

PROGRAMS RESOURCE GUIDE

**For
American Rose Society
Local Rose Societies**

Prepared by
American Rose Society
Local Rose Society
Advisory Committee

INTRODUCTION

This guide is offered to rose society presidents as suggestions for possible program topics, events, activities and sources of speakers. Rose Society programs and activities are essential to the well being of a rose society. When a meeting is educational, provides time for social interaction and individual participation everyone leaves satisfied.

A person joins a rose society to learn to grow roses; they remain members for the friendships.

LOCAL PROGRAM CHAIR & DISTRICT PROGRAM CHAIR

It is recommended that each local President and Program Committee create a *Speakers Directory*. The Speakers Directory would include a list of speakers willing to present programs to the local rose society. A Program Chair would be selected to organize the information to create a Speakers Directory. Copies of the Directory would be passed to the next President and Program Committee. The Directory would include the name of the speaker, speaker contact information, a brief introduction, program topic and description, in person or virtual meeting, any cost, plus any other useful information.

It is also recommended that all local rose society Program Chairs share their Directory with each society in the district to create a *District Speakers Directory*. A District Program Chair would be appointed to combine the speaker information and provide the collective information back to each local rose society in the district.

PROGRAM TOPICS

The following suggested topics are meant as a starting point for discussion by the rose society president and program committee. Hopefully as the committee reviews the list of topics they will be inspired to create programs and events useful for their rose society members.

- 1. Chemical Safety** - health precaution labels explained; animal/insect/human safety explained; environmental safety; trade name verses chemical ingredients; chemical ingredients label explained
- 2. Classification Of Roses Explained** - panel of members assigned different rose classifications; panel explains the criteria for a rose to be classified as a floribunda, a hybrid tea, a modern or classic shrub, an old garden rose, species, a large flowered climber, miniature, miniflora, etc.
- 3. Classification Of Roses' History** - panel of members assigned different rose classifications; panel tells the brief history/story behind the creation of new classes: noisette, hybrid teas, floribunda, polyantha, miniatures, miniflora, etc
- 4. Climbing Roses** - how to prune; when to prune; how to train; recommended climbers grown by members; difference between a rambler and a climber; understanding a show schedule; rose classes exhibited in the Large Flowered Climber class; exhibiting roses that climb in the correct rose show class if they are not labeled LCL
- 5. Companion Plants In The Rose Garden** - program prepared using photos of companion plants used in the rose garden; members share photos of companion plants used in their garden; members share labeled companion seeds and plants; adding color, texture and garden design with companion plants; companion plants recommended by members
- 6. Composting** - benefits; how to make; how to use
- 7. Cooking With Roses** - committee of members prepare rose water, rose syrup, rose butter, rose jam, rose petals in ice cubes, etc; present items and recipes at meeting as program and refreshments
- 8. Diseases In The Rose Garden** - identifications of disease; recommended disease control; disease prevention; recommended disease resistant roses;
- 9. Exhibiting Roses** - cutting a bloom; grooming a bloom; wedging a stem; completing the entry tags
- 10. Favorite Roses** - members submit the name and photo if possible of their favorite rose; program prepared with photos of members' favorites; members prepare a statement to present about their favorite rose; exhibit bloom if possible.
- 11. Feeding And Fertilizing For Beautiful Blooms** - spring, summer and fall; how, what and when to feed; feeding formulas; cautions of over using fertilizers; maintaining healthy soil; foliage feeding
- 12. Fertilizer** - organic and inorganic; what's the difference; which is better; how to use; when to use; what do the numbers and letters on packaged fertilizer mean; precautions; soil care; foliage feeding
- 13. Fragrant Roses** - members bring fragrant roses; members or committee prepare history of the use of fragrance roses, aromatherapy, medicine, romance; list of terms used to describe rose fragrances; stop and smell the roses presented today; describe the smell; etc

