



# *The Bulletin*

*of the Deep South District  
of the American Rose Society*

Spring 2012

Volume 52

## **A Mid-Winter's Dream 2012**

**By Connie Vierbicky**

The Deep South District's Mid-Winter Meeting was an awe-inspiring weekend for the 174 attendees – 69 of them first timers. Held in Gainesville, Florida on Jan 13-15, our theme was "DSD - Champions of Roses," and our speakers and our participants exemplified that theme. A District event (FL, GA, AL) gives many rosarians an opportunity to connect closely with each other and make lasting friendships. Sharing love, personal concern, and information about roses, along with life experiences, is what makes this weekend so special. Not only was this a fun and relaxing weekend, but also the costs for the stay were very low this year. Most everyone found this new location, the Best Western Grand, to be a comfortable and spacious place for the meeting. Our thanks to Phil Reiss and Lynn Lyons in manning the registration tables so efficiently.

The Bradenton-Sarasota Rose Society started planning for the weekend a year ago. Since we had never hosted this event, we drew upon the recommendations of rosarians that had been hosts in the past and spring-boarded from using their ideas to putting a little of our own twist on the event.

The conference began with a wonderful Exhibitor's workshop on Friday afternoon run by Ralph and Jean Stream. 60 attendees learned that grooming roses really begins with pruning your bushes the right way! That day, six expert rosarians gave PowerPoint programs, as well as hand-on demonstrations,

covering what to do to prepare roses for a show, from the beginner to the National Challenge classes. A big thank you to all the presenters: Ralph and Jean Stream, Satish Prabhu, Bob and Sandy Lundberg and Glenn Schulman.

Friday evening featured a light buffet by the hotel and lovely table arrangements by Diane Celeste and her team. Vinny Celeste, the co-chair of the event

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## Deadline for Summer Issue May 1, 2012

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

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**From our  
District Director  
Karen Prevatt**



The Deep South District's Mid-Winter meeting January 13-15, 2012 was a great success this year. I am happy that so many of our members were able to attend this year's function. There were 174 registered members in attendance from 28 rose societies in our district, plus our wonderful speakers and exhibitor's workshop teachers. My gratitude extends to the members of the Bradenton-Sarasota Rose Society who worked tirelessly to host the event. Connie Vierbicky, who served as chair of the host committee, has put together a booklet to help members of other rose societies host the event in the future. She has compiled a list of ideas to make it even better. She will be posting this information on the DSD Website. We had wonderful vendors with a great array of roses and rose products. We are always grateful for their participation in our events.

I also want to thank Steve and Susie Jones our esteemed guests from California who traveled across the county all the way to Gainesville, Florida. Steve is past ARS president and currently serving as the North American Representative to the World Federation of Rose Societies. Special congratulations to Montine Herring recipient of the Anita Smith Award for Outstanding Service to the District. The Best Western Hotel and convention center in Gainesville was very accommodating and we are planning to host the Mid-Winter meeting for 2013 at this location.

As you may have heard despite our great efforts we have not had a society offer to host the fall DSD Convention this year. This is a very sad occasion for all of us. It ends 52 continuous years of annual fall conventions for the district. A local society hosting a fall rose show may apply to have the eight district awards as a part of their rose show. The local society would have to arrange for the delivery of the awards and the return of the awards to our awards chairperson, Mary Maud Sharpe. We are now actively seeking a society to host the 2013 fall convention. There should be plenty of time to plan the event. Please contact Jean Stream to volunteer.

We are planning a Horticulture Judges School for the weekend of May 26 and 27 at the Best Western Hotel and Convention Center in Gainesville. Please encourage members of your society to attend the school even if they are not eligible to become an ARS judge. It is a wonderful learning experience and always great fun. Our District Chairman of Judges, James Small, will have all the details in his article.

The American Rose Society will not be hosting a spring convention this year. We will be attending a Board of Directors Meeting in Tyler, Texas the weekend of April 20<sup>th</sup>. We will be asked to approve the changes to the Consulting Rosarian Manual and grapple with the uncertain financial issues facing the national organization. Please let me know if there is any suggestion or issue you would like for me to bring to the meeting. Elections for new national officers will take place this summer. I have been advised that Pat Shanley from New York and Diane Sommers from the North Central District will be running for Vice President. It will be important to listen to what each candidate has to say about the future of the ARS. The winner of the election will be leading the organization in the future.

Jolene Adams, well known to our district from her many travels to our rose events in the deep south, will step up to the office of President at the fall convention in her home district in San Ramon, California. This California convention will be a well planned event that you will want to include in your plans if at all possible. You may even lose your heart in neighboring San Francisco.

On the local scene Clarence and I hosted a rose pruning party in our home garden. It was great fun. Knowledgeable rosarians from the Tampa Rose Society turned out to help novice pruners learn to tame those tall growing roses. Clarence served his now famous beef stew and cornbread and my sister-in-law supplied the strawberry shortcake. We gained several new members for the society and gained new rose friends. If you haven't pruned your roses yet, consider hosting such a garden event in your yard.



## **Judges Review**

**Jim Small, Chairman  
Horticulture Judges**

It is time again for the DSD biennial Horticultural Judging School. It is a requirement that all accredited horticultural judges audit a school or seminar every four years. The school also trains candidate apprentice judges. We have scheduled the school on Saturday, May 26, 2012 (8:30 a.m. to 5:00 p.m.), and the exam for apprentice judges on Sunday, May 27, 2012 from 8:30 to 12:00 Noon. There will be a Pre-school poolside buffet available for a nominal charge on Friday at 7 p.m. The location will be at Best Western Gateway Grand, 4200 NW 97<sup>th</sup> Blvd., Gainesville Florida 32025. This is the location of our last mid-winter conference so many are familiar with this venue. Unfortunately, I was unable to attend the conference due to the unexpected death of my mother during that week. Therefore, I am starting late in putting all of this together. I now have the instructors lined up and the school approved by ARS.

