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PEARL ESSENCE

◆ PACIFIC ◆ SOUTHWEST ◆ R O S E ◆

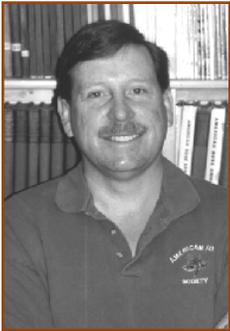


QUARTERLY BULLETIN ◆ AMERICAN ROSE SOCIETY ◆ PACIFIC SOUTHWEST DISTRICT

Steve Jones, District Director

Spring 2001

Kitty Belendez, Editor



MESSAGE FROM THE DISTRICT DIRECTOR

Steve Jones
District Director
Pacific Southwest District
scvrose@aol.com

I hope everyone had a happy holiday season and new year. The year 2001 promises to be a very busy and rosey one.

In the short few months that I have been in office, we have progressed a long ways. The web page continues to improve with lots of information, articles, and district history. Check the web page for future events for local societies, the district convention in Bakersfield, CA, and our new feature, "Rose of the Month" by Dona English, our Roses in Review Chairman.

Also, we have our first Consulting Rosarian and Horticulture Judging schools in March and April. My plan is to have 2 schools or seminars for each discipline, including arrangements, each year, one in SoCal and one inland. If you are interested in hosting a school this year or the future, please contact the appropriate district chairman listed in this bulletin.

Make sure you plan to attend the district convention on May 3-6 in Bakersfield. It will be hosted by the Kern County Rose Society. Copies of the registration form will be enclosed in this bulletin. It should be a lot of fun, and if you have never seen the rose growing fields around Wasco, you have to go. Approximately 80% of all the roses grown in the United States are grown there. It is amazing to see miles and miles of roses.

In February, there will be a special ARS Board Meeting in St. Louis to discuss future plans and methods to gain and retain membership. I will be attending this important meeting. Also attending will be the chairmen of the national committees. Our district is well represented on many of the national committees.

- Steve Jones** Ethics, and Year of the Rose 2002 Committees
- Dona English** Horticultural Exhibitors Committee
- Lynn Snetsinger** Environmental Committee
- Bob Martin** Chairman of Horticultural Exhibitors,

- Kitty Belendez**
- Lillian Biesiadecki**
- Jim Sproul**
- Bob Edberg**
- Chris Greenwood**
- Dick Streeper**
- Keith Zary**
- Kreg Hill**
- Sam Trivitt**

Luis Desamero

- Arveda Larsen**
- Bill Christensen**
- Richard Kaelke**
- Alice Hart**
- Dan Bifano**
- Jocelyn Plazewska**
- Rita Applegate**

In my last column, I left off Alice Hart who won the Judges Trophy at the national in Atlanta. Mea culpa.

- Prizes & Awards Committees,
- Editor of *Rose Exhibitors' Forum*
- Year of the Rose 2002 Committee
- Local Society Relations Committee
- Award of Excellence, and Product Evaluation Committees
- Classification Committee
- Rose Registration Committee
- National Convention Liaison Comm.
- Award of Excellence Committee
- Arrangement Judging Committee
- Chairman Bulletin Awards Comm.,
- Election Reform Committee
- Chairman of Award of Excellence Committee, Editorial Advisory Com.
- Prizes & Awards Committee
- Old Garden Rose Committee
- Old Garden Rose Committee
- Product Evaluation Committee
- Consulting Rosarian Committee
- E.rose Committee
- Horticultural Judges Committee

INSIDE THIS ISSUE	
<i>Message from the District Director</i>	1
<i>Calendar</i>	2
<i>From the Editor's Desk</i>	2
<i>Local Society Bronze Medal Winners</i>	3
<i>District Web Site</i>	4
<i>The Judges' Gavel</i>	4
<i>Arrangement Judge's Niche</i>	5
<i>2001 PSW District Convention</i>	Insert/6
<i>Top Exhibition Roses</i>	7
<i>Silver Honor Medal</i>	8
<i>How to Produce a Successful Rose Show</i>	9
<i>Consulting Rosarian Seminar</i>	Insert/13
<i>ARS National Convention, Portland</i>	14

Calendar

March 3, 2001

**Pacific Southwest District
Consulting Rosarian Seminar**

8:30 A.M. to 4:00 P.M.

Hosts: South Coast Rose Society
Rolling Hills Covenant Church
Info: Gloria Leinbach
(310) 373-2858
Coastrose@aol.com

March 24, 2001

Rose Arrangement Workshop

10:00 A.M. to 3:00 P.M.

Ventura Fairgrounds
Guest Teacher: Laverne Cottet
Info: Sue Diller (805) 648-7322
Barbara Schneider (805) 659-4193

Saturday, April 7, 2001

**Rose Society of Glendale AZ
Rose Odyssey 2001**

Glendale Community College
Info: Nancy Medved (623) 934-6349

Saturday, April 14, 2001

Las Vegas RS Spring Rose Show

Desert Demonstration Gardens

Info: Jackie Jackson
(702) 646-6048

April 21 & 22, 2001

**Pacific Southwest District
Judging school**

Tucson, AZ

Info: Terry Swartz (520) 623-8285
rosedude@dellnet.com

April 21 & 22, 2001

**San Fernando Valley RS
Rose Show**

Descanso Gardens, CA

Info: Katie Walker (818) 704-0337
katieRose@yahoo.com

April 28 & 29, 2001

**Pacific Rose Society
Rose Show**

Los Angeles County Arboretum
Info: Evelyn Reed (818) 352-7535
evelynreed@mediaone.net

April 28 & 29, 2001

**San Diego Rose Society
Rose Show**

Balboa Park, San Diego, CA

Info: Jack and Bonnie Shultz
(619) 334-1339
bonjack1@home.com

May 3-6, 2001

**Pacific Southwest District
Convention & Rose Show**

Bakersfield, CA

Info: Bert Grant (661) 822-9065
bkgrant@inreach.com

Friday, May 11, 2001

**Temecula Rose Society
Rose Show**

Community Center

Entries: 8 A.M. to 11 A.M.
Info: Diana Kilmer (909) 693-5568

May 12-13, 2001

**Tinseltown Rose Society
Rose Show**

Rose Hills, Whittier, CA

Info: Alice Hart (323) 877-2376
foodforfilm@pacbell.net

May 19, 2001

**Fair Friends Of Roses
Rose Show**

Ventura Fairgrounds

Info: Barbara Schneider
(805) 659-4193
Sue Diller (805) 648-7322

June 2, 2001

**California Coastal Rose Society
Rose Show**

Plaza Camino Real Mall
Carlsbad, CA

Info: Marianne Thurston
(858) 793-1461
thurston@tns.net

June 2 & 3, 2001

**Albuquerque Rose Society
Rose Show**

Albuquerque Garden Center

Info: Harold Stone (505) 298-8004

June 6-10, 2001

ARS National Convention

Portland, OR

Info: John Lauer (503) 644-9356
jlauer01@sprynet.com

July 21-22, 2001

**PSWD Rose Arrangement
Judging School**

Mesa, AZ

Info: Kreg Hill (505) 345-1344
kreg@swcp.com

From the Editor's Desk

By Kitty Belendez



ARS Annual a Smashing Success!

Kudos to District Director Steve Jones for an outstanding job as editor of the *2000 ARS Annual*. It is one of the best ones ever. This was a year-long labor of love, and I know that Steve put in hundreds of hours to make this Annual a huge success. All the articles are well-rounded and fascinating. Steve lined up writers from all over the world for this Annual. The photography is stunning. PSWD members Bob Martin, Kitty Belendez, and Ivy Bodin were some of the contributing writers.

Plan Ahead for Your Rose Show

If you are a rose show chair, be sure to order your ARS Certificates several months in advance from American Rose Society Headquarters in Shreveport. Procrastination may cause disappointment. Also, to publicize your rose show in the *American Rose* magazine, you will need to send the information to ARS at least 3 months in advance, and 5 months is even better. The order form for show supplies is on the ARS web page.

