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MARCH
MEETING:
Thursday, Mar. 14

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Rambling Roses?

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American Rose Society
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THIS MONTH'S PROGRAM:

ON THURSDAY, MARCH 14, 2013

CONNIE ESTES Speaks On

A Language of Our Own: Latin and Greek for the Garden

Connie Estes, the featured speaker for March, is a twenty-year member of the Ventura County Rose Society. She has served in so many capacities—president, hospitality chair, membership chair, vice-president—that it would be exhaustive to list them all. The society awarded her its Bronze Honor Medal in 2009 in recognition of her service to the society and to the rose. She is also a member of the American Rose Society and a charter member of the newly formed Ventura Botanical Gardens.

Connie gardens in Santa Paula where she grows a mixture of roses and

companion plants. Her collection of roses is eclectic, incorporating everything from Old Garden roses to polyanthas to David Austins.



Connie Estes

Lover of language and roses

Her presentation will focus on the nomenclature of various plants and the adventurous discoverers of the plant world. She will visit the

disorderly world of early botany and the binomial system created by Carl Linneaus in the eighteenth century.

Connie intends to make available to VCRS members the books and web sites that will help people to delve into the history of the plants in their gardens, to visit the organizations that keep track of the old and new names of plants and to see the future of plant identification promised by cheaper and easier access to DNA information. Latin and Greek garden names belong to everyone and unite gardeners worldwide; Connie wants to ensure we all belong.

Doors open: 6:30 p.m....Program starts: 7:30 p.m.

Ventura Education Conference Center
5100 Adolfo Rd., Camarillo.

Desiderata...

Last Words About Dues:

March ends the grace period for payment of VCRS dues for calendar year 2013. By this time, we have sent members three reminders via the newsletters, four reminders via monthly emails, one email from the Treasurer, and one personal email from a member of the Board of Directors. Failure to respond after that onslaught of opinion indicates a degree of resistance beyond our mere powers of persuasion. However, if you want to continue receiving the newsletters and announcements of rosy events, please renew by sending a check for \$20.00 to Earl Holst, P.O. Box 102, Agoura Hills CA 91376. Navy Seals will be alerted as to malingerers.

Last Words about THE Arrangements Workshop:

SATURDAY, MARCH 16, 2013 - FAIR FRIENDS of ROSES

16th ANNUAL ARRANGEMENT WORKSHOP 10 AM - 3 PM

**Where: Floriculture Building, Ventura Fairgrounds, 10 W. Harbor Blvd., Ventura, CA
Contact: Barbara Schneider, 253 McKee Street, Ventura, CA 93001 (805) 648-7322**

Topic: Modern Arrangements. Instructors are Marylou Coffman and Helen Baird

Bring: Warm clothes, clippers, and low or high containers. Fair Friends of roses will provide flowers, greens, coffee,

Danish and lunch. Cost is \$20.00

Please make reservations by March 12, 2013

The District Director, Hal Reynolds, especially recommends this event.

MARCH IN THE ROSE GARDEN....

Not enough water up north in the reservoirs and not enough in the rain basins down south—it appears as if checking water levels and pot viability will be among the major tasks of rosarians for the coming months and year. The coldest winter since 1990 has left utility bills soaring and rosarians in the grip of dementors.

Dan Bifano in Santa Barbara will feed his established roses an organic mix including chicken manure, alfalfa, cotton seed and fish meal. This will be worked well into the drip line of the rose; newly planted roses will be fed liquid organic materials only. The whole bed will be covered with a nice layer of compost. **Hetty Shurtleff in Santa Barbara** will fertilize her roses in March, being sure to water both before and after the application. The appearance of aphids will occasion washing them off with a jet spray from the hoses every three days until the birth cycle is broken. (continued on page 7)

Rose Show Season

April may be the cruelest month, breeding lilacs out of the grove at Descanso, but it is also the beginning of the rose show season in Southern California. Given the decline in the number of rose shows, the remaining ones should be treasured and valued as would any relic from a famed and storied time. And April gives us the opening featuring both one of the smallest and the largest rose show available.

The San Fernando Valley Rose Show will appear on April 13th, at the Sepulveda Garden Center, 16633 Magnolia Blvd in Encino, CA. When I say that this rose show is one of the smallest, I mean that the number of classes tends to be minimal, especially in the categories of polyanthas, Old Garden Roses and Classic Shrubs. This is appropriate because, in fact, early April rose production can be capricious at best and almost non-existent at worst. There is nothing more depressing to those staging a rose show or those viewing it to see table after table of empty classes or those with only one or two entries at best. One of the virtues of a small show is that adding or dropping classes permits experimentation and this year the show has two innovations of singular merit. One is the introduction of an unjudged class where roses may be entered in order to be identified or just admired. The other innovation is to set aside a half hour in the early afternoon where the judges will explain to interested parties why they chose one entry over another in awarding trophies and blue ribbons. The intention here is to invite the public into the process by increasing its transparency. This rose show was the project of Beverly Osborne for two decades until illness forced her to give it up; now it is under the direction of Albert Chang. If you decide to enter this rose show, be aware that the staging team is among the most helpful in Southern California with people assisting in the transport of entries to the show tables and others checking to make sure entry tags are correct. The show is also small enough to survey in an hour or so before or after lunch.



