

ROSE LORE

*Written by members, for members of the
Mesa East Valley Rose Society*

Judy Sweador, editor

www.roses4az-mevrs.

July, 2011

By a canal, Venice, Italy



Thanks to Steve and Sue Sheard for their photo contributions this month.

Monthly Meeting: Mesa Community College (FREE PARKING)

Elsner Library—Community Room

1833 West Southern Ave. Mesa, AZ 85202

NEXT MEETING THURSDAY July 14, 2011

Program speaker is James Claridge

Former Head of the Agriculture Department of MCC as a Professor of Soils, Horticultural and Landscape Design. He has also been a Seminar Instructor for "The Arizona Nurserymen's Assoc., along with the City of Mesa.

An author of several books he has a great handout and is open to questions.

Our National
Floral Emblem



- President** Steve Sheard
- 1st Vice President** Lynn Urry
- 2nd Vice-President** Vincent Quarles
- Recording Secretary** Carol Hurlbut
- Corresponding Secretary** Michael Levitt
- Treasurer** Jean Urry
- Past-President** LeRoy Brady



Board of Directors

- Lynn Twitchell
- Jimmy Tribby
- Bill Henslin
- Linda Ahlborn

Standing Committees

- Auction Chairman.....Ryan Regehr 480-518-529**
- Communications..... Cindy Jepsen 480-921-0231**
- Historian..... Open**
- Hospitality..... Sally Crofford 480-838-9497**
- LibrarianLinda Ahlborn 480-695-5891**
- Membership Vincent Quarles 480-786-3383**
- Newsletter Editor..... Judy Sweador 480-969-5490**
- Member Emails..... Linda Ahlborn 480-695-5891**
- MCC Test Garden..... LeRoy Brady 480-962-9603**
- Marylou Coffman 480-926-3064**
- Lynn Twitchell 480-503-4508**
- Pioneer Park Rose Garden Coordinator**
- Jean Pegler 480-969-9391**
- Publicity Open**
- Rose Garden Volunteers.....Mickey Kundrat 602-359-8528**
- Rose Show Chairman.....Marylou Coffman & 480-926-3064**
- Phyllis Henslin 480-807-3592**
- Ways & Means...Mike Jepsen 602-312-1813**
- Web siteCorinne Geertsen 480-649-9822**

July, 2011

PRESIDENTS MESSAGE

Steve Sheard, President, MEVRS



Presidents Message

July, 2011

Survival mode is the agenda for your Rose Garden until the end of September! Watch for stress, Keep Dead Heading, Cut blooms for the house if the bush is strong and has plenty of leaf coverage, Water every other day and maybe every day when the temperatures go over 110F, Fertilize at half strength, Wash the bushes once a week. Those are the key items for survival. Do not give up. Yes, my bushes are not enjoying these very hot days.

Sue & I just got back from our vacation in Southern Europe. A Cruise starting in Rome Italy, visiting Greece and Turkey, ending in Venice Italy. We saw a few roses so I took pictures that captured not just the rose but the archeology in the area.