American Rose Society Dues Will Increase

After nine years of no dues increase, the ARS is raising their annual dues from \$32 to \$37 per year. Rosarians are urged to extend their ARS memberships before the rate increase takes effect on April 1, 2001. You can use a credit card, and can call toll-free at (800) 637-6534. Extend for 3 years and save even more.

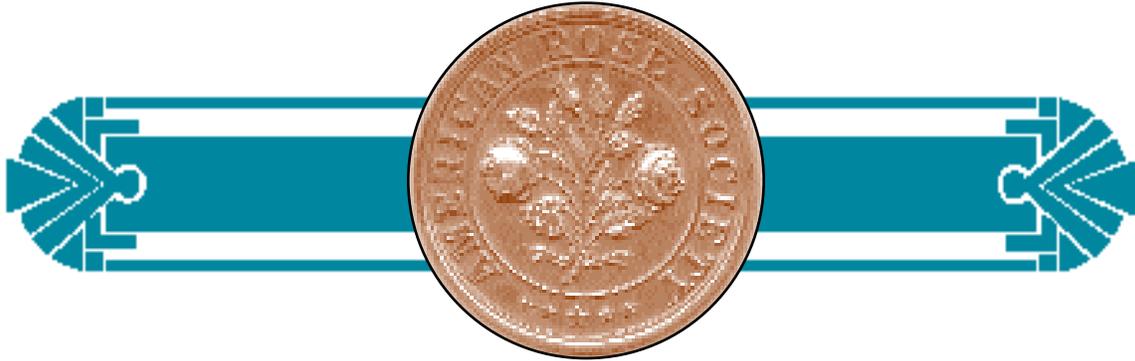
Combined Rose List

It's time to reserve your copy of the *2001 Combined Rose List* which will be available in March. This 224-page soft-cover book is compiled and edited by Beverly R. Dobson and Peter Schneider and contains listings of over 11,000 roses and nurseries throughout the world. Information is updated through February 1, 2001 and includes rose registrations, correct classifications, and current North American and overseas nursery sources for all roses in commerce. It's the best source for hard-to-find roses and tells you exactly where to find them. The book is a recommended reference manual for ARS Rose Judges, exhibitors, and Consulting Rosarians. Send \$20 check (includes postage) to: Peter Schneider, P. O. Box 677, Mantua, OH 44255.

DEADLINE FOR SUBMISSION OF MATERIALS FOR THE MAY ISSUE OF PACIFIC SOUTHWEST ROSE:

April 5, 2001

Please send all materials to the editor,
preferably via e-mail to: rosextkcb@aol.com



2000 LOCAL ROSE SOCIETIES IN THE PACIFIC SOUTHWEST DISTRICT
ARS BRONZE HONOR MEDAL WINNERS

*For Outstanding & Meritorious Volunteer Service
To Their Local Rose Society*

CONGRATULATIONS TO ALL!

Albuquerque Rose Society <i>Allen & Jackie Hunton</i>	Mesa-East Valley Rose Society <i>Larry & Pat Bell</i>	San Fernando Valley Rose Society <i>Shirley Rees</i>
East County Rose Society <i>Frank & Lila Hastings</i>	Orange County Rose Society <i>Bonnie Andrew</i>	Santa Barbara Rose Society <i>Bud Jones</i>
Glendale (AZ) Rose Society <i>Bill & Candy Sheperd</i>	Pacific Rose Society <i>Bill & Janie Hillman</i>	Santa Clarita Valley Rose Society <i>Charles & Susan Maness</i>
Las Vegas Valley Rose Society <i>Lee Heenan</i>	San Diego Rose Society <i>Carl & Bobbie Mahanay</i>	Tinseltown Rose Society <i>Alice Hart</i>
Los Angeles Rose Society <i>Robert B. Martin, Jr.</i>		West Valley Rose Society <i>Ken & Peggy Jones</i>

Criteria For Selecting the Bronze Medal Winner

1. Each Society, Chapter or Affiliate, in good standing with the American Rose Society, may annually award the American Rose Society Bronze Medal for Outstanding and Meritorious service at the Local Society level.
2. The recipient must be a full or associate member of the American Rose Society and an active member of the local society for no less than three years. Local Society membership must be verified by the Local Society.
3. If the selective recipient passes away prior to the medal being presented, the medal may be awarded posthumously to the deceased recipient's spouse or a member of his/her immediate family.
4. The current President of the Local Society is not eligible for this award. Furthermore, this award must not be offered as a prize in any rose competition, or for any one project.
5. The Executive Committee or Board of the Local Society will nominate the candidates. The members of the Executive Committee or Board will vote by secret ballot. The President will tally the votes. A majority vote will be required for awarding the medal. The result must be kept confidential by all members involved.
6. No award is required in any year.
7. Each Society can only award the Bronze Medal for Outstanding Service once to a member.
8. This is a Local Society award and must be administered and controlled by the Local Executive Committee or Local Board. This award will not require involvement from the District, Regional or ARS Board.
9. The Medal used for this Award shall be the standard American Rose Society Bronze Medal for Outstanding Service and may be procured from the ARS Executive Director. The cost of the Medal shall be borne by the Society making the award.
10. The Bronze Medal for Outstanding Service may be awarded jointly to husband/wife teams if, in the opinion of the Local Executive Committee or Board, they are deserving of the award and meet the requirements. In such case, two medals would be appropriate for presentation. Adopted by ARS Board of Directors, Spring 1993, Revised 1994.



PSWD WEB SITE CONTINUES TO EXPAND

By Glenn F. Fiery, Jr.
District Webmaster
dhskier@homemail.com

<http://www.geocities.com/pswdistrict/>

The Pacific Southwest District web site continues to expand with new features and is currently being updated as the society presidents change. If you have not visited it recently, take a look.

Just added in November as a regular feature is the "Rose of the Month" written by Dona English. This feature can be accessed directly from the "Home Page" by clicking on the blue button just below the site map, which has all red buttons. The "Rose of the Month" can alternatively be accessed from the "Rose Related Articles" page. Dona provides an explanation of the growing habits, heritage, hybridizers, and the quality of bush and bloom one can expect. Some of the featured roses include 'Veterans' Honor', 'Enfant de France', and 'English Garden'.

If you have comments to add about the "Rose of the Month" or any other rose, feel free to post them. To access the comments section of the site, scroll down the "Home Page" near the bottom and click on the large black box that tells you to click on it to post a message. You will then be taken to the messages page, here, click on the "**Post" in the large box just below the banners. Then type away until your heart is content. Hopefully this will create dialog that will benefit others who visit the site.

I am looking for a couple of Consulting Rosarians who would be willing to check in on this "comments page" on a regular basis and respond to questions that are posted. Once people begin to use this page, I believe questions will begin to flow into the site. If you would like to volunteer, please e-mail me.

Rose related articles are always welcome. If you would like to contribute an article, please attach it to an e-mail and send it to me. Please format it in a single column using Word.

Many presidents are changing in the various societies. I am updating these periodically. If you have updates or corrections, please e-mail me.

Keep an eye on the district calendar as 2001 rose shows are beginning to appear. Make sure your rose show and special events are posted on the district calendar on the web page!



THE JUDGES GAVEL

By Frank & Cherrie Grasso
District Hort. Judges Co-Chairs

As spring approaches, thoughts of rose shows and judging requests begin. If you are attending the PSWD Convention on May 3-6, 2001 and would like to judge, we are accepting requests either mailed or e-mailed. There are only 11 judging positions remaining. Don't be left out; get your request in early! We will be responding to all requests by mid-March.

We have updated all the judges' records and in order to keep your file up-to-date please return the Judges Annual Report as quickly as possible. If you did not receive the report, please let us know. This is one of the requirements to maintain your current accreditation.

A Horticulture Judging School will be held in Tucson, AZ, April 21 & 22, 2001. Anyone interested in attending the school should contact us as soon as possible. All judging candidates should submit an Application for Apprentice Rose Judge Certificate for ARS approval at least two months prior to the school to allow ARS time for checking eligibility. Please send application to us.

