

# Friends of the San Jose Rose Garden

*“A Historic Landmark”*

Issue 1

December '07

## Rose Garden “Adopted”

First, we would like to thank those of you who came out to the “Free the Roses” volunteer day September 15<sup>th</sup>. The response was overwhelming, with over 150 volunteers from all over the region. The garden looked a whole lot better in the fall, with plenty of blooms. I hope you had a chance to come back and see the blooms of your labor.

Second, because of the tremendous response, we are pleased to announce the launch of “Friends of the Rose Garden”.

*Friends of the San Jose Rose Garden*, founded by Beverly Rose Hopper and Terry Reilly, is a volunteer organization with a mission to “free the roses” and build community support to help restore the Rose Garden.

*Friends of the San Jose Rose Garden* has adopted the garden under the Adopt-A-Park and the City of San Jose’s Public/Private Partnership Program. We have set up a website: [www.FriendsSJRoseGarden.org](http://www.FriendsSJRoseGarden.org) which will keep volunteers informed of events and news. Please check it out. You can register your e-mail address for the volunteer database, and watch training videos. If you have not provided us with your e-mail address, please do so. There is plenty of information on the site, and well as details on how you can donate.



## Garden Gossip

*“Municipal Rose Garden goes in Rehab”*

Years of neglect, weeds growing wild, lack of attention cause San Jose Municipal Rose Garden to be put on probation. All-America-Rose-Selection says “clean up your act” or they are pulling the plug on accreditation as a AARS Display Garden.

Tongues were wagging this spring when Councilmember Oliverio proposed public-private bidding and partnerships. Concerned citizens sprung into action and the City pledged to do something about the Rose Garden’s plight. It was time for an “intervention”. Local Rosarians formed “Friends of the San Jose Rose Garden” and adopted the park, organizing volunteer efforts while encouraging the City to do their part. The garden is now in “Rehab”.

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## Contact Info

Web: [www.FriendsSJRoseGarden.org](http://www.FriendsSJRoseGarden.org)  
e-mail: [volunteer@FriendsSJRoseGarden.org](mailto:volunteer@FriendsSJRoseGarden.org)

## “FREE THE ROSES” RECAP

They came early, and stayed late. They came from around the corner and as far away as Morgan Hill. The young, seniors, and everyone in between showed up in force to “Free the Roses”. Snip, Snip, Snip echoed through the garden the morning of September 15<sup>th</sup> as over 150 volunteers from around the

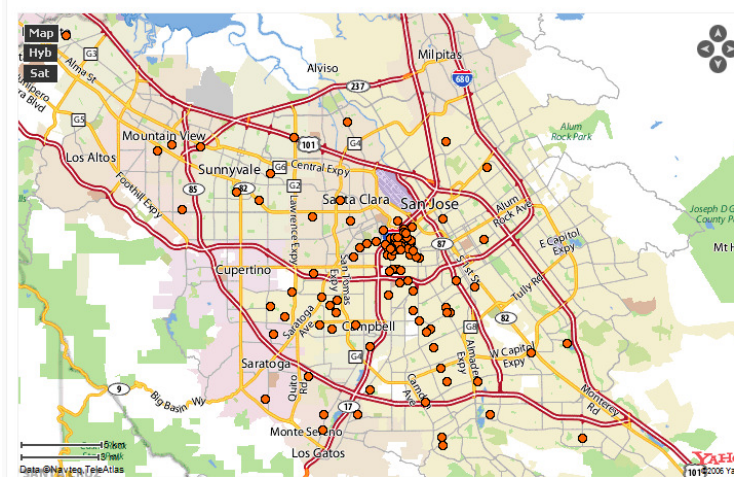


Silicon Valley descended on the Historic San Jose Municipal Rose Garden to “dead head” the roses and weed the beds. “I didn’t expect to see such a huge crowd” said Mike Azevedo, the new groundsworker, who worked tirelessly emptying garbage cans full of dead blooms. “This garden will look great in October with the new blooms”

The event even brought out San Jose Councilmember Pierluigi Oliverio who was instrumental in bringing the spotlight back on the Historic Rose Garden. He spent a couple of hours “pulling his weight in weeds.”

