

Friends of the San Jose Rose Garden

"A Historic Landmark"

Issue 13

August 2010

We are *America's Best Rose Garden*

The results have been tallied, the judges have thoroughly reviewed the rose gardens, and the decision is final. The San Jose Municipal Rose Garden is "America's Best Rose Garden."

As you know, the competition comprised of having visitors vote for their favorite garden on-line, then the top 10 gardens would be further scrutinized.

Throughout the country rose gardens worked hard to get votes. We saw lots of articles in their local papers, describing their garden and encouraging people to vote. It was an all-out push to become #1. A few interesting statistics for you: The competition garnered over 21,000 votes for all gardens. San Jose received over 4,700 votes. The closest competitor had about 2,500 votes. Though the winner was not based on votes alone, one can clearly see how our community supports this Rose Garden.

In this issue, Beverly describes the journey to become America's Best Rose Garden, and in the final pages Terry shares the information we provided the All-America Rose Selections for the garden evaluation phase.

Thanks to everyone, the voters, the volunteers, the city staff, and our supporters who helped make this garden - America's Best.



Celebration, Volunteer Day and Speaker Series

Join us on Saturday, September 4 at 9:00 am to celebrate "America's Best Rose Garden."

The San Jose Rose Garden has been transformed into a national treasure, and we invite you, your friends and family to share in this special day. We'll kick off the celebration with a special welcome by the Mayor of San Jose, Chuck Reed, and Councilmember Pierluigi Oliverio, followed by the "Award Presentation" by the All-America Rose Selections.

Afterwards, we will do what we do best, and what elevated this garden to national prominence – deadhead and weed! In addition, FSJRG Co-Founder Beverly Rose Hopper will lead a "Historic Highlights Tour."

Another special treat, Jacques Ferare, Director of Research at Star Roses will present a program "Creating Tomorrow's Roses Today" at 11:00 am. With Jacques busy international schedule, we are proud to have him for one of our Speaker Series in the Garden.

Treats and Prizes too!



Founders Beverly Rose
Hopper & Terry Reilly



Friends of the San Jose Rose Garden
is a non-profit 501(c)(3) all volunteer group
dedicated to preserving the Historic San Jose
Municipal Rose Garden



America's Best Rose Garden

Wow what a journey it's been. In less than 3 years Friends of the San Jose Rose Garden (FSJRG) has taken the San Jose Municipal Rose Garden from probation to elation, now named "America's Best Rose Garden" by the All-America Rose Selections in the first nationwide contest to select the best public rose garden in the USA.

Hard to believe only a few years ago this historic landmark park of 4,000 rosebushes was at serious risk of losing its national accreditation. Friends of the San Jose Rose Garden came to the rescue; our first event "Free the Roses" was held on Sep 15, 2007. The rest as they say is history. So far over 3,000 volunteers have participated and the

turnaround has been dramatic.

Take a look at key dates:

❖2005 Rose Garden put on probation by All-America Rose Selections (AARS)

❖2007 Friends of the San Jose Rose Garden founded by Hopper & Reilly

❖2008 Taken off probation by AARS

❖2009 Elevated to AARS Test Garden status (one of only 15 in the USA)

❖2010 Named "America's Best Rose Garden" by the AARS

How did we do it?

Innovative horticultural techniques and marketing. We make it easy and fun to volunteer. We offer a multi-tiered volunteer program:

individual, group, organization (such as Kiwanis) and corporate volunteer days (Google). Individuals can participate in our Master Volunteer program, where they serve as Docents or our Ambassadors to the Garden. Master Volunteers, "vested" after our training program, are free to volunteer in the garden at their own pace any day of the week. Mass Volunteer Days held throughout the year, attract about 200 volunteers from throughout the Bay Area and beyond. Groups can contact FSJRG or the City of San Jose to arrange special volunteer days. Corporations have discovered the Rose Garden is excellent for team building activities –

fresh air, roses, digging in the dirt – all good stuff!

The America's Best Rose Garden contest was a thorough process. After three months of voting, a panel of experts evaluated the top 10 gardens and selected a winner based on beauty, creativity and the garden's overall contribution to its community - and we are proud to be selected #1 in the nation! The San Jose Municipal Rose Garden will receive a check for \$2,500 and be featured in a national PR campaign highlighting the best gardens in America.

