

**HOW TO FORM A NEW LOCAL ROSE SOCIETY**  
**By Laura Pfender, American Rose Society Director of Membership**

One of the most frequently asked questions is how to form a new local rose society affiliated with the ARS. It is a lot easier than many people think!

If you already have a small group of people who meet and share an interest in roses, then you have the potential to form a new rose society.

To find more people in your area, utilize any avenues of free publicity that you can. Place fliers at the local bookstore and local nurseries, inviting interested people to call or email for information about your new rose society. Newspapers, television and radio are also possible avenues to spread the word. ARS Headquarters can also provide you with a list of members in your area who you can contact and invite to your first meeting.

Is there already a local rose society in the area? Not to worry, the two of you can work alongside each other. Contact the President or Membership Chair to find out when and how often their group meets. Your new rose society can offer meetings that don't conflict with the existing group's ones.

Once you have started to spread the word about your new local rose society, word of mouth will help bring more interested people to contact you.

Once you have a group of interested people, set a date, time and location to hold your first meeting. Have a presentation ready on a rose related topic — something that pertains to the roses in your area and the stage that they are in. Bring some roses to display and talk about. If you have a problem with a rose, you can also bring it and address the problem.

At the end of the meeting, talk about the best time to set up a second meeting and ideas for topics that can be discussed. If possible, get in touch with the newspapers and radio again to publicize the second meeting. If you have enough people at your initial meeting, you can talk about becoming a formal group and consider potential officers. Check the White Book online for additional suggestions about formation and management of a new society.

Contact Laura Pfender ([laura@ars-hq.org](mailto:laura@ars-hq.org)) at ARS Headquarters for promotional materials and further information about starting a local rose society. Jim Delahanty ([jjzdelahanty@earthlink.net](mailto:jjzdelahanty@earthlink.net)), Chairman of the Local Society Relations Committee, also has a wealth of information regarding local rose societies. We are here to help you succeed. Your success as a group means that the ARS is fulfilling its mission to educate and promote the love of the rose.

Affiliating with the American Rose Society offers many advantages to local groups.

**TAX EXEMPT UMBRELLA STATUS**

Your organization becomes part of the growing network of local clubs that fall under the ARS 501(c)(3) Non-Profit Educational Organization tax exemption. This means that contributions and donations can be designated as tax deductible by the donor. (Subject to current tax limitations).

**LOCAL SOCIETY LIABILITY INSURANCE**

A very important benefit of ARS affiliation is the ability for the national organization to provide liability insurance to your group for your shows and meetings.

**READY AND AVAILABLE SOURCE OF ROSE SHOW SUPPLIES**

The American Rose Society is the source for rose show supplies for affiliated societies. Whether you are

looking for ribbons, certificates or awards, we can supply your organization with quality show supplies at reasonable prices.

#### **FREE PUBLICITY FOR YOUR SHOWS AND EVENTS**

Publicize your rose shows and special events in American Rose magazine and on the ARS web site. Increase your attendance through this valuable free advertising.

#### **PROGRAM IDEAS, TOPICS AND SPEAKERS**

We have an extensive library of slide presentations, covering all types of roses and rose-related topics, available to all affiliated local societies.

#### **SUPPORT OF A NATIONAL ORGANIZATION**

Your organization can help the American Rose Society fulfill its educational mission by helping distribute educational materials published by the ARS.

Local society dues are just \$70 per year. The bi-monthly publication of the American Rose magazine is mailed to the President who can share this with members at meetings and events. We are happy to provide promotional materials, such as past copies of the Handbook for Selecting Roses and past issues of the magazine, at no cost\* to our local societies for upcoming events and shows. (\*S&H charges apply).