Some interesting statistics from the volunteer day - of the 150 that signed in, 54 came from the 95126 zip code (within 2 miles from the

park), 100 came from San Jose, with the 50 or so from outside of San Jose. This truly shows there is a regional appeal to this park. A yahoo “mash up” below shows the extent of the volunteer support from the region.



As everyone knows, the Garden is currently on “probation” by the All-American Rose Selections’ Public Gardens Committee due to poor conditions caused by budget cuts from the City. It was this fact that brought out many of the volunteers.

This effort has caught the attention of the All-American Rose Selections’ Public Gardens Committee, which placed the garden on probation who wrote in their most recent letter to the City of San Jose: “*We were quite pleased with the recent story in the San Jose Mercury News which detailed the community’s efforts to improve the Garden. The effort is fantastic and we will be sure to share the story with the members of the All-American Rose Selections’ Public Garden Committee and other AARS members. It is a truly inspirational effort on the Community’s part and once again...Great job!*” Looks like your Volunteer efforts are already paying off!

*All of us tend to put off living. We are all dreaming of some magical rose garden over the horizon - instead of enjoying the roses that are blooming outside our windows today.*

*-Dale Carnegie*



# Volunteer Opportunities

## Massive Volunteer Day

### Organized Weekend Group Events

These large events are advertised through the volunteer database and through the local media. 4 days a year are scheduled and 150+ plus volunteers descend on the garden for this huge event. They are staffed with experienced volunteer rosarians, and city staff to assist and train volunteers who may need some extra help. Dates Scheduled for 2007:

- **January 12, 9 a.m. - 1 p.m. Pruning Day and Demonstration.** As you know, due to staffing levels, the city only pruned 20% of the roses last year. This contributed to the overall poor conditions reflected in the AARS report. This year, we need to help them out. Demonstrations will be provided by experts from the Santa Clara County Rose Society. (rain back-up date is January 19th)
- **May 3, 9 a.m. - 1 p.m. Pre-Mother's Day Deadheading and Weeding.** In preparation for the busiest weekend of the year, Mother's Day, we will be out "in force" the weekend prior to tidy up the beds.
- **July 12, Summer Deadheading and Weeding.**
- **September 6 – Fall Deadheading and "Special Event" Details to come!**

## Individual Volunteer Days

### Supervised Weekday Visits

In the spring, we will also be offering a weekday drop-in supervised program where park staff will provide a brief lesson on rose care. You will then be free to help out in the garden after this certification.

We are interested in building a team of "Master Volunteers" who have demonstrated the skills to the City Staff and can assist in teaching other volunteers. The plan is to have Master Volunteers identified with a special vest signifying their commitment and hours they have put into the garden. After a trial period, this program could include a drop-in weekend program for certified and vested volunteers. To sign up for the weekday volunteer days go to

[www.FriendsSJRoseGarden.org/contact.htm](http://www.FriendsSJRoseGarden.org/contact.htm).

# Donations

The Friends of the San Jose Rose Garden is a volunteer group that relies on donations to support its efforts. We wish to thank Mark DeMattei, President and Founder of DeMattei Construction Inc. for providing the initial funds to start this group. It paid for the domain name, web hosting and this newsletter. All of these items were needed to start-up a successful volunteer organization. In addition, we'd like to thank Regan Nursery, who will be donating some roses which will be given out as RAFFLE PRIZES at our Rose Pruning Day on Jan. 12<sup>th</sup>. So come out, you just might win one!

If you would like to donate to this organization, there are a couple ways. Just go to the web site and click on the donate button. It explains several ways. Thanks for your support!

## Why is the Rose Garden Special?

Why is the Rose Garden so special? It is a historic landmark that is sentimental and "*scintimental*."

These days many home gardens are nothing more than "mow and blow" - and the Rose Garden is unique among parks because it is more than lawn, it provides a sea of blooms where one can relax to stop and smell the roses.

The restful setting of the Rose Garden, accented with a tall redwoods, sparkling fountain, and large lawn combines the best features of many parks.

