

DSD Shares

Idea or Material Input

Functional Area: Officers' Resources

Title of Article or Material: _On Being President of a Local Society

Type of material: Word File PDF PowerPoint Spreadsheet Web hot link Other

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Information Source(s): Built for ARS to work with the ARS Electronic White Book

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Target Audience for this information: New society presidents and those looking for new ideas or those who missed the DSD January 2010 presentation..

Abstract:

This project was started over a year ago by the ARS Local Society Relations Committee to provide a PowerPoint tool to work with the new Electronic White Books being released in 2Q 2010. The project was completed just before the DSD Mid Winter Meeting 2010 and was presented there for the first time. It will be in the Leadership section of DSD Shares. It is also being posted on the ARS Website.

Its purpose is to provide ideas, checklists, job descriptions and other tools to help local society presidents understand important tasks that are typical for a president.

A PowerPoint Version of this material is also available for group presentation. It is available from the author for group presentations and is included on the Speakers' Program list. It is best presented at the District Level.



Presents

The Role of the President
In a Local Rose Society



The Role of the President in a Local Rose Society



By: Philip Paul, Vice District Director
ARS Deep South District

Welcome to the Captain's Job!



The Captain is responsible for
anything & everything happening
during the voyage!!!

Agenda

The Elements of the Job

Planning

Organizing

Motivating / Leadership

Operating

Other thoughts

(C) 2010 American Rose Society

Revision: Dx

Where to Start

- Most management texts suggest a format in which to think about a new management job.
- For many years new managers were taught
 - POMC for Planning, Organizing, Motivating and Controlling.
 - In the ARS world Controlling is probably better replaced with the term “Operating”
- Take a look at the ARS “White Book” a great tool for Society Presidents. Use it with these ideas.

Planning



- The first task of a new leader is to plan where the organization is headed.
- The first element of a good plan is a set of --
“GOALS”
- The second task is to decide the most effective way to organize the group to meet those goals
- The third task is to find people willing to carry out those goals within the organization.
- Read the Society’s By-Laws and get to know them!
It will avoid arguments and problems later on

1. Typical Goals for a Rose Society

- Increase membership by x % this year
- Avoid membership losses
- Improve membership contribution
 - Don't make the Board do all the work!!
 - Everybody does a little work !
- Increase meeting attendance (with great programs)
- Establish public projects:
 - Rose Shows
 - Public presentations (Garden Clubs, Nurseries, etc.)
 - Develop/Support public gardens
 - Provide roses to needy areas of the community



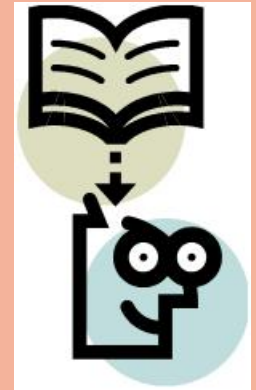
Other Possible Goals

- Team with surrounding societies on projects
- Team with local Garden Clubs
 - Joint rose/flower shows
- Increase ARS membership and participation
- Establish a value statement such as:
 - “Educating - Sharing - Socializing”
 - The term Educating is essential because of --
 - ARS Charter
 - Internal Revenue Service status as a “501c3” corporation
 - (Local Societies exist under this legal status)
 - Use it on website, newsletter, correspondence

The Four Types of Members

Try to move these people up the ladder

- Committed / Leadership oriented
 - Get them involved quickly – A rare bird
 - Board of Directors or Committee Chairpersons
- Active / Contributing to tasks
 - Get them on committees and team projects
- Active / Interested
 - Don't volunteer readily/ Often a phone call helps
 - Get them on one time tasks as a first step
- Inactive / May just want to keep up
 - Not growing roses any more, like the social value
 - Might just like newsletter



2. The Best Way to Organize

- Study the membership
 - You were probably Vice President and have some ideas and observations
- Find those who can lead
 - Make sure they are on your new Board
 - Select others as Committee Chairpersons
 - Learn who you can count on to make it happen
- Have some people in reserve
 - In a volunteer organization people may become unavailable for many different reasons



What Committees Should We Have ?