Janet Sklar SFVRS trophy in 2012

Two weeks later the Pacific Rose Society stages what is arguably the largest of all the Southern California rose shows. The number of classes, including horticultural, arrangement and photography groupings is over three times the size of the San Fernando show. And there are classes not really replicated elsewhere—ranging from a class for Hybrid Tea roses created before 1980 to decorative miniatures, single minifloras, and “found” roses, English boxes of roses and a slew of challenge classes for district and societal trophies. The rose show is open for two days—the 27th and 28th of April, but the roses will be fresher for viewing on the 27th. The show is held at the Los Angeles Arboretum, 301 North Baldwin Avenue in Arcadia at the Ayres Hall.



Pacific “Found Rose” Trophy

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The Pacific Rose Society was established in 1937; its history includes the introduction of the 'Peace' rose in 1945, the establishment of the oldest and biggest rose auction in Southern California, and permanent membership in the Tournament of Roses Parade Association. Last year the society celebrated its 75th birthday with a rose hybridized by Frank Strickland and named for the event. Along with the Santa Clarita Valley Rose Society, one of its presidents became President of the American Rose Society. The total effect of a 100 classes of roses and photos is overwhelming and stunning. If you only go to one rose show in your life, this ought to be the one, given its diversity and size. If you enter, you are sure to have a rose that fits at least one class.

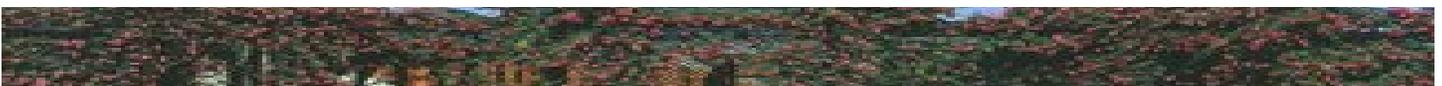
The rose season concludes with the first weekend in November rose show of the Santa Clarita Valley Rose Society. In recent years, the cold in early November has had an effect on entries, but not so as to reduce the



quality of the entries, just the quantity. Santa Clarita is another society where the membership is eager to help exhibitors place their entries, or tote and fetch, if necessary. The show distributes crystal for the important classes and the schedule will vary as time and circumstances indicate. Thus, in recent years, there has been a Queen and court for floribundas as well as Hybrid Teas and Minis/minifloras. There is an active and diverse group of classes for OGRs and polyanthas. The limits of the show are somewhat constrained by the venue which is the William S Hart Museum in Newhall, CA. This society, founded in 1992, has had nearly 3 million people visit its website in search

of information and answers to rose questions. Basically, the spark plug and source of energy for the rose show is Kitty Belendez, who manages the award winning newsletter, the award winning website, and is an accomplished exhibitor (along with her husband, Bob) at local, district and national rose shows. Compared to the other two rose shows mentioned in this article, the location is more difficult to find; however, the quality of the rose show makes it a really good source of what is bankable and current among major exhibitors in the Southern California area.

There are other rose shows in Southern California—the San Diego Rose Show on April 20th of this year and the Orange County Rose Show the last weekend in October. However, these present more of a distance challenge than the rose shows incorporated within this article. Most rose shows advertise that they will be open to the public by 1:00 in the afternoon; this is usually a little optimistic as the judging may not be quite finished or other circumstances may dictate a delay. Plan on 2:00 p.m as a more realistic time to visit. Local websites provide information on show schedules and preparation areas and entry times if you would like to try your hand at entering a rose show. For help with the San Fernando Valley rose show, talk to Janet Sklar (janetsklar@sbcglobal.net); for help with Pacific, talk to Jim Delahanty (jjzdelahanty@earthlink.net). Jim may also be able to help with Santa Clarita if the river don't rise and the cold weather holds off until the latter part of November.