- 14. Fungicides** - contact and systemic explained; provide examples of each; purpose systemic fungicides must be rotated explained; mode of action explained; examples of systemics with different modes of action provided; members discuss fungicides they use; members discuss when they use fungicides; is it necessary to use fungicides; do you use fungicides
- 15. Garden Design** - what is a garden design; samples of garden designs; how to achieve a garden design; how to add a design to your garden; creating design with colors, varied heights, companion plants, structures, containers, garden art, paths, etc
- 16. Growing Roses In Containers** - caring for roses in containers; recommended roses for containers
- 17. Growing Roses In Partial Shade**
- 18. Insects** - Creating a habitat for beneficial insects; controlling insect damage while protecting beneficial insects; a rose garden without insecticides
- 19. Insects** - Good Guys and Bad Guys - Identifying
- 20. Journal** - Record of Pruning, Spraying, Fertilizing In Your Garden
- 21. Journal** - Record of Roses In Your Garden
- 22. Judging - Your Photographs** - understanding the requirements for each photo class
- 23. Judging - Your Roses** - understanding form, substance, stem & foliage, balance & proportion; understanding how judges view your roses;
- 24. "Never Forget Garden"** - what is a "Never Forget Garden"; the story of the tomb of the unknown soldier; the rose used in the wreath placed on the coffin when the unknown soldier was brought back to American to be buried; how to create a simple "Never Forget Garden" in your rose garden; member's committee project program.
- 25. New Member** - introduction; welcoming; assign a mentor for each new member
- 26. Photography - In The Garden With Your Camera** - how to use your phone camera; best practices for better rose photos; how to save, label and share your photos; rules for ARS contest; rules local virtual rose shows; rules for rose shows
- 27. Planting and Re-planting Roses**
- 28. Propagation - Grafting**
- 29. Propagation - Hybridizing From Seeds**
- 30. Propagation - Rooting**
- 31. Pruning - Know Your Rose's Classification Before Pruning**
- 32. Pruning - Spring, Summer and Fall**
- 33. Recommended Modern Roses**
- 34. Recommended Old Garden Roses**
- 35. Rose Crafts** - demonstration showing how to dry roses, make rose potpourri, rose soap, candles, perfume, etc; handouts provided for home projects
- 36. Rose Gardens Around the World** - Photo/Virtual Tour

- 37. Rose Gardens In the U.S.** - Photo/Virtual Tour
- 38. Rose Names** - stories behind the name; members choose a rose name to research; retell the story of how or why that name was given to the rose; if possible slide show prepared with picture of each rose
- 39. Rose Shows** - Panel of members prepare to present assigned lessons as a program; possible handout; possible PowerPoint slides to accompany each lesson; understanding the rose schedule; finding multiple classes to place varieties you grow; filling in entry tags/top & bottom; advantage of completing most entry tags the night before show; staging a bloom for the best view; how to use wedging; grooming the bloom; cutting the bloom for longer vase life; storing the bloom before show time; transporting blooms to a show; dry wrap lessons; refrigeration lessons
- 40. Rose Trials** - what are rose trials; what are the Biltmore Trials, ARTS Trials, AGRS Trials, EarthKind Trials; what do the rose trials mean to local rose societies
- 41. Roses - Easy Care** - roses for beginners; low maintenance roses; no spray roses
- 42. Roses - New Introductions**
- 43. Roses In Review** - what does it mean; how are results used; how to decide the score; sample ballots; how to fill in ARS ballots for RIR
- 44. Roses: How To Cut** - lessons for longer vase life; when to cut; how to cut; re-cutting underwater; how much water in bucket; homemade and commercial preservatives; cutting a week ahead of the rose show; refrigeration of blooms; dry wrapping blooms
- 45. Soil - Maintaining Healthy Soil**
- 46. Structures In The Garden** - bring your garden to the next level with arches, trellis, arbors, fences, gates, pergolas, obelisks, columns, etc; members share photos of structures in their garden; program prepared using members photos, plus photos of other professional and homemade structures;
- 47. Summer Rose Care**
- 48. Sustainable Rose Gardening** - explanation; recommendations of disease resistant roses; using results from rose trials; what are EarthKind roses; how to establish a "sustainable" rose garden
- 49. Tools** - sharpening tools lessons; cleaning tools lessons; selecting proper tools; instruction handouts
- 50. Tools and Gadgets** - helpful tools members use; members bring their favorite garden tool or gadget for "show and tell"; possible PowerPoint program prepared with members' and commercial photos of useful garden tools and gadgets
- 51. Watering** - how to water; when to water; danger of overwatering; simple plans for do-it-yourself irrigation; foliage watering; foliage feeding; watering roses in containers
- 52. Weeds** - identification and control; sample and photos; PowerPoint presentation with photos;
- 53. What Went Right In Your Garden - What Went Right** - panel of members start program with prepared statements leading to member participation
- 54. Worms** - benefits of earthworms in the soil; maintaining a healthy environment for earthworms; how to raise earthworm; what is vermiculture; benefits of earthworm castings; worms and compost

