities)
- Soil and Water
- BREAK
- Fertilizers
- LUNCH
- Pesticides and Garden Safety
- Insects and Diseases
- Review Questions

### Seminars/Workshops/Programs

Seminars/Workshop/programs for existing CRs should also be promoted and considered at the National, District and Local level to encourage existing CRs to renew their CR credits in a timely fashion.

Alternate topics, other than the CORE topics covered in a School, that are directly related to roses and rose growing can be considered and presented by a knowledgeable and experienced faculty. In order for four CR credits to be made available at such a Seminar/Workshop, a program on Chemicals and Garden Safety must be presented.

Topics to be covered should be one hour in duration allowing for 15 minutes of Q&A. Such a proposed program must be reviewed and approved by the National CR Chair before additional materials are sent from ARS Headquarters.

Hybridizing	Rose Photography	Earth Kind Roses	Raised Beds & Terracing
Propagation	Sustainable Rose Gardens	Constructing a Watering System	
Getting Roses Ready for the Show	Composting	Going Green Fertilizers	
New Rose Introductions	History & Historical Roses	OGR & Heirloom Roses	
Miniatures and Miniflora Roses	Mulches & Ground Covers	Roses of the Middle Ages	

Shrubs in the Landscape Design      Structures and Supports for Climbing Roses  
 Trellises, Arbors, Arches, Pergolas, Gazebos & Privacy Hedges      Pretty Polyanthas  
 Species Roses and Their Influence on Modern Roses      Fabulous Floribundas      Containerized  
 Roses  
 Is there a Future for Fortuniana      Landscaping with Roses      Companion      Planting  
 With Roses  
 Climbers, Scramblers, Ramblers, Ground Covers & Hanging Baskets      Predatory Abatement  
 Anatomy of the Rose      Winter Protection      The Wonderful World of Hybrid Rugosas  
 Own-Root, Dr. Huey, *R. multiflora* & Fortuniana as Understock      Fragrant Roses  
 Is There a Shrub Rose for Your Garden      OGRs & Shrub Roses for Small Gardens  
 Tender Roses for Tough Climates      Hardy Roses from the Explorer & Parkland Series  
 Arranging With Roses      Hardy Roses of Buck, Sub-Zero, & Brownell      Planting      &  
    Transplanting Roses  
 Pruning Roses      Advanced information on soils, fertilizers, insects & diseases not covered by the  
    CR Manual

Once approval has been granted, information regarding the Seminar/Workshop can be promoted via the ARS website and in the American Rose magazine (if 90 days' notice is given).

### ARS Headquarters Responsibilities

At least 60 days before a scheduled school, one school packet is sent to the District Chair of Consulting Rosarians.

- ARS will verify that the three-year membership requirement is met for new candidates upon request and a reply sent to the requesting CR chair immediately.
- ARS will send CR certificates for the new CRs to the District Chair within 30 days of notification. (Membership will already be verified).
- Periodically during the year, ARS will send the National CR Chair and District Chairs a report of requalified CRs and the new CRs. A final report will be made at the end of the year.

### Auditing a School for CR Recertification

- Attendance at an accredited CR School as an auditor.
- Must be in attendance at all programs presented at the school.
- Must sign the attendance sheet.

After attending the classes, the CR then receives a date from their District Chair for the completion of their next 4-point audit. Refer to *page V-4* for more information on maintaining CR Certification.

A Consulting Rosarian ribbon badge and certificate are available from ARS Headquarters for those who have met the school and test requirements. For all new schools, the certificate will be part of the fee for taking the exam.

### The Typical CR Seminar

The CR seminar is a good way of presenting educational information for the public and for local area CRs who can attend and gain a CR credit. These seminars take the place of auditing a CR school, if all four necessary credits can be gained within the audit requirement. One of the

credits MUST be from a lecture on Chemical Safety (pesticides).

A local society may ask a qualified individual to present one of the core CR topics as a program at one of their local society meetings. These topics are:

- Chemical Safety (pesticides)
- Soils and Water
- Fertilizer and Nutrients
- Insects
- Diseases of Roses

The local society meeting should be advertised so the public, other CRs, other horticulture society members and interested public can attend.

The lecture/seminar must be at least one hour (45 minutes lecture/15 minutes + Q&A). Attendance must be taken so auditing CRs may receive a credit for attendance.

Just as with a CR school, the District Chair receives the attendance sheet and records the credit received for each auditing CR. If the CR reaches their four points, the District Chair notifies ARS that the CR has completed their audit. Refer to *page V-4* for more information on maintaining CR certification.

### CR Records

The District CR Chair will keep the records of the CRs in the District, recording their contact information, their credits as they are earned, notifying ARS and the National Chair when a CR has completed their audit, sending the appropriate certificates to each CR as needed, recording the completion of Roses In Review each year, and also the Annual CR report (if required by the District). These records will be passed on to the incoming District CR chair at the end of each term.

If a Consulting Rosarians fails to accrue their 4 CR credits at the conclusion of their audit year, they should be considered lapsed in their accreditation. In such matters, the District CR Chair along with the National CR Chair will discuss methods and actions to reinstate such CRs.

The District CR Chair shall consider, with the concurrence of the District Director, the removal of any Consulting Rosarian who is no longer a member of a local society or who refuses to have their name and method of contact listed in rose reference materials. Special circumstances will be considered.

The District CR Chair shall exchange useful information and program materials with the Chair of the National Committee of Consulting Rosarians for possible publication in the National CR monthly newsletter.

The District CR Chairman shall provide each Consulting Rosarian in the district, through the local coordinator, with all guideline materials relating to their duties. Each District has the option of developing their own Annual report form, using the national standard as a guide.

### Outstanding Consulting Rosarian Award

It is recommended that the District CR Chair participate in the Outstanding Consulting Rosarian Award selection with the District Director and the District member of the Prizes and Awards Committee.

The Outstanding CR Award is the highest District award for CR work awarded by the ARS. All nominees should have been an active CR for at least ten years. This includes, but is not limited to:

- All nominees must be ARS members in good standing.
- All nominees must be a member of the District or, if the person has moved away, he/she must have lived within the District for at least 6 months of the previous year.)
- The award can be given posthumously, provided he/she lived within the District for at least 6 months of the previous year.
- Participation in local society activities (such as rose clinics, speaking at meetings, writing articles for newsletter, etc.)
- Demonstration of competency in all knowledge area of local rose culture.
- Service as a faculty member of a CR school or audit, or rose culture workshop.
- Demonstration of a willingness to share knowledge with people who exhibit interest in growing roses.
- Wholehearted support of the ARS.
- The OCR should be considered a lifetime achievement and only awarded to an individual once.
- Call for nominations go out to the P&A committee members in March. They consult with their local Board of Directors and/or local CRs for suggested nominations.
- Nominations are received back, compiled and sent to the CR chair(s) for approval of eligibility.
- A separate committee selects the recipient. Committee members are: the District Director, District Chair of Consulting Rosarians, District Chair of Prizes and Awards.
- P&A committee members and appointed District Board members are eligible for the award.
- The Outstanding CR Award is presented to the recipient at the District Convention.

Deviation from the guidelines due to operational and/or geographic problems may be permitted in individual Districts with the approval of the District CR Chair and the Chair of the National Consulting Rosarian Committee.

### **The Local Society Consulting Rosarian Coordinator**

The local society CR Coordinators are the bridge between the local CRs' activities and the District CR Chair. Each local society should have a CR coordinator and it is suggested that this person should, if possible, be a knowledgeable rosarian who has had at least three years' experience as a CR.

The President of the local society shall appoint a Local Coordinator. Generally the local CR Coordinator's term runs concurrent with the term of office of the Local Society President.

The District Consulting Rosarian Chair shall be notified of this appointment. The Local CR Coordinator shall organize the activities of Consulting Rosarians within their local society.

### **Duties of the Local Coordinator**

The duties of the Local CR Coordinator are rather simple, but very important. The local CR

Coordinator should:

1. Organize the CR activities of all the CRs within their local society.
2. Ensure that local Consulting Rosarians submit all necessary paperwork and annual reports (if required) and that they are submitted to the District CR Chair and the annual RIR report to the District RIR coordinator in a timely manner.
3. Consider assigning CRs to new local society members (not just ARS members) to 'mentor' such a member who would then feel free to call to ask questions or seek assistance. The Local Coordinator could divide newer members in their society into small groups and assign one of the Consulting Rosarians to each group to answer questions and offer advice.
4. Assist in setting up a CR information table at meetings, rose shows, fundraisers, etc.
5. Display an "Ask the Rose Expert" sign to encourage "newbies" to ask questions.
6. If possible institute a Consulting Rosarian led program "What Rosarians should be doing in the Garden This Month" segment at each meeting. This short informational presentation would address members' problems and encourage interaction with new members.
7. Chair meetings of Local Consulting Rosarians and encourage their participation in all local, district and national events when possible.
8. Introduce the Consulting Rosarian program to the general public. The Coordinator should organize events at local nurseries, garden clubs, public garden etc. where the Consulting Rosarians can meet and be of assistance to the general public. Consulting Rosarians should be identified and present at the local rose show. No opportunity should be missed that will introduce Consulting Rosarians to the public.
9. Seek new ARS members by describing all the benefits of membership, and encouraging qualified rosarians to also become CRs.

Please remember that Consulting Rosarians are the representatives of the ARS, and they need to be available, recognizable and eager to help further the goals of the local society, the District and the ARS as well.

Local society officers are encouraged to support their local CR Coordinator and all CRs. We hope that they will lend their assistance to promote and sustain this very important work.

### **Consulting Rosarian Emeritus**

The designation of Consulting Rosarian Emeritus was approved by the ARS Board of Directors in June 1994. The honor is reserved for those who have served as a Consulting Rosarian for at least 10 years and no longer wish to be an active Consulting Rosarian.

A Consulting Rosarian who qualifies may request Emeritus status through the District Consulting Rosarian Chair. The District CR chair may suggest this status to a member in declining health if the member qualifies.

Upon approval of the request by the National Consulting Rosarian Chair and the District CR Chair, the designation will be made.

A Consulting Rosarian Emeritus certificate will be presented in appreciation of past service. It is suggested that this presentation take place at a District meeting or some other suitable occasion. Cost of the certificate will be paid for by the District making the request. Consulting Rosarian Emeritus' name will not be on the active Consulting Rosarian list.

### Master Rosarian Designation

Consulting Rosarians are among the most knowledgeable and active people in the American Rose Society. The ARS needs a well-motivated and educated group of CRs if the ARS is to continue to succeed in its mission. The Master Rosarian designation was created to recognize those CRs who have made outstanding contributions as CRs over a significant period of time.

The Master Rosarian (MR) is a Consulting Rosarian (CR) who:

1. Exemplifies knowledge of roses and their culture.
2. Shows a strong and demonstrated willingness to share this knowledge with other rosarians and the general public.
3. Is a model of the ethical behavior exemplified in the CR program. The achievement of the Master rosarian designation by a CR is intended to recognize their outstanding contribution.

### Basic Requirements

1. A minimum of 10 years **consecutive service** as an active CR.
2. Outstanding performance (documented in the nomination form).
3. Be an active accredited CR at the time of the nomination.
4. A willingness to continue to serve as a CR.

### Nomination, Selection, and Communication Process

1. Announcements should be published in local society and district newsletters. The District Director and the local society presidents are responsible to make their memberships aware of the nomination and selection process. There are no limits to the number of yearly selections of MRs within a District. If there are questions about a nominee, the committee may request additional information from the author of the nomination or from the nominee themselves.
2. A request for nominations will be announced by the ARS in the spring and complete rules and procedures will be sent to each District Chair for publication on their website and in the District and local newsletters.
3. Nominations must be submitted on the official nomination form available from ARS HQ and on the ARS website. CRs may nominate themselves; be nominated by other ARS members; or by a committee of their local rose society or of the District. The form must be completed in its entirety. Special consideration should be made as to whether or not the RIR and District Annual (if required) report was filed.
4. The completed nomination form should be sent to the CR Chair in each District. A committee consisting of the District CR Chair, the District Director, and at least one other person, will review the nominations and approve or not approve. The District CR Chair should serve as the chair of the committee and facilitate the process. Selections should be based on information provided in the nomination form and from personal knowledge of a candidate's credentials.
5. All nominations **approved or not approved at the district level**, will be forwarded to ARS HQ.
6. The National CR Chair will review the decisions of the committee and announce the final

selection. Disagreements regarding selections will be resolved by the National CR committee.

7. Districts should acknowledge the new MRs at an appropriate district meeting in the fall or winter following selection. All MRs will be given the MR certificate available from ARS HQ. An optional MR pin is available for purchase. If there is no appropriate District meeting, the announcements can be made at the local society level.
8. Local societies and Districts are encouraged to publicize the names of those who have achieved the Master Rosarian designation.
9. The nomination form should be filled out as completely as possible. It is understood that every question may not be relevant to each nominee, but a Master Rosarian should excel in at least several areas. Additional documentation is needed only if requested. If you are uncertain about the credentials of any nominee, ask the nominee themselves or someone who can help you. An incomplete nomination form weakens the overall nomination. A 'yes' response is not sufficient for those questions requiring an explanation.

### **Updates**

*5/9/14 CR recertification date: audit date advancement (2-4)*



**CONSULTING ROSARIAN SCHOOL/SEMINAR REQUEST FORM**  
**PLEASE MAKE DUPLICATES OF FORMS AS NEEDED**

District: \_\_\_\_\_ Date: \_\_\_\_\_

Name of sponsoring Rose Society: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip + 4: \_\_\_\_\_

Phone # (day): \_\_\_\_\_ (night): \_\_\_\_\_ Email: \_\_\_\_\_

Date and times of proposed school/seminar: \_\_\_\_\_

Location of proposed school/seminar: \_\_\_\_\_

\_\_\_\_\_

Is this a school and seminar or just a seminar? \_\_\_\_\_

Name the proposed programs and speakers (for a school, a talk on chemical safety is required).

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**SEND THIS COMPLETED FORM TO YOUR DISTRICT CHAIRMAN OF CONSULTING ROSARIANS AT LEAST 90 DAYS BEFORE THE PROPOSED SCHOOL/SEMINAR.**

**FOR ARS OFFICE USE ONLY**

**COPY TO:** NATIONAL CHAIRMAN  
ARS MAGAZINE CALENDAR  
DISTRICT CHAIRMAN OF CR'S

**COMPLETE ABOVE INFORMATION AND RETURN THIS FORM TO:**

American Rose Society  
Consulting Rosarian Program  
P.O. Box 30,000  
Shreveport, LA 71130-0030

## CONSULTING ROSARIAN CANDIDATE FORM

**PLEASE MAKE DUPLICATES OF FORMS AS NEEDED**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip +4: \_\_\_\_\_ Email: \_\_\_\_\_

Are you a member of the American Rose Society in good standing? \_\_\_\_\_

Are you at least 18 years old? \_\_\_\_\_ When did your membership begin? (3 years required) \_\_\_\_\_

How many years have you grown roses? (5 years required) \_\_\_\_\_

Local society(s) you belong to plus city and state: \_\_\_\_\_

Date joined the local society: \_\_\_\_\_ I have participated in or assisted the following society activities:

\_\_\_\_\_  
\_\_\_\_\_

I have chaired the following local society and/or district committees:

\_\_\_\_\_  
\_\_\_\_\_

I have held or am holding the following local society and/or district offices:

\_\_\_\_\_  
\_\_\_\_\_

I have given the following programs: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

I have written the following articles (and where published): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

I have attended \_\_\_\_\_ District Conventions and \_\_\_\_\_ National Conventions.