Must Have Committees

- #1 Membership (Grow & keep existing members)
- #2 Programs (Keep them interested & informed)
- #3 Education (Keep them informed & growing)
- #4 Consulting Rosarian Coordinator (Provide Focus)
- #5 Hospitality (Greet them and Keep them fed)
- #6 Community Relations/Publicity (Expand Role)
- #7 Newsletter (Communicate)
- #8 Website (Communicate and Community Resource)
- #9 Rose Show Chair (Longest Lead Time Job)

What Committees Should We Have ?

Highly Desirable Committees

- Telephone
 - Improve meeting attendance
 - Improve overall communication
 - Take the burden off the officers
- ARS Relations (Build a two way street)
- Finance Committee / Auditor
- Vendor Relations / Advertising
 - Joint Community Programs
 - Contributions (Raffles, etc.)
 - Rose Availability
- Historian



What Committees Should We Have ?

- **The Portland, Oregon Rose Society has an extensive list of committees – take a look:**
 - ARS Liaison
 - Advisory Committee
 - Communications Director
 - Fertilizer and Product Sales
 - Finance Committee
 - Gold Award Garden & Garden Judge
 - Hospitality
 - Librarian
 - Parliamentarian
 - Portland Parks Liaison
 - Portland Rose Festival Association Liaison
 - Programs and Attire
 - Promotions, Publicity and Planning
 - Properties Managers
 - Rose Show Judging Chair
 - Rose Show Clerks
 - Royal Rosarian Liaison
 - Rose Show Trophies
 - Soil Testing
 - Vendor Fair
 - Volunteer Coordinator
 - Webmaster

Notice their community involvement !!!

The Role of the Past President

- Your most reliable consultant
- The individual who has been there before you!
- As you go through the planning process, setup a private meeting with this individual to discuss plans to go forward.
- The past president is an excellent choice for a project manager for that special program.
- Would this person make a good community speaker?

3. Motivating

- The Board, Committee Chair and CRs have the major motivational role in the society
 - Show Enthusiasm
 - Get to know each member
 - Try to get new members on committees
 - A way to contribute
 - A way to get them to know a smaller group of members
 - Consider having each CR responsible for a group of new members as a communications focus point



Some Other Presidential Tasks

- Helping the vice president get ready for the president's role
- Become a figure in the community, be the leader in making presentations throughout the community
- Rally the troops for the next meeting:
 - E-mails - President's column in newsletter
 - Develop a telephone committee & call the week before the meeting
- Develop a sense of charisma that draws people to you
- Keep your ears open, pickup the good and bad
- Never become aloof or arrogant, it will cost you in your ability to ask for help

Beware !!!!

- In any organization you will find people who will tell you “We tried that and it won’t work”
- Times, leaders, membership changes
- Develop multiple sources of information
- Get to know other presidents of rose societies (share)
- Don’t be too quick as a new president to give up your ideas or ideas brought to you!!!
- Use your board to gain consensus on the good ideas



4. Operating

- Board Meetings
 - Send out an e-mail agenda ahead of the date
 - Solicit additional agenda items from the Board
 - What will work best?
 - Board Meetings just before membership meetings - time efficient
 - Board Meetings at a separate time to permit more discussion
 - Consider conducting your Board Meeting on-line – forces efficiency
 - E-mail to get urgent things approved quickly
 - Conference call or e-Conference
 - Work to get the year's program agreed early on
 - Plan ahead carefully for “Long Lead Time” projects
 - Establish date for the Rose Show ASAP!!!!

Board Meetings

- Who attends:
 - Board members including all officers
 - Committee Chair as required if presenting to board
 - Others as required
- Question? Are your Board Meetings open to the membership?
(Check your By-laws)
- Process flow of the meeting:
 - Follow Robert's Rules of Order
 - There is a short version which is all you will need