While we had some significant changes in the structure of the exam for our last school, the judging manual was little changed. This time, I expect to have a much-revised judging manual available. Indeed, I just voted for the draft and Bruce Monroe, the national chair of judges, tells me that he expects the new manual to be official prior to our school. The new manual has twenty-two (22) chapters versus the old manual's fifteen (15). While much of the material in the new chapters is a revision of information currently found in the appendices, there is new information on judging many of the "specialty" classes such as "leftover" and fragrance classes. Many of you have complained about the repetitive nature of some of this material. I am, therefore, going to try to streamline as much of this as we can. For example, the guidelines for judging hybrid teas, minifloras, and miniatures are so similar that I think this discussion can be combined. I am still awaiting the latest ARS school guidelines so, at the moment, don't really know how much of this sort

of thing is possible. But this is a school rather than a seminar, so we have to prepare candidate apprentice judges for the exam. Accredited judges need only participate in the morning sessions to get credit for auditing. The late afternoon sessions will be primarily for the candidate apprentice judges but accredited judges may attend.

I will be reviewing my records and contact those judges who must take the school to remain in good standing. Many of you took the school in 2010 so are in good standing until 2014. Still, it is always good to retake the school every two years as something may come up to interfere with your attendance. I hope to see a good turnout for the school among both accredited and candidate apprentice judges.

Registration form is on page 21.

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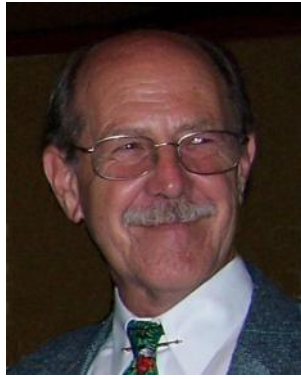
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## RE: Arrangements

**Jim Harrell, Chairman  
Arrangement Judges**



*Attention Arrangers! See information on the first Multi-Regional All-Arrangement Rose Show and School on pages 22-23 in this issue.*

Winter is about over and soon it will be Rose Show time again! I hope many of you are getting ready to try something new this year. If you are an experienced designer, get out of your rut and try to work with design styles that challenge you. If you are a beginner, it's time to get your feet wet and actually exhibit some arrangements this year. All you experienced arrangers should make an effort to mentor at least one new arranger every year to help keep our rose show activities alive. I encourage you to help with your local show and if possible clerk for the arrangement judges. You'll be surprised at how much you'll learn by just listening to their comments.

Due to some time constraints and other conflicts we were unable have an arrangement seminar at our

recent Mid-Winter Meeting. We hope you will try to organize and conduct some arrangement programs in your local societies. It will improve your craft and maybe inspire some in your society to enter their first arrangement class at your local show this year. We will make every effort to have a workshop at the Fall District Convention when we have one. We will have more information on this in the Summer Issue.

Regarding the Rose Shows, so far I have received only three local show arrangement schedules for review. It is important that there be consistent rules throughout our District. So if you are writing an arrangement schedule for a show in the DSD and haven't sent me your schedule for review, please send it to me as soon as possible at [jim@fairmarsh.com](mailto:jim@fairmarsh.com). I will make every effort to review it and get it back to you quickly (read: within a few days).

**Attention ARS Arrangement Judges**, I sent out via email the Arrangement Judges Report form for 2011 in January with a deadline of March 1, 2012. So far I have received reports from only 9 of our 20 accredited Judges! If you have not filed your report, please do so ASAP. If you have lost or deleted the form, contact me and I will resend it.

Have a wonderful spring and success in your arranging endeavors. Remember beautiful arrangements complement any occasion, not just rose shows.



A room full of arrangements for the MWM banquet in January

Photo by Phil Paul



## Consulting Rosarian Report

**Ralph Stream,  
CR Chairman**

It was so nice to see all you fine folks at the Mid-Winter Meeting last month. It was the best attendance in quite a few years.

Jean and I were so pleased to have 69 people at the Exhibitors Workshop. I hope everyone got something he or she can use or share in your own rose society. Many thanks go out to everyone who helped or was involved in making this workshop memorable.

Our CR Class Sunday morning was well attended with 38 CR's and 3 sit-ins. We got off to a slow start due to the hotel's problem with the heating of the room we were assigned to use. We were able to get an alternate smaller room that was quite cozy. There was one new CR who took the exam and passed. Congratulations to Sara Coleman. Our four plus hour sections went quickly and every one enjoyed our fine instructors and in fact I am still getting e-mails and calls from auditing CR's telling me that this was the best and most informative school they have attended.

As with all events there seems to be something that always creeps in that you had not planned on. In checking the sign in sheet, I found one person's name that never showed up. Another CR had signed in for the missing individual. This is a no-no which could lead to both CR's being denied future CR status. So no matter what, if you attend any required school, never sign anyone in.

I have found that we can have a successful CR school at other times of the year. Over the past two years, the Atlanta and Sarasota Rose Societies have hosted a school to benefit their local CR's. I can help you get set up if your club would like to venture out with this project.

I have a final count of active Deep South CR's that fulfill their requirement of Roses-in-Review reports. 81 of our 151 CR's sent in their reports, just a little over 50%; very disappointing showing for one of the largest districts of the ARS. The new rules state that if a CR fails to report 2 years in a row, he or she will be dropped off the Active List of the ARS and then their Local Society list. This is where the Local Society's CR Coordinator can do a most valuable service in helping to keep CR's up to speed with their required reports. As of this writing I am still receiving the required CR yearly reports and almost at the February 1<sup>st</sup> deadline having approximately 50% of our CR's reporting. I will accept any reports that are a week or two late, but not much after that. I have my National reports to make. Please remember to use the CR report form that is in the Winter Bulletin or you can find it on the Deep South District website.

Doing the required CR report once a year takes little effort and time. If you find that it is a hindrance or waste of your time, then I see you as no longer being an effective CR and suggest that you request Emeritus status or resign from the CR designation. We all take an oath to do the requirements that keep us active. Our District, Local Society and the ARS does not need CR numbers, we need workers that keep us viable.

I hope to see a lot of you at our Judging School this summer.



The Atlanta area attendees at MWM 2012

## Vice District Director's Report

Phil Paul



.At the recent Deep South District Mid-Winter Conference some questions came up on the value of the District and the ARS. I want to take some time this quarter to address the District value proposition from my years of attending and participating in these meetings.