I hereby affirm that the above information is correct and that I understand the responsibilities and duties of being a Consulting Rosarian to inspire a love and appreciation of roses and their culture.

Signed: \_\_\_\_\_

**SEND THIS COMPLETED FORM WITH YOUR THREE (3) LETTERS OF RECOMMENDATION TO YOUR DISTRICT CONSULTING ROSARIAN CHAIRMAN 30 DAYS BEFORE THE SCHOOL**

*Revised 5/2014*

**CONSULTING ROSARIAN CANDIDATE**

**LETTER OF RECOMMENDATION**

**TO THE \_\_\_\_\_ DISTRICT  
OF THE AMERICAN ROSE SOCIETY**

**PLEASE MAKE DUPLICATES OF FORMS AS NEEDED**

1) I recommend (Name) \_\_\_\_\_

(Address) \_\_\_\_\_

(Phone) \_\_\_\_\_ (Email) \_\_\_\_\_

who is personally known to me, as a candidate for Consulting Rosarian School. This person has been a continuous member of the American Rose Society since \_\_\_\_\_ (3 years required). This person is over the age of 18.

2) Has grown roses since \_\_\_\_\_ (5 years required) and has demonstrated a thorough knowledge of rose culture.

3) Currently grows approximately \_\_\_\_\_ (number) rosebushes and grows the following types (circle all that apply):

HT GR F Min MinFl LCI OGR Shrubs Pol

4) Has been a member of the \_\_\_\_\_ local rose society since \_\_\_\_\_ and is active in the following ways:

5) Has been working to increase membership in the local society and ARS.

6) Is willing to assist and advise others on rose culture and share his/her knowledge with others in many ways.

7) Knows and is willing to live up to the Consulting Rosarian Guide.

8) Additional remarks:

\_\_\_\_\_  
\_\_\_\_\_

Signed: \_\_\_\_\_

(Signature of active Consulting Rosarian making recommendation)

Address: \_\_\_\_\_

Three letters of recommendation must be submitted with candidate's resume and sent to the District Chairman of Consulting Rosarians at least 30 days before the school. Membership will be verified at ARS headquarters.

**MASTER ROSARIAN NOMINATION FORM 2014**  
**PLEASE MAKE DUPLICATES OF FORMS AS NEEDED**

Consulting Rosarians are among the most knowledgeable and active people in the American Rose Society. The ARS needs a well-motivated and educated group of CRs if the ARS is to continue to succeed in its mission. The Master Rosarian designation was created to recognize those CRs who have made outstanding contributions as CRs over a significant period of time.

The Master Rosarian (MR) is a Consulting Rosarian (CR) who:

1. Exemplifies knowledge of roses and their culture.
2. Shows a strong and demonstrated willingness to share this knowledge with other rosarians and the general public.
3. Is a model of the ethical behavior exemplified in the CR program. The achievement of the Master Rosarian designation by a CR is intended to recognize their outstanding contribution.

**Basic Requirements**

1. A minimum of 10 years **consecutive service** as an active CR.
2. Outstanding performance (documented in the nomination form).
3. Be an active accredited CR at the time of the nomination.
4. A willingness to continue to serve as a CR.

**Nomination, Selection, and Communication Process**

1. Announcements should be published in local society and district newsletters. The District Director and the local society presidents are responsible to make their memberships aware of the nomination and selection process. There are no limits to the number of yearly selections of MRs within a District. If there are questions about a nominee, the committee may request additional information from the author of the nomination or from the nominee themselves.
2. A request for nominations will be announced by the ARS in the spring and complete rules and procedures will be sent to each District Chair for publication on their website and in the District and local newsletters.
3. Nominations must be submitted on the official nomination form available from ARS HQ and on the ARS website. CRs may nominate themselves; be nominated by other ARS members; or by a committee of their local rose society or of the District. The form must be completed in its entirety. Special consideration should be made as to whether or not the RIR and District Annual (if required) report was filed.
4. The completed nomination form should be sent to the CR Chair in each District. A committee consisting of the District CR Chair, the District Director, and at least one other person, will review the nominations and approve or not approve. The District CR Chair should serve as the chair of the committee and facilitate the process. Selections should be based on information provided in the nomination form and from personal knowledge of a candidate's credentials.
5. All nominations **approved or not approved at the district level**, will be forwarded to ARS HQ.

6. The National CR Chair will review the decisions of the committee and announce the final selection. Disagreements regarding selections will be resolved by the National CR committee.
7. Districts should acknowledge the new MRs at an appropriate district meeting in the fall or winter following selection. All MRs will be given the MR certificate available from ARS HQ. An optional MR pin is available for purchase. If there is no appropriate District meeting, the announcements can be made at the local society level.
8. Local societies and Districts are encouraged to publicize the names of those who have achieved the Master Rosarian designation.
9. The nomination form should be filled out as completely as possible. It is understood that every question may not be relevant to each nominee, but a Master Rosarian should excel in at least several areas. Additional documentation is needed only if requested. If you are uncertain about the credentials of any nominee, ask the nominee themselves or someone who can help you. An incomplete nomination form weakens the overall nomination. A 'yes' response is not sufficient for those questions requiring an explanation.

Name of nominee *(as you wish it to appear on the Certificate)*

\_\_\_\_\_

Local Rose Society: \_\_\_\_\_

District: \_\_\_\_\_

Name of person completing this form: \_\_\_\_\_

Local Rose Society: \_\_\_\_\_

District: \_\_\_\_\_

Is this nominee approved by the District Committee? \_\_\_\_ Yes \_\_\_\_ No?

If not, please comment on any issues regarding qualifications? *(Submit the nomination to ARS-HQ)*

---

Please use the following questions to present the credentials for each nominee. It is understood that every question may not be relevant to each nominee, but a Master Rosarian should excel in at least several areas. Additional documentation is needed only if requested. *If you are uncertain about the credentials of any nominee, or there is missing information, please ask the nominee themselves or someone who can help you.* An incomplete nomination form weakens the overall nomination. A “yes” response is not sufficient for those questions requiring an explanation. The summary question (1) must be completed for each candidate.

#### SUMMARY

1. In a few sentences, why should this candidate be designated a Master Rosarian? (Is this CR well respected by his peers? How does he/she distinguish himself from the “average” CR?)

#### SUPPORTING INFORMATION

2. Does this nominee write articles for local, district, or national publications? How frequently? *Please list some specific titles of articles, where they were published and when. Please attach at least one such article or where it can be read by the CR Review Committee.*

3. Does this nominee make presentations at local, district, or national meetings? *Please list some specific titles of the presentations, where they were given, and when.* Are the presentations available as a PowerPoint program?
  4. How does this nominee contribute to the CR program? (examples include enlisting new CRs, training CRs at schools for new CRs or for re-certification existing CRs, participating on CR committees).
  5. How has this nominee solicited new members to local rose societies and the ARS?
  6. How has this nominee responded to rose related questions? *Circle or Note below all that apply.*  
Phone (yes)   Local meetings (yes)   Online (yes)   Newspaper (yes)  
Listed as a cyber CR (yes)   Other?
  7. Does this nominee participate in local rose society activities? *Circle or Note below all that apply.*  
Meetings   Rose Show   Rose Education   Newsletter   Other?
- How has he/she advanced the development of the local rose society? Is this CR a leader in your local society? Which offices have been held? On what committees has this nominee served?
8. How does this nominee help to educate the public at your local rose show or other forums?
  9. Does this nominee participate in district or national rose events? How often?
  10. Does this nominee complete the annual CR report in your district? (required in many districts)
  11. How often has this nominee submitted the annual "Roses in Review" report in the past 3 years? (CRs are expected to participate)

12. Has this nominee been recognized for his/her contributions by the local rose society, district, or national ARS? Which honors have been conferred at a local, district, or national level? Has he/she been recognized for CR-related activities outside the ARS?  
Comment





# Section VI

## Rose Show Information

### ***RUNNING A ROSE SHOW – FROM A TO Z***

*By Steve Jones, updated by Ted and Linda Burg with contributions by Lynn Snetsinger, Robert B. Martin, Jr. and Marilyn Wellan. Updated 2013 by Mary Hext and Gwynne Mee with input from Robert B. Martin, Jr.*

**A rose show** is one of the most important means rosarians have to demonstrate the beauty of roses to the public. Rose shows are educational and fun. It is fascinating to see roses grown to perfection. The rose show is an excellent way to gain new members for the American Rose Society and your society, introduce the American Rose Society to the public and make money for your treasury.

A successful rose show takes a well-organized show team, society members that are willing to work on various committees and a treasury that can support all the costs of a rose show. A year ahead of the date for your show is not too early to find a location to hold your show. All society members need to be informed that you are planning a rose show before a date and location are chosen. Let members be in the planning stages from the beginning. Get input from members as to when their roses are at their peak bloom and where they think would be a good location to hold a rose show:

A preliminary budget should be presented to society members to determine the cost of the show and if the society can afford the expenses of every aspect of the show:

- Rental of the location if necessary.
- Tables and linens for the show.
- Containers for rose entries.
- Entry tags and ribbons.
- Certificates, trophies and/or keeper awards.
- A judges' luncheon and/or other gratuities.
- Printing and mailing expenses.
- Publicity and miscellaneous supplies.

A budget should be approved that the society can afford and not put a burden on other operating expenses of the society.

In the following sections, we will discuss each segment of setting up and running a rose show from the duties of each key position to reporting the final results. Most of the suggestions in this booklet are not requirements. Local societies may have their own traditions or procedures, which, of course, should be followed.

The first and most important item is where to hold the rose show.

## **LOCATION, LOCATION, LOCATION**

We have heard these words about the perfect home or successful business. Approach the search for the rose show location as if you were searching for a business location. Look for one that will give you the greatest exposure to the public. Common places for rose shows are community centers, botanical gardens and enclosed shopping malls. Outdoor shows or shows in open malls are difficult because of the lack of security, interference by the public during judging (the public is more likely to touch or move roses and arrangements unless you have strict security) and lighting. The weather can be a deterrent such as wind knocking over vases or heat causing roses to open too soon or to wilt.

Think of a rose show as a business and sell it to the management of the proposed site as a great opportunity to bring customers to their location. It will benefit the businesses around the show area if at a mall or help to increase attendance at other facilities. People come from all over to see rose shows and they have money that could be spent in stores or gift shops. Don't underestimate the value (or drawing power) of your event.

Select a date when your society member's roses will be in peak bloom and one that will not conflict with other societies. Decide if you want a one-day or two-day show. Remember, costs go up for a two-day show if you are paying for the room and supplies. Also, a two-day show requires workers and security each day. It is not unusual for one society to have a show on Saturday and then another society hold their show on Sunday. Where the rose season is very short, doubling up cannot be avoided. In the southern states, there is a very long show season in the spring and fall. Most societies have a set weekend for their show, while a couple of societies go "head-to-head" with other societies. This should be avoided if possible, as it causes bad feelings, plus rosarians enjoy being able to visit and exhibit at shows other than their own.

The location of rose shows varies across the country. Many societies are able to find sites that already have tables so they do not have this rental expense: churches, schools, community centers, area park meeting rooms, etc. Many have minimal or no charges for use of the facility. Look for a location that has room for the exhibition area as well as the prep areas and parking areas that provide easy entry to the facility.

Once you have your location, you are ready to proceed.

## **THE SHOW TEAM**

The selection of good workers who will perform their jobs well is the key to the success of any show. The most important of those jobs and the first person to be appointed, is the rose show chairman. The show chairman is ultimately responsible for the smooth running of the show and for its success. The chairman should build a team of sub-committee chairs carefully, trying to get the best person for the job.

The main team positions are:

Show Chair	Clerks
Treasurer	Consulting Rosarian
Properties	Membership
Trophies	Sales
Advertising	Information
Setup/Tear Down	Hospitality

Classification  
Placement  
Judges (Horticulture and Arrangements)

Security  
Recording  
Calligraphy (or computer)

## **THE SHOW CHAIR**

The show chair(s) is the person responsible for the success of the whole show. It is important for the show chair to delegate the responsibilities and to select good people who will get the job done. The show chair needs to be familiar with all the duties and tasks necessary to put on a successful show and to be able to convey that information to each member of the team.

The show chair should prepare a rose show checklist highlighting every area and task. He needs to keep abreast of each sub-committee's progress and be prepared to assist when necessary. A time line planner is also very helpful. The checklist will need to be updated as preparations progress. Some societies will have a co-chair; however, this can be more of a burden than it is worth. It is difficult to do anything by "committee" as any business professional will tell you. The show chair is the "president and CEO" of this "business" and needs to have the full responsibility and authority to get the job done well.

At this time, the location should be selected, the Show Chair should be named and the show team – the sub-committee chairs – should be appointed.

## **TREASURER**

The treasurer is an important part of the rose show team. The budget should be prepared several months before the rose show to ensure there are enough funds to put on a rose show. Set maximum amounts for trophies, meals, roses to be purchased, properties to buy, etc. That way you know how much to aim for and how much needs to be raised.

There are various fundraisers societies can have. One society has an annual BBQ and rose auction to raise money for the show. They offer donated 'hard-to-find' and 'one-of-a-kind' roses at auction and often make a sizeable amount of money for the treasury. To help pay for the show, some societies ask members for donation of money or trophies, while others have a bare-root auction in late winter or sell roses, especially minis, at a mall or botanical garden for Mother's Day. Some sell ads from local businesses that appear in the schedule, the newsletter and or website. Another prints the ads, frames them and sets them on the winner's tables next to the section(s) they are sponsoring.

For the show, especially if you are selling items, have a cash box with plenty of change. People have plenty of \$20s from the ATMs, so be prepared. Also be prepared to receive personal checks.

Many societies claim that their rose shows lose money, but this really shouldn't happen with proper budgeting and planning.

## **TROPHIES**

It has been said that exhibitors don't care about trophies. The fun of competition is the main reason they exhibit. However, if a show gives out beautiful, useful or unusual trophies, then the exhibitors may be inclined to return. It is human nature to remember the beauty of the awards table and to want to claim beautiful trophies for your winnings.

Most rose shows offer trophies or prizes of crystal, maybe silver or special crafts. Plan how many trophies you need to buy and establish a budget on how much you can spend. This will be the limiting factor on deciding which trophies to buy. Relatively inexpensive, good quality crystal can be purchased at local manufacturers warehouses. A normal budget for crystal, for a large show with a lot of classes could run over \$1,000. This is where trophy or award donations, money donations and a fundraiser are so important.

Some shows have offered trophies of windsocks, linens, cheap plastic toys, etc., but don't get too creative in your selection. A gift certificate is a good award, but be sure not place it in a class where the winner could be from out of town, such as in the judges' class. Certificates or good pruning tools make excellent novice trophies. Some societies give small cash gifts ranging from \$5-\$20 rather than trophies or other gifts. This allows the winner to purchase rose supplies or helps to pay for travel expense to the show.

