



A Vision of Roses

Pat Shanley, ARS President

*ARS 2015 Fall National
Convention*

September 10-13, 2015

Syracuse, New York





The Mission of the American Rose Society

“to promote the culture and appreciation of the rose, through education and research, to members, to local rose societies and their members, and to the

rose.or

g



*The New Board's vision
for
The American Rose
Society -*

*To Grow ARS and ensure
its future*
www.arsrose.org



*There is
a place for everyone in the
American Rose Society*



A place for every interest

- Exhibiting
- Arranging
- Photography
- Rose Gardening
 - **Modern Roses**
 - **Heritage Roses**



Share our love of roses,
Help others grow
their love of roses,
and subsequently grow the
American Rose Society.



Support our
Annual Fund - For Today!

and

Planned Giving
Program - For Tomorrow!!



- Research Endowment Trust
- Educational Endowment Trust
- Maintenance Endowment Trust
 - American Rose Society
Endowment Trust



www.rose.org

Goals of the new Board

- Membership growth
- Supporting exhibiting,
- Supporting local societies
- Adding webinars
- Adding other online resources.



Goals of the new Board

- Research into Rose Rosette Disease
- Hybridization of disease resistant varieties
- Grow our partnership with the Rose Industry and the Botanical Gardens.



Membership trends for 2006 – 2015

TOTAL MEMBER LOSS 2015	74 = 0.96%	
TOTAL MEMBER LOSS 2014	210 = 2.6%	
TOTAL MEMBER LOSS 2013	528 = 6.22%	
TOTAL MEMBER LOSS 2012	655 = 7.15%	
TOTAL MEMBER LOSS 2011	899 = 8.96%	
TOTAL MEMBER LOSS 2010	890 = 8.16%	Trial membership
TOTAL MEMBER LOSS 2009	948 = 7.99%	
TOTAL MEMBER LOSS 2008	1,512 = 11.31%	Recession
TOTAL MEMBER LOSS 2007	1,838 = 12.08%	(Dues increase went into effect 9/07)
TOTAL MEMBER LOSS 2006	1,431 = 8.6%	

*2015-2016 has been a great
year for ARS!*

*Our accomplishments for the
past year*

*www.rose.o
rg*



*As of October 1,
2016:*

Paid Members - 7535

E-members - 4016

Total - 10,908

rose.org



after 10 years of decline our membership is growing!

299 members renewed in September - some expired from 2009!!

Our improved renewal numbers (80% in September) along with a high conversion rate from trial to full members is contributing to our upward change. This along with our strong social media presence and increased E-members , are areas of growth over the past year.

rose.org



AMERICAN ROSE

THE MAGAZINE OF THE AMERICAN ROSE SOCIETY

SEPTEMBER/OCTOBER 2016

\$8 US



*American Rose
magazine*

*January/February Theme
"125th Anniversary"*

rose.org



Roses in Your Zone

SOUTHEAST

PRESENTED BY THE JACKSONVILLE ROSE SOCIETY • BY WAYNE MYERS



Earthworks Rose Festival

The Jacksonville Rose Society

Organized in 1953, the Jacksonville Rose Society (JRS) meets on the second Tuesday of each month and holds a rose show on the second Tuesday of each month. Established and maintained locally within our metro area. Last year we had a Florida Southern College Rose District of Harlem, and our rose festival members. www.jacksonvillerosesociety.org

Great Regional Rose

'Mrs B. R. Cant', a newly grown 1901 tea rose, is a sustainable, vigorous, disease-resistant, fragrant, thrips-resistant coming machine.



AMERICAN ROSE | ROSE.ORG

Jacksonville Rose Care

JACKSONVILLE LIES within the 2012 USDA Hardiness Zone 9A in Florida. Fresh roses from the garden delight Thanksgiving and Christmas guests. "Hardy" in our rose-speak means vigorous and disease resistant, not freeze tolerant. We grow spectacular teas, chinas and noisettes but lack the chill essential to grow northern-European, once-blooming Old Garden Roses.

Pruning in mid-February avoids late frost damage and achieves the best first flush in April when our conditions are ideal for roses. Late March '90' heat, spring and late summer air surges, and blackspot stimulates our second great bloom season throughout October.

Major pest concerns are thrips, root weevils, blackspot, Cercospora leaf spot and powdery mildew but not the Japanese beetles, rose midge, anthracnose, rust and rose rosette virus disease that are problems in other parts of the southeast.