Thank you to our wonderful volunteers and our partnership with the City of San Jose for making our historic landmark park a national treasure.

-Beverly Rose Hopper



Volunteers

One of the things that makes Friends of the San Jose Rose Garden successful and now "America's Best" is there is more than roses growing in the Rose Garden - friendships and community. For example, every Friday around 11am or noon a group of volunteers gather under the shade of the rose arbor for lemonade and cookies - Myles Tobin brings an ice chest and cookies - and other regulars like Pat Pemberton, Harry Garcia and more "toast" the week of volunteering together. As Pat once told me "they like to get together because they know they won't be seeing each other all weekend."

Myles, Pat and Harry did not know each other before volunteering at the Rose Garden. But a deep friendship has grown among the roses. Other volunteers have similar stories. Professional photographer and FSJRG volunteer John Caddell has shared his tips over clips. Volunteers have gotten together outside of the garden for fun and travel. Last year a group of volunteers even took a trip to Africa together. And of course the FSJRG pizza parties, courtesy of Rosie's New York Pizza! - *Beverly Rose Hopper*

Become a Master Volunteer September 16th, 11:00am

Sign-up at

www.FriendsSJRoseGarden.org/mastervols.htm



If you'd like to become trained as a Master Volunteer, but cannot make the scheduled training, contact Myles Tobin, the Director of our Master Volunteer Program at Myles@FriendsSJRoseGarden.org

Movie Night in the Rose Garden

Councilman Pierluigi Oliverio is hosting the 4th Annual Safety Fair and Movie Night at the Municipal Rose Garden on September 10th beginning at 7:00pm.

There will be lots of exhibits, and we will be providing Garden Tours. Voluntary donations will be collected for Trace Elementary's Parent Teacher Org. to help cover the damage from the fire.

Bring a picnic, a blanket and flashlights. Ice Cream Treats will be provided by the Central YMCA.

For more information, check out this [flyer](#).



ROSE GARDEN



Celebration, Volunteer Day & Seminar

Sept. 4 - 9:00am!



Friends of the
San Jose



Rose Garden



Join us to celebrate the
Rose Garden's designation as
"AMERICA'S BEST ROSE
GARDEN" followed by 1 1/2
hours of volunteering, a garden
tour, then a Rose Seminar

Speakers include Mayor Chuck Reed & Councilman Pierluigi Oliverio
and a representative from All-America Rose Selections®



A special Seminar with Jacques Ferare,
Director of Research at Star Roses
"Creating Tomorrow's Roses Today"
will begin ~ 11:00am

For more info go to

www.FriendsSJRosegarden.org

Sponsored by the Friends of the San Jose Rose Garden
and the City of San Jose's PRNS

Sept. 4th - 9:00am, Naglee and Dana Ave.

For more information, go to www.FriendsSJRoseGarden.org

Friends of the
San Jose



Rose Garden

2011 AARS Winners

The great thing about being an All-America Rose Selections (AARS) accredited garden is the ability to grow the AARS winners prior to official announcement. By doing so, the roses will be in bloom when the official announcement has been made. Although you cannot purchase them until 2011, this gives you a chance to see how they perform in San Jose.

This year, two varieties were chosen, following a musical theme - Dick Clark and Walking on Sunshine.

Dick Clark, hybridized by Tom Carruth and Christian Bédard of Weeks Roses is an easy to grow grandiflora with a color that is hard to describe. Black-red buds spiral open to show off swirls of cream edged and washed with vibrant cherry pink. But that's not the end of the exhibit on these classically-formed fragrant flowers. When the sun strikes the petals, they begin to blush burgundy, finishing as a deep dark red. Put all this color against super-shiny green foliage with nice long cutting stems and you've got a killer combo. We have two beds of these roses growing in the garden, one at the end of the southeast walkway towards the main gate, and a full bed in the test rose area.