The major winners of the Show - Queen of Hybrid Teas/Grandifloras, Queen of Floribundas, Queen of Minifloras, Queen of Miniatures and Best in Show receive the biggest prizes. The King and Princess of each of the four Courts would receive the next biggest prize followed by Dowager Queen and Victorian Queen. Plan a price range for each prize/trophy and purchase accordingly. That way you can stay within your budget.

A strong suggestion is to have a Court of Honor for the hybrid teas, minis, minifloras and floribunda sprays. You do not need to have a prize/trophy for these; but the exhibitors like to see the next several runners up in each category. It is a thrill for beginning exhibitors if their entries wind up on the table.

Begin advertising early in your bulletin for trophy/prize donors. Mention them in your bulletin if they donate. Also their names should proudly be displayed on a banner at your show. Other sources of trophies are stores, shops, nurseries, etc. Some will donate a trophy/prize for a specific class. A very successful program is to have your members obtain ownership of a specific rose class prize, such as Dowager. Print their names in the schedule under the class for which they specifically donated the prize, trophy or money.

When you purchase the trophies, keep all of the receipts, especially if you need to be reimbursed. If you are the trophy/prize chair, you should be looking for trophies all year round. Sometimes department stores will have huge sales on crystal pieces. Get them! It is better to buy and store, than to pay double or triple the price later.

Think of the exhibitor when you make plans for the presentation of trophies. Many have driven long distances and have been up since the wee hours of the morning. Most societies move the trophy/award presentation time to 2 p.m. when judging is over and everyone has had a chance to eat lunch and look over the show. If time allows, a list of show winners can be printed and available. This is especially helpful for the public if they are interested in buying plants of the winning roses. Have a good presenter give them out. Use a microphone if necessary, especially if the presentation is in a noisy, public place such as a mall. Also, make sure that the presenter is interesting. The last thing you need is someone who tells a story for each award or reads them off like a machine. The celebration for the winners you hoped to portray may fall flat with a poor presenter. Remember, the public is listening.

When the trophies are handed out, the exhibitor should not have to search for the box it came in. One of the best systems is to mark the trophy/award and its box, with small dots with the class number written on them. Store the boxes under the table where the exhibit is placed for easy access or at another table where a person will hand the exhibitor the box after receiving the trophy/prize.

To have an impressive trophy table, provide stands for the trophy cards/certificates. You can purchase plastic stands or cut and paint small blocks of wood with a saw cut at a slight angle so the printed card leans back slightly. It is a good idea to have a small strip of paper with the class number on it so you can find the proper place when you return with the winning rose and the filled out trophy/award cards and certificates.

A subject that can be controversial is perpetual trophies. Some exhibitors choose to take the perpetual trophies with them and others would rather not bother with polishing the silver or washing the crystal, storing and being responsible for returning the trophy the following year. Be certain you have a policy regarding these perpetual trophies: Can the trophies be taken by the winner? Who is responsible for engraving the winner's name? Do you have a record of who has received these trophies so they can be found the next year? It is a good idea, especially for district shows, to provide a "keeper" trophy for the winner.

## **THE SHOW SCHEDULE**

The most important item for any rose show is the show schedule. It contains all of the show rules and classes. Make sure you have a well-written show schedule. There should be no reason for the exhibitors or judges to have to assume what you meant during judging. Do not make any last minute changes, as it will cause more confusion than help.

Try to have a show theme. It is fun and can be a good marketing tool for your rose show. It might be an anniversary, "Golden Anniversary Show" or a seasonal theme "Sunshine in Summer" or geographic "Rivers and Roses" or musical "Music and Roses through the Ages" or any theme that will give creative ideas for the arrangement section. The theme can carry over to a special challenge class or titles for the arrangement section. One society used song titles from the 1930s to celebrate their 60<sup>th</sup> anniversary.

There are several things that should be in all show schedules and several pitfalls to avoid. First and foremost, have an experienced judge involved with the writing of the schedule. It is suggested that the District Director or a person the District Director has appointed (the Chair of Horticulture Judges) approve the horticulture portion of the show schedule. It is an ARS requirement that the District Chair of Arrangement Judges review the arrangement section of a rose show schedule before it is printed and distributed. This helps keep rose shows consistent with ARS Rules and Guidelines throughout the district. The arrangement section should include some of the newer types of arrangements to create interest for experienced as well as new exhibitors.

It would help if the judges were well versed in all types of roses. You could always use a copy of a good schedule as a basis for ideas for your own show. The schedule can be developed into a booklet or format suitable for publishing on the web. The important thing is to get all the information in the schedule and duplicate it for distribution. Cost is a factor here as the booklets cost more to print and mail. Rather than incur the cost of mailing show schedules, nearly all societies either post them on their district or local website and/or email them to exhibitors. Most districts have an email distribution list that can be used.

Each show schedule should offer all the ARS certificates available, if practicable. This is a good base on which to build a show schedule. The certificates for large roses, such as English Box, Rose Bowl, etc., can be used for floribundas, hybrid teas, old garden roses, shrubs, etc. Some of the more impressive English boxes in recent years have been in the OGR and shrub classes. There can be several different classes for English Boxes and Rose Bowls including hybrid teas/grandifloras, floribundas, shrubs, OGRs, etc. Blue ribbons can be given in each separate class. Local Society Certificates could be given to the winner of each separate class. HOWEVER, only ONE ARS Best English Box or Rose Bowl Certificate can be given and it is chosen from the best of each class. ARS horticulture certificates, arrangement certificates and arrangement rosettes are listed on the ARS website and on page 10 of this section. All can be used in any local or district rose show, except for the shrub class. For Shrub exhibits, you may choose either the one Best Shrub Certificate or the two certificates for Classic Shrub and Modern Shrub. You cannot give all three. The Best Seedling class has been very popular and should be included in all schedules, especially when frequent or expected exhibitors are amateur hybridizers. It is also important to offer several novice classes, perhaps one for hybrid teas and one for miniatures, to encourage new members as well as the general public. By all means, have judges' classes in the schedule. Several horticulture classes can be included for judges: hybrid teas/grandifloras, floribundas, shrubs, miniatures, minifloras and OGR's. Blue ribbons can be given in each separate class. Local Society Certificates could be given to the best Judge's entry from each class. HOWEVER, only ONE Best Judge's Certificate can be given, chosen from the best of each class. Also, provide arrangement classes for the arrangement judges where the horticulture judges can enter.

The Queen, King and Princess certificates are standard and some societies have added the Prince for the 4<sup>th</sup> place winner. Again, please have a Court of Honor. Exhibitors want to know how well their roses did; getting a rose in the Court of Honor is a prestigious event especially since the results are reportable to *Rose Exhibitors Forum*. It costs nothing to have a Court of Honor. Currently there is no ARS certificate for the Prince or the Court of Honor; a simple sign is more than adequate. The exhibitors will be pleased and a trophy/award is not necessary if you are concerned about costs. Courts of Honor can have any number; six or seven is the most common; however, fewer can be used at smaller rose shows. Some societies have special challenge classes with local meaning and create their own local certificates for these winners.

The schedule must address the use of wedging materials. Some schedules allow no wedging to be used; others allow all types of wedging materials and most lie somewhere in between. Choices of wedging material have been foil, plastic wrap, foam wedges and rose stem/foilage. Some believe the best rose show is the best-staged show; therefore wedges are necessary. The issue can be controversial during the judging of the show, so the schedule should be specific. Plastic wrap is difficult to work with and to get water around the wadded wrap so many societies have banned its use. Foam is an ideal wedge. Also note in your schedule that if wedging protrudes above the lip of the vase and is distracting that it should be penalized, rather than disqualified.

Exhibitors are limited to only one entry in a Challenge Class. However, multiple ribbons (for all places) can be awarded as long as one is chosen as Best. State if the novice winners are eligible for hybrid tea and mini/miniflora Queen of show or not. In collections and sprays state if they need to be exhibition form or not. Note in the schedule what type of ink or pencil is acceptable. Blue or black ink seems to be a standard. Felt pens run when wet and should be avoided.

When using ARS certificates, write your schedule so the wording matches the certificate. Special care should be given for the wording for the Best Climber class. The certificate is for roses which are classed as Large Flowered Climbers (LCI), Hybrid Giganteas and Hybrid Wichuranas and was not meant for climbing sports of roses that normally grow as a bush. There are many roses named Cl. xxx or those described in catalogs as climbers such as Aloha (CL HT) that are not classed by ARS as LCI, HGig or HWich so are not to be exhibited in the Climber class.

Shrubs and OGRs may be shown stem-on-stem and may or may not be disbudded. A problem exists with some schedules where they have “one bloom Austin roses and they need to be disbudded.” Avoid this by saying “one stem, bloom or spray, of any Austin rose.” You can also mention they need not be disbudded. The side buds, as with OGRs, can be very appealing or very distracting and it should be up to the exhibitor to leave them on or not.

This leads us to another point. Show rules cannot contradict ARS rules. In the *Guidelines & Rules for Judging Roses*, it states that “Each society may establish its own show procedures and local rules; however, such rules shall not conflict with established ARS rules.”

The Genesis certificate can be used for species winners or not used at all. Often, societies will offer this class in the spring/summer shows and not in the fall. If you do not use the Genesis certificate, then species would be entered in the appropriate Dowager or Victorian class. Some societies require the date and class of all old garden roses be placed on the entry tag and some require this information for Classic Shrubs. If your society requires the dates, list this requirement in the main show rules and at the beginning of the appropriate section. Placing the date and class on each OGR tag helps educate the public and the judges who have to judge the class.

For special challenge classes such as the artist’s palette, note what you wish to accomplish. A palette of seven Jennifer’s may be nice, but it is unlikely that any artist would have the same color in each section of their palette. A palette with five or seven different color classes can be beautiful, just as when the blooms used are all the same variety. Be specific in the schedule. Another popular class in some areas is the micro-mini, which is usually defined as those less than ½ inches in bloom size. Include children’s’ or juniors’ classes as this will encourage new, young members to participate.



See list of Rose Show Awards information on page #; <http://www.ars.org/resources/rose-show-awards/>

### ARS CERTIFICATES AVAILABLE

#### Horticulture:

Horticulture - Gold (HT/Gr Queen)  
Horticulture - Silver (HT/Gr King)  
Horticulture - Bronze (HT/Gr Princess)  
Miniature - Gold  
Miniature - Silver  
Miniature - Bronze

Best in Show

Climber

English Box Regular

English Box Miniature

Floribunda One-Bloom

Floribunda Spray

*(Used when the Floribunda Spray Gold, Silver, and Bronze Certificates are not offered.)*

Grandiflora Spray

Hi-Lo

Hybrid Tea Open

Hybrid Tea Spray

Junior Spray

Junior One Bloom

Large Rose Single Bloom

Miniflora Rose Bowl

Miniflora Spray

Miniflora Single

Miniflora Open Bloom

Miniflora - Gold

Miniflora - Silver

Miniflora - Bronze

Floribunda Spray - Gold

Floribunda Spray - Silver

Floribunda Spray - Bronze

Miniature Open Bloom

Miniature Spray

Miniature Single

Novice

Polyantha Spray

Rose Bowl, Large Bloom

Rose Bowl, Miniature Bloom

Seedling

Dowager Queen

Victorian Rose

Genesis Award

Classic Shrub

Modern Shrub

Shrub

*(Used when the Classic Shrub and Modern Shrub Certificates are not offered.)*

Judge's Entry

Most Fragrant

Sweepstakes

#### Arrangements Certificates:

Arrangements - Gold (1<sup>st</sup> place)

Arrangements - Silver (2<sup>nd</sup> place)

Arrangements - (Bronze 3<sup>rd</sup> place)

Miniature Arrangements-Gold (1<sup>st</sup> place)

Miniature Arrangements-Silver (2<sup>nd</sup> place)

Miniature Arrangements-Bronze (3<sup>rd</sup> place)

Court of Etiquette (tables)

Mini Court of Etiquette

Keepsake

Mini Keepsake

Rosecraft

Mini Rosecraft

Miniflora Arrangement

Personal Adornment

#### Rosettes:

Artist's Award

Mini Artist's

Oriental

Mini Oriental

Royalty

Mini Royalty

Duke of Arrangements

Duchess of Arrangements

Mini Duchess

Princess of Arrangements

Mini Princess

Junior

## **ADVERTISING**

As with any business, you will be more successful if you advertise. This is true for rose shows. You need to advertise the show so you can get the public interested in attending. Newspapers are the best source of advertising. Local newspapers can run a rose related article in the paper and then mention the big rose show. The mall can take out full-page ads in the local newspaper and this excellent support can be negotiated when you hold discussions with the mall management. Often newspapers will have a “what’s happening today” section. A story with a picture of a perfect rose will attract a lot of people. Some cities have a community calendar. Handouts, flyers, even banners can be left at all the local nurseries, garden shops, hardware stores, senior citizen centers, community centers, etc. You need to get the word out. And if you have the show in a popular place, then it will add to your success.

This is why you need a person who will be responsible for this important function. The best part is much of this advertising is free or costs no more than copying. Someone who is in the printing business makes a perfect advertiser and can help defray costs.

## **PROPERTIES**

A major job for the rose show is the handling of show supplies—aka Property Chair. Often societies will purchase their rose vases, tubes, tube holders, palettes, floating bowls, picture frames, English boxes, card/certificate holders, etc. and store them until the next show. The Property’s Chair may work in tandem with the Awards/Trophy Chair to order supplies (ARS certificates, entry tags, etc.). This is a task for someone who has plenty of storage space. Make sure you check your properties before the show to see what you need to purchase, repair or replace. Some of the properties may need touching up or refurbishing. If you have a new society and cannot afford to purchase the properties, consider “renting” them from another society. Offer a fee for the rental and replace any broken or missing items. This can be cheaper in the long run and the hassle of storage is minimized.

Properties are usually taken to the show the night before or very early the morning of the show if security is a problem. Have a water source to fill the vases, like a large trashcan or have someone fill them for the exhibitors. Try to encourage exhibitors to take only what they need unless you have more than adequate supplies. Nothing will irritate an exhibitor more than to arrive at a show before it is closed and have no properties available. The goal is to have as many roses in the show as possible. You may want to consider an alternate plan if you happen to have an unanticipated large show.

Make sure you order all your ribbons, rosettes, certificates, entry tags, etc. from ARS early. Take a tally of what you have and what you need. Ribbons can be reused. Some societies have gone to the self-adhesive ribbons available from the ARS or use the blue, red, yellow and white round stickers available at stationery stores. The latter is much more economical and doesn’t take up storage space and the clerks have an easier time placing them on the entry tags. Make sure you have plenty of entry tags and hand them out in small lots, as people tend to grab a handful, not leaving any for others.

## **REGISTRATION**

When exhibitors arrive, they are usually looking for the prep room, properties, rest rooms, coffee and donuts. To keep track of all the exhibitors, it is suggested that you have a registration table. The exhibitors can sign in, give their addresses and let you know if they want to keep their ribbons. Most seasoned

exhibitors do not want their ribbons so you can spare the expense of mailing them and reuse them for the next show. This is where you can have coffee, donuts, extra show schedules, entry tags and information for the exhibitors. Some societies require an exhibitor's number and the registration desk is where they would receive this number.