Reminder for Accredited Judges: Judges must attend a judging school or judging seminar as an auditor or instructor every four years in order to maintain their credentials. If you have a question regarding your audit year please contact us. We would like to suggest that all judges attend all schools or seminars in your district in order to avoid any possible lapse of accreditation. Remember, it is not always possible for a school or seminar to be held in your area during your required audit year. Schools and seminars are held by societies that volunteer to sponsor and at times there has been none scheduled due to a lack of society sponsorship.

Judges Court:

The answer to the question: "If not so stated in the show schedule, does a rose in a bowl have to float?"

In the current *Guidelines for Judging Roses*, under the special challenge class "Rose in a Bowl" there is no mention of the rose having to float. However, many show schedules have been using the "Floating Bowl" outside of a challenge class with the description of the rose floating in clear water. Therefore, if a rose has to be floating, it must so state in the show schedule.

Now for the next question: To determine stem on stem in a challenge or collection class or a non-challenge or non-collection class, who removes the specimen from the vase?

Frank & Cherrie Grasso
2235 Tierra Verde Road
Vista, CA 92084-6516
(760) 727-2436
RoseWizz@aol.com



ARRANGEMENT JUDGES NICHE

By Kreg B. Hill

Rose Arrangement Judges
Chairman of the PSWD

RULES FOR ROSE ARRANGEMENTS

One of my duties as Chairman of the Pacific Southwest District is to review show schedules. Although the Rules for Rose Arrangements may vary somewhat from society to society, the rules must be fairly standardized. The *Guidelines for Judging Rose Arrangements*, pages 54 & 55, contain the following information:

SHOW RULES

Rules should be specific and should state they are in accordance with American Rose Society rules and practice. The following rules and scorecard, which belong in all schedules, apply to local, district and national shows:

1. All roses must be outdoor garden grown and must be of high quality.
2. A rose or roses must be the dominant flower in all arrangements.
3. Names of all roses in each arrangement must be written on entry tag.
4. AG should be written on the entry tag if roses are arranger grown so the entry will be eligible for a medal certificate.
5. One entry per exhibitor is allowed in each class, but an exhibitor may enter as many classes as desired.
6. Accessories are allowed unless stated otherwise in the schedule. Flowers other than roses, and dried and/or treated dried plant material are allowed unless prohibited by the schedule.
7. A card of intent may be included with an arrangement as an explanation of the arranger's interpretation of the theme or class title, unless the schedule specifically forbids it.
8. An arrangement incorrectly placed in one class when it should have been in another will be judged in the class in which it is placed.
9. All exhibits must be the work of the exhibitor.
10. No one but the exhibitor may touch or move an arrangement. However, in extreme circumstances, if all efforts to locate the arranger have failed, an arrangements chairman may carefully move an arrangement.

Infringement of the following rules will result in severe penalty.

1. Painted or dyed fresh plant materials, and live creatures are not allowed.
2. The use of plant materials on the state or local

conservation lists is not permitted.

3. The American flag or flag of any country may not be used in an arrangement or as a decoration in any way.

There are but two causes for disqualification of an arrangement:

1. Roses not outdoor grown.
2. Use of artificial plant material.

All schedules should also include the following rule:

By entering this show given under ARS rules, exhibitors agree to abide by those rules.

TO BE INCLUDED IN ALL SCHEDULES:

SCORECARD for Judging Rose Arrangements

Conformance	20 points
a. Naming of roses	
b. Conformance to type of design	
c. Other specific requirements of schedule	
Design (5 points per principal)	30 points
Balance, dominance, contrast, rhythm, proportion and scale	
Perfection of the Rose(s)	30 points
Including condition of other plant material	
Creativity and Expressiveness	10 points
Distinction	10 points
Unique, sets the design apart, superiority in every respect. Includes technical execution/construction	
TOTAL	100 points

Local societies may add the following rules that pertain to their local show. These are some rules I feel need to be added.

1. Specify if the exhibitor must register for the show, and if reservations are required, whom to contact. Listing an arrangement consultant is advisable to answer any questions the exhibitors might have.
2. How will the show will be staged? Tables? Niches? Are backdrops, bases and accessories optional? Are the miniature arrangements to be stage at eye-level? If there are size or space restrictions, it should be stated. If niches are provided by the society, the size of the niches should be stated. How are the tables to be covered and in what color? Note: Personally, I am not a big fan of niches. Niches are very confining and limit one's expressiveness and imagination. I would rather specify that the exhibitor has a size restriction of 30" x 30" on a table with no height restriction – then let the exhibitor use the space how one wants and not have to try to fill space within the niche.
3. In classes for miniature arrangements, the arrangements must conform to the size specified in each class, and ONLY those roses classified by the ARS as miniature or mini-flora may be used.
4. Time, date, place, and when the arrangement exhibits may be entered.

Continued on page 6

Arrangement Judges *Continued from page 5*

5. Time, date and when the arrangements may be picked up after the conclusion of the show.

6. Your local society will take all reasonable precautions, but will not be responsible for the arrangements, containers or accessories.

We can go on forever trying to write rules, but the basic rules listed above should work for your show. Remember, the *Guidelines for Judging Rose Arrangements* is our final authority. Other questions about rules can be answered by the *Guidelines*. Please do not re-write your rules from last year's schedule – start over! Use these published ARS Rules then amend the rules as needed for your local society.

The Scorecard must always be published in the show schedule. The Scorecard is for the benefit of novice, as well as veteran exhibitors, and enables the general public to understand the requirements for rose arrangements. It also provides the basis on which the Judges make their decision.

OTHER ARRANGER'S NEWS

There are two new ARS Awards: ARS Miniature Court of Etiquette Award and the ARS Miniature Rosecraft Award. It will be interesting to see which of our district societies will incorporate these new awards into their spring schedules. Please remember to send me your local society's show schedule for review. If you have any questions, please contact me at kreg@swcp.com, (505) 345-1344 or write to P.O. Box 6408, Albuquerque, NM 87197-6408.

Rose Arranging Workshop

A Rose Arranging workshop will be held on Saturday, March 24, 2001 from 10:00 A.M. to 3:00 P.M. at the Ventura Fairgrounds (101 Freeway, California Street exit). The guest teacher is Laverne Cottet. Attendees will practice miniature arrangements as well as large traditional arrangements. The fee is only \$15 which includes coffee and muffins in the morning, lunch, and flowers and greens. Students are asked to bring their own clippers and containers, and wear warm clothes. Deadline for registration is March 16, 2001. Send to Barbara Schneider, 3774 Vineyard Ave., Oxnard, CA 93030. For more info contact Sue Diller (805) 648-7322.

Rose Arrangement Judging School

We are going to have a Rose Arrangement Judging School in Mesa, Arizona on July 21st & 22nd, 2001. The instructors will be Dr. Lewis Shupe, National Arrangement Judges Chairman; Dr. Gary Barlow, Region 4 Director; Dr. William Christensen, your PSWD Vice-Chairman and Kreg Hill. Marylou Coffman from the Mesa-East Valley Rose Society, and Kreg B. Hill are Co-Chairpersons of this school. We will have all the details in the next edition of the *Pacific Southwest Rose*. Please mark this date on your calendar.

Rose Arranger's Bulletin

Subscribe to the quarterly ARS *Rose Arranger's Bulletin*, Kreg B. Hill, Editor. Send your \$10 annual subscription to ARS Headquarters, P. O. Box 30,000, Shreveport, LA 71130-0030.

ROSE COUNTRY 2001

PSW District Convention Bakersfield, CA

Celebrate "Rose Country 2001" and our heritage as the largest rose growing area in the United States. We welcome you to Bakersfield for the 2001 Pacific Southwest District Convention and Rose Show. The DoubleTree Hotel will be our convention headquarters from Thursday May 3 to Sunday May 6, 2001 and is located just off Highway 99 at Rosedale Highway. The Grand Ballroom is the site of the Rose Show on Friday, May 4, and the departure point for the 2 educational tours. Thursday evening will feature a welcome party with a no host bar at the hotel's pool.

