



NEWS RELEASE

American Rose Society

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FOR IMMEDIATE RELEASE

July 7, 2021

VIRTUAL GREEN THUMB EDUCATIONAL SERIES CONTINUES “Going the Distance” with William J. “Will” Radler

Shreveport, LA – The American Rose Society (ARS) and American Rose Center (ARC) Committee invite you to join us for another exciting and informative Virtual Green Thumb Educational Seminar on Saturday, July 24, 2021 at 1:00 P.M. Cost for the seminar is \$10, Free for ARS members. The seminar will be presented on GoToMeeting.com. Follow this link to register:

<https://register.gotowebinar.com/register/6216136682782784524>.

After registering you will receive a confirmation email containing information about joining the webinar. Call 318-938-5402 if you have any questions.



Take a ringside seat and enjoy the inspirational tale of The Knock Rose® as told by its creator, Will Radler.

One might expect that the world’s best-selling rose was conceived in a laboratory under the direction of a seasoned rose breeder holding many horticultural degrees. Instead, a nine year old with two quarters in his pocket changed the rose industry forever. Radler shares a blow-by-blow account of his journey from fringe contender to international champ. The behind-the-scenes details will both amaze and inspire you.

Making it to the main event is one thing. Sustaining is another. Radler, with his unconventional methods, is certainly doing something right with 50 plant patents to his name.

Fast forward to 2021. Modern day rose breeding has evolved dramatically. Going toe-to-toe in today’s industry presents both opportunities and challenges. Learn an insider’s perspective of the state of the revitalized industry. Topics include: The Rose Industry Today, Marketing Challenges, Competition, Diseases (and perception of diseases), Breeding Priorities and Integrated Pest Management.

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About the American Rose Society: The American Rose Society is a non-profit, educational organization founded in 1892 to promote the culture, preservation and appreciation of the rose and to improve its standard of excellence for all people through education and research. Its headquarters is located in Shreveport, Louisiana, at the American Rose Center, home of “America’s Rose Garden.”

About the American Rose Center: The American Rose Center was established in 1974 and serves as the national headquarters site for the American Rose Society. The Center is the largest public garden in the United States dedicated to roses.