## **SHOW SET-UP**

Sometimes it is difficult to get enough workers for the set-up and tear down of the show. Many of your members are most likely exhibiting and don't have time to help set-up. Plan the room where you are having the show and anticipate the number of entries for each class. This is where a count of the number of entries in the previous show becomes invaluable. Make sure you have plenty of tables for the show and a back-up plan if you have more entries than you can handle. Often shows can be set-up the night before and this is preferable. Draw up a schematic of the show floor and location of tables and classes. This is invaluable for placement, clerks and the judges. Allow plenty of room and plan access for exhibitors to place their challenge class entries. Some societies ask exhibitors to place all of their entries; others provide a placement table where exhibitors can leave the roses and the placement team moves them into the show area.

A preparation room for the exhibitors, usually a side room with ample tables where exhibitors can groom their entries, is important. All show properties are placed conveniently within the prep room or nearby.

The show room tables should be laid out in a manner so judges can move around freely and not be on top of each other. Access to all sides of the table is preferred (required in some states due to fire hazards, check with your local fire prevention representative on proper distances). For judging one bloom per stem hybrid teas and hybrid tea challenge classes, the roses should be on a low table (18"-24"). With roses being entered with 24-inch long stems, it is difficult, especially for the vertically challenged judges, to see the top of the bloom where most of the points are awarded. You can use sheets of plywood on cinder blocks or podium stands for these low tables.

Lighting is always a problem at rose shows. Most fluorescent lights will make deep red roses, such as 'Uncle Joe', look off color. They are not strong enough for judges to see the blooms properly. You may have to pull out your flashlight to see if 'Black Jade' has a center. Natural light at indoor malls is not bad for colors, but often not bright enough or too glaring, depending on the sun's angle.

On the other hand, lights that are too bright are just as bad. One show used spotlights that doubled as heat lamps. The glare was too great on all the roses, plus the heat they generated caused the blooms to open quickly (not to mention cooking the judges). Light in open malls can be glaring and it is never a good sign to see judges with dark glasses on. One of the worst cases of bad lighting happened at a district convention. There were a couple of lights to light up a large, dark tent. To view the exhibit, you had to move back and forth to get the shadows just right. It was almost impossible to judge; and, with poor lighting, the lighter colored roses will most likely win, as they did at that show. Of course at shows with lights that are too bright, the pale roses will wash out, which will lead one to assume that the darker roses will win. Bottom line: do all you can to make sure you have adequate lighting.

If the show is in a building, room temperature is very important. Temperatures that are too cool or too hot will affect the blooms, the judges and those viewing the rose show. A room temperature of around 68 degrees is good for the judges, blooms and exhibitors. Have a separate table where your team can place

all the first place winners to be judged for Queen and the Court of Honor. A table where judges can easily move around to look at the roses is best. Afterwards, you can leave the first place winners and Court of Honor on these tables if desired.

### **CLASSIFICATION**

A classification table is a good idea if there are a lot of new exhibitors. An experienced exhibitor not showing that day can assist new exhibitors with their entries, particularly in ensuring that new exhibitor entries are in the correct classes. It is important to make the new exhibitor feel welcome and the first exhibiting experience a positive experience.

### **DEADLINE FOR ENTRIES**

List an opening and closing time for allowing entries into the show. Unless you have a major reason, never extend this deadline. If you have to extend the deadline for unforeseen reasons, then announce the change to ALL the exhibitors. Most exhibitors will be in the prep room or working by their vehicles. Have someone scan the area and locate all the exhibitors. About an hour before closing, have someone announce to all the exhibitors the time remaining. Repeat when 15 minutes remain and again when 5 minutes remain. Have people available during this time to offer to take entries up to the placement table for the exhibitors. Once the time has arrived, close the doors and do not allow any more entries into the room. You will irritate more exhibitors by letting people sneak in after the closing time than if you shut the doors on time.

### **PLACEMENT** *(This section was contributed by Lynn Snetsinger, 2008)*

At most shows the placement person, in essence, becomes the representative of the exhibitor. The exhibitor takes a rose that has been nurtured for months, groomed for hours and carefully staged to stand just so tall, at just such an angle in the vase and hands it over to a person who in many cases is a complete stranger, trusting that person to do the one thing the exhibitor is not allowed to do (except in challenge classes) – put that rose on the correct table for judging. Proper placement of a rose can make the difference between a Queen and a catastrophe. Errors here will delay the judging of the show and most likely will make some exhibitors very unhappy. This is not a job for new people. You need your more experienced people on the placement committee. If you have new people, have them work with the more experienced placement personnel.

This is not to say that the job is complicated, because it isn't. With a little care there is no reason for any rose to end up on the wrong table unless the exhibitor has made a mistake, in which case he has no one to blame but himself. All a placement person needs is to be familiar with the show schedule, know the layout of the show, know how an entry tag is filled out, and have a good grasp of the alphabet and a little common sense. Note: Not all rose societies have a placement table or committee and so the exhibitors place their own entries.

**The Entry Tag**—While it is useful to know where your name, the rubber band, the ribbon and the notation of any awards are placed on the tag, this information is seldom of any concern to the placement person. There are only three items the placement person needs to pay close attention to: the section, the class and the variety. The show is divided into sections, where, in most cases, similar types of roses are grouped together to be judged. There will be one section for hybrid teas and grandifloras, one for floribundas, another for OGRs, etc. In a few instances, the miscellaneous section or novice section, for example might have many different types of roses in the same place. It is one of the jobs of a placement person to be

familiar with the show schedule and have some idea of which types of roses are grouped together in this particular show. Knowledge of the general layout of the show in the room is also helpful in getting the rose headed in the right direction. The most important information on the tag is the class number. Match the class number on the tag with the class number on the card on the table and half the battle is over.

**The Alphabet**—the rest of the process involves reading the variety of the rose and placing it in the correct alphabetical order on that table. This is also a simple task, if you alphabetize the rose using the name that the exhibitor has written on the tag. The only difficulty arises from the fact that rose shows do not use the same method of alphabetizing that the library does. If the tag reads “The Squire”, take the exhibit to the group of roses whose names begin with the letter “T”, not to the roses that begin with the letter “S”. (“The” is part of the name of some roses.) Alphabetize the rose you are holding into the many other roses on the table. Be certain to group all the same varieties together so they can be judged against each other. Some societies still use a color classification show where roses in a class are arranged by color classes, such as light yellow, white, etc. These were very popular at one time, but now most societies are using the purely alphabetical arrangement.

When the entries are being placed, this is where a plan or layout of the show floor is invaluable. The entries are arranged in alphabetical order (or in the case of a color show, by color, then alphabetical). Close the show at least 15 minutes before the judges begin. There is always a rush of entries at the last minute, plus it is a good idea to look over all the classes before the judges enter. Have plenty of personnel to help out with this rush. Have your experienced placement personnel look over the classes that are their specialties. Look over all the entries and make sure they are the right class, properly placed and in alphabetical or color order. A well set-up show will make judging easier and quicker.

**Common Sense**—Read each and every tag; do not assume that you know where the exhibitor wanted the rose placed. Always carry a rose to the table as carefully as the exhibitor carried it to you. Carry it by the vase; do not touch the rose! No matter how hectic things get, don’t try to carry too many roses at once. Often exhibitors will enter their very best roses last; take your time and place the rose correctly. The judging will not start before all the roses are placed. Do not move the tag on the vase. The exhibitor has probably placed it carefully. Put the rose on the table with this tag dead center and facing front. If an entire section of roses must be moved, be sure they all get moved. Never touch the arrangements or the roses in the challenge classes. These are the only entries the exhibitors are required to place themselves and they are staged in a particular manner for a reason. If these must be moved, find the exhibitors and ask them to move their own roses.

There are some other common sense things that are not required of the placement person, but would be appreciated by the exhibitor. If you read the tag for a mini correctly but find that it leads you to a table full of shrubs, ask the placement chair to check and see if the exhibitor has made a mistake. If possible give the exhibitor a chance to correct the mistake before the show starts. The same applies to roses that you are fairly sure are misnamed. For example, if you are holding a rose that you are fairly sure is St. Patrick, but the tag says “Signature”, check again with the placement chair to see if the exhibitor can be asked to verify the tag before the rose is placed. As exhibitors are in a hurry and sometimes mix up their tags, they will be very grateful that you observed the mistake before the rose was judged and disqualified for being misnamed or misplaced.

Remember, a well set-up show will make judging easier and quicker. Your efforts are truly appreciated by exhibitors, judges and the public.

## **JUDGES CHAIR**

Appoint a judges chair, hopefully someone who is a judge, to coordinate the judging of the show. If you have arrangements, you can opt for an arrangements judges chair also, but this is unnecessary for most local shows. As judges chair, you need to determine the size of the show, the time frame when you have to judge, the amount of money the society is willing to spend on luncheons, before you can decide how many judges to invite. The usual local show would require about four teams of three or 12 judges. Some societies use teams of two judges. Judging can be accomplished more quickly; and, if there is a tie between the two judges, a judge from one of the other teams can be asked to break the tie. A separate team would be assigned to judge arrangements. Make sure to give the arrangement judges some horticulture entries to judge and have them participate in the selection of the Queen and Court. It is best to have at least one ARS arrangement judge or if you use national garden club judges, be sure to have an ARS horticulture judge on the team to review the roses to make sure the varieties are correctly named.

Invite your judges early. If there are several shows on the same day, this becomes very important if there are a small number of judges to select from. Invite judges from different areas or even states. Many would love to travel or have friends or family in the area. Invite people who are well respected as judges and not just cronies. It is up to you to get the best judges for the exhibitors. Some judges have areas of expertise. Do not assign people who do not grow old garden roses to that class, any more than you would assign a person who doesn't grow hybrid teas to judge them.

Mark up the schedules for each team. You generally want an even split and have each team judge a section of the hybrid teas and miniatures, such as A-E, F-K, etc. Hand these schedules out the morning of the show or mail them a week before the show. Invite the judges to arrive early to enter their roses in the judge's classes, check the schedules, introduce the teams, have final instruction and view the quality of the show. Judges will appreciate coffee and snacks before heading into the show. Walk the judges in by team and pair them with their clerks.

Handle any questions as they may come up. A good idea is to have the judges begin judging the hybrid teas and minis first, then the challenge classes.

The judges chair should have copies of the latest *Handbook for Selecting Roses*, *Modern Roses 12* and the database on the website, *Official List of Approved Exhibition Names*, *Combined Rose List* and all recent registrations from the ARS magazine and website.

When voting for queen and her court, the roses should be placed on tables isolated from the rest of the show. They should be placed where judges can walk around and observe the roses without tripping over other judges, clerks or the public.

Balloting for Queen is very interesting and there are several methods. If you have a large number of first place roses, you may want to consider the push-pull method. Have all the judges walk around and pull the roses they feel are best forward and push back those that do not measure up to the more outstanding blooms on the table. Often a show will offer awards for Queen, King, Princess, (some have Prince) and a Court of Honor. The Court of Honor can be any number, but 6 and 7 are the most common. So ask the



judges to leave the best 9 or 10 roses forward. Once they are all done, remove the pushed backed roses. Another method is to ask the judges to vote for their best 5 or 10 roses in any order. Often this will give you a list of the best 9 or so. Once you have it to this point, vote for Queen. A secret ballot on paper is the best method. Tally the votes. If there is not a clear winner, then have another ballot between the roses with the most votes. Then proceed down with King and Princess. The remainder will be the court of honor. There are several variations on this, do what is best for you.

The judging and balloting for court should be completed as soon as possible. The exhibitors have worked long and hard to get their entries ready and deserve prompt attention.

Keep an eye on the judging and if a team is finished, have them help another team. Keep track of the classes yet to be judged. Handle any questions as they arise. Keep an eye on the winning roses to make sure they are correct. Keep the judges moving as most shows have scheduled a time that they want to open to the public. After all judging is complete, thank the judges and inform them if there is a luncheon and its location.

If a show is well set up and the show staff is helpful, then everything should run smoothly. We must remember that we are a volunteer organization and no one is getting paid to do their job. We all volunteer because of our love for the rose. It is not a matter of life or death and we should all be in it to have fun. Judges do make mistakes and hopefully we will catch them in time. In the final chapter, the judge's decision is final.

#### **ROSE SHOW CLERKS** *(This section was contributed by Robert Martin, Jr., 2008)*

Serving as a clerk at a rose show is a wonderful opportunity. It is an opportunity to learn how roses are judged through first hand observation of the judging process. In fact this is so important that one prerequisite for becoming a judge is to have clerked at three shows. In addition, rose society members who participate as clerks in the conduct of rose shows are very important in their own right to the success of the show. By assisting the judges in performing their duties they assure the smooth operation of the judging process and the opening of the show to the public in a timely manner. So if you are asked to be a clerk – say “yes” – you will not regret it.

As a general rule each clerk is responsible to the chairman of clerks who in turn is responsible to the chairman of judges. Clerks for the show are selected from those members of the society who are willing to carry out the duties of a clerk and are interested in observing the judging process. It is important that a person who has agreed to be a clerk arrive on time to be assigned to a judging team. Clerks should dress comfortably but in respectable attire. Avoid large, loose sleeves and open jackets which are likely to knock over rose vases as you accomplish your duties.

A judging team normally consists of three judges, one of whom may be an apprentice judge. The chairman of clerks assigns clerks to a judging team. As a general rule there are one or two clerks assigned for each of the judging teams and three or four placement persons who will act as runners.

Clerks assigned to judging teams are issued a ribbon tray or apron with a hole-punch. The judges themselves use the hole-punch to award ribbons. The clerk is expected to follow the judges and affix the ribbon awards to the entry tags at the direction of the judges after the entire class has been judged. Large ribbons are used for hybrid teas, floribundas and other large-flowered roses. Small ribbons are used only

for miniature roses. Tags for arrangements and horticulture are different colors, so make sure you are using the proper tags. Sometimes the horticulture ribbons are used for the arrangements. ARS entry tags have a small hole in the upper right hand corner; the string on the ribbon is threaded through this hole and the loop drawn over the ribbon to affix it. It is important for the clerk to stay with the judges so do not lag behind to affix ribbons. If necessary the clerk can go back to affix ribbons during a lull in the judging process. If there is more than one clerk assigned to a judging team, one should stay with the judges and the other may stay to affix ribbons.

Clerks do not participate in the judging process or enter into the judges' deliberations. Above all, they should never question the judges' decision. Clerks are permitted to listen to the judge's comments regarding the merits or faults of the entries being judged but must not offer comments unless specifically requested by a judge. If a clerk has a question about the way in which an entry is judged the clerk should save it until the judges have completed all of their assignments. Most judges are then more than happy to explain the decision making process to the clerk. A good clerk should be seen and not heard. Clerks also should not crowd the judges or hamper their ability to inspect the entries.

Generally in the one-bloom entry classes for hybrid teas and miniatures, a runner or the clerk is expected to see that the blue ribbon winning entries are moved to the designated area for final judging in the selection of royalty and court of honor awards. After judging, the remaining blue ribbon winning entries are moved either to a separate staging table or returned to the table from which they came. If there is doubt as to where the entry is to be placed, ask the chairman of clerks.