Walking on Sunshine, hybridized by Keith Zary of Jackson and Perkins, is a great floribunda with fantastic bloom production and vigor. Tight clusters of bright yellow buds burst open with an anise aroma, while it fades to a light canary hue lends a multi-tonal effect. Round and full like the sun on a hot summer day, this plants' super glossy, disease-resistant foliage contrasts beautifully with the cheery, eye-catching flowers. This rose is located in the SW quadrant of the garden, and can be located on our new [MAP](#). - Terry Reilly

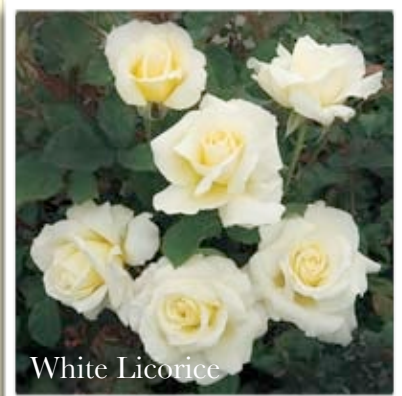


2011 Varieties Blooming

We have several new varieties in the garden which are not available to the public until 2011. Now is a great time to see how they look and perform in the San Jose climate.

Aside from the two AARS Award winners mentioned above, Dick Clark and Walking on Sunshine, you will find Grande Dame, Colorific, Girls Night Out, Pink Home Run, and my personal favorite, White Licorice.

Though we wrote about the new varieties in the April Newsletter, now is the time to see them in the garden. Nothing can describe the unique and strong fragrance of White Licorice. Indeed, it smells like licorice. It's one of my favorite roses for visitor to take a whiff. It's quite an unusual fragrance.



White Licorice

So come on down, and take a look at the newest roses. They will be available in bare root form at [Regan Nursery](#) and [Yamagami's Nursery](#) this winter. - Terry Reilly

Unforgettable?

Wonder why the bed of “Unforgettable” looks like it’s just been pruned? No, it’s not pruning season – that’s January – simply that Unforgettable had an unforgettable case of rust.

Rust, identified by round orange pustules on underside of foliage, is normally a cool weather fungal disease. Unforgettable had been struggling all year, and combined with conditions ripe for rust resulted in a doozy of a case - every single leaf was infected. Rust spores spread through the air, and we did not want disease spreading to



adjacent beds. The San Jose Municipal Rose Garden is primarily an organic/no-spray garden; toxic chemicals are not an option. Drastic action was

required, and that meant stripping all foliage, trimming it back; giving Unforgettable a fresh start.

Removing all foliage during the summer is a bit risky, leaves produce energy and provide the

plant protection against sunburn. But with tender loving care Unforgettable should recover. Or find itself bumped by a new variety. - *Beverly Rose Hopper*

Friends of the San Jose



Rose Garden

Friends of the San Jose Rose Garden is a 501c3 non-profit.

Donations are appreciated
www.FriendsSJRoseGarden.org/donate.htm

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Beverly Rose Hopper

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Terry@FriendsSJRoseGarden.org

4th of July Parade

On July 4th, several Master Volunteers participated in the annual “Rose, White and Blue” parade. We came in force with our shovels, wheel barrels, rakes, and roses. Many parade watches cheered and let us know how much they appreciate the efforts of our group.

After the parade, we had a booth which provided information about our group, signed up new volunteers and sold some roses.

A grand time was had by all!



Bed Replacement

Each year, we plant new roses. In 2009, we planted nearly 800 new roses. In 2010, we planted about 300 new roses. Every rose was donated to the garden. None were purchased by the city. [Weeks Roses](#) and [Star Roses](#) have been very generous in helping the garden replace roses and put in new varieties.

How do we chose which beds get replaced? If a bed is in poor condition, or has a few dying bushes, we can either add new bushes to replace the dead ones, or replace the bed with a new, more heartier variety. First to consider is if the rose is still in commerce. We want visitors to be able to walk through the garden, making notes on which varieties to purchase for their own gardens. If it is an older, hard to get rose, it gets replaced with a new variety.