Most modern, exhibition type, show-quality roses require intensive care. Exhibitors' Integrated Pest Management often includes the use of chemical insecticides, as well as contact and systemic fungicide applications every two weeks from late February when new foliage emerges through late November when semi-dormancy begins.

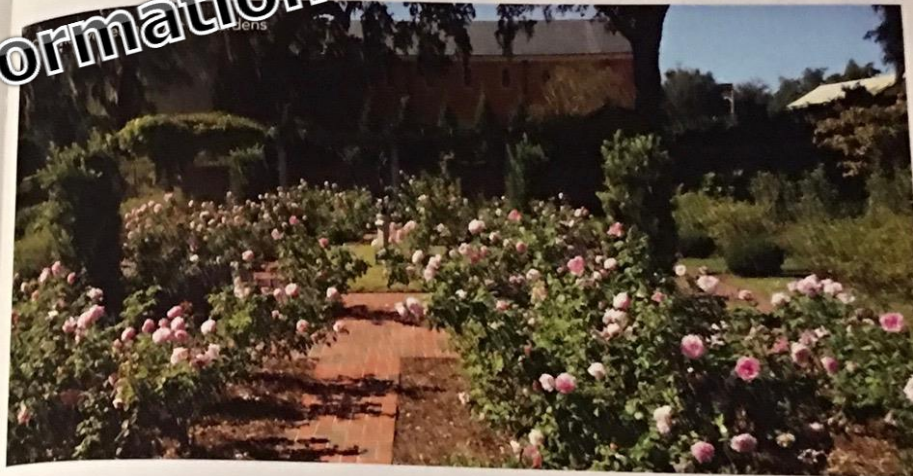
photos courtesy Wayne Myers



'Forrest Hale' by Stephen Hoy, 'Can't Wait' by Al Whitcomb and 'Red Seduction' by Ray Guillebeau

Local Hybridizers

ROSARIANS IN THE Deep South are creating new roses. In Jacksonville, Ray Guillebeau, a top exhibitor of miniatures and minifloras, has registered two—'Red Seduction' and 'Can't Wait' (F1). Al Whitcomb of Brooksville, FL, and Stephen Hoy of Warner-Robins, GA, are also local hybridizers with beautiful registered roses.



Not-To-Miss Destination

LISTED IN THE National Register of Historic Places, the Cummer Museum of Art & Gardens, Jacksonville, FL, features reflecting pools, fountains, arbors, antique ornaments, sculptures and a marvelous variety of regional plants. As part of a restoration project in 2013, members of JRS helped replant old garden and sustainable modern roses in the gardens. The gardens have magnificent views of the St. Johns River and the Jacksonville skyline.

photos courtesy hybridizers and Wayne Myers

Regional growing information in every issue!!

For Your Zone

- *6 Local Societies involved in each edition*
- *5 Issues per year*
- *90 Local Societies providing REGIONAL information - through the national magazine - over the next 3*

rose.org



A NEW
ROSE.ORG
IS COMING!



AMERICAN ROSE SOCIETY

SELECTING ROSES | GROWING ROSES | IDEAS AND INSPIRATION | VISIT ROSE GARDENS | EXHIBIT | DESIGN



LEARN

TO GROW ROSES

IT'S SIMPLE AND EASY WITH OUR BASIC STEPS

The perfect place to experience the world of roses.

ROSE GARDENING RESOURCES

[WHERE TO BUY ROSES](#)

[GOT A ROSE QUESTION?](#)

[ROSE SHOW CALENDAR](#)

[BECOME A CONSULTING ROSARIAN](#)

[FIND A LOCAL ROSE SOCIETY NEAR YOU](#)

[A GUIDE TO ROSE GARDENS](#)

[WHAT'S YOUR ZONE?](#)

[AMERICAN ROSE magazine](#)

Welcome

Is there anything more lovely than a rose blooming in your garden? Roses invoke memories of romance, loved ones and simpler times. Their wonderful fragrances fill your senses like royalty in your garden.

At the American Rose Society we are passionate about our favorite pastime – growing roses. Whether you are a beginner or expert, exhibitor, photographer or arranger, the American Rose Society has it all.

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American Rose Society

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

ARS is a 501(c)(3) nonprofit educational organization governed by a volunteer Board of Directors and operated by the staff under the direction of our Executive Director and Executive Committee. All donations are tax deductible, as allowed by law.

AMERICAN ROSE SOCIETY

SELECTING ROSES | GROWING ROSES | IDEAS AND INSPIRATION | VISIT ROSE GARDENS | EXHIBIT | DESIGN



Your KEY to the world of roses.