Back in the day when I was a new player in this District I was sort of set back as I started to evaluate the District interworkings. I would say to Anne as we were talking on the way home that it would take a very long time for us to fit in and that we started in a rose society “way too late”. We had been growing roses for at least 15 years in the north country (Boston and Buffalo) and since the season was so short and so was the time I had available, rose growing seemed to be a simple task. I didn’t ever see a thrip, dealt with black spot mostly by removing the infected petals and occasionally used a little copper for any other problems. But then I went to a seminar that Bradenton-Sarasota RS sponsored at Ringling one Saturday and heard Russ Bowermaster give a great 101 level talk. It really set me straight. I had never checked for drainage, Russ said it should drain in a few minutes to an hour. Mine barely drained in 3 days. I had no idea where to get roses so I mail ordered bare root roses. Having lost my first and second try at plantings (due mostly to root rot), I was all ears and fortunately retired. So I took the handout and went straight to the sign-up tent. I was now a card carrying member. After being a “taker” for a year I was talked into becoming Vice President. Don Shaner told me I should start going to DSD meetings to learn more about how societies worked and see how others presented roses and rose information. After a meeting or two, I got it. This was the place to go to find good speakers but it seemed to be done on sort of a barter system. But I had nothing to barter. Having come from the technology world, I knew how to speak but what would be the subject? I wasn’t ready for primetime and someone had said to me that I shouldn’t give talks unless I was a CR

whatever that was (all I knew was I had to wait for 3 years to be one). That was quite a setback. I thought a bit about the situation and came up with the idea that no one would stop me if I put a talk together on irrigation. So I set out to attend extension courses on irrigation especially micro irrigation. I built a wooden demonstration board and created a workshop on building a rose irrigation system. (Now I announced myself as the “Consulting Waterboy”. I gave it locally and 4 female members happily reported at the next meeting that they had followed the instructions and now had water saving irrigation fully operational. Now I had something to barter. At the next DSD meeting I signed up 3 societies to hear my new workshop and they committed to come give us a talk. Since that time I have always told new Program Chairs that they must get known in DSD and have something to offer other societies.

From then on I was a real believer in the usefulness of the District. The district is all about 2 things SHARING and Advanced learning. Things you can take back to your local society and SHARE there with those who don’t attend District Events. Now after about 7 years of District attendance, I have many friends from many different business and professional walks of life. These are people from all over the south who not only share factual information but who are enjoyable to meet and break bread with.

When I was elected to Vice Director, Karen Prevatt asked me to figure out a way to formalize our District sharing. We have tried to build the sharing program to be worth the price of DSD dues along with the Bulletin, the arrangement and exhibition judging schools and providing the judges for rose shows, a Consulting Rosarian training program to update current CRs and train new CRs, a solid website, awards across the District for top performers and the “Best of the Best” rose shows at District level (this is of course in jeopardy with no fall Convention this year). **As I see it the District is where we integrate and share our thinking beyond what we can do at the local level.** I always go home with new ideas, consolation on the day to day issues of operating a volunteer organization, new ways to find and sustain membership and some new speakers for the coming months. I am afraid that I just can’t understand why a local society wouldn’t

*Continued on page 11*





## **BRONZE HONOR MEDAL WINNERS FOR 2011**

Pictured above are some of our districts recent recipients of the ARS Bronze Honor Medal. This award is the highest honor a local society can bestow upon its members. Congratulations to this years winners!

### **LOCAL SOCIETY**

Augusta Rose Society  
 Birmingham Rose Society  
 Bradenton Sarasota Rose Society  
 Central Florida Heritage Rose Society  
 Gainesville Rose Society  
 Greater Atlanta Rose Society  
 Greater Gwinnett Rose Society  
 Greater Palm Beach Rose Society  
 Huntsville-Twickenham Rose Society  
 Orlando Area Historical Rose Society  
 Tallahassee Area Rose Society  
 Tampa Rose Society  
 Thomasville Rose Society

### **HONOREE**

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 Gloria Purnell  
 Ron Mallory  
 Carol Hoffman  
 Anita Campbell  
 Jesse Usleton  
 Rani Von Wurttemberg  
 Robert & Joanie Sanford  
 Tammy Clemons  
 Collette & Jerry Cadwell  
 James & Martha Dooley  
 Hamilton Evans  
 Nell Cunningham



## Blackspot & Beetle Festival VI

### *“a trial run”*

Ever since the summer of 2003 it has become a tradition for DSD members to get together in odd numbered years for a special event of fun, friendship, relaxation, and good food. We call this event the Blackspot & Beetle Festival (B&B Festival), and it has always been held at Bagby State Park near Fort Gaines, Georgia.

Some past attendees have indicated that maybe it is time to consider changing the location of the Festival and to discuss its future in general. Karrie Massee, member of the Jacksonville Rose Society and owner of The Club Continental Resort on the St. Johns River in Orange Park, has offered her beautiful facility as a possible alternative venue. Debbie Coolidge, a member of the West Palm Beach Rose Society and co-organizer of recent B&B Festivals, has suggested that we convene the Festival this year at The Club Continental as a “trial run” to evaluate the Festival’s future.

The date for the “trial run” is Friday and Saturday, July 27-28, 2012. The registration form can be found in this issue of *The Bulletin*, and it will be posted on the DSD website. Please note the deadline for registration is July 11, 2012. The Registration fee per person is \$25, which includes a dinner on Saturday night at Karrie’s home near the resort. Room reservations must be made directly with the resort. The room rate is \$70/night, plus 10% tax. Breakfast is included. The “cutoff date” to reserve a room is also July 11. Please do not wait until the last minute to make your reservation and then be disappointed.

Check in at the resort is any time after 2 pm on Friday. That evening we have planned a Cabana Dinner (pay on your own) around the pool. This will begin our opportunity to share impressions of the resort and to discuss the future of B&B.

After breakfast on Saturday morning we will be on our own until dinner at Karrie’s house that evening.

Check out the resort’s beautiful website, [www.clubcontinental.com](http://www.clubcontinental.com), to get a feel for the grounds and facilities and to find suggestions for nearby activities to enjoy.

After noon on Saturday and through Saturday night we will have a hospitality room available where we can gather informally at any time to continue our discussions on the future of B&B. Whether you are a past patron of B&B or just curious, we hope you will join us to keep the tradition alive and explore the future.