Friday morning will be the rose show in the Grand Ballroom with entries being accepted at 6 A.M. In the afternoon, there will be the meetings for the Judges, Consulting Rosarians and the Presidents' Council. The evening finds us at the reception, again poolside.

Saturday will start with two educational tours and finish the evening with our Awards Banquet with special guest speaker Phil Edmunds of Edmunds Roses in Oregon. Sunday morning will be the District Breakfast and the Annual Business Meeting in the ballroom.

Send your completed registration form along with your check payable to PSWD Convention to Kay Grant, Registrar, 22531 Camp Drive, Tehachapi CA, 93561-8236 by April 2, 2001.

Make your hotel reservations directly with the DoubleTree Hotel at (661) 323-7111. Be sure to ask for the "rose convention" rates. Free ground transportation from the airport is available by contacting the hotel. Meadows Field is accessible from most major airports. Hotel rates are \$80.00 single/double per night, plus tax.

The first educational tour is to Bear Creek Production Company (J&P) in Wasco. There we will be shown the steps in producing a rose, from the hybridization to the budding, to harvesting and packaging. This promises to be very interesting and educational. Lunch will follow the tour, and then on to our second surprise location.

The second educational tour is to Mourning Cloak Botanical Garden and Ranch in Tehachapi. This is a beautiful 32-acre area in the Tehachapi Mountains, with many native plant and trees and over 2,000 roses around the property and in the rose garden. There is a Carriage Barn with many nicely restored horse drawn carriages. The garden area encompasses several microclimates and should be in full bloom by the first of May. Lunch will be in the gardens and on the return trip we will be treated to a visit at the home of Gehard and Mary Schmidt in the Lake Ming area. Their rose garden, home to many Old Garden Roses, Shrubs and Hybrid Teas is a beautiful example of our local gardens.

Because space is limited on both tours, sign up early to avoid missing two unusual tours. Transportation and lunch is provided on both tours.

For those not inclined to tour, there are several in town spots for your browsing. The Kern County Museum is a walking tour of Victorian homes, shops of early Kern County and oil field equipment. Or if that is not to your liking, downtown boasts many fine antique shops and the Buck Owens "Crystal Palace Museum."

The complete rose show schedule is on the Pacific Southwest District web site: www.geocities.com/pswdistrict/

Pacific Southwest District TOP EXHIBITION ROSES

By Robert B. Martin, Jr.

District Chairman of Consulting Rosarians

As a Consulting Rosarian I am commonly asked for recommendations on varieties of roses. I usually answer the question with a lot of questions: How big a rose do you want? Where are you going to put it? What color are you looking for? Do you want a lot of blooms? Do you want fragrance? This list goes on. I figure my job as a Consulting Rosarian is not to tell them what I want in a rose but to find out what *they* want. And when I find what they are looking for, then I can give them some recommendations based on my own knowledge and experience.

As most of you know, I am a rose exhibitor. However, I have found that newcomers and casual gardeners seeking advice rarely tell me that what they are looking for is a great exhibition rose. That is understandable, since they usually have little if any knowledge of rose exhibiting. But this fact does not mean that they are not interested in the qualities that happen to make a good exhibition rose. In fact, they are often looking for just such qualities. But they usually explain this in a different way. For example, they may tell me that they want a rose that looks like the roses they find in a florist shop. Or they may tell me that they are looking for roses that are good for cutting. In fact, to most people a "rose," as they know it, is a well-formed flower that is suitable for cutting. This is why the hybrid tea continues to be by far the most popular selling class of rose. So when I get these kinds of responses, I often think of the best exhibition roses to recommend to them.

It is also the case that many of the best exhibition roses have other qualities besides their exhibition form. Contrary to popular myth, the best exhibition roses are usually very good growers that produce abundant blooms. Many have excellent disease-resistance and quite a few are fragrant. They also usually grow upright and behave themselves in the garden. So for people looking for these qualities, a good exhibition rose might also fill the bill.

The recommendation of varieties by CRs is usually based on our personal garden experiences. All of us grow different roses and the variations of climate in our District are quite wide. So any time we try to put together a District-wide list of recommended varieties we usually find a lot of candidates, as well as a lot of disagreement. In the case of exhibition roses, however, we can also draw on more empirical evidence, namely the evidence of how well they have actually done in shows.

As Editor of the ARS Quarterly, *Rose Exhibitors' Forum*, I receive the show reports from throughout the nation. From these reports I have observed that different exhibition roses perform quite differently throughout the country. So to narrow down what does well in our District, I have extracted the results of local and District shows as

reported over the last three years.

The results for hybrid teas and miniatures are shown in the chart on the next page. The point system used in the rankings is based on six points for Queen, five for King, four for Princess and three for roses appearing in the Court of Honor.

The top exhibition hybrid tea in the District is 'Moonstone', which is also a superior garden rose. Another superb garden rose throughout our District is 'St. Patrick', which also appears as the number four exhibition rose. Fragrant roses on the list include 'Stainless Steel' and 'Secret', and we may expect that 'Barbra Streisand', with its knock-over fragrance may appear on this list soon. Particular note should also be made of the fact that two newcomers in 2000 have already made the list. These are 'Veterans' Honor', which is simply the best red hybrid tea ever introduced, and 'Gemini', which is an extraordinarily beautiful, classically-formed hybrid tea. They are also both very good garden roses and you could hardly go wrong recommending either.

In the miniatures, it is a virtual tie between the long-time champion 'Fairhope' and the newcomer 'Miss Flippins'. The latter has some mildew problems in some of our gardens but its form, vigor and abundant bloom make it certainly the best red miniature. 'Behold' is a stunning yellow that is almost unique as an exhibition rose to our District. 'Irresistible' is a tall grower that has long been a top choice and 'Glowing Amber' makes a stunning garden display. For those seeking fragrance in a miniature rose, the obvious choice is 'Scentsational'. There are in fact miniature roses on the list to meet just about any desire.

So the next time you are asked to recommend varieties as a CR, give some thought to some of these top exhibition roses. They might be just what the person is looking for.

Consulting Rosarian SEMINAR

The South Coast Rose Society (CA) is sponsoring a Pacific Southwest District Consulting Rosarian Seminar on **Saturday, March 3, 2001, 8:30 A.M. to 4:00 P.M.**

Speakers:

Sharon Van Enoo on OGRs and Shrubs
Phil Ash on Integrated Pest Management
Gisele Schoniger on Soils and Amendments
Bob Martin on Chemical Safety

Location:

Rolling Hills Covenant Church / East Campus
2222 Palos Verdes Drive North, Rolling Hills Estates

Fee:

The \$20 fee includes continental breakfast, lunch and the all-day seminar.

For Registration Information, please contact:

Jerry Withers at Jerwithers@aol.com, (310) 530-3555
2123 Via Madonna, Lomita CA 90717-3626

Top Exhibition Roses Pacific Southwest District 1998-2000

Compiled by Robert B. Martin, Jr.