Events and Demonstrations

- 1. Arrangements For The Home** - experienced arrangers or judges demonstrate helpful techniques; holding stem in place with oasis or tape grid; using filler material; preparing blooms; using colors; creating shape and balance; members hands on activity; make arrangements in a cup, bowl or vase;
- 2. Arrangements For The Rose Show** - free district arrangement workshops for interested members by experienced district arrangers and/or district arrangement judges; members bring vases and blooms; learn guidelines and techniques for pre-assigned arrangement class; make & critique arrangements
- 3. Auction Roses And Garden Items** -
- 4. Booth - Local Garden Events** - provide membership and rose care information; provide demonstrations for pruning, fertilizing, propagation; talk to gardeners about their roses and questions
- 5. Booth - Local Nursery** - provide membership and rose care information; answers rose care questions
- 6. Propagation Techniques** - In Member's Garden or Public Garden; Choosing the Right Stem; Making The Right Cut; Demonstrations/Hands-On; Caring For Cuttings; Everyone Brings Home New Treasures
- 7. Pruning Techniques For Different Rose Varieties** - Demonstrations/Hands-On; Public gardens or member's garden
- 8. Rose Display - For The Public** - display labeled blooms at the library, mall, a booth at a community event, a school; provide rose care handouts to visitors; talk to visitors about their roses; answer questions; provide membership information
- 9. Rose Sales - Local Garden Events** - sell unpatented roses propagated by members or purchased from nursery; provide rose care information; membership information
- 10. Rose Show - At A Meeting** - or members simply display what's blooming in garden this month; this can be part of each meeting during the blooming season or an occasion event; members display their roses according to rose classification; members become more aware of the qualities of a good floribunda, good hybrid tea form, difference between modern and classic shrub classes, where to place a rose with a climbing habit that is not classified as a LCL, roses classes within the OGR class, etc; use computer printed entry tags for practice; with or without judging; member judges select several blooms of different varieties to point out the good show qualities for that variety; or simply display blooms then "show & tell" about your blooms; members are inspired to grow the beautiful varieties they see on display
- 11. Rose Show** - host a rose show; attend a rose show