ROSE GARDENING RESOURCES

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Our Roses & You Facebook Page!!

for all who love roses



Roses & You

Education

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Timeline About Photos Reviews More ⌵

Promote ⌵

THIS WEEK

14,074 Post Reach

1,760 Post Engagement

100 Sign Up

1 Website Click

50% Response Rate

4 hours Response Time

50% response rate, 4-hours response time
Respond faster to turn on the badge

2,096 likes +562 this week
Kris Ogle and 15 other friends

14,074 post reach this week

View Pages Feed
See posts from other Pages


Invite friends to like this Page

Want More Phone Calls?

Get people near Roses & You to call (318) 938-5402 today.

Promote Local Business

ABOUT



8877 Jefferson Paige Rd

Status Photo / Video Offer, Event +

Write something...

Roses & You shared FOX 5 / Fox5NY.com's post.
Published by Robin Gee · February 15 at 1:11 am ·

25,000 roses for Valentine's Day!

FOX 5 / Fox5NY.com Like Page

February 14 at 6:04pm

If one rose isn't enough this Valentine's Day, how about 25,000? Thousands of rose lights have been lit in Hong Kong, as part of Seoul's Light Rose Garden's world tour.

www.fox5ny.com/news/91372625-story



- Recent
- 2016
 - 2015
 - 1892

See Your Ad Here



Roses & You
This is the place for all Rose lovers to find member news for the American Rose Society.

Like Page · 2,096 people like this page

Boost Page

News from the American Rose Society
September 2016



Falling in Love With Roses

Many people ask how I came to fall so in love with roses. When I was a teenager I had surgery and was recovering at home. A friend dropped by unexpectedly and brought me a huge bouquet of roses. The fragrance filled our small home. I had never seen anything like this before.

Shaking my head, I asked where she got them, she said, "my mother's rose garden." I come from a long line of gardeners. My family grew almost everything we ate—many times out of necessity. Even as a young child, I loved to work in the garden! But, I had no idea you could grow roses in your own garden. Her gift came at a time when I really needed it! I said then that someday I would have a rose garden and I would share my roses and sincerely hope that they could make someone feel as special as her gift of roses made me feel.



Still today, I remember than very special bouquet. Maya Angelou once said, "People will forget what you said. People will forget what you did. But people will never forget how you made them feel." Roses can help us make those around us feel very special, and just maybe help them fall in love with roses too.

Teresa Byington
Roses & You Editor
teresabyington@gmail.com

photo courtesy of Teresa Byington.

ROSES & YOU ENEWSLETTER REFRESHED



Volume 8 - 2016

Welcoming Autumn!

On September 22, we welcomed the official start of autumn. It doesn't seem much like it in Alabama. We are still seeing temps in the 90's but I can report the humidity has subsided a bit.

It is at this time each year that I begin to take stock of the growing season and make some decisions about what stays and what goes.

It's also a time we take cuttings, apply final fertilizers, remove debris from our garden beds and reapply mulch as needed. Most importantly, we take a few minutes to sit back and smell the roses. After all, isn't that why we grow them?

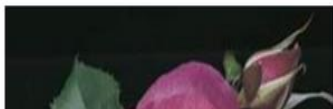
See you in the garden!
Chris VanCleave, Editor

photo courtesy of [Dietmar Rabich](#)



This Month's Favorite Fragrant Roses

'Neil Diamond' & 'Barbara Streisand'



