

The Bulletin

of the Deep South District
of the American Rose Society

Fall 2011

Volume 51



Deep South

"Champions of Roses"

30th annual Mid-Winter meeting

January 13-15, 2012, Gainesville, FL

The Bradenton-Sarasota Rose Society cordially invites you to the 30th annual Deep South District's Mid-Winter meeting to be held January 13-15, 2012 at the Best Western•Gateway Grand in Gainesville, Florida. This new location (one minute NW off Exit 390 of I-75) has a large banquet room that will give us some extra elbow room for our programs. It also provides a scrumptious continental breakfast including Belgian waffles. There is free Wi-Fi, a computer room and a large, outdoor pool area right off the main lobby. The outdoor area has comfortable chaise lounges, a hot tub, and a fitness room downstairs for guests. If you need a Publix, Starbucks, McDonald's, Subway, Walgreens, golf course or restaurant, this exit has them all.

This year there will be two large rooms for the vendors to occupy. One room will house the nurserymen selling rose bushes (place your orders early), Jim and Daisy Mills of K and M Roses, Geoff and Debbie Coolidge of Cool Roses, Tim Myers and Jinger Gordon of Jinger's Jungle. The other room is for Wendy Tilley of The Rose Gardner, Jim Young of Purely Organic, Clayton Beaty of Mills Magic and several vendors that have been invited but not yet responded. This vendor area will be set up with every rose related item you could possibly need, and most of the vendors accept credit cards for your convenience. For those ladies who love rose jewelry, you will be delighted with vendor Valerie Frayer (she is tentatively committed). Her rose jewelry is

beautiful and she is also known for encasing ARS Bronze medals in beautiful copper bezels.

We have a wonderful hospitality suite for you to visit during the weekend. It is a beautiful room with a very large balcony (extra seating) that overlooks the pool area. Stop by and chat a while or lounge in the sunshine while sipping a delicious beverage and check out the rose bushes near the pool. There will be plenty of goodies and beverages for all. Because

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Deadline for Winter Issue

November 1, 2011

Please send *ALL* articles, announcements,
show results, newsletter exchanges to

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**From our
District Director
Karen Prevatt**



Now that the record setting high temperatures of summer are over, we can look forward to seeing once again beautiful fall rose blooms in our gardens, rose shows, garden tours and the November 11-13 Deep South District Convention. The convention will be the highlight of November with its American spirit theme of "A salute to Veterans". The Tampa Rose Society has put together an outstanding lineup of speakers for Saturday afternoon of the convention including renowned entomologist for the State of California, Baldo Villegas, Walt Disney World horticulturalist, Debbie Mola and Paul Zimmerman of Paul Zimmerman Roses. While the rose show is being set up and judged, the public has been invited to attend lectures on getting started growing better roses. Pam Greenwald of Angel Gardens will present the virtues of growing old garden roses. The convention committee has promised door prizes galore, a grand ballroom rose show, great food and a Sunday morning tour to beautiful rose gardens at the homes of Ed and Monika Easom, Margo Harrod and Fermin and Laura Rodriguez. Ham Evans, our tour leader, promises to have you back to the hotel by 1:30. At last count we had ten vendors confirmed. Order your supplies from the vendors early for pick up at the convention. We need each of you to register to attend the convention. The convention is being held for the benefit, education and entertainment of our district members. We understand that the economic problems experienced in our country at this time may make it more difficult to attend meetings but remember that without the support of the members of our district we may not have societies willing to host conventions in the future.

While we focus on all these wonderful activities and our rose friends in the coming months we need to be mindful that we still do not have a DSD rose society that is willing to host a fall convention for

2012 or thereafter. Please let us not make the 2011 district convention in Tampa the last one ever for our district. If you are a leader in your local society and would like to see your society host a convention, we can help provide convention planning assistance. You may even want to consider co-hosting a convention with another society in your area. Please contact our meetings site selection chairperson, Jean Stream, or me to let us know you may be interested in hosting this event in the future. We also need societies to host the Mid Winter meeting in January 2013 and thereafter. It is not too early to start planning for these meetings.

With final plans being made for the local fall rose shows, remember to try to encourage new exhibitors. The contest for the \$100 cash prize is still on for the society in the Deep South District that gains the most new exhibitors. Rose show chairmen and society presidents want to make sure you have someone counting the new exhibitors that your society has encouraged to make entries in your shows. We need the new exhibitors name and the name of the show entered. The contest runs until the end of May 2012. Each society wishing to participate should appoint a chairman to encourage new exhibitors and keep track of their members who enter exhibits in rose shows for the first time during this period.

The Bradenton-Sarasota Rose Society is hosting our Mid-Winter meeting at the Best Western Hotel in Gainesville, Florida on the weekend of January 13-15. Connie Vierbicky as chairperson and her committee have planned a spectacular and fun weekend. You will definitely want to attend this event. Friday afternoon starts with a star spangled exhibitor's workshop featuring outstanding national horticultural exhibitors Satish Prabhu, Bob and Sandy Lundberg and Ralph Stream. New and seasoned exhibitors will not want to miss this event. The arranger's workshop has been cancelled by Jim Harrell, district chairman of Arrangement Judges. It may be that we decide to alternate between horticultural and arrangement workshops in the future. Steve Jones, former ARS president, will be a guest speaker along with Stephen Hoy, a specialist in single type roses, and Lynn Griffith of A & L Laboratories. Put this date on your calendar now.

Continued on page 5



**Judges
Review
Jim Small, Chairman
Horticulture Judges**

It is really hard to think too much about the upcoming rose show season here in the middle of summer. In this heat, it is even hard to get out in the rose garden to do the minimum amount of maintenance. All of us across the Deep South District, as well as our roses, are suffering from the heat and lack of rain. What affect this weather will have on the quality of bloom for the upcoming district and local shows is presently hard to ascertain. Hopefully things will improve weather-wise by the time necessary to produce quality blooms and our shows to be successful.