The roses are planted by volunteers, so watch our web site in January for when we will be doing our 2011 plantings - *Terry Reilly*

The following 7 pages are what we provided to the All-America Rose Selections to describe our organization and volunteer program

FSJRG help the East Coast



Speaking with the "Bloom Buddies" of Walnut Hill Park Rose Garden, New Britain, Connecticut

In mid August, I had the chance to visit [Walnut Hill Park Rose Garden](#) in Connecticut. The garden is the brainchild of the tireless Kate McCue. She conceived of planting 800 roses in an area where a historic rose garden once stood. She recalled playing in this Rose Garden as a child, but it was dug up a year ago due to city budget cutbacks.

In her proposal, they would recreate the garden, lost many years ago. This garden would primarily be maintained by volunteers, with support from the City's Parks Department.

Kate happened to learn about the FSJRG's successful volunteer program and contacted us. We provided encouragement and advice on how to set up a vibrant volunteer program. They were thrilled to see a proven method, and implemented

many of our ideas. You can see from the vest, their volunteers are called "Bloom Buddies". Their description of their program can be found [HERE](#).



Founder Kate McCue

Upon arrival to the garden, I was greeted by Kate, about a dozen volunteers, and city staff. A question and answer period followed the introductions, then a garden tour. I was made an honorary "Bloom Buddy". My visit even made the local [paper](#)!

Their roses are just several months old, and are in great shape. Kate and her crew are off to a great start. The garden is becoming a destination for visitors from around the region.

It's rewarding to see others follow in our footsteps. We are all too happy to help our fellow rose lovers. - *Terry Reilly*

Friends of the San Jose Rose Garden

"A Historic Landmark"

America's Best Rose Garden - a Recap

The competition for America's Best Rose Garden did not change the way the Friends of the San Jose Rose Garden operates very much. For the most part, we just included recognition of the competition in the material we use to promote the garden and our events during the season.

Our goal was not to just get votes, but to increase visitors to the garden and encourage them to get involved in roses. Once we had them at the garden, we knew we could get their vote.

We had additional signage at the entrances, within the garden, and new information on our garden maps. Our volunteers, who are in the garden on a daily basis, engaged visitors and let them know about the competition.



We installed WiFi in the garden, so visitors could vote on-site with volunteers using iPads. With Docents in the garden on most weekends, visitors appreciated the ability to learn more about the AARS and what it means to be a AARS Display (and Test) Garden. We developed a "Name That Rose" scavenger hunt to encourage people to spend more time in the Garden.

In addition to normal outreach, local press picked it up several times mentioning the competition while promoting our volunteer events.

With our popular Facebook page, and Blog site, visitors were kept updated on our events, and reminded to visit the garden, to vote and tell their friends.

There were a few innovative ideas used to let the public know the garden was in full bloom, to visit and to vote, such as the sandwich wrappers at the local deli. These proved to be quite popular.

All this drove quite a bit of traffic to the garden, our volunteer events, and to the www.rose.org site.

Founders Beverly Rose
Hopper & Terry Reilly



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Getting visitors to the Garden