If you have questions feel free to call or e-mail any of the Festival hosts: Geoff and Debbie Coolidge at 561-684-2421, [geoffcoolidge@comcast.net](mailto:geoffcoolidge@comcast.net), or Dan Mills and John Tucker at 352-591-2145, [tucker-mills@netscape.com](mailto:tucker-mills@netscape.com).

See Registration form on page 20.



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and BSRS president/registration expert, gave the invocation and welcomed all rosarians to the event. Karen Prevatt, our DSD director, also welcomed the crowd, and then Nancy Fischer of *Visit Gainesville* told the group about weekend sightseeing opportunities in Gainesville. Steve Jones then presented *My Favorite Rose Pictures*, which ended our formal schedule for the evening. After the program ended, a large group of rosarians visited the hospitality suite prepared by Bill and Barbara Little. The positive feedback on the hospitality suite was outstanding, and many stayed until the wee hours of the morning having fun. That is what I call wonderful rose therapy! Thank you to all rosarians who brought desserts for the hospitality suite. 36 people signed up for that, and we were so grateful, for everyone loved those homemade desserts.

Saturday was a big day. Connie V. and her crew set up 43 raffle items donated by individual people and rose societies throughout the district. The majority of these items were directly connected with roses, and we are so appreciative to all the individuals, organizations and rose societies that donated. This raffle generated \$1500 in ticket sales, which was put toward the expenses incurred for running the Meeting.

After the DSD director's remarks by Karen Prevatt, a good discussion ensued from the attendees about what they would like to see happen in the district. The morning programs then began: Satish Prabhu, a national exhibitor from South Carolina presented *A New Look at Our Old Hobby*. His presentation was extremely humorous, as well as informative. Stephen Hoy of Georgia was next with *A Spotlight on the Roses Bred by Amateur Hybridizers*. This covered many hybridizers throughout the US, including Stephen himself and our own BSRS member, Ron Mallory. *Common Rose Growing Misconceptions*, by Lynn Griffith of A and L Labs, Florida, was a real eye-opener to many rosarians. I could see pencils and pens moving all over the room. *Sandy's Pics for 2012*, presented by Sandy Lundberg of South Carolina, focused on their evaluations of new varieties we will be able to grow in the future. The afternoon was concluded with the raffle, and many attendees then moved to the vendors' rooms to see what goodies the 7 vendors had brought for sale. Our thanks to Phil Paul for all the technology precision he provided during all the programs for the entire weekend.

The Saturday evening banquet with bouquets of roses and twinkle stars by Diane C. and crew were a

*James & Daisy Mills*



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hit. Many people wore their *champion stars* the whole evening lighting up the ballroom. DSD Director, Karen Prevatt presented the Bronze medal winners for the District's societies and then the DSD Anita Smith award was presented to a great rosarian and lady, Montine Herring. The keynote speakers for the evening were Steve and Susie Jones, showing pictures of their 31-day, 10-country tour this past summer. The pictures of the rose gardens were exquisite. Afterwards, the hospitality suite was again, packed and having fun until who knows when.

Sunday morning's Consulting Rosarians School organized by Ralph Stream ended the weekend with rosarians renewing their CR certification and national tests for the new applicants. The presenters were: Phil Paul, Dan Mills, Bobbie Reed and Ralph himself. Thank you to all who helped with this important school.

The excitement by the BSRS members in hosting this event was electric. I have to say now that small societies **can** do a good job in hosting the Mid-Winter. I so loved the camaraderie and helpful attitude we had for one another. This is the way all events in life should be. I have kept all documents and job descriptions to make it easier for another society to host this event. I do hope that this event will be continued for many years to come, as it is so worth attending. In a world filled with many challenges right now, taking time to learn about roses is a relaxing blessing. Many thanks to all speakers, vendors, BSRS members and all others who helped make this a Mid-Winter's Dream come true.



**Connie basking the glory of a  
beautiful MWM!**

### ***The Vice-Director's Report - continued from page 7***

think that \$25 or \$50 a year is a bargain for all the tools the district provides.

As far as the value of the American Rose Society itself, I think you will be quite interested to see some of the new ideas that will start coming forth over the next several years. I see some "out of the box" thinking beginning to form up. Stay tuned!

Remember that DSD Shares offers:

Resources for Local society Officers –

The role of the local society President

The role of the Program Chair

DSD Bylaws

The Editor's Forum - **Loaded with tips on writing better newsletters**

Newsletter competition Rules

DSD wide Newsletter Exchange giving all editors ability to share content

Speakers' Bureau - 14 Speakers and their programs

CR's Corner - Latest CR Class material (Great Reference)

CR tools and Forms

Membership Ideas

DSD & Local Events Local Rose Show Listings & Rose Show Hints

The DSD Library Great Articles for publication & reference

### **DSD Treasurer's Report**

Each local society in the DSD shall make an annual contribution to the General Fund to help meet expenses of the DSD. Local societies having one hundred (100) or more members shall have contribute Fifty (\$50) to the General Fund prior to the District Council meeting each year. Local societies having less than one hundred (100) members shall contribute Twenty five dollars (\$25) annually to the General Fund on or before June 1 each year.

Presidents should be advised that only 3 of 28 societies have paid!

Financial matters to include remittance assessment and contributions should be addressed to:

DSD Treasurer

c/o Earnest E. Easom

18501 Turtle Drive

Lutz Florida 33548-4461

(813) 949-3931 [eeasom@tampabay.rr.com](mailto:eeasom@tampabay.rr.com)



# A Recipe For Rose Society Growth

By Carol Green

The Marion County Rose Society (MCRS) is able to make a statement that most other rose societies cannot. We are growing! This article is intended to share the techniques and tactics which we believe have produced these results.

Certain positive criteria have been in place for several years. We had not been losing members, as had many societies. However, strategies in place from 2009 to present have resulted in a dramatic *increase* in membership, and in particular, an improvement in the type of member who was joining. They were serious about learning to grow roses and attended meetings regularly. Our attendance at monthly meetings averages 40-50% of total membership.