In my last article I told you of some of the proposed changes to the Judging Guidelines. Another item being considered is to remove the requirement that one actually resided in a district to be a member of that district. This change would be useful to individuals living close to district lines who might prefer the activities of one district to another. Such a change would remove physical residence as an eligibility requirement for competing for the McFarland and Moore Awards at district shows; you would only need to be “officially” a member of the district in which the award is given. Changing districts would require the approval of the District Directors of both involved districts. I doubt this change would make much of a difference, as few will switch districts just to compete in selected rose shows.

A number of minor changes will be made, most of an editorial nature and of little consequence. One change would encourage the inclusion of grandiflora, and even floribunda, booms in the McFarland class description. Grandiflora blooms are currently excluded from this award. That makes little sense, as grandifloras are usually eligible for the “hybrid tea” court of honor. The District as a whole will determine the requirements of the award rather than, as is the current case, the

District Director who strangely must do this “annually.”

In another change, I, as District Chair of Horticultural Judges, will be assigned the duty of finding new judges. That is going to be quite a chore as I currently only know of one person in the District who is planning on attending next year’s school and I have not noticed likely candidates among the members of my rose society. We normally have a school in even years so I will need to begin planning for the 2012 event in the near future. At this stage, I have no idea where it will be held but I would like to find a central location. Most of our DSD judges will not need to attend as they are certified until 2014.

Another proposed change is to create an “inactive status” for judges who may be temporarily unable to fulfill the requirements of an Accredited Judge due to illness, taking care of loved ones, or other legitimate reasons. The current rules allow no satisfactory way for the judge to return to active status without retaking the judging exam. Likewise, there is no way for a Judge Emeritus to resume active status. I have been able, with the National Chair’s blessing” to grant a two-year extension to those who have been unable to attend a judging school or seminar but after that time, they will need to complete a school and the exam. The new procedure would allow individuals with “inactive status” to return to active status by attending a judging school, or equivalent activity. They would not need to retake the judging exam. Inactive Status would be granted by the National Chairman of Judges on recommendation of the District Chairman of Judges of the District in which the Accredited Judge is a member. Inactive judges would not have the right to judge accredited ARS shows.

For any of you looking for a horticulture judge’s audit class, the ARS Central District Rose Show and Conference on September 9-11, 2011 will include a 4-hour audit class that meets the requirements for judge recertification. The convention will be held at the Crowne Plaza Hotel in Lenexa, KS, a suburb on the western edge of the Kansas City metro area. Registration forms,

conference agenda, and hotel information can be found at www.rosesocietyjoco.org. For more information, contact Laura Dickinson, President of the Johnson Co. Rose Society at 913-268-0965 or lkdickinson09@gmail.com.

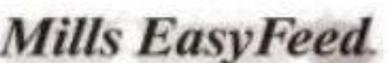
I am looking forward to the upcoming District Show and Convention in Tampa. I hope to see many of you there, either judging the show or exhibiting. I have reviewed and approved the schedule. If you are a show chair and have not sent me the schedule for an upcoming local show, please do so as soon as possible. Give me about a week to review and approve your schedule.

From The Director
Continued from page 3...

Two of our DSD leaders are experiencing serious health problems, Anne Paul and Ralph Stream. Ralph is recovering from a serious operation and looking forward to his rose activities. Anne has resigned as District Chairperson of Membership and as President of the Bradenton Sarasota Rose Society to concentrate on her health. Please keep both of these leaders in your thoughts and prayers. I have been unsuccessful in finding a volunteer to serve as the new chairperson of membership. This position has the very important responsibility to help bring new members to our local societies and maintain existing membership. Please call me if you are interested in filling this position for the district. We need to continue sharing our membership ideas and programs with the societies of our district.

Three Deep South District Societies have contributed a total of \$1000.00 to the ARS \$100,000.00 Campaign. Thank you for your contributions. Although the ARS has funded endowment trusts, the cash flow and operating income has seen dramatic decreases with the decline in membership and lower investment earnings in the trusts. The new Patron program is seeing increased donations which are actually ahead of the budget for this year, but patrons alone cannot sustain the organization. ARS has cut back staffing and garden positions so please bear with the staff if you experience a delay in response to your inquiry.

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In Memory
Contribution to the Deep South District Garden Fund have been made as follows:

In Memory of Vasta Yarbrough
By Tallahassee Area Rose Society
By William and Mary Maude Sharpe

In memory of William Driscoll
By Tallahassee Area Rose Society



RE: Arrangements

**Jim Harrell, Chairman
Arrangement Judges**

Hope you are all surviving our long hot summer. While we are in the summer doldrums and want to stay inside out of the heat, it is a good time to think about doing something new or different to improve your arrangements. Look for new plant materials that will enhance your designs. I know I'm always searching for unusual line material or weathered wood or artifacts to use in my arrangements. Summer is also a good time to organize your container collection. Figure out which ones will work and which ones need to go away. It doesn't matter what you do, just working with the materials will improve your skill and confidence.

I hope many of you are making plans to attend and exhibit at the DSD Convention and Rose Show, November 11-13 in Tampa. All Arrangers need to support our District Events. The arrangement schedule is available on line on the DSD Website. Due to scheduling and space constraints, there will not be an arrangement seminar and hands-on workshop in conjunction with the DSD Convention this year.

In another disappointing development, there will be no hands-on arrangement workshop on Friday at the Mid-Winter Meeting 2012 as has been the custom for many years. In its place there will be a Horticultural Exhibitors' workshop. While we are saddened to not have an arrangement workshop, I encourage all arrangers to attend the Exhibitors' workshop. They have engaged two of the top national horticulture exhibitors in the country as speakers and it is just as important for rose arrangers to understand how to prepare and groom roses for exhibition as it is for Horticulture exhibitors. I plan to attend. I'm sure we can all take away some insights that will make us better arrangement exhibitors as well. I hope we can work out these scheduling conflicts and have our workshops back on the agenda again at future DSD events.