In the other classes the judge will write "Trophy" on the winning entry after the entire class has been judged. The clerk should call for a runner to take the award winning entry to the recording table, which is usually situated near the trophy table. Each show should have three or four runners. If the judges fail to mark an entry in a class for the trophy/award and the clerk is in doubt, the matter should be drawn to the attention of the chair of clerks who can then make inquiry to see if the failure was an oversight or was intentional.

A clerk should never touch a bloom or any part of an exhibit until after judging of the class is complete and awards have been made. The only exception is that a clerk may, at the specific direction of a judge, lift an exhibit (other than a challenge class) by the vase or move a vase to permit examination by the judge. One bloom entries awarded blue ribbons may be moved to the designated area for selection of the royalty and court of honor awards. Whenever an entry is moved the runner or clerk should carefully grasp the exhibit by the vase. Also never try to carry more than one vase in your hand at a time. Challenge classes and multiple specimen entries should never be moved or touched until after judging is complete. Normally, winning arrangements are not moved from their place on the table.

In some societies, the clerks will remove the bottom part of the tag once the rose is judged if it is not a first place winner. They will remove the bottom part of the first place winners once the class is completely judged. This part of the tag is used to tally the sweepstakes winners. Of course, this only applies where both the top and bottom of the tag is required to be filled out.

Upon conclusion of the judging a clerk is expected to check with the chairman of clerks to determine if there is anything more to be done. Thereafter the clerk may desire to make some notes of questions for the judges or on particular roses that might be of future interest. The clerk can then take satisfaction in a



job well done; knowing that much has been learned and that a valuable contribution has been made to the show.

### **GUIDELINES FOR CLERKS**

- Introduction to judges.
- Have a plan or layout of the show floor, know where the classes are. A walk through before the judging is helpful.
- Usually the clerks will have a list of the classes the judges will judge and should know the location of the classes.
- Have plenty of supplies; use aprons or trays. Large ribbons are for the standard sized roses; small ones for miniatures. Arrangements have their own ribbons and are different colors.
- It is best to have two or more clerks per team.
- Let the judges decide who will punch a hole in the entry tags.
- Have three to four runners. These are people who take the first place roses for the hybrid teas and minis/minifloras to the balloting table and the award winners to the recording table.
- One clerk should tag the roses and the other should handle the supplies.
- Find out if the ribbons are to be stapled, looped through the hole on the upper right of card, etc.
- For some societies, the bottom half of the tags are removed after judging is complete. This does not apply to roses to be judged for Queen. Those tags are not removed until after the judging for court is completed.
- After judging is complete, check to see if the tag on the winning entry is filled out. If the tag is not, inform the judges' team or judges' chair.
- Stay with your judges; do not wander off unless dismissed.
- Stay near the judges and listen; you learn a lot by listening.
- Do not disturb, argue with, question or bother the judges during judging.
- Some judges will visit with the clerks and you may be able to ask questions then.
- Be quiet during judging. The judges do notice. This is not easy to do when they are judging your rose.
- When the trophy/award winner is determined, call a runner to take the rose up to the recording table.
- Do what the judges ask.
- During the judging of the Queen and her court, stay near the judges as roses may be requested to be returned to their proper classes.
- Clerking experience is a requirement if you wish to become a judge.
- Have fun and learn.

### **RECORDING RESULTS**

As the judges make their trophy/award selections, the runners will take the trophy winner to the recording table. This is normally a three-step process. The initial recording can be by hand or on the computer. The class, name of winning rose(s) and exhibitors' name are recorded. Next the rose is handed to the calligrapher to write out the name and rose(s) on your trophy card and the appropriate ARS certificate is filled out (if one exists for that class). The card and/or certificate is then taken to the trophy table along with the rose and placed in the spot next to the trophy/award. This is often the place where errors are found, such as no exhibitor name on the entry tag. If there is a question, call the judges' chair

over to review. Judges or the rose show chair should make final decisions regarding errors found in this process.

The results should be sent to the editors of the ARS quarterly bulletins: *Rose Exhibitors' Forum* for horticulture (also published at <http://www.roseshow.com>) and *Rose Arranger's Bulletin* for arrangements as well as ARS Headquarters. Forms for these reporting requirements come with the show supplies from ARS; copies of the forms are also included in the *"Guidelines for Rose Society Leaders"* and are on the ARS web site at

<http://www.ars.org/resources/submit-horticulture-rose-show-winners/> (Horticulture)

<http://www.ars.org/resources/rose-show-awards/arrangement-rose-show> (Arrangements)

Be sure to fill out these forms completely and submit them in a timely manner. The results should also be sent to the district bulletin editor and published in your local bulletin.

Before the show is taken down, make sure you count the number of entries in each class. This will help prepare for next year's show as to which classes to drop or which classes will require more room, more vases or containers, etc.

### **HOSPITALITY/LUNCHEON**

Our ARS judges perform an excellent service at our rose shows and a nice luncheon is greatly appreciated and deserved. Some societies will have catered or potluck lunches, however, a box lunch is pushing it. Most judges will not say no to lunch at a nice restaurant, but it is not required. Provide your judges with excellent directions so that they may arrive in a timely manner. A lunch at or near the show place is preferred, especially for the judges who have problems getting around. Be sure to plan for the number who will attend the luncheon – judge's spouses, officers of the society, clerks, show chair, etc.

### **NOW THAT THE SHOW IS OPEN TO THE PUBLIC**

Once the doors are open, the public and exhibitors will stream in. Generally, the public will make a beeline to the arrangement section first, while the exhibitors head to the trophy table. This is why it is important to place the arrangements near the front door.

### **MEMBERSHIP**

This is where you place your membership hustler, the person who could sell ice to Eskimos. They are usually excellent sales people and will talk to people about membership in not only the local society but also the ARS. Offering a "special deal" you will attract more members. If your show is mid-year, then offer one-half off the price of membership if you sign up now; or a free mini rose when you sign up. The mini roses are often donations, so they really never cost you anything, especially if you have a nursery as a sponsor. Have copies of your bulletin available, rose horticulture handouts, special events, etc. available. Make sure you have plenty of membership forms available and if they don't sign up there, they will be able to take the form home to think about it.

### **EDUCATION** (*This section was contributed by Marilyn Wellan*)

The official mission of the American Rose Society is to provide education about the rose and rose culture. The rose show is our best classroom. It is an opportunity to display the many types and classes of roses, to

introduce the many varieties, to demonstrate the best characteristics of each – color, fragrance, size and even to show a little of the growth habit of some of the best varieties on exhibit and to show them at their very best. We can do more to turn the rose show into a learning experience for the public.

Additionally, the rose show is recognized as our best source of new society members. As past chairman of the ARS Membership and Local Society Relations Committees, I can't let this opportunity go by without suggesting that we take advantage of the rose show to add to our efforts in increasing membership as well as providing a little rose education. Let's offer a short program for the public to help visitors tour the show with a better understanding of what we are doing. Early in the day, set up a poster announcing your program and line up a dozen or so chairs near the exhibit so that interested shoppers will notice the coming event. Of course your advance publicity will draw others to the mall, specifically because of the rose show and program. Your poster might say:

Join us for a discussion ABOUT THE ROSES IN OUR SHOW

- **Two 30-minute sessions:**
  - 2 p.m. – 2:30 p.m.
  - 3 p.m. – 3:30 p.m.
- Also quick tips for growing beautiful roses.
- Sign up for a drawing for this miniature rose bush.

Select the best person to discuss the types of roses and the various classes in the show; use the rose show schedule as a handout or prepare a special shortened version for this "class." Use blooms from the show tables to discuss and demonstrate what judges are looking for. Pass blooms from the fragrance class to those assembled so that the variety of rose fragrances can be experienced. Make it a quick and friendly study. Provide simple handouts including a list of desirable roses for your area, along with information about your local society and ARS. Get their names and addresses and send them a complimentary copy of your society bulletin. Have additional members standing by to help with the individual questions that follow the program.

## **SALES**

This could be a real moneymaker for your society. First, find out if the location of your show has any problems with you selling items, especially roses, at your show. Ask the exhibitors to leave their excess roses. Place buckets of water near the properties. You can sell bouquets of roses by placing those roses in take home containers, like old milk cartons covered with foil or wrapping paper. When the show breaks down, advertise that people can come back and buy bouquets for a few dollars. Take all the unwilted roses and sell them wrapped in butcher paper for a dollar a small handful or more for larger bouquets. You can sell 3 stems for a dollar. People will find out about this and will help you dispose of all the roses – you will make some additional money for your society.

Also consider selling mini roses that can be purchased at wholesale prices and the society can make a profit. It is not unusual to sell 100+ roses in a day if you have an ideal show location. Any extras can be held over to place in raffles. The best way to purchase minis from the nursery is when they are in full bloom. It is best to go to the nursery and hand pick them or if they have to be mailed, ask for the minis that will be blooming by the show date. Some societies will also sell large roses in 5-gallon pots.

You can purchase small mini rose label holders. You can spray paint them black, silver or gold; and, with one of the extra mini roses from the exhibitors and maybe a piece of Ming Fern, you have an attractive, inexpensive item that people love to buy.

If you have sponsors, you can have tables with their products available to purchase (at a percent commission to your society). This can be gardening supplies, shirts, ceramics, books, etc. Use your imagination.

### **CONSULTING ROSARIAN**

People love to learn and the general public has a lot of questions. Have a knowledgeable Consulting Rosarian handle a table to help with questions. Very important: make it friendly where the public is not afraid to ask questions. Don't label it as a CR table, but more of an "answer all your rose questions" table. Have diagrams and examples of diseases and pests, rose books they can look at (or perhaps purchase), flyers for the ARS, copies of ARS magazines (like the extra copies the society president gets), rose plants to demonstrate pruning, etc.

### **SECURITY**

It doesn't sound like a tough job, but it is very important. You need people to keep an eye on things. The public, especially little children, has a tendency to touch, pick up or walk away with things. You need people to watch over the trophy table so people aren't tempted to walk away with the trophies. Also an area of grave concern is the arrangements. Some containers are costly or very small and can easily walk away. For the regular sized arrangements, security is not as critical unless accessories are included in the arrangements. Encourage the public to look and smell the roses. It will do little harm and help promote the love of the rose, especially in the most fragrant rose classes. Place stanchions around the area until you are ready for the public to approach the show.

The other security issue is one I hope no one has to deal with, but unfortunately, it could happen. Security should watch to see that exhibitors' entries are not damaged, especially before the judging.

Appoint a team of several members and arm them with a water bottle to fill vases when the water level drops below the rose stem. This is mandatory for two-day shows, as you will lose a lot of the entries when they dry out. The squirt bottles used in chemistry labs are great as they have a hooked tube that delivers a fine water stream at the point needed. Any rose with short stems should be shoved down in the vase.

### **RECAP (or Debriefing)**

At a meeting after the show, get all the members together who worked the show and compare notes. The treasurer should have the final costs, profits for each event, new members, etc. Find areas where you can improve next year, successful classes, ones to drop, etc. It is important to have a clear plan for the next year, especially if the show chair will be a different person.

After the show, be sure to publish all the winners in your society bulletin and thank all of the people who made your show a big success. Results should also be sent to ARS Headquarters

### **ROSE SHOW ALTERNATIVES**

For societies who do not want to have a rose show there are other activities that can provide the same educational opportunities for the public as a rose show does. Rose exhibitions/displays, rose celebrations

and rose fairs can promote rose growing as a hobby by showing a variety of roses that grow in the area. Other benefits include increasing the membership of the society and ARS and raising funds for the society by selling plants, rose related items and cut blooms.

These events can be held anywhere a rose show would be held. Many of the same procedures would be done as if planning a rose show. These types of alternative events will provide educational opportunities for the public to learn about roses and give society members opportunities to share their knowledge and passion for their hobby.

## **ARRANGEMENT SHOW AWARDS**

An American Rose Society-sanctioned rose show usually offers classes (categories) of arrangements for competition. Some trophies may be offered only to members. Any type (classification) rose may be entered in standard classes. Miniature and/or miniflora roses only may be used in miniature classes. If all of the roses used in an arrangement were grown by the arranger, “AG” (arranger grown) should be added to the entry tag for eligibility of additional awards (Medal Certificates, if offered). ARS high awards (certificates and rosettes) are for blue ribbon winning entries scoring at least 92 points out of 100. Local societies usually give out some ARS awards. District and National rose shows will offer most or all of available ARS arrangement awards. Roses used should be properly groomed, as in horticulture entries. Dried roses may only be entered in classes specifying dried roses and are not eligible for Medal Certificates. Here are the current ARS Certificates and Rosettes that are available for winning entries at our rose shows:

### **Medal Certificates**

- **Gold:** This award goes to the highest scoring (92+ points) “AG” blue ribbon winning standard arrangement, regardless of the number eligible in the show.
- **Silver:** This award goes to the second highest scoring (92+ points) “AG” blue ribbon winning standard arrangement in the show.
- **Bronze:** This award goes to the third highest scoring (92+ points) “AG” blue ribbon winning standard arrangement in the show.
- **Miniature Gold:** This award goes to the highest scoring (92+ points) “AG” blue ribbon winning miniature arrangement, regardless of the number eligible in the show.
- **Miniature Silver:** This award goes to the second highest scoring (92+ points) “AG” blue ribbon winning miniature arrangement in the show.
- **Miniature Bronze:** This award goes to the third highest scoring (92+ points) “AG” blue ribbon winning miniature arrangement in the show.

### **Other Certificates**

- **Court of Etiquette:** This award goes to the best standard table design.
- **Miniature Court of Etiquette:** This award goes to the best miniature table design.
- **Keepsake:** This award goes to the best arrangement of dried roses with other dried plant materials. [Not eligible for other awards.]
- **Miniature Keepsake:** This award goes to the best miniature arrangement of dried roses with other dried plant materials. [Not eligible for other awards.]
- **Rosecraft:** This award goes to the best craft with dried roses. Wreaths, plaques, door and wall hangings, pictures, etc. may be specified. [Not eligible for other awards.]
- **Miniature Rosecraft:** This award goes to the best miniature craft with dried roses. [Not eligible for other awards.]
- **Miniflora Arrangement:** This award goes to the best miniature arrangement in a special class requiring miniflora roses only.
- **Personal Adornment:** This award goes to the best item that contains fresh roses of any classification type that can be worn or carried by a person. [Not eligible for other awards.]

- **Judge's Entry:** This award goes to the best judges' entry in a special class where only judges compete against each other. [Not eligible for other awards.] *Order from Horticulture Section of rose show form*
- **Novice:** This award goes to the best arrangement in a special class for those arrangers who have never won an ARS award in an ARS-sanctioned rose show. *Order from Horticulture Section of rose show form*
- **Certificate of Appreciation:** This award goes to the best entry in a class with no other specific award available. *Order from Section 4 – Other Certificates of rose show form*

### Rosettes

- **Artist's:** This award goes to the best standard arrangement in a class(es) for Modern design.
- **Miniature Artist's:** This award goes to the best miniature arrangement in a class(es) for Modern design.
- **Oriental:** This award goes to the best standard arrangement in a class(es) for design in the Oriental Manner.
- **Miniature Oriental:** This award goes to the best miniature arrangement in a class(es) for design in the Oriental Manner.
- **Royalty:** This award goes to the best standard arrangement in a class(es) for Traditional design.
- **Miniature Royalty:** This award goes to the best miniature arrangement in a class(es) for Traditional design.
- **Duke of Arrangements:** This award goes to the best small arrangement (greater than 10 inches and no greater than 20 inches), any classification type fresh roses; designer's choice of style.
- **Duchess of Arrangements:** This award goes to the best standard arrangement specifying fresh roses with all dried and/or treated dried plant materials; designer's choice of style.
- **Miniature Duchess of Arrangements:** This award goes to the best miniature arrangement specifying fresh roses with all dried and/or treated dried plant materials; designer's choice of style.
- **Princess of Arrangements:** This award goes to the best standard arrangement specifying fresh roses with any other parts of the rose bush only; designer's choice of style.
- **Miniature Princess of Arrangements:** This award goes to the best miniature arrangement specifying fresh roses with any other parts of the rose bush only; designer's choice of style.
- **Junior:** This award goes to the best arrangement in a special class for arrangers age 17 or younger; may be standard or miniature; designer's choice of style: Traditional, Modern, or Oriental Manner.