FRAGRANT ROSE E-MEMBERSHIP NEWSLETTER REFRESHED

NEW PHOTO
CONTEST FOR
MIDDLE
SCHOOL AND
HIGH SCHOOL
STUDENTS



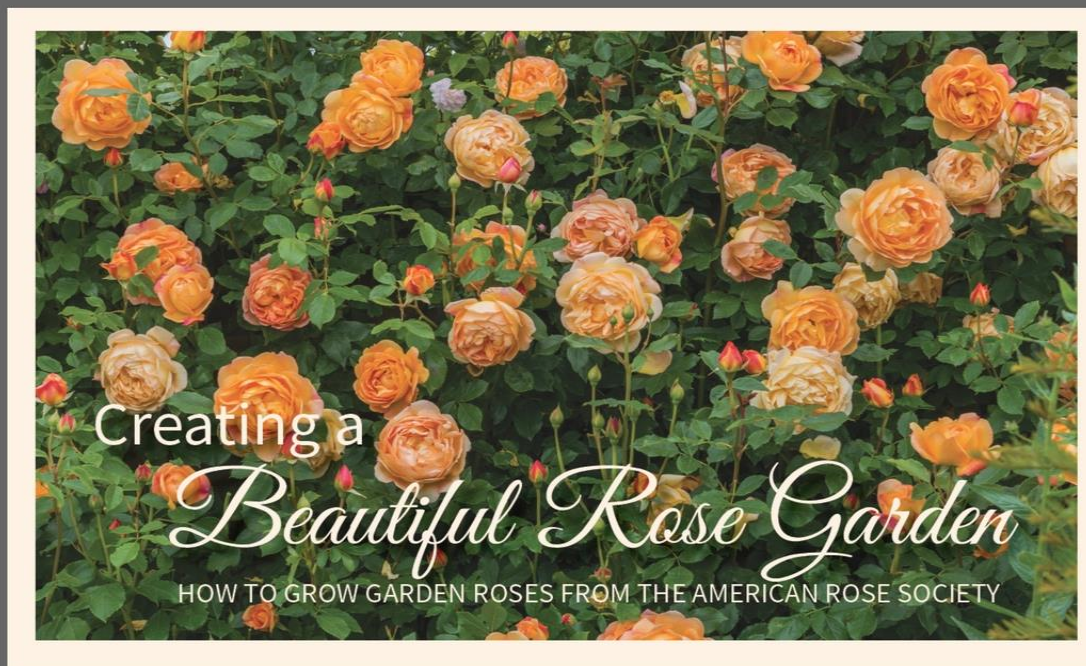
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CELEBRATED 30TH ANNIVERSARY OF THE NATIONAL
FLORAL EMBLEM AT US BOTANIC GARDEN

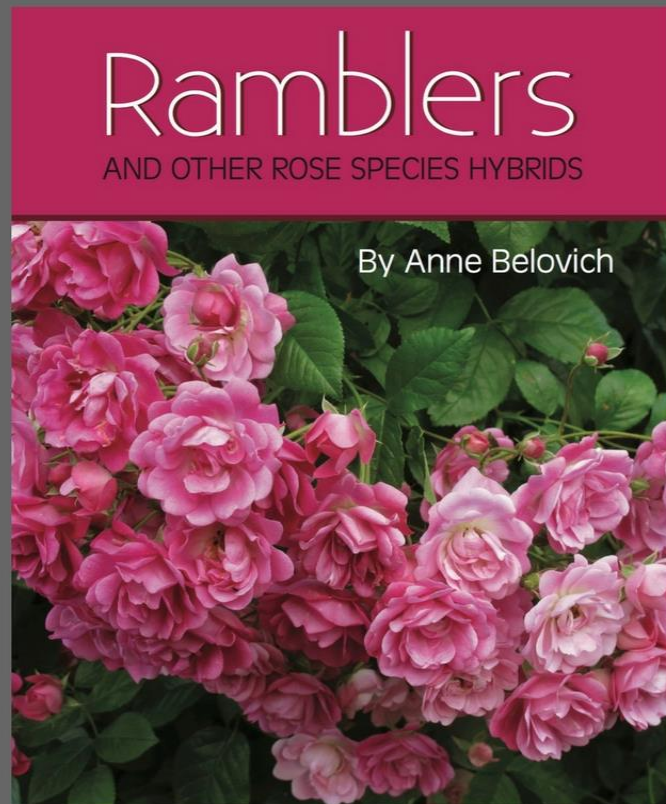


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NEW BOOKLET BY MICHAEL MARRIOTT,
DAVID AUSTIN ROSES

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NEW BOOK ON
RAMBLERS BY
ANNE BELOVICH