Regards

Steve Sheard

Rome - Parthenon



Corinth Greece



Athens Acropolis Greece



Basilica of Hagia, Istanbul Turkey



Dolmabahce Palace Istanbul, Turkey

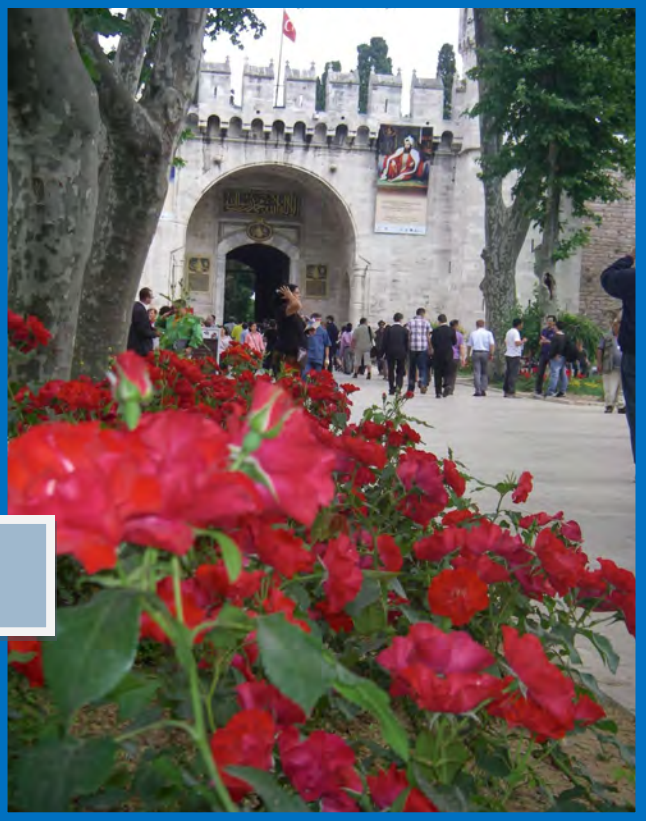




Home of St. John & Mary, above Ephesus, Turkey



Entrance to Topkapi Palace, Istanbul, Turkey



Palace Grounds

ROSE CARE CORNER for July

by Phyllis Henslin, Consulting Rosarian



July Rose Care

During the summer months we don't look for perfection in our roses, but we need to continue to care for them so they survive the summer heat. Your rose beds should be covered with 2 to 4 inches of mulch, which will keep the ground cooler, assist in moisture retention and discourage weeds.

Irrigation: The lack of adequate water is the number1 reason for roses dying during the summer months. If you drip irrigate, water 4 to 5 times per week with a minimum of 4 gallons each time. It also helps to water a second time in the same day once a month. This allows the water to move lower and wider, washing the salts in the soil away from the root system. This will help prevent salt burn on the plants.

If you are growing roses in pots, water them daily as they tend to dry out quickly. Once or twice a month, deep water your pots to help push the salts out of the root zone.

Use your water wand and hose off your roses several times per week. Spray the top and undersides of the leaves to discourage spider mites, which may be lingering on the leaves. This also helps to increase humidity around the bushes.

Fertilizing: Fertilize at half rate every six weeks during the summer. Use a good Organic fertilizer such as Gro Ganic. Roses need to be fed during the summer so that they will be healthy enough to start growing again when temperatures start to moderate in late Sept. or early October. Be sure and water before and after you fertilize.

Deadheading: It is important to remove spent blooms on a regular basis. Dead head conservatively, cutting at a shorter distance down the cane. Leave as many leaves on the plant as possible to provide more protection on the canes from the sun. Also more leaves on the plant, provides more nutrition to the plant.

Garden Tip of the Month:

This is the time to sit down, enjoy a cool glass of lemonade and decide what new roses you would like to add to your garden when the heat abides. A suggestion is the new 2012 All-America Rose Selection winner, Sunshine Daydream, a light yellow grandiflora rose. Read more about this rose in the July/August issue of the American Rose magazine.

CONSULTING ROSARIANS

Arveda Larson* (Scottsdale)	602-953-3832
Cheryl Doan	480-838-4062
Dave* & Gerry* Mahoney (Glndl/Peoria)	623-581-3756
Donna Dibble (East Mesa)	480-380-4592
Helen Baird* (NoPhx, Sctsdle)	602-953-9133
Jeannie Cochell (NE Valley—jcochell@cox.net)	602-363-6444
John F. Green (Tucson)	520-795-2964
Ken & Peggy Jones (West Phoenix)	623-931-5004
Larry Bell* (Ahwatukee Foothills)	480-706-9667
LeRoy Brady* (Mesa)	480-962-9603
Liz Strong (Tucson)	520-797-7890
Lynn Twitchell	480-202-4215
Marylou Coffman** (Gilbert)	480-926-3064
Mike & Cindy Jepsen (Tempe)	602-312-1813
Mickey Kundrat	602-359-8528
Millie Hisey* (Apache Jct-winter)	480-474-9139
Nelson Mitchell* (Peoria)	623-412-1586
Bii & Phyllis* Henslin (Mesa, Apache Jct)	480-807-3592
Royetta Marconi-Dooley	480-802-9914
Ryan Regehr (Chandler, Gilbert)	480-518-1529
Steve Sheard (Tempe, Chandler)	480-831-2609
Terry Schick (Flagstaff)	928-853-0653
Terry Swartz* (Tucson)	520-623-8285
Terry* & Heidi* Leavitt (Phoenix)	602-971-0179