### **HORTICULTURE SHOW AWARDS**

The American Rose Society-sanctioned rose show offers many categories (classes) for competition. You can enter just about any kind of rose and have a good chance at winning an Award. Local societies usually give out trophies as well as Award Certificates (possession of some trophies may be restricted to members). Roses must be properly groomed and staged for the type of exhibition class in which you are competing. Here are the current ARS Certificates that are available for winning entries at our rose shows:

- **Gold Horticulture:** This award goes to the best Hybrid Tea or Grandiflora in the Show.
- **Silver Horticulture:** This award goes to the second-best Hybrid Tea or Grandiflora in the Show.
- **Bronze Horticulture:** This award goes to the third-best Hybrid Tea or Grandiflora in the Show.
- **Miniature Horticulture Gold:** This award goes to the best Miniature in the Show.
- **Miniature Horticulture Silver:** This award goes to the second-best Miniature in the Show.
- **Miniature Horticulture Bronze:** This award goes to the third-best Miniature in the Show.
- **Miniflora Horticulture Gold:** This award goes to the best Miniflora in the Show.
- **Miniflora Horticulture Silver:** This award goes to the second-best Miniflora in the Show.
- **Miniflora Horticulture Bronze:** This award goes to the third-best Miniflora in the Show.
- **Floribunda Spray Gold:** This award goes to the best Floribunda Spray in the Show.
- **Floribunda Spray Silver:** This award goes to the second-best Floribunda Spray in the Show.
- **Floribunda Spray Bronze:** This award goes to the third-best Floribunda Spray in the Show.
- **Best in Show:** This award goes to the best entry in the Show.
- **Climber:** This award goes to the best Large-Flowered Climber (LCI), Hybrid Wichurana or Hybrid Gigantea (HG) in the Show.
- **English Box Miniature:** This award goes to the best Miniature English Box in the Show.
- **English Box Regular:** This award goes to the best Large Rose English Box in the Show.
- **Floribunda One-Bloom:** This award goes to the best Floribunda one-bloom-per-stem in the Show.
- **Floribunda Spray:** This award goes to the best Floribunda Spray in the Show. (Used when the Floribunda Spray Gold, Silver, and Bronze Certificates are not offered.)
- **Grandiflora Spray:** This award goes to the best Grandiflora Spray in the Show.
- **Hi-Lo:** This award goes to the best Hi-Lo entry in the Show.
- **Hybrid Tea Open Bloom:** This award goes to the best Large Rose Open Bloom in the Show.
- **Hybrid Tea Spray:** This award goes to the best Hybrid Tea Spray in the Show.
- **Junior Spray:** This award goes to the best spray exhibited by a junior exhibitor.
- **Junior One Bloom:** This award goes to the best one-bloom-per-stem exhibited by a junior exhibitor.
- **Large Rose Single Bloom:** This award goes to the best Large Rose single in the Show.
- **Miniflora Rose Bowl:** This award goes to the best Miniflora Rose-in-a-Bowl in the Show.
- **Miniflora Spray:** This award goes to the best Miniflora Spray in the Show.
- **Miniflora Single:** This award goes to the best Miniflora single in the Show.
- **Miniflora Open Bloom:** This award goes to the best Miniflora open bloom in the Show.
- **Miniature Open Bloom:** This award goes to the best Miniature open bloom in the Show.
- **Miniature Spray:** This award goes to the best Miniature Spray in the Show.
- **Miniature Single:** This award goes to the best Miniature single in the Show.
- **Novice:** For the best Novice exhibit in the Show.
- **Polyantha:** This award goes to the best Polyantha in the Show.
- **Rose Bowl, Large Bloom:** This award goes to the best Large Rose-in-a-Bowl in the Show.



- **Rose Bowl, Miniature Bloom:** This award goes to the best Miniature Rose-in-a-Bowl in the Show.
- **Seedling:** This award goes to the best unregistered Seedling in the Show.
- **Dowager Queen:** This award goes to the best Old Garden Rose (date of introduction before 1867) in the Show.
- **Victorian Rose:** This award goes to the best Old Garden Rose (date of introduction 1867 or after) in the Show.
- **Genesis:** This award goes to the best Species (Sp) Rose in the Show.
- **Classic Shrub:** This award goes to the best Classic Shrub in the Show. Those classifications designated as classic shrubs are: Hybrid Kordeii (HKor), Hybrid Moyesii (HMoy), Hybrid Musk (HMs), and Hybrid Rugosa (HRug).
- **Modern Shrub:** This award goes to the best Modern Shrub (all other shrubs, including Austin roses) in the Show.
- **Shrub:** This award goes to the best Shrub in the Show. (Used when the Classic Shrub and Modern Shrub Certificates are not offered.)
- **Judge's Entry:** The judges are invited to bring roses for a special class where they can compete only against each other. This award goes to the best Judge's entry in the Show.
- **Most Fragrant:** This award goes to the most fragrant entry in the fragrance class.
- **Sweepstakes:** This award goes to the exhibitor who wins the Sweepstakes.

Note: This list is a summary of ARS Horticulture Certificates and the class or classes for which each is awarded. The specific requirements for the award of each certificate are governed by the *Guidelines and Rules for Judging Roses*, and may be further limited by the show schedule.

**PLEASE MAKE DUPLICATES OF FORMS AS NEEDED**

**ROSE SHOW SUPPLY ORDER FORM** Date \_\_\_\_\_  
**SHIPPING INFORMATION (No Post Office Boxes. Street Addresses ONLY)**  
Revised 9/2013

Rose Show Date \_\_\_\_\_ (Please send your order at least 1 month prior to your show)

Society Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

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

Daytime Phone Number \_\_\_\_\_ Email \_\_\_\_\_

**PAYMENT METHOD**

- ☐ Check or Money Order (U.S. funds. Payable to American Rose Society)  
☐ Discover ☐ MasterCard ☐ Visa ☐ American Express V-Code \_\_\_\_\_

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

Signature \_\_\_\_\_

**SHIPPING & HANDLING CHARGES**

Sales Total	U.S.
\$ 1 - 4.99	\$ 1.00
\$ 5 - 9.99	\$ 1.50
\$10 - 14.99	\$ 3.50
\$15 - 19.99	\$ 6.00
\$20 - 39.99	\$ 6.50
\$40 - 79.99	\$13.50
\$80 - 124.99	\$15.50
\$125 PLUS	\$25.50

**NOTE:**

Canadian and International orders; please call for pricing.  
Special imprinting orders require 4-6 weeks minimum for shipment. Please allow 3 weeks for all other orders.  
Additional postage is required for overnight, 2nd day and 3-Day Select shipments. Please call for pricing.  
Merchandise is non-returnable.

**Mail, Fax, or Phone Your Order To:**

American Rose Society

Attn: Rose Show Supply Order

PO Box 30,000 Shreveport, LA 71130-0030

PH: 318-938-5402 or 1-800-637-6534, Fax: 318-938-5405

**SUBTOTALS**

Section 1: \$ \_\_\_\_\_

Section 2: \$ \_\_\_\_\_

Section 3: \$ \_\_\_\_\_

Section 4-6: \$ \_\_\_\_\_

**SUBTOTAL:** \$ \_\_\_\_\_

Shipping & Handling: \$ \_\_\_\_\_

Rush Shipping (U.S. only) \$ \_\_\_\_\_

Added to above shipping cost

Louisiana Residents  
Add 7.35% Sales Tax \$ \_\_\_\_\_  
(Subject to change)

**TOTAL ORDER:** \$ \_\_\_\_\_

**ROSE SHOW SUPPLY ORDER FORM**

*Prices are subject to change*

**SECTION 1 – RIBBONS**

<b>QTY.</b>	<b>HORTICULTURE .....</b>	<b>PRICE.....</b>	<b>AMOUNT</b>
_____	First Place – Blue .....	\$ 0.45 .....	_____
_____	Second Place – Red .....	\$ 0.45 .....	_____
_____	Third Place – Yellow .....	\$ 0.45 .....	_____
_____	Honorable Mention – White .....	\$ 0.45 .....	_____
<b>QTY.</b>	<b>ARRANGEMENTS .....</b>	<b>PRICE.....</b>	<b>AMOUNT</b>
_____	First Place – Blue .....	\$ 0.45 .....	_____
_____	Second Place – Red .....	\$ 0.45 .....	_____
_____	Third Place – Yellow .....	\$ 0.45 .....	_____
_____	Honorable Mention – White .....	\$ 0.45 .....	_____
<b>QTY.</b>	<b>MINIATURE HORTICULTURE .....</b>	<b>PRICE.....</b>	<b>AMOUNT</b>
_____	First Place – Blue .....	\$ 0.35 .....	_____
_____	Second Place – Red .....	\$ 0.35 .....	_____
_____	Third Place – Yellow .....	\$ 0.35 .....	_____
_____	Honorable Mention – White .....	\$ 0.35 .....	_____
<b>QTY.</b>	<b>MINIATURE ARRANGEMENTS.....</b>	<b>PRICE.....</b>	<b>AMOUNT</b>
_____	First Place – Blue .....	\$ 0.35 .....	_____
_____	Second Place – Red .....	\$ 0.35 .....	_____
_____	Third Place – Yellow .....	\$ 0.35 .....	_____
_____	Honorable Mention – White .....	\$ 0.35 .....	_____

**TOTAL SECTION 1:** \_\_\_\_\_

**SECTION 2: HORTICULTURE CERTIFICATES**

<b>QTY.</b>	<b>HORTICULTURE.....</b>	<b>PRICE.....</b>	<b>AMOUNT</b>
_____	Gold .....	\$ 1.00 .....	_____
_____	Silver.....	\$ 1.00 .....	_____
_____	Bronze .....	\$ 1.00 .....	_____
<b>QTY.</b>	<b>MINIATURE HORTICULTURE .....</b>	<b>PRICE.....</b>	<b>AMOUNT</b>
_____	Gold .....	\$ 1.00 .....	_____
_____	Silver.....	\$ 1.00 .....	_____
_____	Bronze .....	\$ 1.00 .....	_____
<b>QTY.</b>	<b>MINIFLORA HORTICULTURE .....</b>	<b>PRICE.....</b>	<b>AMOUNT</b>
_____	Gold .....	\$ 1.00 .....	_____
_____	Silver.....	\$ 1.00 .....	_____
_____	Bronze .....	\$ 1.00 .....	_____
<b>QTY.</b>	<b>FLORIBUNDA SPRAY .....</b>	<b>PRICE.....</b>	<b>AMOUNT</b>
_____	Gold .....	\$ 1.00 .....	_____
_____	Silver.....	\$ 1.00 .....	_____
_____	Bronze .....	\$ 1.00 .....	_____
<b>BEST CERTIFICATES .....</b>	<b>PRICE.....</b>	<b>AMOUNT</b>	
_____	Best in Show .....	\$ 2.00 .....	_____
_____	Climber.....	\$ 2.00 .....	_____

English Box Regular .....	\$ 2.00 .....	_____
English Box Miniature .....	\$ 2.00 .....	_____
Floribunda One-Bloom .....	\$ 2.00 .....	_____
Floribunda Spray .....	\$ 2.00 .....	_____
Grandiflora Spray .....	\$ 2.00 .....	_____
Hi-Lo .....	\$ 2.00 .....	_____
Hybrid Tea Open .....	\$ 2.00 .....	_____
Hybrid Tea Spray .....	\$ 2.00 .....	_____
Junior Spray .....	\$ 2.00 .....	_____
Junior One Bloom .....	\$ 2.00 .....	_____
Large Rose Single Bloom .....	\$ 2.00 .....	_____
Miniflora Rose Bowl .....	\$ 2.00 .....	_____
Miniflora Spray .....	\$ 2.00 .....	_____
Miniflora Single .....	\$ 2.00 .....	_____
Miniflora Open Bloom .....	\$ 2.00 .....	_____
Miniature Open Bloom .....	\$ 2.00 .....	_____
Miniature Spray .....	\$ 2.00 .....	_____
Miniature Single .....	\$ 2.00 .....	_____
Novice .....	\$ 2.00 .....	_____
Polyantha Spray .....	\$ 2.00 .....	_____
Rose Bowl, Large Bloom .....	\$ 2.00 .....	_____
Rose Bowl, Miniature Bloom .....	\$ 2.00 .....	_____
Seedling .....	\$ 2.00 .....	_____
Dowager Queen .....	\$ 2.00 .....	_____
Victorian Rose .....	\$ 2.00 .....	_____
Genesis Award .....	\$ 2.00 .....	_____
Classic Shrub .....	\$ 2.00 .....	_____
Modern Shrub .....	\$ 2.00 .....	_____
Shrub .....	\$ 2.00 .....	_____
Judge's Entry .....	\$ 2.00 .....	_____
Most Fragrant .....	\$ 2.00 .....	_____
Sweepstakes .....	\$ 2.00 .....	_____

**TOTAL SECTION 2:** \_\_\_\_\_

### SECTION 3 – ARRANGEMENT CERTIFICATES & ROSETTES

#### CERTIFICATES

<b>QTY.</b>	<b>ARRANGEMENTS .....</b>	<b>PRICE .....</b>	<b>AMOUNT</b>
_____	Gold .....	\$ 1.00 .....	_____
_____	Silver .....	\$ 1.00 .....	_____
_____	Bronze .....	\$ 1.00 .....	_____
<b>QTY.</b>	<b>MINIATURE ARRANGEMENTS .....</b>	<b>PRICE .....</b>	<b>AMOUNT</b>
_____	Gold .....	\$ 1.00 .....	_____
_____	Silver .....	\$ 1.00 .....	_____
_____	Bronze .....	\$ 1.00 .....	_____
<b>QTY.</b>	<b>BEST CERTIFICATES .....</b>	<b>PRICE .....</b>	<b>AMOUNT</b>
_____	Court of Etiquette .....	\$ 2.00 .....	_____
_____	Mini Court of Etiquette .....	\$ 2.00 .....	_____
_____	Keepsake Award .....	\$ 2.00 .....	_____

_____	Mini Keepsake .....	\$ 2.00 .....	_____
_____	Rosecraft Award .....	\$ 2.00 .....	_____
_____	Mini Rosecraft .....	\$ 2.00 .....	_____
_____	Miniflora Arrangement .....	\$ 2.00 .....	_____
_____	Personal Adornment .....	\$ 2.00 .....	_____