rose.org



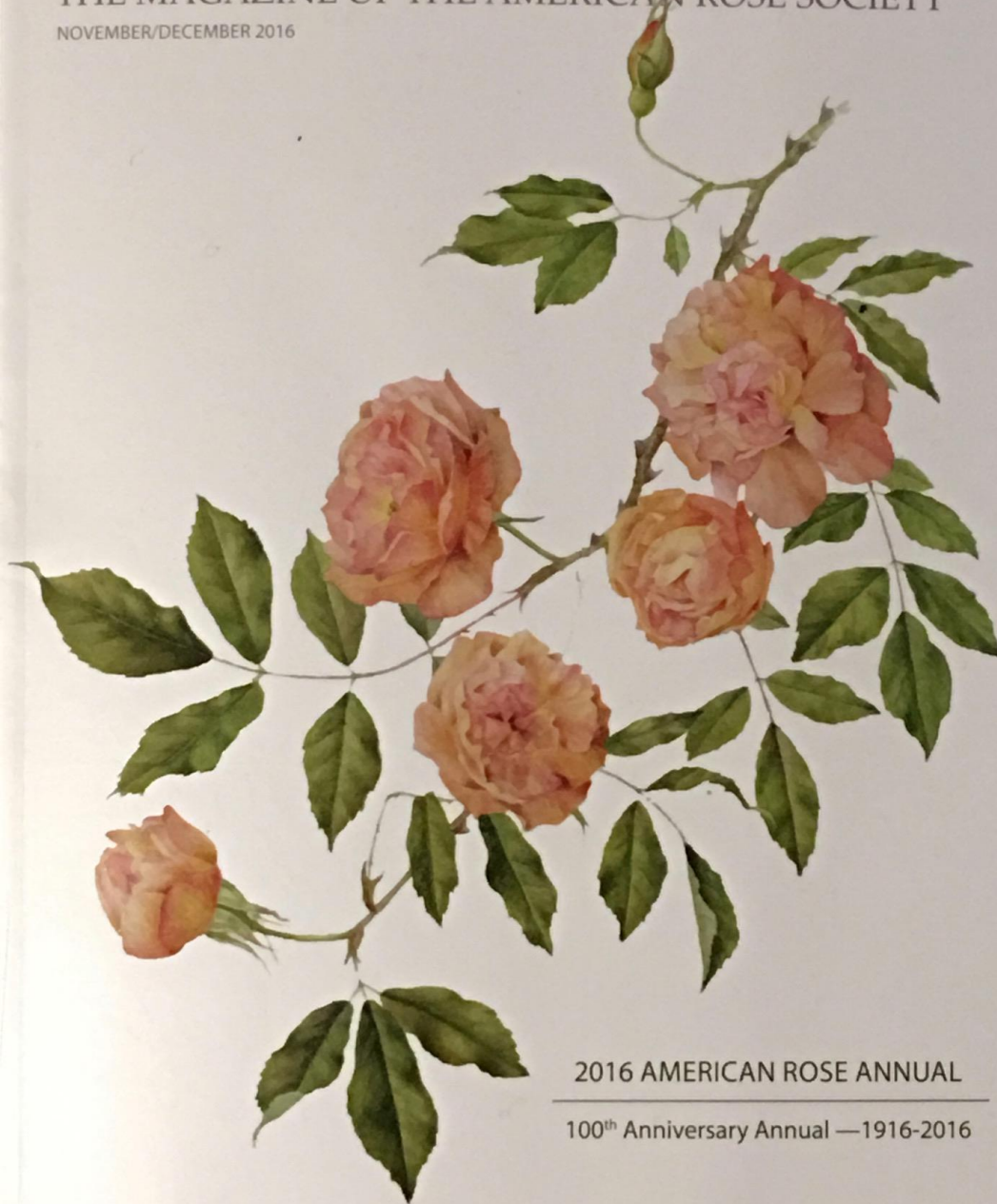
100TH ANNIVERSARY ANNUAL

rose.org

AMERICAN ROSE

THE MAGAZINE OF THE AMERICAN ROSE SOCIETY

NOVEMBER/DECEMBER 2016



2016 AMERICAN ROSE ANNUAL

100th Anniversary Annual — 1916-2016

Welcome!



JON CORKERN

NATIONAL DIRECTOR OF MEMBERSHIP & DEVELOPMENT



125 YEARS
AMERICAN
ROSE
SOCIETY *founded 1892*



A stylized rose logo composed of concentric, overlapping loops in shades of pink and magenta, creating a circular, spiral-like effect.

*American
Garden
ROSE
Selections*

Bringing you great roses you can grow where you live!!



American Garden Rose Selections™
AGRS™

**The new National Testing Program
for new varieties and varieties
that have been introduced and/or
registered since January 1, 2005.**



- **Formed in the wake of the demise of All American Rose Selections to provide a nationwide testing service comparable to the AARS, but with improvements to fit the needs and desires of 21st century rose growers.**



The Key words in Rose Culture today are:

- **REGIONALITY**

- **DISEASE RESISTANCE**



AGRS™ Mission Statement

- **To recognize and recommend the best garden worthy rose varieties for the various regions of the US through testing and to provide objective and reliable information to the general public.**