HYBRID TEAS		Intro	Q	K	P	CT	PTS
1	Moonstone	1998	12	5	3	13	148
2	Signature	1996	8	3	5	14	125
3	Crystalline	1986	5	7	4	11	114
4	St. Patrick	1996	4	6	3	13	105
5	Lynn Anderson	1994	3	1	6	16	95
6	Natasha Monet	1993	5	4	3	8	86
7	Louise Estes	1991	5	1	5	5	70
8	Spring Break	1993	3	1	4	10	69
9	Kardinal	1986	1	2	2	14	66
10	Touch of Class	1984	2	3	3	7	60
11	Silverado	1987	1	1	2	13	58
12	Veteran's Honor	2000	4	3		6	57
13	Gemini	2000	3		4	7	55
14	Stainless Steel	1991	2	1	2	9	52
15	Anastasia	1980	1	2	1	6	38
16	Elizabeth Taylor	1986				12	36
17	Olympiad	1984		2	1	7	35
18	Rina Hugo	1993		3	2	4	35
19	Helen Naudé	1992		3		6	33
20	Brigadoon	1991	1	3	1	2	31
21	Lanvin	1985	1		1	6	28
22	Secret	1992			1	7	25
23	Color Magic	1978	1	1		4	23
24	Raphaëla	1994		1		6	23
25	Virginia	1994		2		4	22

MINIATURES		Intro	Q	K	P	CT	PTS
1	Fairhope	1989	17	14	7	20	260
2	Miss Flippins	1997	20	14	7	13	257
3	Behold	1997	10	6	7	9	145
4	Irresistible	1990	3	6	3	20	120
5	Glowing Amber	1997	4		4	19	97
6	Hot Tamale	1994	2	3	5	16	95
7	Incognito	1995	1	3	3	18	87
8	Luis Desamero	1989		5	2	12	69
9	Child's Play	1991	3		2	11	59
10	Kristin	1992	1	1	2	13	58
11	X-Rated	1994	3		2	7	47
12	June Laver	1989	1	1	1	10	45
13	Chelsea Belle	1991	2	2		7	43
14	Jean Kenneally	1984	1	3	1	6	43
15	Pucker Up	1983	1	3		7	42
16	Scentsational	1995			2	11	41
17	Pierrine	1988	2	1	1	6	39
18	Snow Bride	1982	1	1	2	6	37
19	Old Glory	1980		1	1	8	33
20	Cachet	1997	2	2		3	31
21	Whoopi	1992			4	4	28
22	Carrot Top	1991		1	3	2	23
23	Sam Trivitt	2000	1	2		2	22
24	Soroptimist Int'l	1995	1		3	1	21
25	Kev	1991		1	1	3	18

SILVER MEDAL HONOR

Dan Bifano is the Chairman of the PSWD Prizes & Awards Committee. One of his jobs is to coordinate the awarding of the Annual Silver Honor Medal for the Pacific Southwest District.

Each local rose society in the District has a voting member on the District Silver Honor Medal Nominating Committee who is selected by the society's President every three years. The selected person serves concurrently with the District Director's 3-year term. It is recommended that the person be familiar with District activities as this is primarily a District award. The name of the committee member is kept confidential between the society president and the District Prizes & Awards Chairman.

In January, Dan contacts all the local society representatives on the Silver Honor Medal committee to ask for nominations. He sends them the rules and nominating forms. After nominations are received, there is a voting process, with points given as follows: 10% for service to the local society; 60% for service given to the Pacific Southwest District; and 30% for service given to the American Rose Society. All work on this committee is kept in strictest confidence.

It is considered unethical to campaign or solicit support for or against any Silver Honor Medal Candidate by any method (mail, telephone, personal contact).

Every year at the Pacific Southwest District Convention, the Silver Honor Medal is awarded to a deserving rosarian. It is the highest award given on the District level.

The Pacific Southwest District has awarded the Silver Honor Medal to many highly deserving rosarians in the past 40 years. Below is a list of those winners.

1958 Fred W. Walters	1981 John Farleigh
1959 Helen Carswell	1982 Harry Cutler
1960 No Award	1983 Marianne Truby
1961 Rosalie Doolittle	1984 Dr. Ray Allen
1962 Jean Kenneally	1985 Henry Fonda
1963 John VanBarneveld	1986 Ken Miller
1964 Ralph Johnson	1987 No Award
1965 Richard Love	1988 Dr. John Fredin
1966 Alma Long	1989 W. T. (Jack) Sampson
1967 James Kirk	1990 Dr. Thomas Cairns
1968 Barbara Kauffman	1991 Grace Seward
1969 No Award	1992 Margaret Johnson
1970 No Award	1993 Samuel T. Trivitt
1971 Lester Harrell	1994 Luis Desamero
1972 Larry Baker	1995 Dr. Lloyd Larson
1973 Carl Truby	1996 No Award
1974 Zelda Lloyd	1997 Dick & Sue Streeper
1975 Robert V. Lindquist	1998 Arveda Larson and Paul Wright
1976 Mamie Collier	1999 Dick & Jackie Jackson and David Bonnett
1977 Leah Watterberg	
1978 Donald Jarvis	
1979 Ruth Johnson	2000 Helen Fredin and Dan Bifano
1980 No Award	

HOW TO PRODUCE A SUCCESSFUL ROSE SHOW

By Kitty Belendez

Santa Clarita, California (rosextckb@aol.com)

I have been involved in producing local society rose shows for about 10 years and 20 shows. During that time, I have served in various capacities including exhibitor, clerk, judge, schedule writer, president, show chair and general worker bee. In all that time, we never really had a reference manual from which to work; we usually just had to wing it, or learn from more experienced workers. The information was just "passed along" verbally.

I've heard that some societies have developed a rose show manual, while others have tried to produce a book of "job descriptions" which can indeed be helpful. But what about new societies who want to produce a rose show the very first time, or even established societies who suddenly find themselves with all new leadership? Or, when key members all flock to a national out-of-town ARS convention on the same date as the local society rose show?

So, I decided it was time to write down my thoughts and experiences over the last 10 years. I want to share with you what I have learned, and what I feel makes a successful rose show. Contrary to its title, this article is not meant to be an *in-depth* "how-to" nor a complete list of "job descriptions," but rather it is an overview and sharing of ideas and experiences. These are my suggestions for producing a successful rose show.

Purpose and Goals

A rose society must know the main purpose of putting on the rose show. Why do it? In my opinion, the main purpose of producing a rose show is to *promote the rose*. We also want to educate the public about growing roses, and we want to attract new members. The financial goal should be to break even, although making a small profit would be a bonus, and even going slightly into the red might be acceptable if the membership agrees to it ahead of time.

Advance Planning

A carefully choreographed rose show can indeed break even, and in fact make a small profit. The Los Angeles and Santa Clarita Valley Rose Societies, which I have had the pleasure of being involved with for quite some time, have both made small profits on their rose shows over the past five years.

There are many elements which make a successful rose show: show date, planning, show staff, location, budget, quality trophies, publicity, the show schedule, exhibitors, roses and judges, to name but a few. It is most crucial to begin planning your rose show one year in advance.

The Budget

But, first the society must have the funds to produce the rose show. If funds are not readily available, then the society needs to have a fund raiser.

A rose show can easily cost \$1,000 or more depending

on how fancy you want to get. Some of the expenses to be incurred are trophies, supplies (ribbons, entry tags), judges' luncheon, room rental, tables and table covers, properties (vases), schedule printing, plants and liability insurance.

More About Fund Raisers

The idea behind fund raisers is to make them very profitable with very little effort. Our local society annual fund raiser is a combination rose auction and potluck BBQ held during the summer in the beautiful garden of one of our members. The members have a good time and get the chance to bid on some excellent roses. We usually offer at least 100 plants and net over \$2,000 on this annual event. Many of the roses are donated by commercial growers, or some of our members, while other roses are specially purchased for the event.

We've had garden parties, rose auctions and plant sales that have all been highly successful and very profitable. We have also solicited trophy sponsors, both commercial and from members. However, we have chosen to never charge a fee for garden tours because we feel the tours are one of the bonuses of being a member, and it is also a method of attracting new members. Some societies charge an entrance fee to view the rose show, which is not always feasible, especially if the show is held in a mall. I prefer not charging entrance fees, as I feel there are other ways to finance the rose show, and the society should not make a huge profit.

Sales

Another form of fund raising is selling cut roses and miniature rose plants at the show. We ask the exhibitors and members to donate their leftover cut roses to our society, and then we sell them to the public for \$1 per stem for the larger roses, the minis 50 cents each.

A very popular sales item is mini rose blooms in plastic lapel pin vases. You can buy the lapel pin vases from Kimbrew-Walter in Texas for about 35 cents, and then resell them (each containing one mini bloom) to the public for \$1 each. Even the teenagers love these pin-on, mini blooms in a vase. We display the mini lapel pin vases on a *Styrofoam* easel that has been spray painted black.