**QTY. ROSETTES .....PRICE.....AMOUNT**

_____	Artists Award .....	\$ 3.75 .....	_____
_____	Mini-Artists Award (Small) .....	\$ 3.75 .....	_____
_____	Oriental Award .....	\$ 3.75 .....	_____
_____	Mini-Oriental Award (Small) .....	\$ 3.75 .....	_____
_____	Royalty Award .....	\$ 3.75 .....	_____
_____	Mini-Royalty Award (Small) .....	\$ 3.75 .....	_____
_____	Duke of Arrangements .....	\$ 3.75 .....	_____
_____	Duchess of Arrangements .....	\$ 3.75 .....	_____
_____	Mini-Duchess Award (Small) .....	\$ 3.75 .....	_____
_____	Princess of Arrangements .....	\$ 3.75 .....	_____
_____	Mini-Princess Award (Small) .....	\$ 3.75 .....	_____
_____	Junior Award (Small) .....	\$ 3.75 .....	_____

**TOTAL SECTION 3:** \_\_\_\_\_

**SECTION 4 - 6 – OTHER**

**QTY. SECTION 4: OTHER CERTIFICATES.....PRICE.....AMOUNT**

_____	Award of Merit .....	\$ 2.00 .....	_____
_____	Certificate of Appreciation .....	\$ 2.00 .....	_____

**QTY. HANDBOOK FOR SELECTING ROSES .....PRICE.....AMOUNT**

_____	1 – 9 .....	\$ 5.00 .....	_____
_____	10 – 24 .....	\$ 3.95 .....	_____
_____	25 or more .....	\$ 2.90 .....	_____

**QTY. SECTION 5: ENTRY TAGS      PRICE    AMOUNT      (sold in lots of 100 ONLY)**

_____	Horticulture .....	\$ 10.00 .....	_____
_____	Arrangement .....	\$ 10.00 .....	_____
_____	Challenge Class .....	\$ 10.00 .....	_____
_____	Miniature Horticulture .....	\$ 10.00 .....	_____

**QTY. SECTION 6: LOCAL SOCIETY .....PRICE.....AMOUNT**

**JUDGES BALLOTS**

_____	Judges Ballots .....	\$ 4.00 .....	_____
-------	----------------------	---------------	-------

**TOTAL SECTION 4 - 6:** \_\_\_\_\_

# AMERICAN ROSE SOCIETY

P.O. Box 30,000 • Shreveport, Louisiana 71130-0030  
8877 Jefferson Paige Road • Shreveport, Louisiana 71119-8817  
Phone: 318-938-5402 • Fax: 318-938-5405 • [www.ars.org](http://www.ars.org)

*Since 1892*

**PLEASE MAKE DUPLICATES OF FORMS AS NEEDED**

## ARTISTIC DESIGN (ARRANGEMENTS) ROSE SHOW WINNERS

*Please mail this completed form to ARS Headquarters no later than seven (7) days after your show date to ensure timely publication.*

**PLEASE PRINT CAREFULLY OR TYPE:**

Type of Show:            National ☐            District ☐            Local ☐  
District: \_\_\_\_\_ Society: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Show Date: \_\_\_\_\_  
Show Theme: \_\_\_\_\_  
Your Name (Reporter:) \_\_\_\_\_ Your E-mail Address: \_\_\_\_\_

*For National/District shows, please attach a list of National/District Trophy winners.*

On ARS website: <http://www.ars.org/resources/rose-show-awards/arrangement-rose-show-form/>

*You may submit up to 10 images. Winning arrangements only, please, not winning arrangers. You may submit this form as many times as needed (There is a 3-photo limit per form to avoid uploading issues). Please make sure to include your district and society in each form.*

*Photos must be around 200kb maximum.*

**IN THE TABLES BELOW, PLEASE LIST EACH DESIGN THAT HAS WON ONE OR MORE ARS HIGH AWARDS. (A LIST IS AVAILABLE UPON REQUEST)**

### Standard Arrangements/Miniature Arrangements/Other Arrangement Awards

[illegible]



# AMERICAN ROSE SOCIETY

*Since 1892*

P.O. Box 30,000 • Shreveport, Louisiana 71130-0030  
8877 Jefferson Paige Road • Shreveport, Louisiana 71119-8817  
Phone: 318-938-5402 • Fax: 318-938-5405 • [www.ars.org](http://www.ars.org)

**PLEASE MAKE DUPLICATES OF FORMS AS NEEDED**  
**HORTICULTURE ROSE SHOW WINNERS**

*Please mail this completed form to ARS Headquarters no later than seven (7) days after your show date to ensure timely publication.*

**PLEASE PRINT CAREFULLY OR TYPE:**

Type of Show:            National ☐            District ☐            Local ☐  
District: \_\_\_\_\_ Society: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Show Date: \_\_\_\_\_  
Show Theme: \_\_\_\_\_  
Your Name (Reporter:) \_\_\_\_\_ Your E-mail Address: \_\_\_\_\_

*For National/District shows, please attach a list of National/District Trophy winners.*

On ARS website: <http://www.ars.org/resources/submit-horticulture-rose-show-winners/>

*You may submit up to 10 images. Winning arrangements only, please, not winning arrangers. You may submit this form as many times as needed (There is a 3-photo limit per form to avoid uploading issues). Please make sure to include your district and society in each form. Photos must be around 200kb maximum.*

**HYBRID TEAS AND GRANDIFLORAS**

<i>Variety</i>	<i>Shown By</i>
<i>Queen (Gold)</i>	
<i>King (Silver)</i>	
<i>Princess (Bronze)</i>	
<i>Royal Court</i>	
<i>Royal Court</i>	
<i>Royal Court</i>	
<i>Royal Court</i>	
<i>Royal Court</i>	
<i>Royal Court</i>	
<i>Royal Court</i>	
<i>Hybrid Tea Open</i>	
<i>Hybrid Tea Spray</i>	
<i>Grandiflora Spray</i>	

**FLORIBUNDAS AND POLYANTHAS**

<i>Variety</i>	<i>Shown By</i>
<i>Floribunda Spray Queen (Gold)</i>	
<i>Floribunda Spray King (Silver)</i>	
<i>Floribunda Spray Princess (Bronze)</i>	
<i>Floribunda One-Bloom</i>	
<i>Floribunda Spray</i>	
<i>Polyantha Spray</i>	

**SHRUBS AND CLIMBERS** *(Indicate only if best shrub is offered)*

	<b>Variety</b>	<b>Shown By</b>
<b>Best Shrub</b>		
<b>Classic Shrub</b>		
<b>Modern Shrub</b>		
<b>Climber</b>		

**OLD GARDEN ROSES**

	<b>Variety</b>	<b>Shown By</b>
<b>Dowager Queen</b>		
<b>Victorian Rose</b>		
<b>Genesis Award</b>		

**MINIATURES**

	<b>Variety</b>	<b>Shown By</b>
<b>Mini Queen (Gold)</b>		
<b>Mini King (Silver)</b>		
<b>Mini Princess (Bronze)</b>		
<b>Mini Court</b>		
<b>Mini Court</b>		
<b>Mini Court</b>		
<b>Mini Court</b>		
<b>Mini Court</b>		
<b>Mini Court</b>		
<b>Mini Court</b>		
<b>Mini Open Bloom</b>		
<b>Mini Single</b>		
<b>Mini Spray</b>		

**MINIFLORAS**

	<b>Variety</b>	<b>Shown By</b>
<b>Miniflora Queen (Gold)</b>		
<b>Miniflora King (Silver)</b>		
<b>Miniflora Princess (Bronze)</b>		
<b>Miniflora Court</b>		
<b>Miniflora Court</b>		
<b>Miniflora Court</b>		
<b>Miniflora Court</b>		
<b>Miniflora Court</b>		
<b>Miniflora Court</b>		
<b>Miniflora Court</b>		
<b>Miniflora Single</b>		
<b>Miniflora Spray</b>		



**OTHER AWARDS**

	<i>Variety</i>	<i>Shown By</i>
<i>Best in Show</i>		
<i>English Box Large</i>		
<i>English Box Miniature</i>		
<i>Hi-Lo</i>		
<i>Junior Spray</i>		
<i>Large Rose Single Bloom</i>		
<i>Miniflora Rose Bowl</i>		
<i>Novice</i>		
<i>Rose Bowl, Large Bloom</i>		
<i>Rose Bowl, Miniature Bloom</i>		
<i>Seedling</i>		
<i>Judge's Entry</i>		
<i>Most Fragrant</i>		
<i>Sweepstakes</i>		

# Section VII

## Opportunities for Service and Support

### INTRODUCTION

For most of our 121-year history, the American Rose Society (ARS) has depended primarily on membership dues to sustain our work, with help from mission-related revenue and donations from both members and friends.

In the 21<sup>st</sup> Century, ARS and all similar membership organizations have seen dues income decline compared to earlier levels and have seen donations increase to fill the gap. This trend will very likely continue.

The American Rose Society, Inc. is recognized as a 501 (c) (3) charitable organization by the United States Internal Revenue Service. This means that charitable donations to ARS are eligible for tax deduction as allowed by law. ARS cannot offer tax or other financial advice and donors are always encouraged to consult a financial professional if they have questions regarding a tax deduction for any donation. ARS provides a written acknowledgement of each donation. In addition, ARS participates with the Unified Registration Statement (URS) program for fundraisers and with <http://www.guidestar.org/>.

The American Rose Society offers many ways to contribute to the fulfillment of our mission:

- A. Unrestricted/Undesignated Gifts
  - a. Annual Fund
  - b. Honorariums/Memorials
- B. Restricted/Designated Gifts
  - a. Endowments/Trusts
  - b. Special Projects
  - c. Published Needs Lists
- C. Gifts-In-Kind
- D. Planned Gifts or Estate Planning

ARS endorses and will adhere to the Donor Bill of Rights which was created by the American Association of Fundraising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), the Association of Fundraising Professionals (AFP) and the Council for Advancement and Support of Education (CASE).

## THE DONOR BILL OF RIGHTS

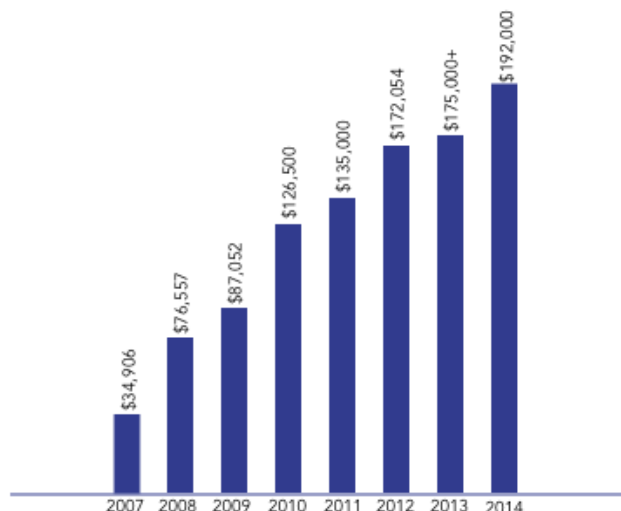
Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

## ANNUAL FUND: GIVING FOR TODAY

Annual Fund is the foundation of all our donation programs. Gifts to the Annual Fund help us immediately, today. These gifts allow us to meet our budget, pay for daily expenses, and support the mission of ARS beyond membership dues.

Every member receives a request for an annual donation. This program was originally known as the Patron Program. In a relatively short timeframe, we've grown Annual Fund from \$35,000 to more than \$175,000 each year. This money goes right to the bottom-line. It helps us pay our bills and provide member services.



Most of our donors give in the \$100 to \$200 range and receive a collectible pin each year. In recent years, we have received gifts from \$5 to \$60,000. Gifts in amounts over \$5,000 are considered Major Gifts. Every gift – every year -- is important, no matter the size.

Gifts to the Annual Fund are unrestricted and undesignated. This means they are used for general operating expenses and not earmarked for special projects.

### ***Annual Fund Giving Levels:***

**Friend: \$1-99**

**Donor: \$100-199**

**Patron: \$200-999**

**Steward: \$1,000-4,999**

**Sustainer: \$5,000-\$9,999**

**Benefactors: \$10,000 and above**

Some employers will match your contribution to ARS. Please check the list of companies on our web site or contact your employer's human resources department for more information.

## **ESTATE PLANNED GIVING: GIVING FOR TOMORROW**

Gifts through Planned Giving will help us in the long term, tomorrow.

Planned Giving is the primary vehicle for growing our trusts. As we plan our estates, most of us are able to designate a larger gift in our wills than we could ordinarily give on an annual basis. In the past several years, we have seen thoughtful individuals bequeath hundreds of thousands of dollars at a time to ARS. We are now actively assisting our members and friends to remember ARS in their estate plans. Just in the past 18 months, ARS supporters have indicated their intentions to bequeath more than \$5,000,000 to ARS. These gifts will secure the future of ARS.

Planned Giving is a method of giving that allows a donor to give a larger gift than they could make from their discretionary income. Most often, these are estate gifts, but not always.

There are generally 3 types of Planned Gifts:

1. Outright gifts of appreciated assets as a substitute for cash.
2. Gifts that return income or other financial benefits to the donor.
3. Gifts payable upon the donor's death.

It is this last category that is most common. 75% to 85% of all Planned Gifts are simple bequests. If you have not done so, please consider remembering The American Rose Society, Inc. in your will.

The average age when a will is created is 44. The average bequest is \$20,000 to \$75,000. Within the next 15 years, over \$6 Trillion will be passed from one generation to the next.

Remember, bequests are the gifts that cost “nothing during lifetime.” That is, a bequest does not affect one's cash flow or lifestyle.

ARS has created the “ARS Heritage Members” group to recognize and honor those individuals who have demonstrated their intention to make a Planned Gift to The American Rose Society, Inc. (our legal name). This list is published on a regular basis in the pages of *American Rose* magazine.

*See our Statement of Gift Intention form and our Ways to Give on the following pages.*



## WAYS TO DONATE TO YOUR AREA OF INTEREST

*Which Gift Matches Your Goals?*



**There is a gift for every objective.  
Find out which gift is right for you.**

### **Bequests Thru Your Will**

Leave your legacy by making a gift in your will to friends, family and charitable organizations. A bequest is one of the simplest ways to remember those you care about most.

### **Life Insurance**

Perhaps you would like to make a sizable contribution to The American Rose Society, Inc. how to help meet our current needs, but you don't want to reduce the estate you will pass to your family. The solution? Purchase life insurance.

### **Retirement Plan**

If you have both retirement and non-retirement assets in your estate, it may be more beneficial for charity to inherit your retirement assets and for your heirs to inherit your non-retirement assets, as the non-retirement assets may have already been taxed. The charity will not owe taxes on the amount inherited, whereas your heirs would likely owe taxes on the retirement assets they inherit.

### **Charitable Lead Trust**

If your goal is to provide an inheritance for your children, but you would also like to make a significant charitable gift to The American Rose Society, Inc. through your estate, find out how a charitable lead trust can help you satisfy both objectives. It's a charitable lead trust that can provide a significant charitable gift through your estate and provide an inheritance to your children.