**THE RULES YOU NEED
IN A MEETING**

**MADE SIMPLE
AND EASY**

**The Only
Authorized
Concise
Guide**

**ROBERT'S RULES
OF ORDER
NEWLY REVISED**

IN BRIEF



**HENRY M. ROBERT III, WILLIAM J. EVANS
DANIEL H. HONEMANN, THOMAS J. BALCH**

Simplified Board Meeting Order

- Standard Order of Business Meetings
 - Review and discuss the meeting's agenda
 - Know what we are trying to get done today
 - Reading and Approval of the Minutes
 - Reports
 - Finance/Treasurer
 - Programs
 - Discussion of plans for next meeting
 - Discussion of future meeting schedule
 - Special programs
 - Rose Show
 - Standing Committees
 - Unfinished business from previous meetings
 - New Business
- **Your #1 Task = Focus Meeting, Keep discussion
“ON POINT”**

Ideas to Get Things Started

Questions a new president might ask

- What do we do for the membership?
 - Create a handout that answers this – see next page
- Where do our membership \$ go? Is that what we want?
- How is our “cash flow” month to month over the year?
- Survey the membership –
 - What do they need/want? Do our programs match up?
 - What are they best suited to contribute?
- Where can we find new members?
 - Garden Clubs
 - Websites (one of the best sources for new members)
- As a new member joins, get a profile of interests and experience (growing roses and contributing to a society)
- How can we better align with the ARS?
- Do we compete in the ARS newsletter or website competition? Should we?

A Typical Tri-Fold Membership Tool

- Here is a proven tool used for several purposes:
 - An explanation of growing roses in our area
 - A membership application
 - A handout for basic “Roses 101” talks
 - A rose show handout
 - Place them in local nurseries
 - Place them in public gardens you support

Thanks to the Bradenton-Sarasota Rose Society for the idea

CAN I GROW ROSES IN FLORIDA?



Educating-Sharing-Socializing

**Tips for Learning the Easiest
and Most Successful Ways to
Grow Beautiful and Healthy
Roses**

**Join the Rose Society
to Learn More**

Joining the Bradenton-Sarasota Rose Society brings education and additional enjoyment to rose growing...

The Bradenton-Sarasota Rose Society was formed as a non-profit organization in 1959 and has been serving the needs of Manatee and Sarasota County rose growers ever since. We just celebrated our 50th Anniversary.

Our society holds monthly meetings usually on the 4th Sunday of each month in January through June and September through December. Dates can vary so be sure to check with us on our web-site.

Each month an educational program is presented and members are able to ask our American Rose Society certified Consulting Rosarians questions about rose gardening.

Here is a list of some of our recent programs which are focused for the needs of both new growers and long time members—

- Garden tour of members' homes
- Growers talks on the year's newest roses
- Fragrance in Roses
- Planting and pruning roses
- Irrigation, soil and fertilization
- Spraying for fungus & insects
- Members' Favorite Rose Presentations
- How to exhibit in a rose show
- B-SRS Rose Show

In addition to our programs, we publish an award winning Bulletin ten times a year. The publication provides a calendar for all area rose events and a series of articles on what should be done in the garden month by month. Questions are answered by experts from all over the southeastern United States.

The Bradenton-Sarasota Rose Society is affiliated with the American Rose Society and its Deep South District.

Bradenton-Sarasota Rose Society
Web-site: www.b-srs.org

Bradenton-Sarasota Rose Society Membership Application

Name(s): _____ Address: _____

City: _____ State: _____ Zip+4: _____ + _____

Phone: _____ e-Mail Address: _____

Memberships that include a Black & White Bulletin via US Mail and a Color Bulletin via internet:

Individual or Family Membership.....\$20.00/year _____

Sponsor Membership 30.00/year _____

Memberships that include a printed Color Bulletin via US Mail:

Patron Membership 45.00/year _____

Corporate Membership100.00/year _____

Also available through the B-SRS:

American Rose Society and the Deep South District Bulletin. Please contact our Membership Chair

Please mail this form with your check payable to: Bradenton-Sarasota Rose Society

Mail to: Diane Celeste, Membership Chair, 7061 Treymore Court, Sarasota, FL 34243

Can I grow roses successfully in Florida?

Absolutely! Here are some tips from our Consulting Rosarians.