## Criteria/Philosophy in place at the MCRS:

**Focus on making all meetings entertaining, educational and fun.**

**We also provide the three R's at every meeting: Roses, refreshments and raffles.**

**Focus on making every member feel valued, important and welcome.**

**Focus on roses: looking at them, talking about them, smelling them and learning how to grow them better.**

**Focus on making sure the time and money members expend provides a good return on investment. They have many other options.**

**Focus on humor!!!!**

**People have enough negative things to deal with in real life. When they come to a rose society meeting, they do not want to be reminded of what they already know.... we have a bad economy.**

Our society newsletter, Rose Rambler, utilizes the same criteria as noted above. There is a determined effort to avoid any negative content, while striving to achieve specific goals set forth in ARS guidelines. As necessary, even President's Messages are sometimes edited. "You really missed out if you

didn't attend our last meeting" can be rephrased as "You were really missed at our last meeting".

Much has to do with changing the way we view our members. Some long time society members view those who do not subscribe to *their* personal rose values as "seat fillers". Such an attitude is offensive. Concepts similar to this must be replaced by one where all types of members are welcome. A decision must be made that we should not try to "turn" our members into what we *want* them to be. Rather, we should accept each of them for where they are in their rose growing experience.

A willingness to change from established practices is necessary to achieve growth. What we at the MCRS had been doing, was not working.

Following our October 2009 Rose Show, the results were similar to those of the past few years:

The quality of the roses was excellent.

We had one out-of town exhibitor, and 6 from the MCRS.

We had very poor attendance from the public. (50 +/-).

We had very poor attendance from our own membership.

The show lost \$ 486.00.

We gained no new members at the Rose Show.

The same dedicated individuals worked tirelessly to put on a Rose Show that ultimately benefited only those who exhibited, lost money, educated only those who did not need it, and brought no new members to our Society. It really did not accomplish the goals set forth by the ARS.

A Board meeting was held in early 2010, and it was decided to form a committee to evaluate why we had this outcome and look at ways to make positive changes.

At our March 2010 MCRS meeting, that committee presented a plan to the membership inviting them to get involved in the process. We would make an attempt to do a Rose *Festival* in which they would be active participants. We would endeavor to make the

event fun, widely attended, educational and have a positive financial impact.

This was the first time in many years the membership had even been consulted about the Rose Show. It had previously been a foregone conclusion. The only significant change to the Rose Show format would be the addition of a non-judged Display of Roses. When the Festival format vote was taken, 47 out of 48 members approved the event.

In November of 2010 we had our first Festival of Roses. We had nine exhibitors total. As always, the quality of roses was excellent. We had an attendance of 150 from the public (a three-fold improvement). We had a beautiful display of non-judged roses, which drew much attention. People left the Festival with many interesting ideas they could use, in addition to seeing hundreds of beautiful roses to inspire them.

Most importantly, we had 13 new members. All of them have remained regular participants in society activities. One is already an Executive Officer. The first MCRS Festival of Roses far exceeded our expectations.

On October 29<sup>th</sup>, 2011, we held our second Festival of Roses. Attendance from the public was down a bit (130), but we gained 21 new members. The quality of our visitors was exceptional. The Festival also generated a profit of \$ **639.00**.

If one objective is present at all times in our rose society endeavors, it is maintenance of an atmosphere of fun, lighted-hearted camaraderie, while learning about and appreciating, roses.

To reiterate, we should not expect members to meet *our* expectations. We should provide opportunities for them to learn about roses and grow in the direction to which they are best suited.

Some will exhibit, some will be organic gardeners, and some will continue to come for the refreshments. All should be welcome. We must also recognize that the social element of the rose society is of great importance.

As in any business, we, as a rose society, have a product to market. New methods must be tried if the old ones are not working.

A critical component for success is to identify individuals who have varied capabilities, and apply them well. The MCRS currently has those individuals. Many rose societies do not. If that is the case, it will take someone in that society with a “fire in their belly” to get things rolling and make things happen.

The ARS and all local rose societies must face one very important fact: grow or die. Anyone who believes that a society can flourish without change is naive. Anyone who insists on following the same dogmatic practices that are not producing positive results does a disservice to his or her rose society. Anyone who is satisfied with the status quo is not working in the best interest of rose growing or the ARS.

Our local rose societies are like any rose bush. You must provide what is necessary to stimulate and maintain growth. You must groom and remove deadwood regularly. You must keep a watchful eye on it to make sure you are achieving the desired results. If you do not, your bush will become stagnant, not produce new growth and ultimately die.

My husband and I have always said, “if our rose society experience ceases to be fun, we will find other activities. ” Though there have been a few bumps here and there, growing roses, and the camaraderie it has brought us, has been the most enjoyable non-business activity in our lives.

For all of us, if the foremost focus is on *having fun*, everything becomes much easier.

## Local Society Rose Show Calendar 2012

**April 14** Central Florida RS, First United Methodist Church, Winter Park FL, Contact: Catherine Ghattas, cande10683@aol.com, 407-595-8460

**April 21** Gainesville RS, Kanapaha Botannical Gardens, Gainesville, FL, Contact: Tom Mullins, mullins32@bellsouth.net, 352-378-4231.

**April 21** Golden Isles RS, SSI Presbyterian Church, St. Simons Island, GA, Contact: Kay Harrell, kay@fairmarsh.com, 912-634-0323

**April 27-28** Thomasville RS, Contact John Grotgen jgrotgen@surfsouth.com

**April 28** Wiregrass RS, First Methodist Church, Dothan, AL. Contact  
Pat Wente pjwwaw@hughes.net

**April 28-29** Greater Palm Beach RS, Mounts Botanical Garden, West Palm Beach, FL, Contact: Debbie Coolidge geoffcoolidge@comcast.net, 561-684-2421

**April 28** Jacksonville RS, Garden Club of Jacksonville, FL, Contact: Lyndy Myers, at rosefan@bellsouth.net or for artistic information contact Sandy Dixon, sandydixon@comcast.net.