From the Treasurer:

The following DSD Rose Societies have not paid their contributions for FY 2011:

- FLORIDA:**
 Gainesville Rose Society
 Greater Fort Meyers Rose Society
 Jacksonville Rose Society (Have not Paid Contribution for the last three Years)
 Pensacola Rose Society
 Tropical Rose Society
 West Pasco Rose Society

- GEORGIA:**
 Savannah Rose Society
 South Metro Rose Society

- ALABAMA:**
 Mobile Rose Society

Contributions were due and payable not later than June 30th of each year.

Earnest E. (Ed) Easom, DSD Treasurer



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Consulting Rosarian Report

**Ralph Stream,
CR Chairman**



Well here it is the end of summer again. But we still have plenty of hot weather to come. As of this writing (July 20th), we still do not have any substantial rain here in North Central Florida. I have only measured 18" for the year. This shows that we are in the same dry weather pattern as last year. Our irrigation pond is almost gone and that means we will soon have to water plants from our well. I don't like taking water from the well for irrigation because it puts more stress on the ground water, which is also low due to the lack of rain.

If you have a deep well, you probably will have enough water to keep your plants hydrated. For me, I will have to ration each area of the yard to only 1 hour of watering per day. What we need here is a tropical depression to come in and just sit here a few days.

We will be having a 2012 CR School at our next Mid-Winter Meeting. For those wishing to take the exam, I will need your application and I will need it in hand by October 1st. I always need to check your qualification first, then there is a letter of Recommendation that needs three CR signatures. For those of you who need to Audit in 2012, this may be your only chance in our District this year. I will be checking my list and letting you know if you are due for audit. Of course anyone can come and sit in on the CR school just for fun and learning. We have a few active CR's who attend the school every year. (See the CR Application at the end of the newsletter.)

I want to remind all of our active CR's that Roses-in-Review (RIR) reports are due by September 26th. This report can be done on the ARS website or can be sent in to the Deep South District Coordinator. Even a report that you grow none of the roses on

the list, qualifies you as making a report. This RIR report is mandatory for all CR's. Failure to report puts you on the once only reminder list. Failure to report the second year in a row leads to you being dropped as an Active CR by the ARS. One does not have to be a Consulting Rosarian to participate in the RIR report, anyone growing roses is welcome to participate.

Come the fall of the year, a lot of Rose Societies have their slate of officers change. With new leadership some things get overlooked. I would like to remind every club president, new or old, to be sure and appoint a CR Coordinator for your society to help guide your CR's through their responsibilities. If done right, a club will have great success in keeping and finding new members.

My winter article will have the new CR Annual Report form attached.

I hope to see many of you at the Fall District Convention in Tampa.

Addition to DSD Shares Site

By Phil Paul

This quarter I have added some material in the "Officers Resources" section. It is on the subject of "Rose Event Marketing". After last quarter's article I had some requests for more information. The file includes the article on Marketing Your Event, the event flyer we used, the press release, an article from the Sarasota Pelican, a 3x5 foot poster we used on the Tamiami Trail (this brought in a large number of visitors that day) we designed so it can be used for many years with minor date changes and finally a publicity activity report to our board on the sites we covered. These can be useful ideas and tools for rose shows and unjudged festivals.

Site Selection Committee
Jean Stream,
Site Selection Committee Chair

Two things come to mind as I write this. *What if???* and, *What if???*

Did you know the Deep South District is really pretty big and has many active Rose Societies with many serious rose growers? Yes, even though when we look at ourselves and realize that with each day we are all getting older and slowing down just a bit, we are still a solid core of like minded folks.

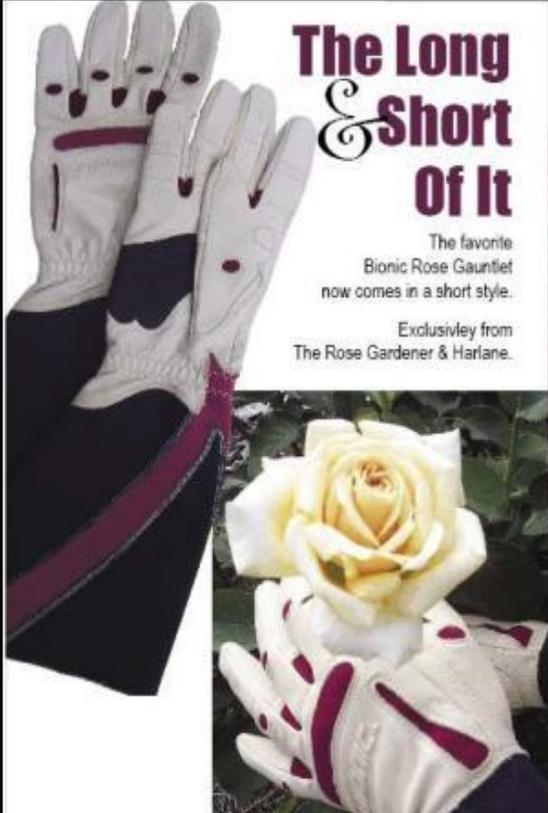
Back to the *What if???*. *What if* a Rose Society or two would brainstorm together to see how it would be possible and even fun to sponsor our next DSD Rose show and Convention in 2012? Perhaps there are Societies who have been looking for ways to increase their treasury. Did you know this is a great opportunity to earn money for both the District and the local Society treasury?

Plans are pretty well completed for the 2012 Mid-Winter event. Thanks to the Bradenton Sarasota Society for planning this January get together for us. Any society thinking about sponsoring the 2013 MWM can get some good advice from Connie. Please be thinking about hosting.

Again, back to the *What if???* What if no one steps up? As we reflect on the benefit of our Conventions and Mid-Winter get together, we will all agree that it is here where we bond and grow into this solid core. Let's put our heads together and see if we can come up with.