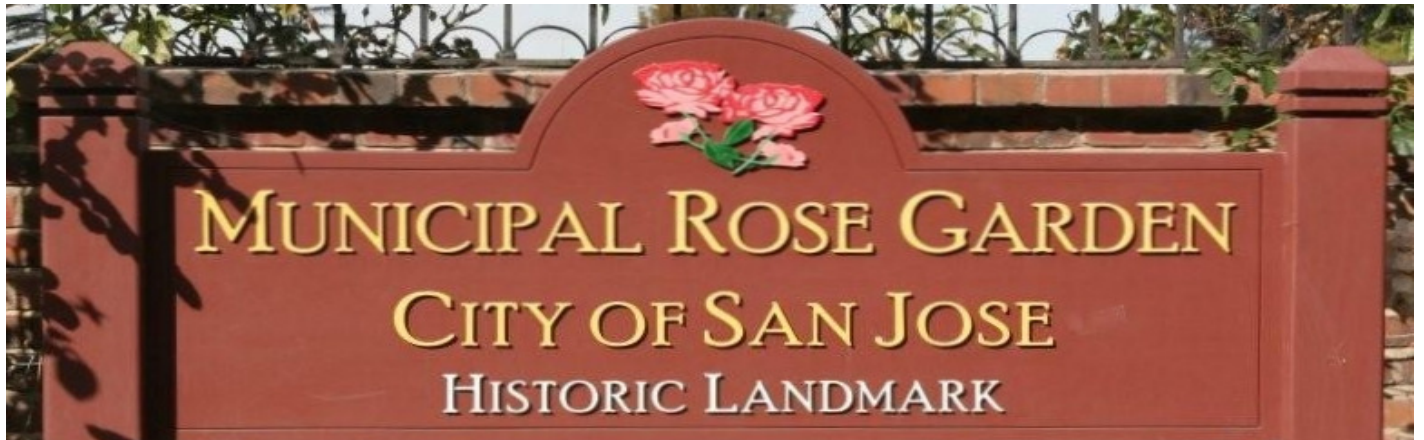
For those reasons it is a special place in the hearts of many, not just those who live nearby, but the thousands who have shared happy memories of countless graduations, weddings, picnics, relaxing or even renewing one's spirit among the roses.

We have noticed this is what brings so many volunteers out to dedicate their time and talent to keep this jewel in good condition. Volunteers can and will make a difference. The city, with a reduced staff at the park appreciates the help of the volunteers and the difference it beginning to show.

# PUT ON YOUR REFRIGERATOR!!

Friends of the San Jose Rose Garden

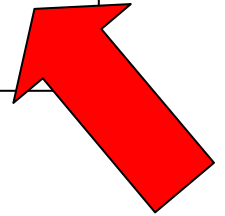
*Present:*



## PRUNING DAY & DEMO

**SAT. JAN. 12,  
9 A.M. ~ 1 P.M.  
NAGLEE & DANA AVE.**

**IMPORTANT! PLEASE  
sign in at the tent  
immediately upon  
arrival!!**



Back-up rain date: Jan. 19 (check web site for updates)

**Be a part of revitalizing the Rose Garden and learn  
tips you can use at home!**

*BE SURE TO WATCH THE PRUNING DEMO AT:*

[www.FriendsSJRoseGarden.org/videos.htm](http://www.FriendsSJRoseGarden.org/videos.htm)



**Experts from the Santa Clara County Rose Society will be on  
hand providing additional training. Roses donated by Regan  
Nursery will be raffled at 9:05.**



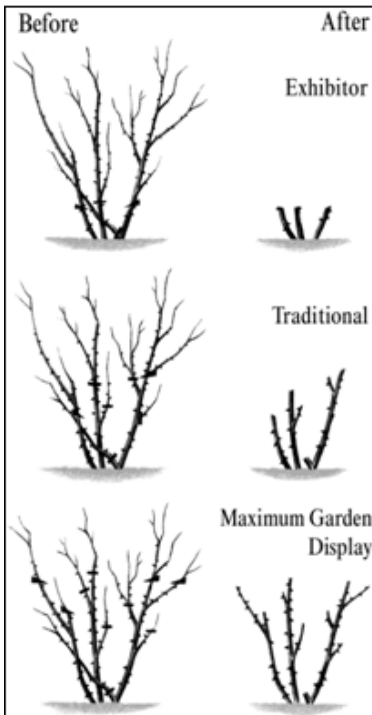
Sponsored by the Friends of the San Jose Rose Garden  
and San Jose Parks, Recreation & Neighborhood  
Services, a **PUBLIC/PRIVATE PARTNERSHIP**