**May 5-6** Greater Atlanta RS, Atlanta Botanical Gardens, Atlanta, GA . Contact: Lori Nelson, loriannnelson01@bellsouth.net, 404-433-2685

**May 12-13** Birmingham RS, Birmingham Botanical Gardens, for up to date info go to <http://601534476299226511.weebly.com/2012-birmingham-rose-show.html>

**May 12** Tampa RS, Westfield Citrus Park Mall, Tampa, FL. Contact: Barbara Adolphson, barbaraadolphson@yahoo.com. 727-392-8326

**May 19-20** South Metro RS, Fayette County, GA Contact Steve Bell stevebelltex@gmail.com

**May 26** Huntsville-Twickingham RS Parkway Place Mall, Huntsville, AL. Contact: Jill Chap-pell, greenmtnroses@comcast.net  
256- 880-3773

**October 13-14** Greater Gwinnett RS, Bogan Park, Buford, GA. Contact Nancy Miller, 2manyroses@bellsouth.net, 770-963-6490

**October 27-28** Tallahassee Area RS, Doyle Connor Building, Tallahassee, FL, Contact: Pat Sanford, word-hacker@centurylink.net,

**November 3** Marion County RS, rose show and rose festival, Ag. Center Auditorium, Ocala, FL, Contact: Carol Green, carol@bgacranes.com, 352-797-0900.





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# 2012 DSD Digital Photo Contest

by Al Whitcomb, Contest Coordinator

It's that time again to start taking photos of your beautiful roses for our annual photo contest!

Here is your opportunity to share your beautiful rose photos with us. It is a fun activity and it provides an opportunity for us to see some of the most exceptional examples of roses that grow and flourish in the Deep South. Results of last year's contest were published in the Winter issue of *the Bulletin* and are on the DSD Website. I hope everyone got to see and enjoy them.

Start collecting your photos as early as possible. Our Spring rose flushes will provide some of the best opportunities for your efforts. The more photos you enter the better chance you have of winning. Please send me your entries as early as possible, but not later than the July 31, 2012 deadline.

Last year, many first time contestants won awards and we are hoping to receive entries from as many new contestants as possible again this year. We hope those of you who participated last year enjoyed the contest and the results. We would love to have more of you join the fun this year. Please email your questions and entries to me at [a.whitcomb@earthlink.net](mailto:a.whitcomb@earthlink.net).

Thank you in advance for your participation.

## 2012 DSD Photo Contest Rules

1. Contestants may enter up to four images per Class (1-16). Multiple entries of a rose variety within the same class are not allowed.
2. Photos must be submitted in JPEG image format.
3. Images must be taken by an amateur photographer who is a member of an ARS Deep South District rose societies.
4. Digital images that have won awards in previous ARS or DSD photography contests are not eligible.
5. Images in Classes 1-11 must be identified by their ARS exhibition names. The "common name" may be used for Class 12, if an ARS exhibition name is not available. Grooming the rose(s) is encouraged and artificial backgrounds may be used.
6. Name each digital image to reflect its Class (1-16) and ARS exhibition name. Example: C1Jema.jpeg
7. Email entries to: [a.whitcomb@earthlink.net](mailto:a.whitcomb@earthlink.net). Include your name, address, home telephone number and local society.
8. ENTRIES MUST BE RECEIVED BY JULY 31, 2012.
9. Expect email confirmation of each entry submitted.



Cajun Moon - 2011 Best in Show - by Cindy Dale

## CLASSES

1. One bloom, HT or GR, exhibition stage, no side buds.
2. One spray, HT or GR, two or more blooms.
3. One bloom F or Pol, exhibition stage, no side buds.
4. One spray, F or Pol, two or more blooms.
5. One open bloom HT or GR, stamens must show.
6. One bloom or spray of a Shrub.
7. One bloom or spray of an OGR.
8. One bloom or spray of a Climber.
9. One bloom of a Miniature/Mini-Flora, exhibition stage, no side buds.
10. One spray of a Miniature/Mini-Flora.
11. One open bloom of a Miniature/Mini-Flora, stamens must show.
12. One bloom or spray of any rose(s) not listed in classes 1-11. i.e. species, found, or mystery rose.
13. Artistic Standard Arrangement or Miniature Arrangement: Design must meet ARS standards. Indicate arranger's name and name of roses, if known. Can be any style-Traditional, Modern, Oriental, etc.
14. Macro: Subjects should be photographed at extreme close range. Photos must include some part of a rose and may include other objects, animals, insects etc.
15. Abstract or Impressionism: A photo having non-objective design, form or content, of a rose plant(s) or any portion thereof. Let your imagination be your guide!
16. Rose related activities and garden scenes. Photos must include roses and may include people, pets and garden art. Include the society, name of the activity, or people, if known. Use your imagination and fun with this one.



## Deep South District Roses in Review 2011 Results

Kitsy Mostellar, District RIR Chair

Rosarians of the Deep South District, thank you for taking the time to submit a *Roses In Review Report for 2011*. This year, it seems we were not as enthusiastic about the varieties as before and our numbers were way off. Only 106 of you filled out a report and you reported on less than 200 varieties. Our district is certainly capable of many more than that, especially with the requirement that CR's must submit a report.

As noted, we are not as excited about the performance of this year's roses as we have been in the past. The tables shown in this report list only roses which received 5 or more reviews. Garden ratings are shown first since these ratings will appear in the *Buyers's Guide*.

Rose Variety	# of Reports	Avg Garden Rating	Avg Exhibition Rating	Comments
<b>Polyantha</b>				
Alfalfa	5	6.74	7.53	Unique color
<b>Floribunda</b>				
Cinco de Mayo	21	7.96	7.24	Good color, profuse bloomer
Drop Dead Red	5	7.74	8.05	Good repeat bloomer
Easy Does It	17	7.88	7.16	Fabulous rose, very healthy
Mardi Gras	8	7.83	7.57	Good bloomer, lots of blooms
Monkey Business	5	7.30	7.10	Lots of sprays but floppy
Pumpkin Patch	5	7.70	7.90	Good color, stingy bloomer
White Licorice	5	7.32	6.83	Good garden color, thorny
<b>Grandiflora</b>				
Dream Come True	11	7.29	6.71	Unusual color, blackspot
Sweetness	7	7.69	7.48	Wonderful scent, not vigorous
<b>Hybrid Tea</b>				
April in Paris	18	7.62	7.31	Small blooms, short stems
Artic Circle	10	7.61	7.75	Beautiful blooms, weak stems
JoAnn Edwards	9	7.56	7.69	Looks like Gemini
King Kong	10	6.83	7.11	Good growth, prolific bloomer
Marlon's Day	14	7.74	7.98	Beautiful blooms, blackspot
Over the Moon	9	7.12	7.12	Color great, good repeat
Pink Promise	11	7.28	6.92	More blooms later in season
Pope John Paul II	38	7.84	7.32	Good for cutting, pure white
Randy Scott	9	7.92	8.09	Great form, good substance
Susan Barry	8	7.35	6.97	Big floppy blooms, likes cooler ten
			18	