We also buy plastic champagne glasses and fill them with six mini blooms and sell them for \$2. The champagne glasses can be purchased from volume outlets such as Smart & Final or Costco.

Quart or half-gallon cardboard milk cartons or plastic yogurt cups can be wrapped with colorful paper and then filled with cut roses. These can be sold for \$2 or \$3 depending on the size of the bouquet.

You could also sell the "exhibition" roses after the show is over. We sell them three stems for \$1, and they go very fast.

Miniature roses in 2-inch or 4-inch pots can be your biggest sales item. We usually sell at least 100 plants for each day of the show. You can buy the mini plants at wholesale price from many of the catalog suppliers, and then resell the plants to the public for \$5 each. For best results, order your plants weeks in advance for arrival "in bud and bloom" a few days before the show.

Continued on page 10

Successful Rose Show *Continued from page 9*

Rose Show Committee

The President of the rose society heads the Rose Show Executive Committee. The President is responsible for the rose society and should therefore *oversee* the entire rose show. The President usually appoints the Rose Show Chair, or sometimes it is an elected position, and these two persons should work in tandem. I see this as the ideal working relationship.

The Rose Show Chair then appoints various committee chairs, with advice from the President. Some of the committees may include: Judges, Trophies, Schedule, Hospitality, Sales, Publicity, Finance and Education. Each committee chair may recruit assistants to help them. This will make their jobs easier.

Show Chairs should never go off in their own direction and “do their own thing,” but should report to the President on a regular basis.

The Committee Chairs should meet a number of times throughout the year prior to the rose show. The watchwords for the Committee Chairs are “teamwork,” “delegation” and “cooperation.” After all, we are volunteers and are not paid employees. We hope the experience will be enjoyable and educational.

Staff Assignment Schedule

Prepare a staff assignment schedule detailing who is to do what and when. It's amazing how organized a show can be when everyone knows exactly what they are supposed to do and when they are to do it.

Location/Venue

One of the major considerations of the rose show is where to hold it. This is usually not an easy task. Ideally, we hope to secure a venue without cost to the society. This must be done a year in advance. I have exhibited at rose shows that were held in all types of locations: malls, churches, parks, fire stations, community centers, public gardens, arboretums, retail nurseries and even at a cemetery. There are pros and cons to each type of location.

You will probably attract your target audience at the public gardens, arboretums, and nurseries. The malls might attract a bigger audience but they will not necessarily be your target. You might get a lot of teenagers at the malls. Churches, fire stations and cemeteries are the least desirable locations simply because you might attract very few visitors.

Indoor venues are preferable over outdoor locations because of unknown and uncontrollable weather conditions and lighting situations. Heaven forbid it should rain on your outdoor show, or gale force winds should suddenly appear.

In searching for a location to hold your rose show, try to speak with the managers of the prospective sites. Give them a bouquet of roses as a gesture of goodwill. It gets them in the mood. Approach them with the view that you will attract business for them in exchange for letting you hold your rose show there (at no charge, of course). Show them photos of other rose shows so they can visualize what they can expect. Ask them up front if they will furnish

the tables and table covers. Some of the more upscale locations have budgets for these special events, while other locations will already have an inventory of tables and chairs available for your use. Remember to tell them that your rose society is a non-profit, educational organization. Avoid having to pay for the location or equipment unless absolutely necessary. It can be very costly.

Facilities/Ambiance/Logistics

Before you make your final selection of the venue for your rose show, there are other considerations to think about. Is air conditioning necessary and available? Roses must be kept cool, otherwise they will wilt and look terrible to the public. What is the lighting situation? The judges need sufficient light to make proper decisions. Is there enough space for your show? Nothing is worse than having the roses crammed together so tight that it is difficult to view them. Is there a water supply nearby? Where are the restrooms? Will the restrooms be open when the exhibitors arrive at the crack of dawn after driving 100 miles or more? Is there ample parking? Is there easy access and a convenient prep area for the exhibitors? Are there electrical outlets for a coffee pot and other equipment?

Show Date/Timing

The date of the show is also very important. First, you need to coordinate your desired date with the available dates of the location. This is one of the reasons you need to plan the show a year in advance. Of particular importance is when the roses in your locale will be in their peak bloom. What will the weather conditions be? In Southern California, we can choose April or October, with secondary cycles in May, June, late September, or early November. The best show dates for us are mid-April and mid-October.

Another consideration is to avoid conflicts with other rose shows in your immediate area. Conflicts may mean a smaller show, as exhibitors and judges may be split up between the two shows. While rose shows are usually held on Saturdays, having two different rose shows on the Saturday and Sunday of the same weekend is not particularly a good idea. It can be difficult for exhibitors and judges to go to both shows in the same weekend, especially if they are coming from a long distance. Attending even one rose show in a weekend can be extremely exhausting for an exhibitor.

You will also have to decide if your show will be held for one day or two days. Of course, this will also depend on what the venue is willing to offer. And think about the hours of the show. Also, when will you set-up and dismantle the show? What time will you award the trophies?

Show Theme

Now it's time to think of a great show theme. Show themes can be fun. In Santa Clarita we have used “Carousel of Roses” for the past seven years. The mall where we hold our rose show has a huge carousel at their entrance, and so we thought it a fitting theme, and the mall management loves it. At Los Angeles, we use “Fall Festival of Roses” since our show is held in October. Let

Continued on page 11

Successful Rose Show *Continued from page 10*

your imagination run wild. Be sure to use the show theme on the show schedule and signage at the show, as well as the publicity to be sent to the newspapers.

Publicity

Tell them about your rose show, and they will come. If you don't tell them, they won't know about it. There are many ways to do publicity, and most of it is absolutely free.

Start with sending the time, date and place of your rose show to the American Rose Society magazine five months in advance of your show date. Also include the contact person's name and a phone number so that interested persons can call for a show schedule.

At least three weeks before the show, mail a show schedule to all known exhibitors in your area. This includes all exhibitors from other rose societies in your surrounding areas. Don't be content to invite just the exhibitors from your own society. The more exhibitors you attract, the better your show will be, and the more your own members will learn. Over the years I have accumulated an excellent mailing list of exhibitors I have met at the various rose shows in Southern California. This list is now on my computer, which I continually update. Our show schedules are mailed to over 50 exhibitors. Yes, there are some postage and printing costs involved, but it is well worth it.

Two weeks before the show, mail a press release to the local newspapers. Sometimes they will come out and take pictures of the show, or even your garden before the show. They have given us many wonderful write-ups which in turn have generated new members for our society. At the very least, the newspaper will publish your rose show in their calendar of events.

Also send the press releases to other rose society newsletter editors and presidents. They will usually list your rose show in their calendar of events, and this will encourage more visitors as well as exhibitors to your rose show.

Another great publicity method is to distribute flyers at the local retail nurseries and home improvement centers in your area. Ask the store manager if you can leave a stack of flyers at the checkout counter. They are usually very cooperative as this will eventually result in rose plant and fertilizer sales for them sometime in the future. It is relatively inexpensive to photocopy or instant-print the flyers, or even no cost if one of your members gets permission to copy them at their place of business.

Ask the mall (or wherever the show is located) to pay for ads in the newspaper. It doesn't hurt to ask, and you will be surprised at how accommodating they might be. Our mall manager even produces beautiful color posters that are strategically located throughout the mall in addition to running huge ads in the local newspaper the day of the show. This expense is part of their advertising budget anyway, and it helps to attract customers for them.

When the show is over, publish the winners. At the very least, publish all the trophy winners in your local society newsletter. Send a copy to other local society newsletter editors. Send a list of winners to the newspapers, highlighting the royalty, especially the local winners. Fill out

the official ARS report form and immediately mail it to the current editor of the *Rose Exhibitors' Forum*.

The Rose Show Schedule

A rose show schedule should offer something for everybody. At the very least it should include a class for *every* ARS Certificate available. Include Novice and Judge's classes. If you have the space and budget, try to include an arrangement section.