*ARS Judge **ARS PSWD Chair of Arrangement Judges

Dear Rose Society President:

The American Rose Society has embarked on a very important fund raising campaign, the “100 Grand Campaign”, the goal of which is to raise \$100,000 for the ARS General Fund by Sept. 30th of this year. Declining membership and rising costs have put the society in a precarious financial situation, and our Board of Directors decided that this is an appropriate way to address this problem.

To begin with, let me emphasize that none of the money raised in this campaign will go toward the Gardens of the Rose Center or other grounds at our Shreveport headquarters. It will all be used for the General Fund, which in effect pays for member services of all kinds. Inability to raise sufficient money through this campaign and other methods will inevitably result in a reduction in member services in one form or another.

I have heard complaints from members that the ARS is constantly asking for money without tightening our belt or seeking other sources of revenue. I would emphatically respond that this is not true; we *are* making continual efforts and progress in both these areas, and I would like to cite some examples:

- Cuts and reductions in ARS staff for the 2011 year have resulted in a savings of c. \$75,000.
- A contract with a new publisher for the magazine, Annual and Handbook will save us c. \$20,000 per year.
- We recently entered into an agreement with Boehm China to reproduce ARS Members’ Choice and other rose varieties on their products.

We have established a full-time position of Director of Development with a 2-year grant from the Maintenance Endowment Trust, the sole purpose of which will be fund raising through various avenues.

We are running our 100 Grand Campaign concurrently with our highly successful Annual Campaign (formerly Patrons’ Campaign), the latter of which is directed primarily to individual donors. Consequently, we are asking rose societies and ARS Districts to step up and make the 100 Grand Campaign a success. We are not mandating or even suggesting a specific amount from any society, but rather that each society contribute whatever they can.

We realize that some societies will be able to contribute from their existing treasuries, while others will not, and for the latter we have come up with a number of ideas and suggestions for fund raisers. These are listed on the [100 Grand Campaign tab](#) on the ARS website, but I’ll repeat them here as well.

- Organize a rose sale
- Ask for donations in your registration forms for District meetings.
- Hold a silent auction at your local and district events.
- Sell raffle tickets at your meetings — the winner receives half of the funds while the other half goes to the 100 Grand Campaign.

- Participate in speaking engagements or set up seminars and ask for an honorarium benefiting the 100 Grand Campaign.
- Decorate and sell rose containers at your District meeting.
- Hold a rummage sale as part of your educational symposiums or rose shows.
- Design and sell a local society t-shirt and donate the profit to the 100 Grand Campaign.
- Decorate a hat with roses and pass it around.
- Provide homemade cookies at public functions with a donation jar.
- Buy rose jewelry wholesale and sell at meetings or shows.
- Ask members to donate their unwanted used books for sale on Amazon or to a used bookstore.
- Provide local businesses with a donation jar.
- Organize a bake sale as part of your local events.
- Auction off gardening services.
- Work with local restaurants to hold an ARS night to receive a portion of the night's profits.
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Purchase rose books in bulk at wholesale prices and resell them (see President's Message in the July/August *American Rose* magazine).

Many of these activities can not only foster a spirit of unity and community among your members as they work in concert for a common good, but the proceeds from these can be used to benefit the local, as well as the American, Rose Society, making them win-win undertakings.

Our records indicate that your local society has yet to make a contribution to the 100 Grand Campaign, and thus I am writing to you with an urgent request to bring this matter before your Board of Directors and/or your membership at the earliest possible opportunity. The American Rose Society needs your help to continue operating at our present level, and I am confident that your will do whatever they can to make this campaign a success.

Thank you for your time and consideration of this very important matter. If you have any questions about the 100 Grand Campaign, please feel free to contact me at kjwyckoff@comcast.net or at 206-824-3307.