Board of Trustees

- Clayton Beaty – AGRS Treasurer; Owner, Beaty Fertilizer Co.
- Steve Hutton – AGRS Board Member; CEO, Star Roses & Plants
- Wayne Myers – AGRS Chairman, Gardens & Judges Committee
- Pat Shanley – AGRS Chairman; President, American Rose Society
- Mike Shoup – AGRS Chairman, Breeders & Nurseries Committee; Owner, The Antique Rose Emporium
- Pam Smith – AGRS Webmaster; Park Landscape Manager, City of Farmers Branch, TX
- Gene Waering – AGRS Secretary; Chairman, ARS Old Garden Rose Committee



AGRS™ Advisory Board

- Dr David Byrne, Texas A&M
- Tyler Francis, Francis Roses
- Jay Hiers, Edisto Memorial Gardens
- Clair Martin, Curator Emeritus, Huntington Botanical Garden
- Dr. Allen Owings, Louisiana State University
- Dr. Malcolm Manners, Florida Southern College
- William J. Radler, Hybridizer, “Knock Out”
- Jeffrey Ware, Immediate Past ARS Executive Director, Director of Philanthropy for The Nature Conservancy
- Paul Zimmerman, Zimmerman Roses



AGRS™ Scoring System

- **Heavily weighted toward disease resistance.**
- **Modeled on ADR – the successful system that has been used in Germany for over 25 years**
- **Adapted to the wide range of American climates and growing conditions.**

Roses are Trialed for 2 years

- In 12 test gardens located across the U.S.
- And evaluated 5 times during the growing season
- By a team of 2 judges per garden



AGRS™ Trial Gardens

- **Portland International Test Garden, Portland, OR**
- **Edisto Memorial Garden, Orangeburg, SC**
- **San Jose Municipal Rose Garden, San Jose, CA**
- **Trial Rose Garden, Farmers Branch, TX**
- **AG Center Gardens at Burden, Baton Rouge, LA**
- **Master Gardeners' Rose Garden, Kennewick, WA**
- **Stanley Park of Westfield Garden, Westfield, MA**
- **Mesa Community College Rose Garden, Mesa, AZ**
- **Chicago Botanical Garden, Glencoe, IL**
- **Reiman Gardens, Ames, IA**
- **The Arboretum, State Botanical of Kentucky, Lexington, KY**
- **Queens Botanical Garden, Flushing, NY**





AMERICAN GARDEN
ROSE SELECTIONS
← TEST GARDEN →

The image shows a well-maintained garden with a central sign. The sign is dark with white text and arrows. The garden is filled with various rose bushes in different colors, including yellow, pink, and red. A paved path is visible on the left, and a person is walking in the distance. The background is filled with tall evergreen trees under a clear blue sky.



AGRS™ AWARDS

American Garden Rose Selections™

- ✧ Regional Choice Award
- ✧ Fragrance Award
- ✧ Regional Choice Heirloom Hybrid Award



**30% of the score is for
Disease Resistance!**

What else are they looking for?

- **Vigor**
- **Foliage Proportion & Attractiveness**
- **Plant Habit**
- **Flowering Effect/Bloom Abundance**
- **Rebloom Habit**
- **Bloom Form**
- **Aging Quality of Blooms**
- **Fragrance**
- **Hardiness – Cold & Heat**

Hallmarks of the AGRS™ Program

DISEASE RESISTANCE

30% OF TOTAL SCORE

INDEPENDENCE

NO MEMBERSHIP FEE, NO ROYALTY FEE. ANYONE CAN ENTER FOR ONLY THE \$100 FOR THE FIRST ENTRY, \$200 SECOND ENTRY, \$300 THIRD ENTRY, \$400 FOURTH ENTRY.

REGIONALITY

AGRS™ WINNERS MUST ACHIEVE 80% SCORES IN AT LEAST 50% OF THE REGIONS ENTERED.

WINNING VARIETIES WILL BE INDEXED TO THE RESPECTIVE REGIONS.

TRANSPARENCY

WINNERS WILL BE POSTED ON THE AGRS™ WEBSITE.

American Rose

THE MAGAZINE OF THE AMERICAN ROSE SOCIETY

March/April 2015

\$8.00

**Announcing
the
Winners!**



'Dee-Lish'[®]

2016 AGRS[™] Fragrance Award Winner

Reward & Punishment

We enjoy the rewards for right choices or suffer the consequences of our mistakes.

Cycle of Bloom

A comprehensive look at this challenging class of rose show competition.

The Rosenhang

One man transforms a former German village dump into a lush park of roses.