- 12. Roses In Art** - members provide labeled blooms or photos for school art class; provide written guidelines for art project; students create rose art work using any media; guidelines for size, completion date, label, etc; all art work displayed at rose show or mall, school, public library, etc; students, parents invited to view the display; ribbons presented to each work of art; certification of appreciation to art teacher to display at school
- 13. Share News** - provide information about upcoming events, rose shows and public demonstrations with the Garden Clubs, Master Gardeners, Recreation and Parks Department; facebook, webpage, etc
- 14. Share Table** - a table with a sign to designate a location to place items to share is provided at each meeting; members share extra rooted cuttings; plants; garden magazines; seeds; extra vegetables - tomatoes, squash; flower pots; garden related treasures
- 15. Shared Rose Society Events** - Invite rose societies within the district to attend garden tours, nursery tours, events, workshops, etc
- 16. Social Events** - just for fun and fellowship; covered dish picnic; ice-cream social; chili cook-off; hamburgers in the garden; Champagne gala; Evening of Wine & Roses;
- 17. Tour - Local Nursery** - provide speaker from nursery with list of what you want to know; available fertilizer; how and when to use; available soil test kits; available soil amendment products; how and when to use; available fertilizers; how and when to use; available pesticides; how and when to use; available roses; companion plants
- 18. Tour - Members' Gardens** - prepare a plan with each gardener; plan for each garden toured to highlight different points; viewing different rose varieties; viewing the use of structures; the use of border roses; the use of companion plants; the use of container plants; different garden layouts; training climbing roses; roses in partial shade; even the smallest garden can be viewed because they provide at least one point to be highlighted; each gardener simply provides something to drink ending with refreshments/picnic at the last garden.
- 19. Tour - Public Gardens** - planned bus tour or car caravan
- 20. Vendor Day** – local rose society members are able to pre-order roses and rose growing supplies, such as soils and soil amendments, fertilizers, insecticides & fungicides, etc. at below market prices. Vendors then ship the orders to a pre-determined location for members to pick up on a specific day (hence, Vendor Day). A portion of the proceeds also goes to the local rose society.

Sources of Speakers and Information

Each district and local rose society will have different sources of speakers, therefore a general list of suggested sources is provided.

- 1. ARS website** - take advantage of available programs at www.rose.org/; www.rose.org/cr-resources; www.rose.org/powerpoint-resources; www.rose.org/gtmresources; www.rose.org/videos
- 2. College Horticulture Department** - professor or grad student of horticulture speaking on topics such as: soil care; weed identification and control; chemical safety; etc
- 3. Commercial Rose Growers** - in person speaker or virtually
- 4. Consulting Rosarians** - from the local society or within the district; virtual program from speakers outside the district
- 5. County Agents**
- 6. District Director**
- 7. Extension Services**
- 8. Forestry Agency** - speaking on insects, native plants
- 9. Garden Club** - speaker from a local Garden Club
- 10. Hybridizer** - amateur hybridizer within the district; a professional from a local or national nursery
- 11. Local Bee Keeper** - discuss chemicals most harmful to bees; chemicals least harmful to bees; helpful plants for bees; creating a garden inviting for bees
- 12. Local Florists** - cutting/treating blooms for longer vase life; arrangement techniques using oasis, tape grids, frogs; using filler material to create rhythm and balance
- 13. Local Lawn Service** - speaking on irrigation methods; good mulches; weed identification; weed control; lawn care; fertilization; watering; garden design
- 14. Local Nursery** - speaker from a local nursery speaking on available roses and rose care
- 15. Local Nursery** - speaker from a local nursery speaking on companion plants for the rose garden
- 16. Master Gardener** - speakers from the local Master Gardener group
- 17. Newsletter Exchange** - local rose society newsletter editors in each district are encouraged to share newsletter with each other; post public events hosted by rose societies in the district; share dates of rose shows and events; learn of available speakers in the area; learn about different activities and programs. All rose society editors are encouraged to join the American Rose Society Newsletter Exchange; editors throughout the country exchange newsletters; editors are allowed to reprint articles from other newsletter with permission and proper credit; learn of interesting programs and events used by other rose societies; Contact Exchange Coordinator: billieflynn5@gmail.com
- 18. "Redneck Rosarian Podcast"** – this podcast, hosted by Chris Van Cleave and Teresa Byington, features numerous well know speakers on a variety of rose and gardening topics. See a list of speakers and topics; listen to their program at <http://www.redneckrosarian.com/>.
- 19. Virtual Meeting** - Take advantage of GoToMeetings and speakers listed on the ARS website; www.rose.org/gtmresources

BUILDING A PROGRAM CALENDAR

A continuous offering of educational and engaging programs is at the foundation of a growing local rose societies. Appealing programs and activities provide a means to retain existing members while attracting new members.

To that end, creating a program calendar every year is one of the most important functions within a local rose society. The purpose of this section is to offer process ideas and suggestions to build a program calendar that is educational, engaging and entertaining.