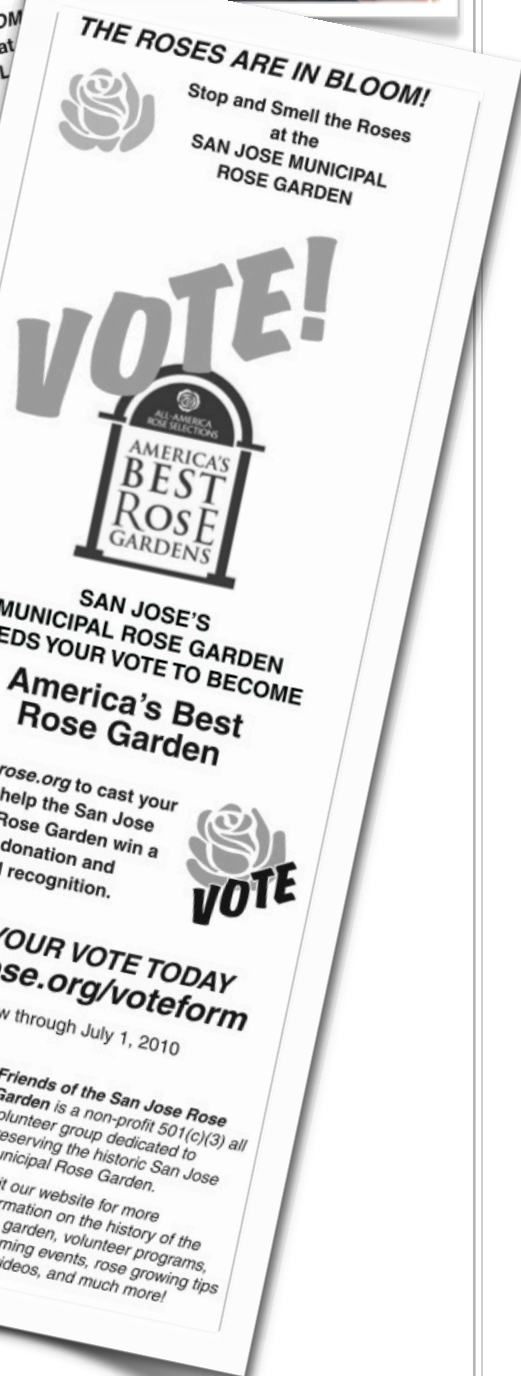
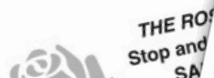
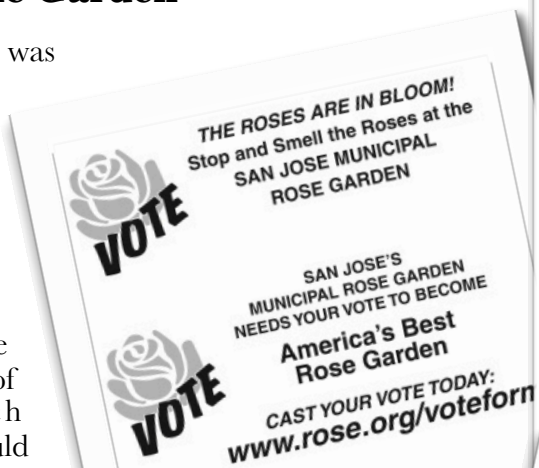
The most important item was getting the visitors to the garden. We wanted to show off the roses. Once there, we can let them know there is a competition, and get them to vote.

Sandwich Wrappers

One of the most innovative promotions was the printing of several thousand sandwich wrappers. On one side you would place your order by checking the ingredients, and on the other, would be an announcement that the garden was in bloom, come visit, and vote for the garden. They would wrap several hundred sandwiches a day at the deli just two blocks from the Rose Garden.

Many people mentioned they came to the garden based upon these sandwich wrappers.

The deli also put up a banner announcing the competition and clerks wore buttons on their aprons.



2010 Events

Our continued goal is the engage the community, share the love of roses, educate and let them get their hands dirty.

Here are the events and programs we have held so far in 2010:

