



Page One: The News:

- Executive Director Mike Craft has resigned effective May 31st. A committee consisting of ARS President Steve Jones, ARS Vice President Jeff Wyckoff, Immediate Past President Marilyn Wellan, and Past President Jim Hering is considering possible replacements. An interim Executive Director is expected to be appointed pending the selection of a permanent replacement.
- If you wish to see a portion of the awards and winners at the recent Charlotte All Mini Rose Show, go to www.youtube.com, and type in: Charlotte All Mini Rose Show 2007 in the search function box.
- Modern Roses 12 is expected to be published in September 2007. The most recent edition of the series is more inclusive than ever. Over 5000 new entries have been added, over half of which are Old Garden Roses never before included. MR12 will differ from the previous edition by listing by common or Approved Exhibition Names rather than codenames and will be complete through May, 2007. The pre-publication ARS Member price will be \$79.95—if purchased and paid for prior to the official publication date with a cost of \$13.50 for shipping and handling. Post publication non-member cost will be \$99.95 with \$15.50 for shipping and handling. The details on pre-purchase publication will be available in the June issue of the *American Rose* magazine or at www.ars.org.
- At the close of the Spring Convention 2007 National Convention and Rose Show in St Paul, MN—Roses on the River Front—there will be a post-convention tour to Duluth. Duluth temperatures this past winter dropped to 31 degrees below zero. The visit will include the Rose Garden at Leif Erickson Park with a direct view of Lake Superior, a visit to an elegant mansion designed to resemble an early 17th century English country estate complete with stained glass rose windows, where the gardens are maintained by the University of Minnesota at Duluth, and lunch at the Enger Tower, a five story stone tower overlooking the city

and lake. For more information go to
www.twincitiesrose.org/2007convention

- If you register for the ARS Fall National Convention in St. Louis before July 15th, you will become eligible to win one of two pairs of free tickets to the baseball game between the St. Louis Cardinals and the Chicago Cubs on Friday, September 14 at 7:10 p.m. A drawing to determine the winners will be held on July 30th. NOTE 2 at the bottom of the 'Schedule of Events' on the Convention website contains information on this benefit, plus an opportunity to win the rights to purchase additional tickets. Check at www.arsconventionstl.org for more details.

Page Two: Views: Laura Pfender has recently assumed the position of Membership Director at the Shreveport American Rose Society Headquarters.

A Message from Laura Pfender—

For those of you who don't know me, my name is Laura Pfender and I have been in the position of Membership Director at the American Rose Society Headquarters since last February. I have been working in the membership Department since January, 2006. I am here to work with all local societies, and to help the American Rose Society grow. I welcome your ideas, thoughts and suggestions.

The American Rose Society is primarily an educational society. If your society is having a Rose Show, or anykind of promotional event, let us know a couple of weeks in advance and I will be happy to send you a promotional kit. The kit contains ARS Membership brochures, past and current bulletins, Handbooks for Selecting Roses, and copies of the *American Rose* magazine, as well as leaflets and other information about rose growing. This is all provided to you at no cost.

Did you know that if you bring a new member into the ARS, you get to keep \$5.00 of the membership fee for your own local society? Simply have the new members indicate that they are joining through your society, and the new members can deduct \$5.00 from the ARS membership fee. The new members can then give you the \$5.00. Or have them make their check out to your society and then mail us a check less \$5.00 with their application form.

I would like to encourage all local society Presidents and Board Members to join the ARS. If all society Presidents and Board Members belong to the ARS, it is easier to promote ARS membership. Going by an average number of members in each society, we potentially have another 12,000 ARS members out there.

Thank you to all who have sent their membership rosters to me. If you would like a list of ARS members living in your local area, please email me with the ZIP codes that your local society covers and I will be happy to get a list to you.

Thank you for your patience with me as I have settled into my new position. I am always available by email at laura@ars-hq.org. I am in the office from 8:30 a.m. to 2:30 p.m. CST, so if I don't answer the phone, please leave me a message and I will return your phone call as soon as possible. I realize that some have had problems with contacting staff at ARS Headquarters. I can promise that if you email me, I will get back to you.

Sincerely,

Laura Pfender
Membership Director
American Rose Society

Page Three: Re-Views: Periodically, in these pages, we have offered references to the 'White Book.' This has elicited messages asking: What is the White Book? The genesis and the development of the 'White Book' occurred under the leadership of immediate Past President of the ARS, Marilyn Wellan, who answers the question.

What is the White Book?

The Local Society Relations Committee exists to serve as a liaison between the local society and its leaders, and the American Rose Society. In 1999, the ARS Local Society Relations Committee created the American Rose Society *Guidelines for Rose Society Leaders* out of a need to strengthen the relationship between the ARS and the Local Societies. The 'Guidelines' were designed in the form of a manual, to offer information about the ARS, to provide information which would be helpful to local officers in the administrations of local societies, and to relay ideas and suggestions for society programs and activities to help local societies grow and thrive. It was thought, that, working together, as 'parent and affiliate,' we could be more effective in serving our members and their rose-growing hobby.

The 'Guidelines' were presented in a white loose-leaf notebook (hence becoming known as the 'White Book') and were made available to all local societies free of charge. We only asked that the society presidents maintain the guidelines and pass them on to subsequent presidents. Additional or replacement notebooks were available for purchase from the

ARS. The guidelines were meant to be a ‘work in progress,’ and for a few years, updates were provided as needed.

The section tabs with in the White Book were as follows:

- Introduction to the Guidelines for Rose Society Leaders
- About the American Rose Society
- Local Society Administration
- Membership Promotions
- Programs and Activities
- Consulting Rosarian Program
- The Rose Show
- Service and Support
- Starting a New Society

The program slipped away after a few years, and many local society presidents confess that they have not heard of the ‘White Book.’ In many cases, the notebooks were not passed along to successors, and then staff changes at the ARS Headquarters caused the project to be dropped. We are fortunate that the current Local Society Relations Committee is interested in reviving the ‘White Book.’ Many of the original pages still have merit; other pages simply need to be updated with current information; and still other pages can be added to reflect issues that are faced by local societies today.

I am convinced that entire organization will benefit from an up-to-date ‘Guidelines for Rose Society Leaders,’ and hope it will be in the hands of all local society leaders soon.

Marilyn Wellan

Local Society Relations Chair 1997-2000

Creator of the Guidelines for Rose Society Leaders

The Members of the current Local Society Relations Committee are listed on the ARS Website (www.ars.org); we welcome comment about the articles in this issue of the ARS & You, or about any item relevant to the work of the committee.