Sincerely,

Jeff Wyckoff
ARS President

Mesa–East Valley Rose Society Membership

Annual family or individual membership in the MEVRS are \$25. Annual dues are payable by **June 1**. No discounts for late payments. Payments in cash or check at a meeting; or by check to this address:

MEVRS/Membership, P.O. Box 40394, Mesa, AZ 85274-0394

Date _____ New _____ ***Gift*** _____ Renewal _____ Amount Paid _____

Cash _____ Check# _____

Names: _____

Address _____

City _____ State _____ Zip _____

WEB Pages of Interest

**Mesa-East Valley Rose
Society**

www.roses4az-mevrs.org

OR

[http://www.roses4az-mevrs.org/site/
home.html](http://www.roses4az-mevrs.org/site/home.html)

Find past newsletters or articles by clicking on the “Newsletters” or “Articles” tabs on the Home page.

MCC Rose Garden
www.rosegardenatmcc.org
Help Me Find Roses
www.helpmefind.com/rose



Annual Membership Dues

are due for the year of

June 1, 2010 thru May 31, 2011

(NO discounts for late payments!)

Please give your annual \$25 dues at the next meeting to the Treasurer.

OR

Mail a check payable to MEVRS

To MEVRS, Attn: Treasurer

P.O. Box 40394

Mesa, AZ 85274-0394

NOTE: Annual dues include our Rose Lore Newsletter by email.

Annual fee to receive a monthly hard copy by mail is an additional \$15.

Zone Finder

enter: <http://www.garden.org/zipzone/>

enter your zip: in the dialog box

The zone finder returns your zone

(example)

- Zone: 9A
- City: PHOENIX
- State: AZ

MEMBERSHIP

DISCOUNTS

The following nurseries will give MEVRS members a 10% discount (unless otherwise indicated) on any rose-related purchase when you show your membership card.

In some stores you must pay by cash or check

only to receive the discount.

Be sure to get your annual Membership Card from the Membership Chairman.

A & P Nurseries (15%)

Four Valley Locations

Gilbert, Mesa (2), Queen Creek

Berridge Nursery

4647 E. Camelback Rd Phx

Potted roses always in stock!

Gardener's World

3401 E. Baseline Rd., Phx

Harper's Nursery

Three locations:

Mesa, Scottsdale and Phx

480-964-4909 (Mesa)

Potted roses still in stock

Treeland Nursery

2900 S. Country Club Dr., Mesa

480-497-2525

When you patronize these businesses, please thank the manager for supporting the MEVRS!

Mesa East Valley Rose Society

Standing Monthly Activities

2nd Thursdays—7 p.m. General Meetings

3rd Saturdays—8 a.m. Rose Garden volunteers work

Jan & Feb ALL Saturdays MCC Garden

Pruning

Activities 2011

Regular MEVRS meeting:

July 14 ,August 12, Sept. 8, Oct. 13, Nov.10

Oct 13-16, 2011 Fall National Convention

Los Angeles Tinseltown Rose Society

Nov 13 MEVRS Rose Tour

Nov.19 MEVRS Rose Show

National Events

The Fall National in LA ,2011 will also be the Pacific Southwest Convention and District Meeting

Meetings are held at 7:00 pm on the 2nd Thursday
of each month at
Mesa Community College:
*Elsner Library Community Room, 1st
floor*

1833 W. Southern Ave., Mesa, AZ
NEXT MEETING
July 14, 2011
Guest Speaker: James Claridge

***All articles for the newsletter MUST be
submitted to the editor by the 25th of each
month.***

***Rosaiams, we could use all articles of
interest.***

WEB Pages of Interest

Mesa-East Valley Rose Society

www.roses4az-mevrs.org

OR

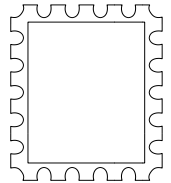
***http://www.roses4az-
mevrs.org/site/home.html***

Find past newsletters or articles by
clicking on the "Newsletters" or
"Articles" tabs on the Home page.

MCC Rose Garden

Rose Lore

Judy Sweador, Editor
Mesa-East Valley Rose Society Inc.
PO Box 40394
Mesa, AZ 85274-0394



***Developers of
The Rose Garden at Mesa Community College,
the largest public rose garden in
the Desert Southwest!***