Attention Society Presidents:

Please make sure you have contacted Linda Schuppener (linda2742@comcast.net), our DSD Secretary, with any changes to your society's president status. Linda is trying to update the Presidents List, and several societies have not responded to her



The Long & Short Of It

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Rose in Review!!

:Once more it is time to send in your ROSES IN REVIEW FOR THIS YEAR. Here are a couple of helpful hints:

- 1. If you and your partner are growing roses, make sure you indicate 2 or each one of you fills out a form...either on paper or the web.*
- 2. You do not have to be a CR to participate!!! We need reports from every gardener Although a CR is required to submit a report.*
- 3. The deadline for reporting is the end of September so send us your observations.. We need to increase our numbers this year!!*

Thanks for participating!

Kitsy

James & Daisy Mills



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Vice District Director's Report

Phil Paul

For several years I have watched the Annual DSD Rose Show and its inner workings. One thing stands out to me. It is the fact that when the doors open at 1 PM most of the DSD attendees rush in to see the results and for one hour they look over the "Best of the Best" that the Deep South District has to offer. Then it's time for the Annual Business Meeting and most scurry away to take their place at the Business Meeting. By the time the meeting concludes there is usually little or no time to return to the show to see what we might have missed because it is time to tear down the show and prepare the room for the evening's banquet.

Karen and I have talked about this and I have proposed that there may be simple solution to the problem. Why not hold our Business Meeting at the Mid-Winter event. It is just a short 2 months later. This would open up the Rose Show to more member enjoyment but also help the local society externalize the event to their local community and have knowledgeable people available to guide tours of our Best Work. The Business meeting could be scheduled as one of the Saturday meetings at the Mid-Winter, perhaps the last of the day.

Having spent the last four years as a participant at the ARS All Miniature Convention and Rose Show one of the best techniques I have seen was at the Milwaukee Show in 2010. There Diane Sommers, Show Chair, had arranged a team of guides to talk people through the exhibits and especially the outstanding arrangements. They even went a step farther and offered outsiders a package which included some of the talks as well as the show. This became a community service and turned out to be a great recruiting opportunity and money making opportunity as well. As I go around the district people are always telling me that it so hard to get new members. Well, here is a way to do it with the help of the entire district.

When we don't think this way we are leaving our marketing hats at home. If we are going to cope with the changes in the "NEW" rose world of 2012 and beyond, we need to think about these new ways of selling ourselves to the public.

We plan to present the idea **briefly** at the business meeting in November. We'll take a straw vote and if there is interest we'll start on the by-law changes and ARS approval process, if there isn't enough interest we will keep things as they are. I hope you will look at this as a way to enjoy our best rose showing efforts and bring the community into each of our fall conventions and rose shows. This will also make the fall meeting logistics much simpler. **This action would not affect the Fall Tampa Meeting or 2012 Mid-Winter.**

On another topic, I have just received Bobbie Reed's Award of Merit articles for 2010. Please send yours so they can be available to all through our DSD Shares Site.

I hope to see you all at both the Tampa Fall Convention and Rose Show and the Mid-Winter that Bradenton-Sarasota is preparing. Both teams are hard at work preparing for you. From what I can see both events will be block-busters.

Just a reminder that your Roses in Review inputs are due this year by September 26th. As of July 28th we are leading the other districts in our inputs.

Thoughts on a Progressive Membership Program

Anne Paul DSD Membership Chair

When I became the Membership Chair of the Bradenton-Sarasota Rose Society in 2009, Phil was then President. We discussed how we might best get more new members into the club. This article is divided into two parts. First, How to get new members and second, how to maintain membership.

Finding New Members

We first went to the newer members we had both with a formal questionnaire (these usually work like postcard mail solicitations-a very low return rate. But we did get about ten of the questionnaires back and that provided some basic information. Armed with that information we started asking both old and new members questions about what made them join, what they found when they joined, were we to clicky, did older members offer to be helpful, what kind of programs did they like best, was the newsletter useful and what other things did they want to hear about, what other things could we do to make their membership rewarding. We received more answers with these casual questions as we worked each meeting.

The most important thing we learned was that new members joined because they loved roses, most had grown them up north; but they found deep south rose growing very complicated and full of issues they had not seen before. In no case did anyone say they joined because they wanted to exhibit roses. As we talked to the older members most were active exhibitors or arrangers but few on a really competitive scale. We found that every member wanted more technical information, wanted to use the knowledge of the Consulting Rosarians. They wanted speakers across a wide range of topics such as general rose care, including fertilization, spray programs (although after several of these programs we learned that it was a dangerous topic that if not properly handled could drive new members away instantly, we had requests to hear about Old Garden Roses, Earth-Kind™ Roses, Miniatures (a whole new world to most of our members), they wanted to hear about hybridization and how it was done, people wanted to know what happened to fragrance and what types of

fragrance in roses existed. Fortunately the DSD was blessed with John Tucker and Dan Mills and a killer program on the topic – one of our best programs ever. Rose tours were a hot topic and at least one was included in every year's program. They also wanted to hear about rose photography. The list went on and on. About this time the need for a website started to become apparent and one day a new member joined and asked Phil if we had ever thought of doing a website. Well, blessings never cease. Vince Celeste (our current President) and Phil went off to build a plan and develop a product.

At this point we started to know what sold in Sarasota and Bradenton. We focused on using the tools at our disposal to build our programs and to use this information to “talk it up” with prospects. We first created a tri-fold flyer so we had a marketing piece that we arranged to leave with nurseries and other willing businesses around town. We handed them out at rose shows, garden shows, garden tours. Our focus had been fairly limited to word of mouth. One day someone found us and said “I looked all over the phone book but couldn't find you anywhere.” That thought woke us up to the fact that we needed to externalize. After all most societies are in place to do “public contribution”. We had never thought of it that way. By now we started to find out that our new website became “the phone number” that people were looking for. It was a way to find us with a simple search.