Picking out your rose bushes:

In Florida we are able to grow roses all year long. Selecting roses grown on Fortuniana rootstock will provide excellent results. Roses grafted on Dr. Huey rootstock are also acceptable. You will find all your favorite roses in Florida, but some grow better than others. For a current list of successful roses check out our web-site at: www.b-srs.org

To get you started, some of our favorites include:

- Gemini – HT – pink blend
 - #1 Favorite at B-SRS
 - Moonstone – HT – white
 - Veteran's Honor – HT – dark red
 - St. Patrick – HT – yellow blend
 - Louise Estes – HT - pink blend
 - Tiffany – HT – pink blend
 - Prosperity – Climbing shrub rose – white
 - Belinda's Dream – Shrub – med pink
 - Knock Out (The most popular shrub rose) – red, yellow, pink, or light pink
 - Joy – Miniature – pink blend
 - Kristen – Miniature – red blend
 - Playgirl – Floribunda – medium pink
 - Souvenir de la Malmaison – Old Garden Rose – light pink
- Note: HT = Hybrid Tea Rose

Selecting your site:

Roses need sun. They prefer 6 to 8 hours per day. Roses don't like "wet feet" or wet roots, so plenty of drainage is important. If your soil doesn't drain well, we suggest using large pots or building a raised bed. You should plant roses leaving 4 to 5 feet between each plant. This will improve air circulation and reduce any problems with fungus.

Planting your roses:

Spring and fall are the best times to plant new roses in Florida. There are many ways to prepare the soil for roses, but the following is a good way to get started:

Start by digging a hole about 2 feet deep and equally as wide. Place a small handful of *Super Phosphate* in a corner of the hole. Don't try to mix it in with the mixture in the next step. Next, begin to fill the hole with the rose in the center followed by a mix of the following:

¼ Good Top Soil ¼ Peat Moss ¼ Perlite

Set the rose so that the "bud union" (the big ball that the canes come from) is about 2" to 4" above the soil line. The higher the better (this is different in Florida). Pack the bottom and the sides with the mix, water well and tamp it in solidly. Be sure to pick up the four items while still at the garden center.

Watering your roses:

Once planted, water your roses daily for the first week. After the first week make sure your roses get about 2" of water a week. It is probably best to water every other day if our rain doesn't do it for you.

Protecting the roses:

In order to hold the moisture created by watering or rain, you will want to put mulch over the soil. A good 2 to 3 inches of mulch will help the new roses get started. Again, try to keep the bud union higher than the top of the mulch. The mulch not only holds the moisture but protects the shallow roots from the heat.

Roses should be fertilized monthly with a good rose fertilizer. Roses should be sprayed for fungus (especially black spot) according to the directions on the bottle. Roses need only be sprayed for insects when you observe them on your plants. Talk to your garden center to find the best fertilizers and sprays for your area. Always wear protective clothing, gloves and a mask when spraying.

Testing the soil:

As you develop the garden you will want to obtain a soil test to assure your roses are getting the right nourishment. Incorrect pH levels keep the fertilizer from doing its job. The members of B-SRS will help you with this task.

Pruning Roses:

In Florida, we typically prune roses two times per year. The major pruning takes place in February. The Bradenton-Sarasota Rose Society program in the month of January is a pruning workshop conducted at members' homes. The group learns how to prune all types of roses. The February pruning will reduce the size of the bushes by about ½. Having the correct tools and knowing where to cut is covered in the workshop. The second pruning usually takes place in late summer and is used to reduce summer overgrowth. This pruning only reduces the bushes by 1/3.

Enjoying your roses:

Following the above steps will provide many enjoyable hours of gardening.

Most Rosarians grow roses for one or a combination of three reasons:

- (1) To create a beautiful garden for enjoyment of family and friends.
- (2) To produce cut roses that can beautify the home or to share with others.
- (3) Growing winning roses and participating in local rose shows.

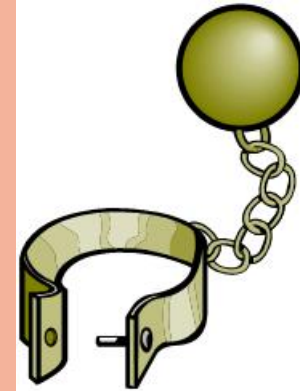
Members of the Bradenton-Sarasota Rose Society are a mix of all three interest groups and enjoy sharing experiences and helping each other learn how to produce the worlds' most beautiful flower – the ROSE. Join us for one of our programs. Check out our web-site for dates and times.