Rose Variety	# of Reports	Avg Garden Rating	Avg Exhibition Rating	Comments
<b>Miniatures</b>				
Joy	16	8.20	8.70	Very prolific, excellent rose
Tiddly Winks	5	8.10	7.88	Good bloom, good color
<b>Miniflora</b>				
Ambiance	7	7.97	8.08	Good form and color
Daddy Frank	5	7.88	7.80	Leafy plant
Edisto	11	7.94	7.96	Outstanding form and color
First Choice	5	7.84	7.88	Needs more petals, small blooms
Power Point	6	7.75	8.10	Velvety red, good form
Shameless	5	7.84	8.12	Nice orange color, good bush
Shirley Raye	5	8.08	8.12	Orange, red and yellow - nice
Show Stopper	11	7.90	8.01	Bland color but good form
Unbridled	11	7.84	7.83	Good form, does well in heat
<b>Shrubs</b>				
Colonial Days	5	6.94	7.40	Novelty, unusual form
Darcey Bussell	5	7.64	7.58	Vigorous grower
Lady of Megginch	5	7.54	6.44	Good color, slow starter
Princess Alexandra of Kent	5	7.92	7.80	Prolific bloomer
Sunny Knock Out	11	7.34	5.47	Easy care, reliable bloomer
Windermere	7	8.20	7.55	Hearty plant, repeats well



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# BLACKSPOT & BEETLE FESTIVAL VI

July 27-28, 2012

The Club Continental Resort, 2143 Astor Street, Orange Park, Florida 32073

Ph: 904-264-6070, 800-877-6070, Fax: 904-264-4044, [www.clubcontinental.com](http://www.clubcontinental.com)

*Enjoy the beauty, peace, and quiet on the bank of the St. Johns River!*

## B & B REGISTRATION:

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Email \_\_\_\_\_

	# in party	Total
<b>Registration must be received by July 11:</b> \$ 25 per person	_____	_____

Please make check payable to “**Debbie Coolidge**” and mail to 888 Chase Road, West Palm Beach, FL 33415.  
Phone: 561-684-2421, Email: [geoffcoolidge@comcast.net](mailto:geoffcoolidge@comcast.net)

Make your own room reservation by calling the resort (904-264-6070). Mention the Blackspot & Beetle Festival. The room rate is \$70.00 per night, plus 10% tax. The “Cutoff Date” for reservations is July 11. This event will be full! It’s not too early to sign up!

## EVENTS

**Friday, July 27:** Check in after 2 pm, relax and socialize, then enjoy a Cabana Dinner around the pool in the evening (pay on your own).

**Saturday, July 28:** Breakfast at the Resort is included with room. You are on your own the rest of the day until an evening dinner at Karrie Massee’s house not far from the resort (cost included in registration fee, but please BYOB). A hospitality room will be open at the resort from noon on Saturday through Saturday night for us to gather and discuss the future of the Blackspot & Beetle Festival.

Karrie owns The Club Continental Resort and suggested it as a possible venue for future Blackspot & Beetle Festivals. Please check out the resort’s beautiful website ([www.clubcontinental.com](http://www.clubcontinental.com)) to get a feel for the grounds and facilities and to find suggestions for nearby activities to enjoy.

**Sunday, August 29:** Have breakfast, say your good-byes, and enjoy the facilities until you are ready for a safe drive home.

## DEEP SOUTH DISTRICT HORTICULTURE JUDGING SCHOOL

### REGISTRATION INFORMATION

Location: Best Western Gateway Grand, 4200 NW 97<sup>th</sup> Blvd., Gainesville Florida 32025

Pre-school gathering held Friday, May 25, 2012 (7:p.m.)

School held Saturday, May 26, 2012 (8:30 to 5:00 p.m.)

Exam held Sunday, May 27, 2012 (8:30 to 12:00 Noon)

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

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

Telephone: \_\_\_\_\_

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

Registration Fees:

	<u>Price</u>	<u>Number</u>	<u>Amount</u>
Friday pool side buffet	\$20	_____	_____
Horticultural School Registration (Box Lunch Included in Registration Fee)	\$50	_____	_____

Make check payable to "DSD Judging School" and mail to Ed Easom, 18501 Turtle Drive, Lutz, FL 33548 by May 5, 2012. Telephone 813 949-3931; [eeasom@tampabay.rr.com](mailto:eeasom@tampabay.rr.com)

Attendees taking the horticultural exam must pay a fee of \$10 for the exam. Make check payable to the "American Rose Society" and give the check to Dr. James Small, Chairman of Horticultural Judges, at the time of the examination. Contact information for Dr. Small is 407 628-3874, [jsmalljr@cfl.rr.com](mailto:jsmalljr@cfl.rr.com).

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Hotel Information: Best Western Gateway Grand, 4200 NW 97<sup>th</sup> Blvd., Gainesville, FL 32025.  
Telephone: 352 331-3336.

Room rates available for May 25, May 26 and May 27, 2012. Please make reservations directly with hotel and specify Deep South District Judging School. Room Rate is \$79 per night, plus tax, single or double occupancy and \$89 per night for king mini suite. Breakfast is included in room rate. Reservation cutoff date is May 5, 2012. After this date lowest room rate will be based on space availability.





Join us at the ARS' very first Multi-Regional *All-Arrangement Rose Show and School!* Located at the Franklin Marriott Cool Springs, Franklin, Tennessee, about 20 minutes south of Nashville, this weekend event starts late Friday afternoon, **June 1<sup>st</sup>**. We'll have vendors, special exhibits, wonderful food and a waterin' hole to wet your whistle. Most importantly, top national arrangement instructors will lead our four Arrangement seminars. No matter what level your experience - novice arranger to seasoned judge - you'll find valuable information. Bring your casual 'music city' duds and don't forget your camera. You may catch a glimpse of a country superstar!