We went to Selby Gardens events brochures in hand, became involved with Ringling's Rose Garden, we became a partner with the Sarasota Garden Club. We also started volunteering to give rose talks to local garden clubs IF we could had out our tri-fold brochure. All of these became sources to get in front of the public. We contributed to Ringling's 1500 rose garden by pruning, assisting in rose care and operating the AARS and AOE test gardens. The public started to know us and our contribution.

Now it was time to think out the next steps in our program because the work with public gardens, garden clubs, and nurseries had given us the forum to draw in new members by demonstrating our product.

Continued on next page

Maintaining Membership

From all the research and information we picked up from the new members, we started thing about how to maintain membership. Early on we found a syndrome that many rose societies find. Members get excited and join up but after a year or so they drop out. Why?

Our first answer was that we didn't pay enough attention to the new members, so I decided to put a "Smiley Face" sticker on each new member's badge. We also carefully put officer's titles on badges and made sure the Consulting Rosarians were well identified. We setup a period 30 minutes before the meeting where our Education Chair or another CR was available to answer all rose questions. We talked to members about being social and helping new rosarians get started. About that time we realized that there was a big social expectation (especially here in retirement acres-Florida) by our members. So we started to build a strong hospitality group. This also served as a great starting point for contribution for those who were too timid be become technically involved yet.

Now I realized that the Membership Chair was not just there to greet new members but I must be sure I was making new rosarian needs known to all those responsible for the pillars of our organization.

First, it struck us on the board that there was a trend away for rose societies just being there to exhibit roses. After all our Internal Revenue Service 501c3 charter is as a not for profit EDUCATIONAL organization. We needed to balance the needs of older rosarians who wanted more technical information and those just beginning needing the Roses 101 programs. So the thought was we now know how to get new members but what was the program from there. We saw the pillars of the organization to be:

- Programs that met both needs
- A newsletter that met both needs
- A website where people could pick their "level of difficulty"
- Outside community contributions that gave "in service training" to our members
- Officers and committee Chair who listened and responded to new needs
- A social environment where we promoted

all members communicating

We also found that if a new member saw a progression over time in their activities they would remain members longer if not permanently and would share that with other new members.

We found that the sequence should be (1) early indoctrination on the subject of deep south rose growing (including a basics class, tours of nurseries with our CRs explaining the chemicals and fertilizers as well as helping select the specific kind of roses that the 101 class had suggested and that matched the new rosarians preferences). (2) Garden tours to see how others did it. (3) Pruning and other workshops to improve skills. (4) Participation in "Rose Festivals" (the in term for non-judged rose displays). In our last issue Phil pointed out the advantage of a festival in the number of members who were willing to participate (Our last rose show had 13 exhibitors – few from B-SRS and maybe 100 viewers versus our rose festival where about half of B-SRS members willingly participated and over 500 people attended). (5) Get the newer members to clerk at the next rose show to better understand the finer points of judged competition. (6) With the success of a first rose display in a public forum, the time has now come to go for a novice class at the next available rose show. (7) Now it's time to become a committee worker. (8) How about a technical or social committee chair? (9) Don't forget the constant need for new CRs as older members retire from that important post. (10)And now maybe an officer or board member. Remember to keep your eyes searching for the two hardest to find workers – the newsletter editor and the web master or mistress. It is a good idea to find people who are willing to understudy for a year or so.

With this or any similar progression societies and members will grow and the threat to a new member that I can't do anything in this society unless I am an exhibitor fades and just becomes a comfortable thing to do once the prerequisites are met.

Blackspot and Beetle Fest 2011

By Bobbie Reed, *Master Rosarian*

On Friday, August 12, we headed south through Georgia to the George T. Bagby State Park for the Fifth (our second) Deep South District Blackspot and Beetle Festival. It was another steamy, hot summer weekend, and I have to admit it didn't seem like such a good idea at the time as temperatures soared past 90°, but we persevered.

For those who are unfamiliar with B&B, a little history: The Deep South District holds a judging school in even-numbered years, which is open to current and would-be judges, as well as exhibitors who want to learn more. In the alternate years, the district held an exhibitors' school, but in 2003 we began an expanded weekend with some education and lots of fun and fellowship. It has included cook-offs, fun and games, and genial conversations among our rose friends when we're not distracted with rose shows, schools, and meetings. It's fun!

We discovered a full lodge, and the walkway in front of our room was lined with roses from K&M. Too bad *we* hadn't ordered any. We also found many familiar, friendly faces (I think 27 in all), including this year's organizers, Dan Mills and John Tucker, and our usual treat, this year's Blackspot and Beetle T-shirt. Our agenda for the weekend included our meal schedule (always important when rosarians get together!), information on our speakers, and team assignments. What teams?

We gathered for dinner at the lodge restaurant on Friday evening and Saturday morning. Between meals and in the evenings we gathered in the hospitality suite, hosted by Dan and John and Lyndy Myers, for great refreshments, great company, and relief from the heat and humidity. We shared fond memories of Vasta Yarbrough, told assorted jokes, talked roses and rose growing, and reminisced about past gatherings.

On Saturday morning we met for the educational part of the weekend. Jamison Alston, a safety representative and respirator trainer for 3M, showed

us the relative merits and drawbacks of different respirator systems. We were reminded that paper masks are for particulates (dry chemicals), and learned that a half-face respirator is good, but a full-face respirator is five times better. I especially liked the industrial system that blows air conditioned air into your face! Jim Mills of K&M roses also spoke to us about some of the newer roses. Among the good roses available are '*Crescendo*' and '*Merlot*' from Jackson & Perkins, and '*Sugar Moon*' from Weeks (a very fragrant white). Also look for '*White Sugar*', a sport of '*First Kiss*', and '*September Mourn*', a white floribunda that's "as good as '*Fabulous!*'" Other good whites this year are '*Randy Scott*' and '*Great White*'. Given the economic climate and the recent fates of commercial rose hybridizers, Jim believes that exhibition-style hybrid teas are likely to be available in the future only from independent nurseries, not from mass merchandizers, and perhaps only from amateur hybridizers. Hybridizers to watch include John Smith of Maryland, father of '*Randy Scott*', '*Snuffy*', and '*Autumn Spice*'; Fred Wright of North Carolina, hybridizer of '*Great White*', '*My Lady Barbara*'; and Eddie Edwards, whose only introduction this year is '*Jewel Grace*', also known as "Yellow Eye", a lovely red blend that's a good grower. We can also still find recent introductions from the late Vernon Rickard like '*Cooper*', '*Intimidator*', and '*Eternity*', and from the late Frank Benardella, whose latest introduction is a hybrid tea named '*Magnificent*', formerly known as "Senior Moments".