The schedule should be easy to read. Print or photocopy using black ink on light-colored paper, either white or light pastel. Professionally typeset the schedule using an easy-to-read typeface, such as Garamond or Times Roman, in type no smaller than 10 point. Put the headings in boldface, all capitals or underlined so exhibitors can easily locate the different classes.

The schedule should also include directions to the show and/or a map. Names of show staff and phone numbers should be listed in the schedule. It's also helpful to indicate to the exhibitor, clerks and judges *exactly* where they are to go when they arrive.

Show rules and regulations should be clearly and thoroughly written. Have a knowledgeable and experienced judge or exhibitor write the show schedule for you. Have it checked by several members of the show committee *before* having it printed. This will help to eliminate errors.

Let the exhibitors use wedging in their entries. Wedging makes for better exhibits, as the roses will not be flopping all over the place.

Include from four to seven Courts of Honor in the hybrid tea and miniature classes. This is always appreciated by the exhibitors who have sometimes traveled very far to bring their best roses to your show.

Trophies

The Show Chair should appoint a very reliable Trophy Chair. This person will purchase the trophies well in advance and display them on the trophy table at the rose show. It will be helpful if the Trophy Chair has an assistant as this is a very big job. The Trophy Chair or Show Chair will also recruit someone to write in calligraphy the winners' names on the ARS Certificates.

Include in your budget ample funds to cover high quality trophies, as well as ribbons and ARS Certificates. If it's your first show, you'll have to take a guess at how many ribbons you will need, but try not to come up short, especially the blue ribbons. ARS also offers sticker-type ribbons that are much cheaper, but they look cheap, too. They are not reusable like the regular ribbons are, so they actually cost more in the long run. The number of required trophies will be determined by the number of classes you offer in your show schedule.

Decide what type of trophies to offer. Crystal is always popular. You can pick up some incredible bargains by shopping at the factory outlets such as Mikasa. High quality garden gadgets, gift certificates, and rose and gardening books are good choices. Silver and china are other options. Do not offer trinkets from the five and dime store. In my area, it is unusual to offer cash money as trophy prizes, but it has been done. Sometimes rosettes

Continued on page 12

Successful Rose Show *Continued from page 11*

will be purchased for the royalty or challenge classes in addition to trophies.

If your budget cannot afford *quality* trophies, then it would be better to only offer the ARS Certificates.

Solicit trophy sponsors from commercial establishments, members and regular exhibitors. This can be in the form of cash, merchandise or even recycled trophies if they are of high quality and have never been used. Publicize your need for trophy sponsors in your local society newsletter.

Try to award the trophies by 2 p.m. Many exhibitors have traveled long distances, after getting up at 3 a.m., therefore give them their trophies early so they can go home. The roses will remain on the tables for public viewing until the end of the day.

Code the boxes for the trophies with stickers, and indicate which class they belong to. This will help the exhibitor or trophy chair locate the proper box very quickly.

Within two weeks after the show, mail ribbons to those exhibitors who have requested that you do so.

And when it's all over, don't forget to thank your trophy sponsors. You can do this by sending a card or letter and by publishing their names in the newsletter as well as in the show schedule.

Make It Easy For the Exhibitor To Exhibit

Besides mailing the show schedule in advance to exhibitors, with clear directions on how to get there, offer them amenities that make their exhibiting experience enjoyable. Supply them with ample entry tags and rubber bands. Have trash cans, tables and chairs available. Provide hot coffee and fresh donuts upon their arrival. This means 6 a.m. Make sure the vases and other properties are ready and waiting, and easily accessible. Provide helpers to assist them with placing their entries. Arrange a specific prep area for the exhibitors. This may be a special room or simply in the parking lot. If the prep area is indoors, make sure the lighting and air conditioning are adjusted properly. If outdoors, they are on their own. Provide an easy water source. Give the exhibitors plenty of time to prepare and enter their roses. Three to four hours is sufficient. Four hours is better if you expect a large turnout. Let the exhibitors use any type of wedging they like: foam, foil, plastic wrap or rose stems and foliage.

Invite Good Judges

The Show Chair should appoint a Chair of Judges who is, preferably, a judge. However, the Chair of Judges should not judge in the same show, as he or she will have enough to keep themselves busy. The Chair of Judges should invite a good selection of *experienced* rose judges, both horticultural and arrangement, several months before the show. The number of judges needed will be determined by how big the show schedule is, if your show is at peak bloom cycle, and if a large number of exhibitors and blooms are anticipated. It is customary to have 12 to 24 judges, with two or three judges per team, depending on the size of the show. It is also appropriate for the Chair of Judges to let two or three apprentice judges participate.

Provide your judges with coffee, fruit juice and Danish upon their arrival. The Chair of Judges should also send the show schedule to the judges in advance, so they can familiarize themselves with the show. It's also a friendly gesture to send each judge a copy of the recent newsletter of the society. During the continental breakfast, the Chair of Judges can assign the teams and brief them on their particular assignments. This is also the time to assign clerks and introduce them to the judging teams.

Try to keep the judging process moving along, so that the task can be accomplished within two hours.

After judging is completed, provide a sit-down luncheon for the judges. The type of luncheon will depend on your budget, but you have a number of choices. You can take them to a restaurant, have it catered, or provide a potluck from the members. Avoid having the judges drive to a far-away location. A nice touch is to give each judge a mini rose in a 4-inch pot.

Clerks

The Show Chair will also appoint a Chair of Clerks. This person will recruit clerks to assist the judges. Each team of judges should have one or two clerks. Try to train your clerks in advance so they know what they are supposed to do. Clerks are to do as the judges tell them and never engage in conversation unless asked by the judge. The clerks will carry a tray filled with an assortment of ribbons, a ballpoint pen and a hole puncher. The trays must be prepared in advance by the Chair of Clerks.

After the judges mark and/or punch the entry tag, the clerk will attach the appropriate ribbon to the tag. Then the clerk will notify the Show Chair or "runners" of any trophy winners, as selected by the judges. The "runners" will bring the trophy winners to the reporting & calligraphy table for verification before being placed on the trophy table.

Properties

Properties include such things as vases, bowls, English boxes, artist palettes and table covers. There are several types and sizes of vases needed. You'll need vases for individual hybrid teas and other large roses, as well as tiny vases for the miniatures. You will also need some wide-mouthed vases for the collections and bouquets.

You will have to decide whether to purchase your own properties or if the society will borrow or rent them from another society. This makes the most sense because a supply of vases is quite expensive and you will then also need a place to store them. It is customary to pay \$100 to rent the properties from another society, with provision for replacement of breakage.

A proper supply of vases could cost \$800 or more. Floral suppliers and glass factories are good sources to buy vases. The vases should be clear glass, and all look similar.

The vases will need to be transported from storage to the show site and then returned to storage after the show. Recruit a member who has a big truck or van to be in charge of transportation.

It is not necessary to fill the vases with water, as the exhibitors usually expect to do this themselves. However,

Continued on page 13

Successful Rose Show *Continued from page 12*

if you have a surplus of show staff, assign someone to fill the vases with water. It is a nice touch, but not necessary. Just make sure to have the water supply easily accessible and bring a hose and large barrel for dispensing the water.

Supplies

This includes the items that need to be replaced as they are used up. Entry tags, rubber bands, ARS Certificates, ribbons and sign-in sheets are some of the required supplies. Exhibitors should bring their own pens, but it is a good idea to have a few pens on hand for emergencies. Remember to order your supplies early from the ARS; several months in advance is recommended.

Setting Up The Show

Set up the show the day before, if at all possible. This will help to alleviate mass confusion the morning of the show. Set up the tables. Transport your vases and other supplies and get them set up. Put the placement and trophy cards in their appropriate places. Make sure the water supply is working properly and ready to go. Double check with the facility management to ensure they will open early for the exhibitors and have lights on and bathrooms available.