### **Charitable Remainder Trust**

What are your plans for the future? While there is no single way to achieve all of your personal and financial goals, there is one strategy that can meet many of your needs. It's called a charitable remainder trust. In the right circumstances, this plan can increase your income, reduce your taxes, unlock appreciated investments, rid you of investment worries and ultimately provide very important support.



*Additional information, plus free, confidential consultation with our experienced staff  
is available on these and other estate and gift planning topics.*

*Please contact Director of Development  
or Jeff Ware, Ex. Director (800) 637-6534 at the American Rose Society  
to learn more about how we can be of assistance to you*

## AMERICAN ROSE SOCIETY ANNUAL FUND

### STEP 1: Please tell us about yourself.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Email \_\_\_\_\_ Phone \_\_\_\_\_

☐ Yes, please save postage and thank me via email.

### STEP 2: Please tell us at what level you wish to donate.

☐ Friend, \$0 – 99

☐ Steward, \$1,000 - \$4,999

☐ Donor, \$100 - \$199

☐ Sustainer, \$5,000 - \$9,999

☐ Patron, \$200 - \$999

☐ Benefactor, \$10,000 and above

*One Donor pin per donation will be sent to those donating at the \$100 to \$199 Donor level in a given year. One Patron pin per donation will be sent to those donating at or above the \$200 level in a given year. ☐ No, thank you, I prefer not to receive a pin.*

*A special recognition item will be awarded to donors at or above the \$1,000 Steward level in a given year.*

### STEP 3: Please tell us how you prefer your donation be directed.

☐ American Rose Society Operations, to provide vital funding for all services from ARS  
(Undesignated gifts will be directed here)

☐ Gardens of the American Rose Center, to provide support for the operations of the Gardens.

### STEP 4: Please tell us how you wish to make this donation.

☐ I have enclosed a check in the amount of \$ \_\_\_\_\_.

☐ Please bill my credit card for the full amount of \$ \_\_\_\_\_.

☐ Please bill my credit card quarterly (4 payments) in the amount of \$ \_\_\_\_\_ for a total donation of \$ \_\_\_\_\_.

*Credit Card Information:*

☐ MasterCard

☐ Visa

☐ Discover

☐ Amex

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ V-Code \_\_\_\_\_

*Please mail this form to ARS, PO Box 30,000, Shreveport LA 71130-0030, or fax to (318) 938-5405. If you prefer, we would be happy to process your donation by phone at (318) 938-5402.*

### STEP 5: Please review the information below concerning matching contributions and estate planned giving.

*Your employer may offer a matching contributions program.*

*For a list of participating companies, please see the Donate section of our website: <http://www.ars.org>*

☐ Yes, my company offers a matching contributions program.

Employer's Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

*You may also support the American Rose Society through opportunities in our estate planned giving program.*

☐ Yes, I would like to learn more about estate planned giving opportunities and how they may benefit both me and ARS.

### PLEASE KNOW THAT WE ARE SO GRATEFUL FOR YOUR GENEROUS SUPPORT

*ARS is a 501(c)3 non-profit organization.*

*Contributions are not compensated with goods or services and are deductible for income tax purposes as allowable by law.*

GLRSL



## STATEMENT OF GIFT INTENTION

This statement of intent is an expression of my present plans, is subject to revocation or modification by me, and is not legally binding on me or my estate. As an expression of my concern and commitment to furthering the goals of American Rose Society, Inc., I/(we) \_\_\_\_\_ am/are making a provision to the society through (please select appropriate item):

- ☐ An outright bequest upon the passing of the donor, or the passing of the donor and spouse
- ☐ A trust agreement, income reserved for the donor, spouse, or other income beneficiary
- ☐ A life insurance policy, in which the society is named as beneficiary or owner and beneficiary

The estimated value of my gift is (not required) \$\_\_\_\_\_.

Special circumstances of my gift include:

\_\_\_\_\_

It is my/our wish that the gift be used for the following fund or purpose:

- ☐ General Purposes of the Organization
- ☐ ARS Endowment Trust
- ☐ ARS Maintenance Endowment Trust
- ☐ ARS Educational Endowment Trust
- ☐ ARS Research Endowment Trust
- ☐ I would like to discuss the purpose of my gift with ARS staff.

Please check all those that apply:

- ☐ Although I wish to be an ARS Heritage Member, I wish to remain anonymous.
- ☐ I permit the society to use my name and likeness in printed lists of ARS Heritage Members, which may appear in such documents as the annual report and newsletters.
- ☐ I permit the society to disclose the type and purpose of my gift in promotional materials in order to encourage others to make similar gifts.
- ☐ I permit the society to disclose the amount and financial benefits of my gift in promotional materials in order to encourage others to make similar gifts.

Donor Name(s) _____		
Address _____		
City _____	State _____	Zip _____
Birth Month/Day _____		Email _____
Donor Signature _____		Date _____
Co-Donor Signature _____		Date _____

*ARS Heritage Members are recognized for their current or deferred planned giving philanthropy in support of American Rose Society, Inc.*

P.O. BOX 30000      SHREVEPORT, LA 71130      PHONE: 318-938-5402



## ENDOWMENTS: THE FUTURE OF THE AMERICAN ROSE SOCIETY

Past ARS leaders knew an important fact about nonprofit finance: if we only plan for today's needs, tomorrow's needs may be unmanageable. We must plan for both.

Money for today is vitally important to insure consistent operations. However, planning for the future financial wellbeing of ARS is equally important. We have four endowed trust funds that help insure the future of our mission.

Donations to the trusts are always welcome. When planning your estate, please consider designating a portion of your will or other instrument to include one or more of the endowment trusts established by ARS and help insure the future of the organization you love. Those endowments are described below.

### ***American Rose Society Endowment Trust***

In 2006, ARS established this endowment to insure the future operations of the American Rose Society. Leaders recognized that membership dues may not be sufficient to fund necessary society operations. Under terms of this trust, no part of the principal may be invaded, but all interest, earnings and gain from the investments of the trust shall be dedicated to operation of the society. This trust is still fundraising to reach a minimum of \$500,000 before any funds will be available for use.

### ***American Rose Society Maintenance Endowment Trust***

In 1991, this trust was created exclusively to provide a perpetual endowment for the maintenance, development, and improvement of the American Rose Center. For purposes of this trust, the words "American Rose Center" mean the approximate 118-acres of land owned by the American Rose Society in Caddo Parish, Louisiana and all improvements thereto, including but not limited to fences, walks, streets, driveways, parking lots, plumbing, lighting, timber, landscape ornaments and ornamental plants. This trust currently provides an annual allocation for maintenance. In addition, the trust funded the initial work to develop our planned giving infrastructure.

### ***American Rose Society Educational Endowment Trust***

In 1996, this trust was created exclusively to provide funds for the development, publication and distribution of educational materials on the culture of the rose, the establishment and advancement of local rose societies and otherwise for the benefit of the American Rose Society. It is the intent of this trust to provide funds for special educational or development projects and not for the ordinary operating expenses incurred by ARS.

### ***American Rose Society Research Endowment Trust***

In 1991, this trust was created to provide funds for research on the historical origin, identification, breeding and culture of the rose and otherwise for the benefit of and to carry out the purpose of the American Rose Society.

## HOW TO MAKE A CHARITABLE CONTRIBUTION TO THE AMERICAN ROSE SOCIETY

### **STEP 1: Please tell us about yourself.**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_

☐ Yes, please save postage and thank me via email.

### **STEP 2: Please tell us how you prefer your donation be directed.**

**Annual Fund 2014** (Our goal is \$192,500)

- ☐ ARS Operations, to provide vital funding for all services from ARS.
- ☐ Gardens of the American Rose Center to provide support for the operation of the Gardens.

**Endowment Trust Funds** (*Restricted gifts are not counted towards Annual Fund goal*)

- ☐ ARS Endowment Trust, to provide endowment for society operations
- ☐ ARS Maintenance Endowment Trust (American Rose Center)
- ☐ ARS Educational Endowment Trust
- ☐ ARS Research Endowment Trust

**Honor/Memorial Fund for the American Rose Center**

- ☐ My gift is in honor of \_\_\_\_\_
- ☐ My gift is in memory of \_\_\_\_\_
- Provide Notification to \_\_\_\_\_

**Other:**

- ☐ Please send a list of current needs. I would like to give through my Employer Matching Program (a list of participating companies is available at <http://www.ars.org>).
- ☐ I would like to learn more about estate planned giving opportunities and how they benefit both me and ARS.

### **STEP 3: Please tell us how you wish to make this donation.**

- ☐ I have enclosed a check in the amount of \$ \_\_\_\_\_.
- ☐ Please bill my credit card for the full amount of \$ \_\_\_\_\_.
- ☐ Please bill my credit card quarterly (4 payments) in the amount of \$ \_\_\_\_\_ for a total donation of \$ \_\_\_\_\_.

**Credit Card Information:**

☐ MasterCard ☐ Visa ☐ Discover ☐ Amex

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ V-Code \_\_\_\_\_

Please mail this form to ARS, PO Box 30,000, Shreveport LA 71130-0030, or fax to (318) 938-5405. If you prefer, we would be happy to process your donation by phone at (318) 938-5402.

Please mail this form to ARS, P.O. Box 30000, Shreveport, LA 71130-0030, or fax to (318) 938-5405.  
If you prefer, we would be happy to process your donation by phone at (318) 938-5402 ex. 223.

ARS is a 501(c)(3) non-profit organization. Contributions are not compensated with goods or services and are deductible for income tax purposes as allowable by law.

**PLEASE KNOW THAT WE ARE GRATEFUL FOR YOUR GENEROUS SUPPORT.**



## THE AMERICAN ROSE CENTER: 40 YEARS IN SHREVEPORT

The year 2014 marks an important milestone for our national headquarters in Shreveport, Louisiana. We celebrate our 40<sup>th</sup> Anniversary!

ARS started out in Washington, D.C. We moved to Harrisburg, Pennsylvania. Then we relocated to Columbus, Ohio. In 1974, we made our last move to Shreveport, where generous donors provided 118-acres to build the first ARS-owned headquarters and rose garden.

Now, the American Rose Center boasts one of the nation's largest collections of roses. We have 64 individual rose gardens, two major buildings, a large botanical collection in addition to roses, impressive garden features, a beautiful wedding chapel, maintenance shop and support buildings. Maybe most important for today, all of this is debt free due to the generosity of our members and friends.

Many donors, both in the Shreveport area and around the country, have made it possible for ARS to thrive at our headquarters. It is also important to note that ARS has given back to the community by providing not only a tourist attraction and a research destination, but also jobs and a local economic impact of nearly \$60,000,000 over the past 40 years.

### ***DONATIONS TO THE AMERICAN ROSE CENTER***

As one can imagine, operating a large public garden requires a great many resources. Operating funds from the ARS budget, as well as an annual allocation from the ARS Maintenance Endowment Trust, do not always cover all of our expenses related to needs within the gardens.

We are always eager to accept donations for special projects and specific items. Gifts of cash to purchase goods and services to benefit the gardens are welcomed.

Gifts in-kind of supplies that we would ordinarily be required to purchase are extremely helpful to ARS. These might include rose plants (of cultivars we are specifically seeking), fertilizer, garden soil and other items required to grow roses. Our equipment needs are always great. These may include regular gardening tools, as well as large items like tractors, lawnmowers, weed trimmers, gators (utility vehicles) and tour carts, etc.

*Please see the list of attached garden features that may be purchased on behalf of the American Rose Center.* Consult with the executive director to learn additional needs or specific items that may be needed at any given time.

## CONTRIBUTION OPTIONS AT THE AMERICAN ROSE CENTER FOR GIFTS AND FOR DONATIONS IN HONOR OR IN MEMORY

- **CERAMIC STONE TILE** for floor of Whitaker Hall of Honors at Klima Rose Hall .....**\$1,500**  
*18"x18" Includes freight, installation; engraving allows 6 lines of text, 15 characters each.*
- **BRICK PAVER** in floor at Carruthers Court, the entry court at Klima Rose Hall.....**\$250**  
*4" x 8", engraved up to 39 characters; 3 lines, up to 13 characters per line.*
- **NATURAL STONE BENCH**; sculptural stone slab on rock foundation – the preferred garden addition  
3' to 8' lengths, delivered and installed ..... **\$1,500**
- **ISLAND OF CLASSIC SOUTHERN GARDEN SHRUBS**, including engraved bronze plaque ..\$2,500  
Planting of "islands" of shrubs throughout the gardens, to bring year-round interest, to draw birds and birding enthusiasts, and to break up large open expanses of the gardens; to include varieties of hollies, sasanquas and camellias, sweet olive, vitex crepe myrtle trees, French mulberry and other classic Southern garden plants.
- **RECEPTION LOBBY & KITCHEN** at the American Rose Center - Naming Opportunity ....**\$15,000**  
Refurbishing and furnishing of the lobby of the headquarters Thigpen-Herold Administration Building, and naming for donor, or in honor or in memory of someone.
- **PATHS OF THE GARDENS OF THE AMERICAN ROSE CENTER** ..... \$ \_\_\_\_\_  
Overlay or repaving of the paths throughout the Gardens – or portions thereof. Contact the Executive Director to inquire
- **LIGHTED SCENES FOR CHRISTMAS IN ROSELAND** ..... **\$2,500**  
Each year, Christmas in Roseland serves as a holiday fundraiser and provides more than \$50,000 to benefit the American Rose Center and American Rose Society.

Sculptures, garden features and décor and all items not listed must be presented for approval to the American Rose Center Committee and Executive Director.

## **WHEN SOMEONE ASKS “HOW CAN I HELP?”**

Local Society leaders may ask, or be asked “How can I help the American Rose Society?”

The American Rose Society is funded mainly through memberships, but also through special projects, interest from endowments and by contributions from ARS members and rose lovers throughout the world. Programs listed here include a variety of ways a local society can support the national organization, and ways it can encourage others to do so.

### **MEMBERSHIP**

Membership is the lifeblood of the American Rose Society. ARS offers Individual Memberships, Joint Membership for two members of the same household, Senior Memberships, and Youth Memberships. We offer one, two and three year terms as well as “Life”. ARS offers Corporate Memberships and Foreign Memberships. As you can see, there are many memberships for everyone and every situation (*See Section III for more information*).

Just as the ARS staff and related committees work to support local societies in their membership efforts, local society leaders are encouraged to support the ARS in its efforts to grow in membership. It is thought that only one-third of local society members are also members of the ARS. As local society members grow in their rose hobby, they should be encouraged to join the ARS for many benefits that are afforded by the parent organization.

### **GIFT MEMBERSHIPS**

Local Societies are encouraged to purchase three ARS memberships per year to be used as awards, raffle prizes, or in other creative ways. Leaders are also asked to encourage gift memberships during holidays and for special occasions.

### **LIBRARY SUBSCRIPTIONS**

Local Societies are asked to donate an *American Rose* subscription to your local library. By making the *American Rose* available to the library, readers will become aware of the existence of the society, and can locate your local society through that contact. (ARS has a special Library Subscription rate. Contact ARS headquarters for details).

### **GIFTS TO THE SOCIETY**

In addition to the annual dues local societies remit to the ARS, local societies may have opportunities to make additional contributions: The ARS Annual Fund offers a category for local society Annual Fund donations. Many societies participate annually in the Annual Fund program and those societies are recognized in the *American Rose*.