Saturday we dined, both lunch and dinner, at a picnic shelter augmented by fans. The afternoon held the "games" part of fun and games. In our pre-assigned teams, we faced challenges in a special game show, quizzed on rose and B&B trivia, interspersed with tests of arcane abilities and resistance to "fear factors".

Sunday morning we each headed out in different directions to make it home by evening. Don and I headed north again, pausing for fresh peach ice cream on the way. It was a steamy weekend, but well worth the trip. You should plan to come in 2013!

***Beware - My Experience with
Growquest
by
Ryan Tilley***

(published in *The Georgia Rose* issue 61, July 2011)

Over the last 15 years I have dedicated my newsletter, *The Georgia Rose*, to giving you best possible information for your rose growing endeavors. Part of this dedication includes the best local and mail-order companies to get your roses from. Every year I include my rose "sources" in the winter issue of *The Georgia Rose*. Implied in that list is the companies not on the list are either unknown to me or have fallen out of favor with me. I have never put out a list of companies or written an article about a company that you should avoid...until now! In early February, two of my clients asked me to get some hard to find roses for them. My usual source for hard-to-find late requests, Regan Roses, was sold out. Since I always try to get exactly what my clients want, I went to the web. I came across Growquest, a rose broker like Regan Roses and they had the roses I wanted listed on their site. I ordered them online, gave them my credit card information, and instructed them to ship the roses at the earliest possible time in February, since I was going to pot them up in my greenhouse and plant them in my client's garden in April. This request also printed on the email receipt I received.

A week passed by, and then I got an e-mail telling me I had to pay by Bank of America bill pay online or send them a check within one week of the e-mail before they would ship the roses. I was upset at having to give my credit card information when they were not going to use it. I e-mailed them and their reply was that they could not give credit (whatever that is?) and they had to have the money in hand before they would ship the roses. Lost was my point about the credit card.

At this point, I should have just canceled the order, but I sent him a check which included a shipping charge well above what most companies charge. The check was cashed on February 28, but my roses were nowhere to be seen. In early March, I tried to contact them by phone to inquire where my roses were. There was never a response and the direct number I was given never had a voice mail set up, so I could not even leave a message. I tried e-mailing them

again and again, to no avail, I tried to contact them by phone again. After several tries over several weeks, I finally got a real live person. He said he was behind in paperwork and said he would send the roses out and that I would get them in early April. I told him that was not acceptable and that I needed the roses ASAP because I would already be several weeks behind in my planting schedule. He replied to me that "it did not matter whether I got them in February or late March". I responded that it did very much matter to me, because my clients expect the roses to be blooming when I plant them. At this point, his tone got ugly as he cut me off in mid-sentence. He told me that I would get the roses in 5-7 days and then he then hung up on me.

It is now June 5 and I've never received my roses. I have repeatedly requested a refund, but I get no response. They do not answer their phones and it is likely I will never get my money refunded. I have reported Growquest to the Better Business Bureau, but that really will not help me.

The moral is to beware of companies that you have never dealt with that request you pay them by check.

Editor's Note: Wendy updated in August 2011- right now they are in bankruptcy court and are supposed to be paying people back. When Ryan did a little more digging, he found out they did the same scamming to many others. So, this is a bad case of buyers beware.



DSD MWM January 2012 (continued from page 1)

of the hotel's restrictions on food brought into the main dining area, there will not be a formal dessert party on Friday night of this year. However, they have informed us that anyone can bring in goodies for the hospitality suite on Friday and Saturday! We do hope that some of those incredible carrot and chocolate cakes, brownies and cookies that were brought to the dessert party last year can make it to this year's hospitality suite.....how sweet it will be!!

We would like to extend a special invitation to all rosarians who have never been to a Mid-Winter meeting. It is a wonderful way to make new rose friends while attending some very informative programs. We are offering an exhibiting workshop, on Friday from 1:00 to 4:00 PM called "Winning with Roses," taught by Ralph Stream and others, featuring Satish Prabhu and Bob/Sandy Lundberg among the speakers. It will be a workshop designed to help you improve your edge on growing and competing with roses. This class will fill up quickly so register early.

Friday evening we will enjoy a delicious welcome buffet followed by a short presentation by Nancy Fischer of *Visit Gainesville* informing you of what major attractions you can enjoy over the weekend. After that, there will be pertinent information for us from our DSD director, Karen Prevatt. In closing the evening we will have a delightful program given by Steve Jones, past-president of the American Rose Society (then visit the hospitality suite if you can). By the way, the Best Western Hotel will extend your reservation at the same room rate (\$79 for a double, \$99 for King) on Thursday (12th) and Monday (16th) so you can visit this charming city.

Saturday, we have **great** programs lined up for you. **Satish Prabhu** of South Carolina, an accomplished national exhibitor (along with his lovely wife, Viyaya), will be speaking on "A New Look at Our Old Hobby." Next, **Stephen Hoy**, acclaimed newsletter editor will give his program called "A Spotlight on the Roses Bred by Amateur Hybridizers". **Lynn Griffith** of A and L Laboratories from Deerfield, Fl, follows with his very informative program called "Common Rose Growing

Misconceptions." Alabaman, **David Clemmons**, hybridizer of great mini, miniflora roses named after racehorses, will speak on "Joy in the Thoroughbred Rose Garden". Capping off the speakers' programs will be **Sandy Lundberg**, accomplished national exhibitor of the Bob and Sandy duo, talking about her favorite new cultivars. This program is called "Sandy's Pics".