**2016 AGRS™ Regional
Choice Award Winner
NW, NC, SW, SE
Look-A-Likes®
'Phloxy Baby'**

Pol, pb, Radler, William; flowers deep pink with white eye, fading quickly, 0.5 inches or less, single, flat, borne in large clusters, no fragrance; recurrent; foliage medium green, semi-glossy; growth tall (5.5 feet), bushy. Introduced by Star Roses.

2016 AGRS™ Regional Choice Award Winner 'Thomas Affleck' NW, NE, SC



Photo by Mike Shoup

'Thomas Affleck'
2016 AGRSTM Regional
Choice Award Winner
S, dp, 2005, Shoup,
George Michael; flowers
deep cerise pink, large,
dbl., deeply cupped, borne
mostly solitary, moderate
fragrance; recurrent; fo-
liage large, dark green,
semi-glossy; prickles few;
growth bushy, tall (6 feet)
growth; hedging; hips
large ['Carefree Beauty' ×
'Basye's Blueberry']
Introduced by The Antique
Rose Emporium

2016

AGRS™ Fragrance Award for 'Dee-Lish'®



'Dee-Lish'®
HT, mp, Meilland;
flowers bright
pink, 13 cm, 35
petals, cupped,
very fragrant;
recurrent; foliage
dark green;
growth medium
to tall growth
['Louis de Funes'
× 'Graham
Thomas']

Introduced by
Star Roses

2017 AGRS™ Fragrance Award 'Munstead Wood'™



'Munstead Wood',™ S, dr,
Austin: English old rose
hybrid; flowers: large
double, 74 petals, very
strong old rose fragrance
with a fruity note; recurrent
bloom; bushy, broad shrub;
mid-green disease-tolerant
foliage, red at first; hardy to
zone 5.

Introduced by David Austin

'Lady of Shalott'[™]

2017 AGRS[™] Fragrance Award 2017 AGRS[™]
Regional Choice Award (NE, SE, NW, SW)



'Lady of Shalott'[™]

S, pink and yellow blend, Austin; Leander Hybrid; flowers: salmon-pink upperside, golden yellow reverse, large, double, 60 petals, warm tea fragrance with hints of spiced apple and clove; very recurrent; large, bushy shrub with slightly arching stems; mid-green foliage with bronze tones; hardy to zone 5.

Introduced by David Austin

‘Faith Whittlesey’™

2017 AGRS™ Regional Choice

SE, SC Warm Climate Heirloom Hybrid Award



Tea, w, Viraraghavan; flowers: bright white, large, double, cupped, borne solitary and in clusters of two to four; light but detectable fragrance; very recurrent; foliage; medium-green, semi-glossy; bushy to 3 feet; few hips; thrives in good loan with regular feedings; tender (for warm-climate areas of the U.S. – areas where traditional teas can be grown).

Introduced by Roses Unlimited.

'Icecap'[™]

2017 AGRS[™] Regional Choice Award (NE, NC, SC, NW, SW)



S, w, Radler & Meiland;
flowers: pure white cup-
like blooms, 25 petals on
average, 20 blooms per
stem; no fragrance'
recurrent; foliage dark
green; good resistance to
blackspot, mildew and
rust; growth 2 ½ feet h x
3 ½ feet w, bushy

Introduced by Star Roses

'Tahitian Treasure'TM

2017 AGRSTM Regional Choice Award
(NE, SE, SC)



S, mr, Radler; flowers: deep salmon pink, medium, cuplike blooms, 18-20 petals on average; slight fragrance; recurrent; foliage dark green, semi-glossy; growth bushy, upright, 5-5 ½ feet h x 3 feet w; excellent disease resistance; hardy to zones 5-9. Introduced by Star Roses.

'The Peachy Keen Rose'[™]