History and Current Status of All-American Rose Selection (AARS)

By Dr. David Zlesak

In 1938, a team of rose industry leaders started the historic AARS awards program. It was started partially in response to a flood of new roses entering the marketplace after the 1930 Plant Patent Act. As breeders were able to secure plant patents, they retained propagation rights of their patented roses. This protection offered them the opportunity to have exclusive control of the varieties for a period of time and provided an opportunity for signature cultivars for their companies and confidence that the marketing dollars spent promoting these roses would return to their company. Before the Plant Patent Act there was no legal protection to prevent other nurseries from legitimately obtaining and then propagating and selling roses developed by their competitors. From the beginning the US Plant Patent system has had a strong connection with roses. The rose 'New Dawn' was the very first plant patented, and yet today there are no other plant species that have more plant patents than roses. The Plant Patent Act ultimately provided an effective incentive for nurseries and independent breeders to confidently invest in research and development.

One of the challenges with the Plant Patent Act was that in order to secure a patent a rose does not have to be shown to be superior to others on the market, just different. Soon the marketplace was swamped with exclusive, patented rose introductions from nurseries. Many marketers did their best to try to equate patented roses with better roses in the minds of consumers. The nurseries and consumers alike felt like they needed a means to distinguish the truly better performing roses that were entering the market. AARS was a collaborative effort by key nursery members to help identify and endorse superior performing roses as they entered the marketplace. Roses submitted for evaluation in AARS trials were evaluated over a two-year period (three for climbers) at multiple sites around the country. These sites were usually public gardens. For decades, AARS was a significant force promoting roses and rose growing. We used to see the latest AARS winners prominently featured on the cover of many of the key gardening catalogs and articles each year about the newest AARS winners even in our Sunday newspapers. A few decades ago AARS winners accounted for less than 3% of rose varieties sold in the US, but over 40% of all rose plants sold! That is a considerable feat!!

In January 2012 AARS unfortunately disbanded. Due to the downsizing and/or bankruptcy of key member nurseries (e.g. Jackson & Perkins, et al.), the remaining core group of industry leaders recently decided they did not have the resources and justification needed to keep the organization going. Some of the key efforts in recent years to try to preserve AARS included:

-Recognizing the public is demanding a higher level of plant health, AARS had the landscape rose entries be evaluated as no spray beginning in 2004 and then a few years later all rose groups were tested no spray.

-Since it is a very rare rose that is superior in every climate, they began to endorse past AARS roses on a regional basis. We can currently see this marketing effort featured on their website as Regions Choice.

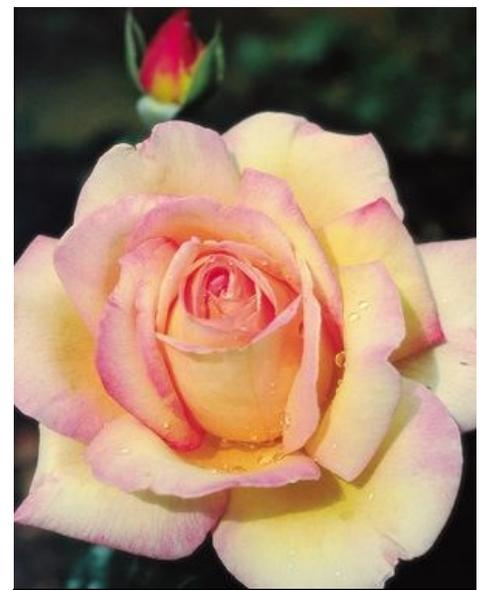
(continued on page 6)



'Dickson's Red.' 1940 AARS first selection. Photo: Chris Greenwood.



'Francis Meiland. 2013 AARS last selection. Picture: ConardPyle.



'Peace' rose. 1945 AARS selection. Over 100 million sold. ConardPyle pic

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-For the 2011 planting season they reached out with discounts to other rose nurseries to become members and enter trial roses. They even made an exception to the rules and allowed nurseries to enter roses that have been recently introduced to the marketplace. This attempt was successful in that it recruited several nurseries as new members. Many of these new nurseries were foreign rose introduction firms with US outlets for their roses. Altogether in 2011 nurseries submitted 40 entries. In order to conserve resources, AARS also downsized the number of gardens to ten locations from over 20 and the number of judges at each site was downsized as well in order to save money on honorariums (this is when I was cut as an AARS judge, too bad they didn't ask and recognize I and others were not doing it for the minor honorarium and would have done it for free!).

Unfortunately, these proactive efforts were not ultimately able to prevent the disbanding of AARS. Due to disbanding and a desire from key board member to cease ongoing efforts, the roses planted in 2011 were not carried over to complete their second year of official AARS scoring in 2012. Additionally, the 2010 planted roses, which have had their complete two years of data submitted, will also not result in AARS winners. This is a shame as there were a number of very beautiful and relatively very healthy roses in the trials. I had many enjoyable walks through the 2010 and 2011 trial beds at Lyndale Park in Minneapolis.