Saturday night we will have a wonderful dinner buffet (see registration for details), and then the bronze medal winners and the Anita Smith DSD award will be presented. We are happy to announce that our keynote speaker for the evening will again be **Steve Jones**, ARS past president, talking about his ten country tour last summer of rose gardens of the world. His PowerPoint presentation promises to be an extraordinarily, beautiful one.

The Sunday morning Consulting Rosarian School will wrap up the weekend events. If you plan to take the test to become a CR or audit to renew your certification, you will need to promptly contact Ralph Stream (streamj@gmail.com). If you have any questions about the Mid-Winter Meeting, please do not hesitate to call or e-mail. Contact Connie Vierbicky at 941-922-6006, gatorrosequeen@verizon.net or Vinny Celeste at 941-358-6991, vincentceleste@verizon.net.

Please refer to the registration form for the hotel information and **make your reservations early, as the DSD low rate rooms will only be guaranteed until mid-December**. After that these rooms it will be based on availability at the hotel. We believe this is the best hotel rate the DSD has had in several years. A dinner count of all rosarians will be required of the BSRS **five days before the conference**. This is so the hotel can prepare for the appropriate number of meals to serve. If you wait and do not register until after the 8th of January, you may not get to eat with the group, so **please register early**.

We hope you can make it to this "**Champions of Roses**" Mid-Winter Meeting this coming January, 2012. **We know you will find it to be a fun filled, informative, and action packed, rosy good time.**

DSD Annual Convention and Rose Show

Hosted by *The Tampa Rose Society*

November 11-13, 2011

Wyndham Tampa Westshore 700 N. Westshore Boulevard, Tampa FL 33609

Registration Information:

Names(s) (as you wish it to appear on your badge) _____

Street Address _____

City, State, & Zip _____

Phone _____ Email _____ Rose Society _____

Registration Fees:

	<u>Price</u>	<u>Number</u>	<u>Amount</u>
Early (postmarked before 9/1/2011)	\$45	_____	_____
Regular (postmarked before 9/30/2011)	\$50	_____	_____
Late (postmarked on or after 10/1/2011)	\$55	_____	_____
Are you planning on Exhibiting?		<input type="checkbox"/> -Yes	<input type="checkbox"/> -No
Will you need refrigeration for your exhibits?		<input type="checkbox"/> -Yes	<input type="checkbox"/> -No
Welcome Buffet (Friday 7 pm/Cash Bar 6 – 8 pm) “Sweet Tomatoes Theme”	\$25	_____	_____
Banquet (Saturday 7:00 to 9:00) (Cash Bar 6:00 to 7:00) Write your name(s) next to desired entrée:			
Buttermilk-Pecan Breast of Chicken _____	\$45	_____	_____
Char Grilled NY Strip Steak _____	\$45	_____	_____
Wild Mushroom Ravioli _____	\$40	_____	_____
Bus Tour – Sunday 9 to 1:30 3 Gardens (Bottled Water Supplied)	\$25	_____	_____

Total Amount Enclosed: _____

Make Checks Payable to **DSD Convention & Rose Show** and mail this form with your check to:
Ed Easom, 18501 Turtle Drive, Lutz, FL 33548-4461

For Additional Information Contact: Walt Pilat 813-818-7686 trs.wpilat@verizon.net

Hotel Information **Event dates November 11 and 12, 2011**

When making reservations please call the hotel directly and indicate that you are coming for the DSD Convention and Rose Show on November 11 and 12th. We need an exact count of the rooms reserved by our attendees!

Wyndham Tampa Westshore, 700 N. Westshore Boulevard, Tampa, FL 33609, **813.289.8200**

Rooms are \$99, plus tax, per night, single or double occupancy includes vouchers for Blue Water Grill Breakfast Buffet per each day of stay • Complimentary high-speed Internet access • No charge self parking.

Hotel Reservation Cutoff Date is October 28, 2011. After this date, room rate will be based on availability.

Rose Show Results

Show Results in this issue are those received by publication deadline, 2011. The editors assume no responsibility for any errors or omissions. Shows are listed in alphabetical order by Society Name.

Huntsville Twickenham Rose

Soc. May 21, 2011

<u>Award</u>	<u>Variety</u>	<u>Winner</u>
Queen	<i>Here's Gert</i>	Bill & Jill Chappell
King	<i>Moonstone</i>	Bill & Jill Chappell
Princess	<i>Carina</i>	Bill & Jill Chappell
Court I	<i>Signature</i>	Bill & Jill Chappell
Court II	<i>Gemini</i>	Bill & Jill Chappell
Court III	<i>Lynn Anderson</i>	Bill & Jill Chappell
Fl Spray	<i>Johnny Becnel</i>	Bill & Jill Chappell
Polyantha Spray	<i>Gabrielle Privat</i>	Libby Loose
Climber	<i>Candy Land</i>	Lavonne Glover
Dowager	<i>R. Palustris</i>	Edna Earle Kelley
Miniflora Queen	<i>Foolish Pleasure</i>	David & Tammy Clem-
Mf King	<i>Whirlaway</i>	David & Tammy Clem-
Mf Princess	<i>Charismatic</i>	David & Tammy Clem-
Mini Queen	<i>Joy</i>	David & Tammy Clem-
Mini King	<i>Pierrine</i>	David & Tammy Clem-
Mini Princess	<i>Miss Flippins</i>	David & Tammy Clem-
Judges	<i>Memphis King</i>	Robert & Martha Eskew
Arrangements - "Armed Forces		
<u>Name of Class</u>	<u>Award</u>	<u>Winner</u>
<i>"We are Free Because of Thee"</i>	Duke Rosette	Edna Earle Kelley
<i>"Our Country, Our Military"</i>	Mini Royalty	Libby Loose

Don't Forget
To do your
Roses in Review!!
The deadline is
September 26
Remember
if you are a
Consulting Rosarian
it is a requirement!