Membership Meetings

- Determine with Board the best order for membership meetings
 - Speaker first, social time, business last
 - Seldom does it work to have the social time in the middle,
It destroys the ability to control meeting flow and timing
 - **Speaker first, quick business meeting, social time**
 - **White Book Recommendation**
 - Business first, speaker, social time last – prone to dragging business out
 - Be sure business component is fast, succinct, & on time
 - Consider printing up some handouts rather than verbally covering all items
 - Program Chair should manage the agenda ,timing and appreciation
 - Invite the speaker to join the social time and continue to answer questions
 - Most talks should be 45 to 60 minutes including questions

Legal Aspects

- Use the White Book to help you understand the relationship with the ARS
- Make sure you manage:
 - IRS Annual Reports – New Requirements in 2008+
 - CR reports (With your CR Coordinator)
 - Roses in Review
 - Annual Individual CR Report
 - Annual local membership meeting (If By-Laws require)
 - Business or Tax Licenses if required for plant sales, etc.
 - Contracts or agreements for rose shows, meeting places & storage places
 - Annual Liability Insurance with the ARS
 - Use the White Book to help you with these requirements and their details



REMEMBER: The Captain is responsible for everything happening on the ship!!!

Publicity



- To serve more than the present membership:
 - Consider a monthly “press release” on the next event or meeting through the local press and other garden clubs at least 1 month ahead
 - Work carefully on a clear and concise message
 - Tie into newsletter and use same press release on the front of the website
 - Get press release in poster form to all local garden centers at least 1 month ahead

A typical President's Job Description

- Preside over all Membership meetings
- Preside over Board meetings
- Establish Board and Membership meeting agendas
- Principal contact to the American Rose Society and District
- Make sure ARS Membership for the Society is paid current
- Announce Rose Shows to District Membership
- Write to the membership monthly in the newsletter
- Maintain effective liaison with local partners
- Manage the relationship of newsletter to website
- Keep rose growing fun for the membership!!!



Maintain a Calendar of Activities and Actions

These are typical tasks and should be altered for your society

- In January each year, Appoint Committee Chairs as needed
(Announce in January newsletter)
- Distribute Job Descriptions to officers and committee chair
- Establish a program with each "Chair" in early January.
Have them put it in writing
- Assure that Secretary provides an updated officer list to
ARS & District Annually
- Assure that yearly liability insurance & dues are paid to ARS
- Newsletter Editor and Vice President to set plan for the year
(Programs and Bulletins)
- In February, conduct Annual Business Meeting per by-laws
- For more ideas:



Review the White Book on The Leader's Calendar
Check your society by-laws for local requirements

Calendar Continued

- In June, annual contract payment is made to meeting location
- In June 2010, with Vice President, negotiate Meeting Room Contract and set dates at least two years in advance (if possible).
- In August, make sure annual storage locker fees are paid
- In September appoint a Nominating Committee Chair
 - Have that person appoint 2 other members to the committee.
- In October, have Nominating Chair announce the slate of officers
- In October, designate a Bronze Medal Award Chair.

ARS asks the Board or Executive Committee to vote.

- In October, attend District Annual Business Meeting
 - Select alternate for meeting.
- In November, hold election of officers
- In December, administer the installation to any new officers
- In December, present Bronze Award at the installation ceremony

The New Electronic White Book

Your best source for information and answers to your questions

- Section I About the American Rose Society
- Section II Local Rose Society Administration
- Section III Marketing and Membership Promotion
- Section IV Programs and Activities
- Section V ARS Consulting Rosarian Program
- Section VI Rose Show Information
- Section VII Opportunities for Service and Support

Go Forth and Lead



For the
Love of the Rose

PROGRAM SERVICES COMMITTEE

Jolene Adams, Chair 2009-2012

Susan Bishop

Louise Coleman

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Philip Paul

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Charles Shaner

Pat Shanley

Skip Shealy

Dave Steever

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Power Point programs on roses are available for download from the ARS website,
'members only section.'

They are offered to our members for use by a local or district rose society or an ARS
Judging or Consulting Rosarian School.

These programs are
copyright © ARS 2009 -2012

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Revision: F