We're planning a truly unique format for the weekend - an all arrangement rose show, serious seminars, educational exhibits and vendors. This will be a total immersion activity that will stimulate interaction and participation from all the attendees. The weekend begins on Friday at 5:00 pm with a cocktail hour, delicious supper and the first instructional program. Afterwards, arrangement show exhibitors may place backgrounds and underlays in the show area. Others are free to socialize or, if adventurous, check out Nashville, only 20 minutes away.

Saturday morning, we'll have arrangement classes to pique the interest of even jaded exhibitors and some classes for exhibitors who have never exhibited or won a class at a district or national show. Show entries close at 9 am, and the day's programs begin at 10 am and go until late afternoon. That evening, after cocktails in the show area, we'll have dinner and a brief program recognizing the Arrangement show winners. The judging applicants will practice a bit more point-scoring and take their written and practical exam Sunday morning.

See new styles of modern design, the latest from some schools of Ikebana and the possibilities of redefined guidelines for the future as special exhibits. Share your opinions and be part of the progression of our art. There will be plenty of instruction to help aspiring arrangers understand what judges are looking for; we'll explore rose arranging, the finer points of exhibiting and judging rose arrangements; and the programs will satisfy the requirements for the judging exam. Be assured that some of the country's top rose arrangement exhibitors will share tips and tricks! The vendors will be set up early, so you can shop and add to your container collection or find some cool, new mechanics and who knows what else!

We hope you will all bring something to exhibit in the show, and if you have lots of blooms, bring something to share with exhibitors from areas that are already past their bloom cycle. We would also appreciate interesting line material and roses tight enough for our instructors to use for the judging school practical exam on Sunday morning.

We have secured a rate of only \$99/night, plus taxes, at the Franklin Marriott Cool Springs in Franklin, TN. Our Event Package, which includes registration, all programs, instructional material, and dinner Friday and Saturday night is only \$99 per person. See Registration Form for details. The Events Schedule and Rose Show Class Schedule will soon be on our website, <http://allarrangementshow.fairmarsh.com> or contact our Registrar, Kay Harrell, 912-634-0323, [kay@fairmarsh.com](mailto:kay@fairmarsh.com). So find that penny jar, look under the mattresses, pawn Aunt Bessie's ugly wedding gift and git' yourself to Rockin' & Roses!

# The 1st ARS Multi-Regional ALL-ARRANGMENT Rose Show and School

June 1-3, 2012  
Franklin Marriott Cool Springs  
Franklin, Tennessee



## Registration Information:

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

Street Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_ Rose Society \_\_\_\_\_

**Event Package:** Includes Registration, Friday night Supper, Saturday night Dinner, all Programs, Instructional Materials, and Show Activities

	<u>Price</u>	<u>Number</u>	<u>Amount</u>
<b>Regular</b> (postmarked before 5/15/12)	<b>\$99</b>	_____	_____
<b>Late</b> (postmarked after 5/15/12)	<b>\$109</b>	_____	_____
<b>Event Day</b> (6/1/12 or 6/2/12)	<b>\$119</b>	_____	_____
<b>Total</b>		_____	_____

## Check all that apply:

- |   |   |
|---|---|
| <input type="checkbox"/> I will be exhibiting in the Rose Show  | <input type="checkbox"/> I will be auditing the School for credit   |
| <input type="checkbox"/> I am here just for fun and inspiration | <input type="checkbox"/> I will be a candidate for the Judges' Exam |

For more information, please contact: **Sandy Dixon**, ARS Natl Chair of Arrangement Judges  
904-778-2887, sandyfdixon@comcast.net

Or: <http://allarrangementshow.fairmarsh.com>

Make Checks Payable to "**Kay Harrell, Registrar**" and mail this form with your check to:  
**Kay Harrell, 121 Shore Rush Circle, St. Simons Island, GA 31522**

**Hotel Information:** A special block of rooms has been reserved at the **Marriott Hotel-Cool Springs, Franklin, TN**. Please call **888-403-6772** for reservations. Our event rate is **\$99** per night plus taxes (single or double occupancy). You must mention "**ROSE EVENT**" to get our Event rate of **\$99**. Reservations made after **May 14, 2012** are subject to availability.

**Directions:** Marriott Hotel, 700 Cool Springs Boulevard, Franklin, Tennessee 37067 – (615) 261-6100

**From North:** Take I-65 SOUTH, EXIT 68-A, (Right), merge onto Cool Springs Blvd – East. Hotel is on left (approximately ½ mile from I-65). Crossing Carothers Parkway, turn left at the first left-turn lane, cross over Cool Springs Blvd–West and enter the hotel driveway.

**From South:** Take I-65 NORTH, Exit 68-A, (Right), merge onto Cool Springs Blvd – East. Hotel is on left (approximately ½ mile from I-65). Crossing Carothers Parkway, turn left at the first left-turn lane, cross over Cool Springs Blvd–West and enter the hotel driveway.



# *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 2012

### **National Events:**

- June 1 - 3      **Franklin, TN:** Multi-Regional All Arrangement Rose Show and Judging School, Franklin Marriott Cool Springs, Sandy Dixon 904-778-2887, [sandyfdixon@comcast.net](mailto:sandyfdixon@comcast.net)
- July 27 - 29      **Columbus, OH:** 2012 National Miniature Convention, see [www.ars.org](http://www.ars.org) for further details.
- September 27 - 30      **San Ramon, CA:** Fall National Convention & Rose Show, <http://www.futuramaofroses.com/index.html>.

### **District Events:**

- May 25 - 27      **Gainesville, FL:** DSD Horticulture Judging School, Best Western Gateway Grand, Jim Small 407-628-3874, [jsmalljr@cfl.rr.com](mailto:jsmalljr@cfl.rr.com)
- July 27 - 28      **Orange Park, FL:** DSD Blackspot and Beetle Festival, The Club Continental Resort, Debbie Coolidge, 561-684-2421, [geoffcoolidge@comcast.net](mailto:geoffcoolidge@comcast.net)