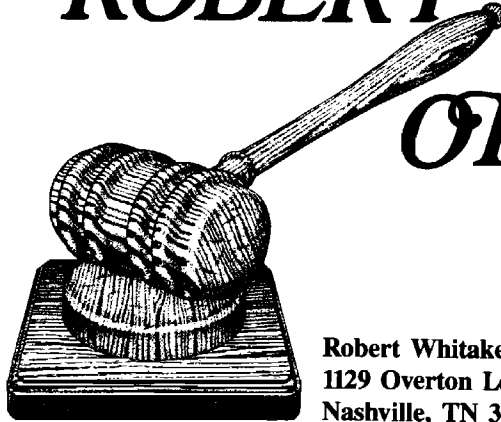


ROBERT'S RULES OF ROSES



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ARE YOU WELL ENDOWED?

This is a question that can easily be misunderstood if not clarified by further explanation. All of us who have some familiarity with private educational institutions know they are able to exist and function only by means of an endowment fund which supplements what tuitions and fees cannot cover. With this parallel in mind, the need for a permanent endowment for the American Rose Society by means of the American Rose Foundation can be brought more into focus. Our membership dues have 80% of the total returned directly to us in the form of publications and member services. The remainder cannot begin to cover the overhead expenses of staff, buildings, and garden and grounds maintenance. All who attended the Shreveport National Convention were impressed with the development of the American Rose Society Headquarters, its Memorial Rose Gardens, and the individually donated gardens decorated early for "Christmas in Roseland." Many of our ARS members who are actively involved in hybridizing were able to view their new offerings in the test gardens there. All of us who have individual rose gardens know that buying the plants and planting them is only the down payment, so to speak. The dividends that come in the form of beautiful blooms come only when the roses are properly maintained with watering, fertilizing and spraying. The American Rose Center has our own individual rose garden maintenance activity multiplied many times.

With the above needs in mind, the Nashville Rose Society has adopted a Project 80's fund-raising effort with a number of interesting twists. The first concerns the value of a permanent endowment fund to the local association or chapter of the American Rose Society. The proceeds from our efforts are being jointly shared to meet our pledge for the American Rose Society's Project 80's and also to build a permanent endowment fund for the Nashville Rose Society to undertake worthwhile projects to benefit the Nashville community and our individual members. Using only the income from a permanent endowment fund, the Nashville Rose Society has already completed or has plans for the following projects:

1. Donated and planted 160 plants of the miniature cultivar *Minnie Pearl* at the Tennessee Governor's Residence in memory of Governor Ned Ray McWherter's mother (Minnie Pearl is his next-door neighbor and was a friend to the late Mrs. Lucille McWherter.)

2. Provided annual underwriting of local rose show expenses to reduce annual solicitation.

3. Purchased tables for rose show use and donated to Tennessee Botanic Gardens where the show is held.

4. Provided one-year complimentary ARS memberships to local society members and/or local residents to encourage permanent membership in ARS.

5. Offer travel expense incentives to local society members for attending ARS national conventions to encourage national involvement.

6. Underwrite maintenance costs for an AARS test garden in our local area.

7. Supply pantry of rose care items at reduced prices for society members.

To accomplish this joint fund-raising effort, the Nashville Rose Society used a variety of suggestions to its members, one or more of which would fit anyone's ability. The knowledge that we were doing something for ourselves and Project 80's together gave us double incentive. Funds were raised by the following methods:

1. For cash contributions pledged over a five-year period given personally or obtained from local businesses, gifts were offered, ranging from rosebushes, *Felco* pruners, up to ARS Life Memberships.

2. Individual sales projects: (a) miniature and large rose plants to members and the public; (b) used books sale at community booth at Rivergate Mall from members' surplus library; and (c) sale of Entertainment Value Coupon Booklets. These projects were accomplished using only the time and expertise of individual members who were knowledgeable about the details of each project.

Sample survey forms were developed and given to each

member asking for his participation in one or more of the recommended fund-raising efforts. As a result of the 1987 efforts, the Nashville Rose Society sent over \$3,000 to the Project 80's fund against its five-year pledge while reserving one-third of the amount to be collected for its own permanent endowment fund. "Many hands make light work."

The whole purpose of recounting the individual experiences of one rose society is to illustrate what can be accomplished when all the various talents and abilities of resourceful rosarians are combined in a team effort to support our home and headquarters in Shreveport and also strengthen our own local financial status.

Frank Benardella made a succinct point in the Board of Directors meeting at Charlotte, North Carolina, during a discussion of the relationships between the American Rose Society and the American Rose Foundation. When the frequent comment was made "Why don't THEY do something?" Frank responded "We" is "They." The cooperative efforts of the Shreveport business community, American Rose Society members and individual rose societies are needed to speak in unison "We" is "They" to bring the Project 80's efforts to a successful conclusion. None of us has to do it ALL, but we do have to do SOMETHING. The Nashville Rose Society's fund-raising effort has proven to us we could help Project 80's while helping ourselves at the same time.

Have we taken the time to assess the impact financially strong local rose societies already have had in community involvement in educating the public on the knowledge of the rose? Changing our National Floral Emblem's enactment into growing reality in the gardens of our hometowns is just one of the extended tasks that we American Rose Society members have ahead. There is strength in a rose society that concentrates on reaching out to others rather than looking inward.