'Queen Elizabeth.' AARS. 1955. Photo from David Austin Roses.



'Mr. Lincoln.' AARS 1965. Photo from Jackson & Perkins.



'Double Delight.' AARS. 1977. Photo courtesy Jackson & Perkins

Part of the demise of AARS is that it was solely industry managed. As the economic downturn in the economy affected the horticulture industry and in particular rose sales, it became increasingly difficult for industry to administer the program. This definitely does not mean there is not a strong need for a rose evaluation program. This past spring and summer I was part of an effort to establish a new, independent rose trial that would have a broader, stronger base to include not only industry input, but also that of public gardens, university researchers, and the American Rose Society. Having multiple stakeholders involved increases the perception of independence of the trials which is critical to having public trust. A broader base of independent stakeholders can advocate for greater transparency of the process, the data, and for how award winners are determined. Also, having different stakeholders involved helps to leverage cutting edge tools and resources, typically at universities, to make the trial as strong as possible in this time and place. This effort unfortunately split into two groups in September. I am choosing to be a part of the trialing effort that especially values and will include scientific resources to strengthen the quality of the trials. There will hopefully be room for both trials and some clear and valuable differences in priorities and objectives to justify the existence of both. (continued on page 7)



SLUGGISH?
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(continued from page 7)

In addition, there are efforts to revitalize the AOE program, a miniature and miniflora rose awards program run by the ARS. I have spurred on and encouraged discussion within the group to consider what's working and what is not and how we can best move forward. This summer there has been significant progress towards ways to prioritize disease resistance and being more inclusive in what is classified as a miniature rose for the trial program.

Part of the justification for the changes is that in recent years it has been increasingly difficult for people to find and purchase the new AOE winners. Entries from breeders have also declined as well with no entries submitted in 2012. The program has had declining public exposure and therefore impact in promoting and educating the public about of miniature and miniflora roses as an outreach tool of the ARS. There are plans for the trial now to include both sprayed trials and nonsprayed trials and then two subawards possible depending on which trial a rose won.

The definition of what can be considered a miniature will be broadened to encourage more entries, especially benefitting the no spray option. In the past few decades miniature roses have steered towards dwarfed versions of hybrid teas and floribundas. There is a dominant dwarfing gene that reduces the size of roses and most miniature rose breeders have crossed hybrid teas and floribundas with miniatures to obtain beautiful exhibition flower form and diverse colors. As a result, most miniatures are also generally disease prone, like typical hybrid teas and floribundas. There has been an effort over the years to cross miniatures with healthy shrub roses to get compact ("miniature") shrub roses. We see such roses in the Oso Easy™ series and also Drift® series. My Oso Happy™ Petit Pink, a 2012 AOE winner, is the result of crossing miniatures with shrubs. Marketers have been reluctant classing their healthy miniature shrubs as miniatures because of the negative reputation for health miniatures have and also the reputation florist miniatures have as being throw away plants for the consumer. Nurseries have therefore been classifying compact landscape roses as shrubs. There is great potential for revitalized trials to have stronger impact than ever if the opportunities at hand are seized; the trials need to have significance to the whole horticulture community. Transparency as well as learning and prioritizing the traits that are most important to people will be essential.

(The above article adapted by the author from the original in the *Twin Cities Rosarian* of February, 2013; Susan Youngdahl, editor.

(The Garden in March, continued from page 2)

Jeri Jennings in Camarillo will continue a slow and easy process of deadheading and shovel pruning while rejoicing in the appearance of new growth. **Dawn-Marie Johnson in Moorpark** has pretty much finished fertilizing for spring and is concentrating on moving more Hybrid Teas roses out from under a jacaranda tree and finding a place for six white minirose. She wants to be sure to catch them for relocating before it heats up while the winter winds have died down.

Connie Estes in Santa Paula had had so many nights with below freezing temperatures that she still hasn't started the pruning process. Instead she has been planting sweet peas and other companion plantings for her roses. **Barbara Morse in Thousand Oaks**, having helped to spread the fertilizer at the work party for the Stagecoach Inn Museum Rose Garden, will start fertilizing her own garden plants. She plans to try out a product called Gro-Power Flower-n'Bloom, which has an NPK of 3-12-12. The relative increase in phosphorus and potassium might increase the amount of bloom on her David Austins which grow exuberantly but bloom stingily after the first flush. She also intends to get a quick jump on starting from seed her tomatoes, saquash, cucumbers, lettuce, peppers, zinneas, and petunias.



This year she also planted daffodils in six packs and when they bloomed, jammed them into containers: The result is to the left: Six daffodils in a container. Photo courtesy of Barbara Morse