- 1. Advanced Planning** - Ideally, programs should be planned at least one quarter in the future, if not 6 months or more. The more lead time you can give potential guest speakers, the greater the likelihood that they will be available for your meeting or event. More lead time also provides more opportunity to promote speakers, programs and events, both to the membership as well as the general public.
- 2. Start With “Legacy” Programs & Events** - These are programs and events that occur every year, such as rose shows, garden tours, summer picnics, Christmas parties, etc. Schedule those on the calendar first, then determine the meetings that need programs or guest speakers.
- 3. Generate Ideas to Fill the Open Months on Your Calendar** - Begin filling the “holes” in the calendar by generating ideas from sources such as:
 - * **Membership** - Solicit members for their interest and suggestions. Engage members to help identify programs, speakers, and activities for the calendar. Hold a “brainstorming session” with a group of members to identify and use easy to set up virtual GoToMeetings or Webinars available at no cost from the ARS website.
 - * **This “Programs Resource Guide”** - Review this guide for potential program topics, events, ideas, demonstrations and sources of speakers.
 - * **Rose Society Newsletter Exchange** - Rose Society editors exchange newsletters within the district and nationally. The local editor could look for interesting programs and activities offered by other rose societies in the district and nationally.
- 4. Pencil In Seasonally Relevant Topics or Programs on Your Calendar** - Once a list of program ideas are generated they can be organized to determine which topics will be of focus during each meeting or event. What rose care topics – such as pruning, fertilizing, spraying, etc are particularly important at any given time of the year in your area? These would be the topics for your consulting rosarians or a guest speaker. Consider "swapping" CRs with a nearby rose society.
- 5. Identify Potential Guest Speakers** - Now that technology enables “virtual meetings”, there are no geographical limitations to finding guest speakers. Anyone in the US, or around the world really, who speaks on various rose or gardening related topics, could be a potential speaker for one of your meetings. That enables you to pursue speakers with national or international reputations that will likely excite your members and increase attendance at your meetings. However, all things being equal, we believe that in-person speakers are more effective and recommend that you first identify potential speakers in your area that can attend your meetings before you reach out to virtual speakers. If there are limited options locally for guest speakers, then virtual speakers are a very viable option.
- 6. Mix and Match** - Add variety to your program calendar by creating a mix of topics, events and demonstrations that isn’t always focused on roses. By definition, rosarians are gardeners and, while their first love may be roses, they’re interested in other topics that affect their gardens – such as garden design, companion plants, insects, garden structures, etc. This “Resource Guide”, under “Program Topics”, provides a number of examples of gardening topics that would likely be of interest to your members.

- 7. Consider “Add On” Activities at Your Meetings** - These social, fun activities are easy to execute by your own members, add variety to your meetings and increase interest in attending. These could be activities like an “Ice Cream Social” or a Chili Cook Off”. Use your “Brainstorming Session” among your members to generate these ideas.
- 8. Your Meetings Should be “Multi-Dimensional”** - Meeting should not focus on just one topic or activity. As an example, you could have a guest speaker, then a section on “rose care tips” offered by your CRs, a demonstration on some aspect of caring for roses, then an “add on” activity like door prizes or an “ice cream social”. Clearly, your members want to learn how to grow healthy roses, but there’s also an opportunity to inject fun into your meetings that will increase their interest in attending.
- 9. Survey Your Members** - Survey the members before planning the yearly program calendar for topics and activities fitting their interest. Also, survey members at the end of the year to determine what they liked and didn’t like about the speakers, topics, programs, events and activities offered during the past year. These surveys will help the president and program committee make a program calendar appealing to the current group of members.

See a sample of a yearly program calendar on the following pages.