- **January 9: Massive pruning event.** Over 900 people showed up, some driving more than 2 hours to help us prune the Rose Garden. Pruning of 4,000 rose bushes completed in just over a hour. We tied in with a Disney Promotion and gave away 600 rose bushes. Video can be seen here:
<http://tinyurl.com/JanPruning>
- **January 16: Massive Mulch Day, Fine Tuning Pruning.** 250+ volunteers came and helped weed and spread 70+ cubic feet of compost on every rose bed. In addition, dead and deceased wood was cut from the rose bushes.
- **January - February: Our annual "PLANT-A-PALOOZA"** Several events were held to plant over 400 new roses. Many new volunteers and Master Volunteers helped over several weeks to remove and condition beds, and plant new roses. Video used for training: **<http://tinyurl.com/JanPlanting>** (over 3,500 views)
- **March 8: "FEED THE ROSES - FEED THE VOLUNTEERS"** Volunteers recruited to distribute 1,000 pounds of Dr. Earth Organic Fertilizer. Pizza provided after the event.
- **April 8: Public showing at the Library of AARS's video "Love at First Sight",** Pizza, then a tutorial on Blind Shoots. Volunteers then go to the garden to cut off Blind Shoots.
- **May 1: Massive Volunteer Day.** Approximately 150 volunteers came to weed, rake, and deadhead the garden. Announcement of 2011 AARS winners, promotion of America's Best Rose Garden competition (with on-site voting) and a special speaker and seminar from Dr. Earth Organics.
Video here: **<http://tinyurl.com/MayDeadheading>**
- **May 4: Field trip to Star Roses.** 25 Volunteers car-pool to tour Star Roses in Watsonville. Invited volunteers from Morcom Rose Garden in Oakland.
- **May 7: FSJRG recognized** as the "Crystal Bowl Winner" by the Junior League of San Jose for outstanding volunteer service.
- **June 11: Google Corporate Volunteer Day.** Over 200 Google employees came to help spruce up the garden. Activities include tutorials on deadheading, weeding, spreading mulch, painting the shed to brushing the cobwebs off the wrought iron fence. America's Best Rose Garden booth with on-site voting. Video here: **<http://tinyurl.com/MayGoogle>**
- **June 26: Recology Corporate Volunteer Day.** 150 employees from Recology, an employee-owned recycling company came to deadhead, weed, and spread 80 cubic yards of their own special compost. Video here: **<http://tinyurl.com/MayRecology>**
- **July 4: Rose, White and Blue Parade.** Friends of the San Jose Rose Garden participated in parade and operated an informational booth promoting our volunteer program and upcoming volunteer day.
- **July 11: Massive Volunteer Day.** 100 volunteers from around San Jose come to deadhead and weed the garden. Rose flavored ice cream was served afterwards.
- **April - ongoing: Weekend docents** set up a tent in the garden to hand out maps, provide tours (particularly of the Test Beds) and give advice. Promotion of America's Best Rose Garden from April 1- June 30.

Local Media

The FSJRG have many events throughout the year. From the Massive volunteer days, the Master Volunteer trainings, Company volunteer days to providing docents on weekends. These are all promoted in the Press with the local papers and radio stations providing coverage. At every opportunity, from an announcement of our upcoming volunteer day, or an article about the spring rains, we mentioned the America's Best Rose Garden competition and the AARS.

With America's Best Rose Garden competition, local press kicked it up a notch and featured the garden in several articles and editorials.

- [**Mercury News Editorial on America's Best Rose Garden**](#)
Mercury News Editorial "endorses" the San Jose Municipal Rose Garden for America's Best Rose Garden!
- [**Sal Pizarro, Merc. Columnist highlights Massive Volunteer Days and America's Best Rose Garden competition**](#)
Sal mentioned Recology and Google volunteer days, as well as America's Best Rose Garden competition.
- [**Spring rain brings more roses, more problems - Mercury News**](#)
Joan Morris writes about the wetter season and how it affects the Rose Garden. Comments that AARS Roses do not get diseases, and mentions America's Best Rose Garden competition
- [**Scott Herhold, San Jose Mercury News Features FSJRG's campaign to win America's Best Rose Garden**](#)
Scott Herhold, Columnist for the San Jose Mercury News writes a column on the Friends of the San Jose Rose Garden's quest to become America's Best Rose Garden.
- [**Leigh Weimers, KLIV Radio speaks about America's Best Rose Garden**](#)
Leigh Weimers, celebrated columnist uses his "Out and About" column to talk about voting for The San Jose Municipal Rose Garden for America's Best Rose Garden.
- [**"Rose Garden volunteer honored for 1,000 hours of service to San Jose Municipal Rose Garden" 4-9-10**](#)
Rose Garden Resident profiles FSJRG Master Volunteer Myles Tobin upon his receiving the recognition of 1,000 hours of service to the garden.
- [**"Friends of the San Jose Rose Garden hope it will be named "America's Best Rose Garden" 4-2-10**](#)
Mercury News article announcing the "America's Best Rose Garden" competition.

Get out the Vote

Letting people know about America's Best Rose Garden competition, and how to vote was very important. Along with the newspaper articles and the sandwich wrapper, we utilized several different approaches.

Banners

Banners placed near the rose garden on local businesses as well as banners in the garden at all our events raised visibility tremendously.