AMERICAN ROSE SOCIETY
DEEP SOUTH DISTRICT

CONSULTING ROSARIAN SCHOOL APPLICATION

Please Print: _____ Date: _____

Current CR _____ New CR Candidate _____ Neither _____
(must be a member of ARS for past 3 years)

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Local Society: _____

ARS District: DEEP SOUTH _____

NOTES:

NEW CANDIDATES must submit three (3) letters of recommendation from any three (3) CRs and a resume to their home District CR Chairman, on the official form, (which will be sent to you upon receipt of this application) in advance of attending the school. You will receive a letter of verification from the Chairman which must be presented at the school.

CURRENT CRs are required to take the school and pass the test and after that time, attend a seminar or school every four (4) years to remain on active list. The school and 'open book' test are based on the **TEXT SECTION** only of the **CONSULTING ROSARIAN MANUAL**.

CR MANUALS are available from ARS Headquarters for \$15.00 + \$6.00 shipping

The past three consecutive years of membership in ARS will be verified with ARS Headquarters for all new candidates and current requalifying CRs before appointment or re-appointment is official.

THE SCHOOL IS OPEN TO ALL ROSARIANS



ARS Deep South District 30th Annual Mid-Winter Meeting

Champions of Roses

Hosted by the Bradenton-Sarasota Rose Society
Best Western•Gateway Grand, Gainesville, FL 32606

January 13-15, 2012

Registration Information:

Name(s) [as you wish it to appear on badge] _____

Street Address _____

City, State & Zip _____

Phone _____ E-mail _____ Rose Society (only one) _____

Registration Fees:

	<u>Price</u>	<u>Number</u>	<u>Amount</u>
Regular (postmarked by 12/21/2011)	\$35	_____	_____
Late (postmarked after 12/21/2011)	\$40	_____	_____
Exhibitor Workshop (Friday 1:30-4:00pm) Fee covers flowers & handouts, bring your shears	\$10	_____	_____
Welcome Buffet (Friday 7:00pm/Cash Bar 6:00-7:00pm) Salad, roast beef, turkey breast, ham, tuna salad, rolls and butter, American, Swiss, Provolone cheese, pasta salad, potato salad, coffee, tea, dessert	\$22	_____	_____
Buffet reservations MUST BE RECEIVED BY 1/8/2012			
Banquet (Saturday 7:00pm) (Cash Bar: 6:00-7:00pm) Chicken Tuscany, roast potatoes, green beans almandine, coffee/tea, dessert	\$33	_____	_____
Seared Pork Loin, roast potatoes, green beans almandine, coffee/tea, dessert	\$33	_____	_____
Primavera Vegetarian, coffee/tea, dessert	\$33	_____	_____
Banquet reservation MUST BE RECEIVED BY 1/8/2012			

Consulting Rosarian School (Sunday 8 am –2 pm) **\$10 for CR candidates** _____
FREE for those renewing or auditing rosarians _____

Total Amount Enclosed _____

If you would like to bring a dessert to share at the Hospitality Suite , please let us know (yes ___no ___)

Make Checks Payable to “**Bradenton-Sarasota Rose Society**” and mail this form with your check to:
Diane Celeste, 7061 Treymore Court, Sarasota, FL 34243

Cancellation Policy: Registration Fee Less 25% will be refunded if request is received by **12/31/2011**. No refund after that date.

For Additional Information, Contact: Vincent Celeste 941 358 6991, e mail vincentceleste@verizon.net
or Connie Vierbicky, 941 922 6006, e mail gatorrosequeen@verizon.net
or visit www.B-SRS.ORG/DSD2012 for schedule of events and details

Hotel Information Event dates: January 13 and 14, 2012 (room rate also available on Jan. 12 & 15)

When making reservations please call the hotel directly and indicate that you are coming for the DSD Mid-Winter Meeting on Jan. 13th.

We need an exact count of the rooms reserved by our attendees!

Best Western Gateway Grand, 4200 NW 97th Blvd, Gainesville, FL 32025, 352-331-3336, www.gatewaygrand.com

Rooms are \$79, plus tax, per night, single or double occupancy (Queen) or \$99, plus tax, per night (King).

Complimentary breakfast, Free high-speed wireless internet access, no charge self parking.

Location: Exit 390 off of I-75, northwest corner. The toll-free phone number is **877-464-2378**.

Hotel Reservation Cutoff Date is 12/13/2011. After this date, lowest room rate will be based on space availability.

The Bulletin

of the Deep South District

Affiliate of the American Rose Society

121 Shore Rush Circle

St. Simons Island, GA 31522-1420

EVENTS CALENDAR 2011

National Events:

October 13 - 16 **Los Angeles, CA:** Fall National Convention & Rose Show, Marcia Sanchez-Walsh,
losangelestinseltownrs@gmail.com

District Events:

November 11 - 13 **Tampa, FL:** DSD 2011 Fall Convention & Rose, Tampa Rose Society,
www.TampaRoseSociety.org

January 13-15 **Gainesville, FL:** DSD 2012 Mid Winter Meeting, Bradenton & Sarasota Rose Society,
Connie Vierbicky at 941-922-6006, gatorrosequeen@verizon.net or Vinny Celeste at 941-
358-6991, vincentceleste@verizon.net

Local Events:

October 1-2 **Augusta, GA:** Augusta RS, Augusta Mall, Linda Boland, 803-278-7275
bolandL42@me.com, www.theaugustarosesociety.org

October 29-30 **Tallahassee, FL:** Tallahassee Area RS, Doyle Conner Admin Bldg, Pat Stanford
850-519-3745, wordhacker@centurylink.net