Floor Plan

Plan in advance exactly how you want to lay out the floor plan of your rose show. Lay it out on your computer if you can. Specify exactly where you will position the tables for each class of rose and the trophy table. We also like to include a special table for all the blue ribbon hybrid teas and miniatures. Make copies of your floor plan and distribute them to all of your workers as well as the judges and exhibitors. This will make it easy for everybody to locate any class.

Signage

Prepare cards that indicate each class, and place them on the tables the night before the show. Make signs that tell about your society, offer roses for sale, or explain your membership dues. Once you produce these signs and cards on your computer they are easily made again in following years.

Placement

The Chair of Placement is also an important position. Appoint someone who has worked a rose show before. This person will recruit several assistants. It is extremely important to have experienced persons do your placement, which specifically means to put the roses in their proper places. Make sure the placement committee has a copy of the floor plan and show schedule. You could also let the exhibitors place their own entries, especially the challenge classes, collections, English boxes and rose-in-a-bowl (the floaters). The Placement Committee should double check that all the entries are in their proper places before judging begins, but should NEVER touch any challenge class. If a challenge entry needs to be moved, or if there is some other problem with it, the exhibitor should be called to fix it.

Keep the Roses Watered

Cut roses will suck up water at a very fast pace, especially during warm weather or if yours is a two-day

show. Turkey basters and a small bucket of water are very handy for keeping the vases filled with water. Assign a person to be in charge of this very important task. Nothing is sadder than having the beautiful exhibition roses wilt before the show is over.

Membership & Information Table

Promote membership in your local rose society by having a table at the show specifically for this purpose. Hand out samples of your newsletter to entice them. Offer a "special" such as a free mini plant when they join. Since our rose show is held in October, we offer three months free membership when they join at the show. We always have a supply of membership forms available.

Your consulting rosarians or other knowledgeable members should be available at the show to dispense rose information to the public. This can be part of your membership table. We hand out rose catalogs and other rose-related literature.

Security

Security may be an issue, especially if your rose show is held in an open environment such as a mall. Assign somebody to be in charge of security. The trophies may need to be guarded until they are given to the winners. Even the arrangements and some of the roses will need to be watched. Alert all of your members to be on the lookout. We are very fortunate that our mall management, which has security guards on staff anyway, assigns a few of them to oversee our rose show. Even still, we have had arrangements and roses disappear. We also place stanchions in front of the trophy table until the winners are awarded.

Dismantling The Show

If properly organized, the rose show can be dismantled very quickly, usually within one hour. In our mall, we let the public take all the cut roses they want at the end of the show. But before giving the roses to the public, we let the mall management take whatever roses they desire, which is usually the bouquets of 12. Then we give big bouquets to the employees of the surrounding retail stores. They love this and look forward to our returning the following year. This seemingly little gesture is an extremely valuable public relations tool. We supply small plastic shopping bags that have been saved from supermarkets for the public to take their cut roses home in.

Be sure to empty all the water out of the vases before packing them into the boxes they came in, to avoid damaging the boxes or creating mold in the vases. You will need to bring several large buckets, towels, a broom and trash cans for leftover debris.

Say Thank You

And, last but not least, be sure to say "thank you" to everybody who participated in your rose show. This includes all your staff, the judges, exhibitors, clerks, trophy sponsors, facility management and anybody else you can think of. Send thank you cards and publish names of all volunteers in your society newsletter. A little bit of thanks goes a long way.

Reprinted from the Fall 1997 issue of Rose Exhibitors' Forum, Kitty Belendez, Editor.



ITEMS OF INTEREST

SUN CITY ROSE & GARDEN CLUB & WEST VALLEY RS ROSE SHOW November 11, 2000

Queen

Grand Finale / Terry Schwartz

King

Dolly Parton / Jack & Judy McClure

Princess

Silverado / Mike & Luz Wilson

Prince

Rejoice / Dona English

Dowager Queen

Marchesa Boccella / Dona English

Shrub

Prospero / Terry & Chris von Lehmden

Climber

Altissimo / Dave & Gerry Mahoney

Duke

Angel Face / Mike & Luz Wilson

Duchess

Lavaglut / Mike Jepsen

MESA-EAST VALLEY RS ROSE SHOW November 18, 2000

Queen of Show

Signature / Ken and Peggy Jones

King of Show:

Diana Princess of Wales / Judy McClure

Princess of Show

Rosie O'Donnell / Dave & Gerry Mahoney

Dowager Queen

Sombreuil / Ken & Peggy Jones

Shrub

Sally Holmes / Bill & Candy Sheperd

Duke

Sarabande / Dona English

Duchess

Nicole / Dona English

Sally Holmes / Bill & Candy Sheperd

Victorian

Rainbow / Terry & Heidi Leavitt

Mini Queen

Miss Flippins / Mike Jepsen

Mini King

Miss Pearl / Mike Jepsen

Mini Princess

Fairhope / Bill & Candy Sheperd

American Rose Society National Rose Show & Convention Portland, Oregon June 6-10- 2001

NOTE: These are only highlights of the convention. Complete details and a registration form will be in the April *American Rose Magazine* and at the Portland web site:

<http://www.portlandrosesociety.org>

Registration Fee:

Early: **\$65** (by 4/30/2001) Late: **\$100**

Hotel:

Lloyd Center Doubletree Hotel; Reservation phone number 1-800-996-0510. (Ask for the ARS room rate.) Room rates will be \$116 + 11.5% tax.

CONVENTION SCHEDULE

Wednesday, June 6, 2001: Day long tour of Mt. St. Helens National Monument, the only volcano in the 48 contiguous states that is in the eruptive stage (**\$45**); Welcome reception in the evening (**No charge**).

Thursday, June 7, 2001:

Rose Show; Board Meeting; Rose Show Queen's Luncheon (**\$30**); Seminars & Trade Show; Evening Dinner and Entertainment (**\$50**).

Friday, June 8, 2001:

Tour of Washington Park and Peninsula Park Gardens (**\$25**); Trade Show & Seminars; Convention General Session; Dinner Cruise on the Willamette River (**\$75**).

Saturday, June 9, 2000:

Patron's Breakfast (**\$30**); Portland Rose Festival Grand Floral Parade (**\$30**); Tours to either Heirloom Old Garden Roses (**\$25**) or local private gardens (**\$25**); Award's Banquet (**\$60**).

Sunday, June 10, 2001:

Champagne Brunch (**\$35**); Day Tour to Historic Timberline Lodge including lunch (**\$50**), one of the best examples of depression era craftsmanship still open to the public.

I hope that this answers your questions. However, final scheduling information will not be available until late March on our web site and in the "American Rose Magazine" in the April issue. Registration will be open in late February, due to some events being space limited it is necessary to have a start date that includes those who get their information from the magazine.

Rose show schedules are included in the Convention Book and will be mailed upon registration.

See you at "Picture Perfect" Portland, City of Roses.

John Lauer, Convention Chair
jlauer01@sprynet.com

SOCIETY GEMS

Orange County Rose Society: Cal & Barb Hayes were awarded life membership for their many years of volunteer service ... **Los Angeles Rose Society:** In January, Bob Martin lead a successful rose auction to net the LARS \$2,189 ... Suzanne Horn is named Novice Exhibitor of the Year ... **San Fernando Valley Rose Society:** Their annual rose show in April will be themed "War of the Roses" ... **Santa Clarita Valley Rose Society:** Their annual fundraiser, a Western BBQ and Rose Auction, is planned for April 29th. Bob Martin will be the auctioneer ... **San Diego Rose Society:** Jenny McVeay was appointed new editor of *Rose Ramblings*, replacing retiring editor Dick Streeper ... **Santa Barbara Rose Society:** Society members pruned the AARS test garden at the Santa Barbara Mission in January ... **Saddleback Mountain Rose Society:** They will have a rose garden tour on May 19, 2001. For more info call Marty Hammond at (949) 830-3478.

Have a Gem? E-mail the editor at rosextckb@aol.com with your society "Gem", please use the word GEM in the subject line.

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