AN EXAMPLE OF A PROGRAM CALENDAR – DEVELOPED BY THE NASHVILLE ROSES SOCIETY FOR 2022

NASHVILLE ROSE SOCIETY – PROGRAMMING CALENDAR FOR 2022

MONTH	MEETING/EVENT	ROSE CARE TOPICS
February 6	MONTHLY MEETING - Guest Speaker (virtual): Matt Douglas, Owner High Country Roses - Topic: “Preserving the Classics”	Rose Care Calendar (focus on Feb/Mar/Apr) Vendor Day/Rosemania Product Recommendations New Member Round Table/Q & A
February 18-20	TENARKY District Winter Workshop at Belmont	
March 3-6	Nashville Lawn & Garden Show	
March 6	MONTHLY MEETING - Guest Speaker (in person): Andrew Barocco Antique Rose Emporium -Topic: “A Better Breeder” (Hybridizing Roses)	Rose Season Start-up Activities Pruning (demo) New Member Q & A
March 19	Pruning Demo in Nancy Jones’ Garden: 10-12 pm.	Pruning
March 26	Vendor Day #1 at S & W Greenhouse (pick up Beaty Fertilizers, Holy Cow Soils & DirtDawg Nursery)	
April 2	Pruning Demo in the McClellan’s Garden: 10-12 pm.	Pruning
April 3	MONTHLY MEETING - Guest Speaker (in person): Joanna Deck - Topic: “Spray and Fertilizer Program for Championship Roses”	Preparing Your Soil/checking pH Planting a New Rose (demo in Belmont RG) Spray Program (demo) Fertilizing (demo) New Member Q & A
April 4	Workday in the Rose Study Garden at Cheekwood	Pruning, planting a new rose, checking pH, fertilizing
April 17	Vendor Day #2 at S & W Greenhouse (pick up roses)	
May 1	MONTHLY MEETING/SPRING GRAND PRIX - Guest Speakers (in person): Ralph & Jean Stream - Topic: “Growing & Preparing Your Roses to Show”	Judging Show Roses (from Grand Prix Judges) Rose Care Calendar (focus on May/June/July) Deadheading (demo) Watering New Member Q & A
May 9	Spring New Member Workshop at Cheekwood (Ron to speak)	Basics of Growing & Caring for Roses
May 14	Huntsville Rose Show	
May 21 & 22	Ron Daniels’ Gadwall Abby Rose Garden Tour	
May 21	Bowling Green RS – Spring Rose Show	
June 5	MONTHLY MEETING - Guest Speaker (in person): Shelley Wilkinson - Topic: “Bee Pollinators”	Fertilizing in Season (liquid) Rose Garden Maintenance New Member Q & A

MONTH	MEETING/EVENT	ROSE CARE TOPICS
July 10	MONTHLY MEETING - Guest Speaker (in person): Susan Lyell Young, Owner Restoration Rose Farm Topic: "Old Garden Roses" PLUS, Ice Cream Social	TBD
August 6	"Designing with Roses" – Seminar and Hands-On Workshop at Cheekwood	
August 7	MONTHLY MEETING - Guest Speaker (in person): Linda Jansing - Topic: "What Are Judges Looking For?"	Rose Care Calendar (focus on Aug/Sept/Oct) New Member Q & A
September 11	MONTHLY MEETING/FALL GRAND PRIX (no guest speaker)	Judging Show Roses (Grand Prix Judges) TENARKY Fall Convention/Rose Show Walk Thru New Member Q & A
Sept. (dates TBD)	Fall Open Garden Tours of Member Gardens	
September 17 & 18	TENARKY District Fall Convention & Rose Show/ NRS Annual Rose Show at Cheekwood PLUS, "Pick Your Own Bouquet" event (on 9/18)	
October 9	MONTHLY MEETING at Belmont - Guest speaker (in person): Mark Brown, Nashville Historical Society - Topic: "History of Nashville's Premier Rose Gardens"	TBD New Member Q & A
October 1	Louisville RS Rose Show	
November 6	MONTHLY MEETING - Guest Speaker (virtual): Gerry Mahoney - Topic: Josephine's Gardens at Malmaison PLUS, Chili Cook-Off	Rose Care Calendar (focus on Nov/Dec/Jan) Winterizing roses New Member Q & A
Nov. (date TBD)	Workday in Rose Study Garden at Cheekwood	
December 4	CHRISTMAS PARTY at Belmont	