See [www.FriendsSJRoseGarden.org](http://www.FriendsSJRoseGarden.org) for additional details

## Maximum Garden Display Pruning

Pruning roses is not rocket science, but there are many misconceptions. The problem is that most often, bad techniques don't kill the bush right away. They continue to produce blooms, but slowly, and weakly, through the years until ultimately, they end up being poor performers.

In addition, how you prune a rose bush depends upon where you are in the country. Very cold climates require hard pruning methods and mounding of dirt to protect them from frost. You might have learned this technique from your mother growing up in the northeast and brought it with you to San Jose. However, we don't need to do it here.



Also, do you want a massive display of roses or are you a rose exhibitor looking for the perfect rose that will win "Queen of the Show". For exhibitors, they will prune hard, so all the energy is put into that one bloom. However, in the in a display garden, and quite possible your home, you want an abundance of blooms, also called "MAXIMUM GARDEN DISPLAY" pruning. This is what we at the Friends of the San Jose Rose Garden has will be doing at the Muni Rose Garden on January 12. This technique has not been used at this garden and the city is interested to see the results. For a video demonstration of this, go tour web page.

## Rose Garden Staff

The first six months of 2007 were hard on the Rose Garden. Promotions of parks staff left just one employee to run day to day operations. As spring came and went, the overwhelming job of deadheading and weeding of the park fell behind.

In May, just as the positions were to be filled the deteriorating conditions of the Garden became front page news. Getting back on top of the situation was going to be difficult amid the scrutiny that the publicity had brought.

Lance Loveday (left) and Mike Azevedo (right) started their work at the garden in June. Though they have many years of experience between them, this will be their first season here in the Rose Garden. They are fully committed to turning the garden around and happy to work with the Friends of the Rose Garden in their volunteer efforts.



Lance, who holds the position of Gardener, previously worked a route taking care of multiple parks. Lance received the Rose Garden assignment because of his work ethic. People have been impressed with his "can do attitude". Having one big park to take care of instead of many small ones has it's benefits. It doesn't hurt that it's a beautiful park. "I enjoy working here 5 days a week, it's a great experience" says Lance.

Mike, the groundswoker, comes from the San Jose International Airport. When he first heard of his new assignment, he took his two toddlers, one and three years old, to play in the big field and see the garden for the first time. Mike got enthusiastic about his new park and traveled to rose gardens across the country including Texas, Berkeley, and the famous Portland Rose Garden. He took the time to visit with the gardeners there and asked them questions about their techniques. He knows with roses it's going to take some time for the results to show in this garden. Mike is really looking forward to the spring when all the hard work will finally pay off. Of the gardens he visited, the one thing he found that made the difference was the strong volunteer effort, "Volunteers are the wave of the future for this garden" says Mike, "the best rose gardens had lots of help, and that will make the difference".

The City of San Jose had three full time positions a couple years ago. With the budget shortfalls, they are staffing it with only two. If you see Lance or Mike in the garden, say "hi" and thank them for their work!

# Friends of the San Jose Rose Garden

[www.FriendsSJRoseGarden.org](http://www.FriendsSJRoseGarden.org)

650 Trace Avenue

San Jose, CA 95126

## Upcoming Events

### **Sat Jan 12 Winter Pruning of Rose Garden**

Massive Volunteer Event

9:00 am – 1:00 pm

Expert Demo by Rose Society & Raffle Prizes

Bring gloves & shears, some provided

(Rain back up date Sat Jan 19)

### **Spring Weekday Individual Volunteer Events**

Supervised by Park Staff, Training & Certification

Program begins in spring, exact dates tba

### **Sat May 3 Pre-Mother's Day Weekend Deadheading**

Massive Volunteer Event

9:00 am – 1:00 pm

### **Sat. July 12 Summer Deadheading and Weeding**

### **Sat. Sep. 6 Fall Deadheading and "Special Event"**