2017 AGRS[™] Regional Choice Award

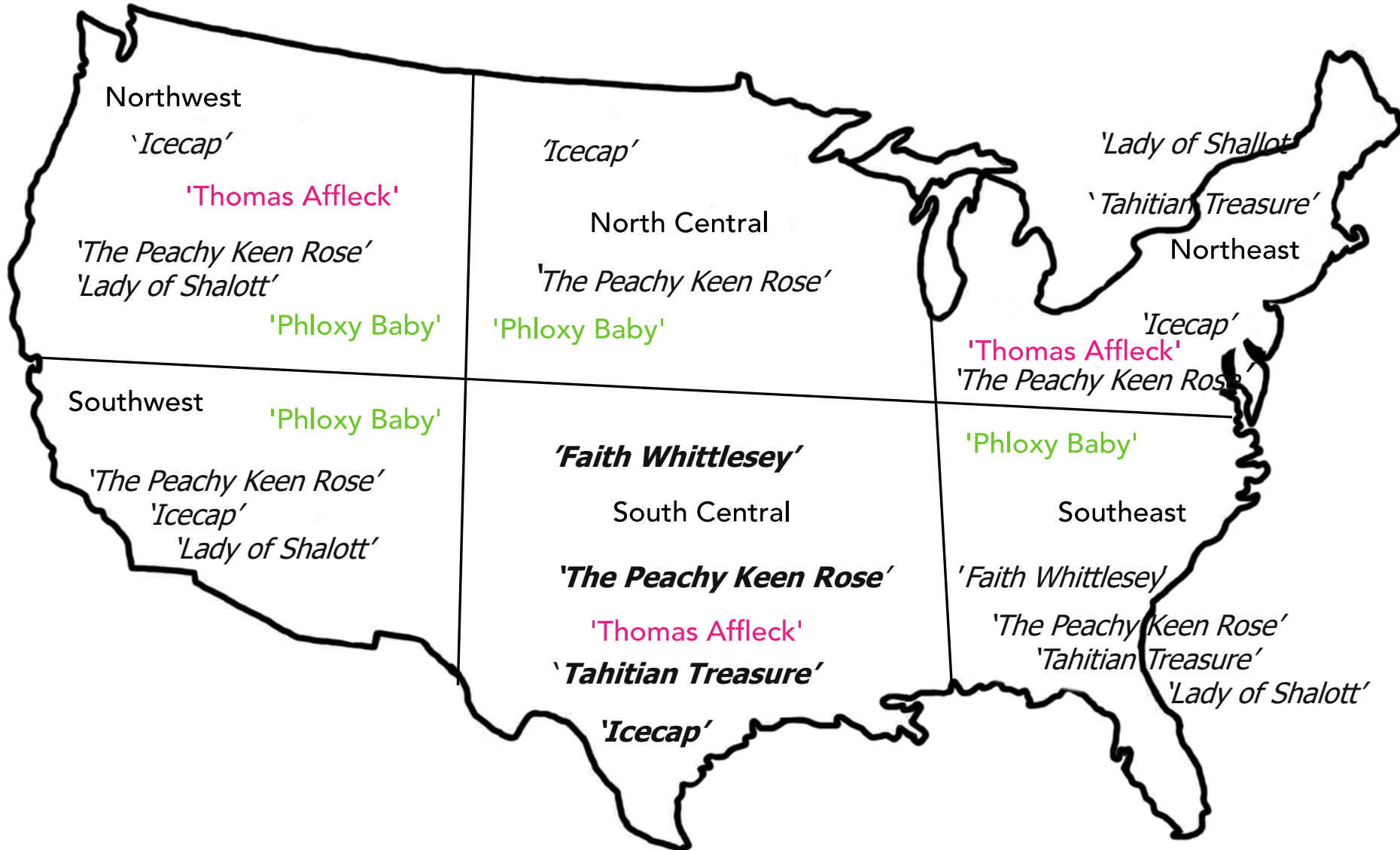
(NE, SE, NC, SC, NW, SW) Winning in ALL 6 Regions!!



S, pb, Radler; flowers: shell pink blooms with a yellow center, cluster of five flowers per stem; 10-15 petals, cupped; foliage dark green; no fragrance; growth mounding, 3 feet h x 3-4 feet w; excellent disease resistance; blooms continually and consistently from spring through frost, hardy to zones 5-9

Introduced by Star
Roses

AGRS™ REGIONS





AGRS™ Award Winning Roses!

With entries from:

**Antique Rose Emporium,
David Austin Roses, Newflora/Kordes,
Ping Lim (Altman Plants)
Poulsen Roser, Roses Unlimited,
Star Roses and Weeks!**

www.americangardenroseselections.org



GROWING ROSES CAN & SHOULD BE EASY & FUN

**CHOOSING THE RIGHT ROSE FOR
THE RIGHT LOCATION!**

The logo features a stylized rose on the left, composed of concentric, overlapping loops in shades of pink and magenta. To the right of the rose, the text "American Garden" is written in a light green, cursive font. Below this, the word "ROSE" is written in a large, bold, pink serif font. At the bottom, the word "Selections" is written in the same light green cursive font as the top line.

*American
Garden
ROSE
Selections*

***Helping you choose
Roses you can grow where you live!***

imagine





LET'S KEEP GROWING!

ry

rose.org



THANK YOU FOR BEING
AN ARS MEMBER!



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