Signs

Sign were placed at each entrance of the Rose Garden. Often, we would see visitors stopping at the entrance reading the signs. We would then approach them to talk about the garden and the competition.

A-Frames

A-Frame signs were positioned strategically around the garden each day by volunteers who came out to work. Usually, the signs would be set up near where volunteers were working to enable us to engage visitors and answer any questions they may have.

Garden Maps

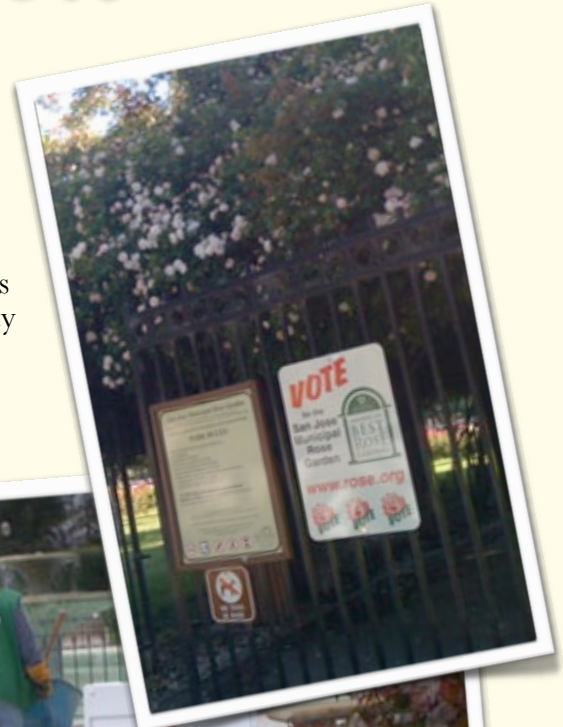
New maps were printed with details of the competition and a suggestion that they vote.

Business Cards

Extra Large cards were printed with details about the volunteer group, and information on the competition.

Weekend Docents

On the weekends when we would set up the pop-up tent, Docents hung the banner, and passed out maps of the garden, answered questions and gave tours along with letting people know about the competition. With WiFi in the garden, occasionally Docents would bring laptops and iPads to allow visitors to vote in the garden. We would encourage visitors to use their smart phones to vote right away.



FSJRG - The 21st Century Rose Society

It should be noted the events in San Jose's Municipal Rose Garden are not organized or affiliated with the local Santa Clara County Rose Society due to their dwindling membership and energy.

Terry Reilly and Beverly Rose Hopper who held leadership roles of the Rose Society over 10 years ago, recognized a new formula is needed to engage the public in Rose culture. With the traditional Rose Society unable to take on the task of helping the Rose Garden, Terry and Beverly formed The Friends of the San Jose Rose Garden. This new group has no membership fees, promote the growing and love of roses by engaging the public in tutorials, volunteer days, and doing all of this in the San Jose Municipal Rose Garden. By using innovative marketing techniques, they have exposed roses and rose growing to thousands of people.



Gone are competitive "Rose Shows" and the mentality only experts can grow good roses. We make it easy for people to participate, and fun. Our volunteer events are family friendly, with all ages and abilities welcome. We offer volunteer opportunities that are flexible and fit a modern hectic lifestyle. We provide training and take the "mystery" out of growing good roses. Friends of the San Jose Rose Garden is the new 21st Century Rose Society.

By organizing massive volunteer days, company volunteer days, and training Master Volunteers who can work in the garden anytime they desire (and act as docents) we have contributed over 15,000 volunteer hours which the City of San Jose valued at over \$450,000.

Our formula has been adopted by several gardens throughout the United States, including Morcom Rose Garden in Oakland, McKinley Park in Sacramento, and the new rose garden planted in New Britain, CT - Walnut Hill Park Rose Garden. In addition, just this month, we began consulting with the Karl Switzer Rose Circle in Portland, Maine. This AARS Display Garden is facing severe cutbacks from that City and is looking to adopt a public/private mode such as ours.

We believe by enabling people to help in the Rose Garden this will expand the love of rose growing to the next, younger generation and can be used as a model for other gardens.



2010 Pruning Day



iPad in Garden



Deadheading



Planting Roses



Deadheading



Blooms