

# Friends of the San Jose Rose Garden

*"America's Best Rose Garden"*

Issue 37

Sept. 2017

## Rose Care Seminar and Volunteer Day Sept 23rd, 9:00am

## "Roses and Reels" 10th Anniversary Celebration and Movie Night! - 6:00pm



Please join us for our Fall Volunteer Day, and then come back for a Movie and celebration hosted by Councilmember Dev Davis. Details on page 2&3.

2007



2017



[www.facebook.com/FriendsoftheSanJoseRoseGarden](https://www.facebook.com/FriendsoftheSanJoseRoseGarden)

**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

# “Roses and Reels”

To commemorate the 10th Anniversary of the Friends of the San Jose Rose Garden, Councilmember Dev Davis has planned a special celebration which includes a Movie, Resource Fair, Scavenger Hunt, and reduced food prices at Park Station Hashery.

This is not the first time a Movie has been shown in the Rose Garden, and they have always been a hit. The movie selected will be Moana, a family friendly movie.

We had previously scheduled to have a “lady bug release” at 6pm, which has proven to be quite popular, but interestingly, because of the recent fires in the sierra’s, ladybugs are not available! So, we have pivoted, and will host a “Rosey Scavenger Hunt” at 6pm. There will be a resource fair starting at 6:30pm. You can also pick up a “special takeout” meal from Park Station Hashery, where a portion of the proceeds will benefit the Friends of the San Jose Rose Garden. I also understand they may provide something special for the kids that participate in the Rosey Scavenger Hunt, (possibly a free kids meal coupon?).

AT 7:45, there will be a Announcements and a Commendation awarded to the Friends of the San Jose Rose Garden, for their 10 years of service, and at 8pm, the movie begins!!!





# Roses & Reels

## Movie Night

Councilmember Dev Davis presents

# MOANA

Municipal Rose Garden  
Saturday, September 23, 2017

6:00 PM Lady Bug Release  
6:30 PM Resource Fair  
7:45 PM Friends of the Rose Garden Commendation  
8:00 PM Movie Begins

For dinner options, visit Park Station Hashery before the movie begins.  
Free popcorn with the purchase of a meal.



If you have questions please contact the office of Councilmember Dev Davis  
(408) 535-4906 or [district6@sanjoseca.gov](mailto:district6@sanjoseca.gov)

**DEVORA "DEV" DAVIS**  
CITY COUNCILMEMBER

# ROSE GARDEN

## Fall Rose Care Seminar & Volunteer Day

Sat., Sept. 23rd -  
9:00am



**"Roses and Reels"**  
**Movie Night!**  
Sat., Sept. 23rd  
6:00pm

Sponsored by  
Councilmember Dev Davis



Be part of the Rose Garden's Success!  
Learn rose care from the experts  
Bring garden clippers & gloves.  
and stop by in the evening for a free MOVIE!

Sat. Sept. 23rd 8:30 a.m. Registration, Naglee and Dana Ave., SJ  
Sponsored by the Friends of the San Jose Rose Garden and the City of San Jose's PRNS



# Friends of the San Jose Rose Garden 2007-2017

For this 10th Anniversary Issue, I figured it was fitting to showcase many of the pages from the newsletters over the years. But first, here are some of our dedicated volunteers:



# Friends of the San Jose Rose Garden

*"A Historic Landmark"*

Issue 5

Dec. '08

## Free at Last!!

### *Rose Garden off AARS Probation*

On Tuesday, Dec. 2<sup>nd</sup> at a ceremony in San Francisco given in the Friends of the San Jose Rose Garden's honor, the All-America Rose Selections (AARS) announced the garden is off probation and they have officially reinstated full National Accreditation! Bill Mann, AARS Public Garden Chairman, noted the phenomenal response from the community to come together and revive this civic treasure.

Everyone should be very proud of their part in making this happen; from the volunteer who just made it to one event, to the Master Volunteer who has the ability to spend hours at the garden. Special thanks must go to the San Jose Park Department, that have been supportive of our efforts, and have been working with us from day one. This public/private partnership has broken new ground. For any volunteer who has been at the events, you have seen the city workers side by side with us. We continue to enjoy their dedication and full support.

With AARS Accreditation comes responsibility. We must do our part to help keep the garden in good shape by continuing to mobilize our volunteers. We have the pruning day on January 10<sup>th</sup>, and we will be planting nearly 600 new roses over the coming months, so please come out and join us.

- Terry Reilly



Bill Mann  
AARS  
Public Garden  
Chairman

Beverly  
Hopper

Terry  
Reilly

Tom Carruth  
AARS President



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# 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



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# 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*





# 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.

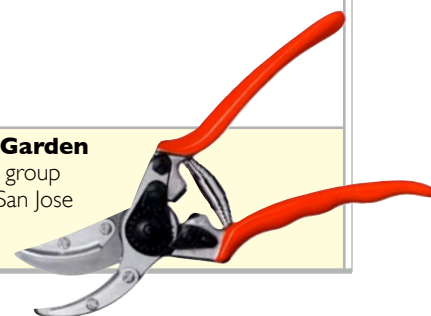
There were a few innovative ideas used to let the public know the garden was in full bloom, to visit and to vote, such as the sandwich wrappers at the local deli. These proved to be quite popular.

All this drove quite a bit of traffic to the garden, our volunteer events, and to the [www.rose.org](http://www.rose.org) site.

Founders Beverly Rose  
Hopper & Terry Reilly



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## Getting visitors to the Garden

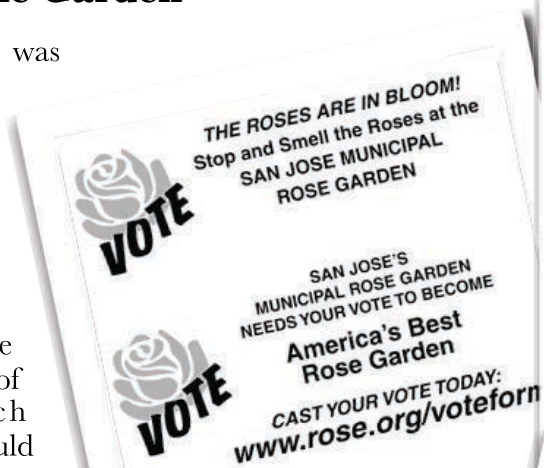
The most important item was getting the visitors to the garden. We wanted to show off the roses. Once there, we can let them know there is a competition, and get them to vote.

### 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

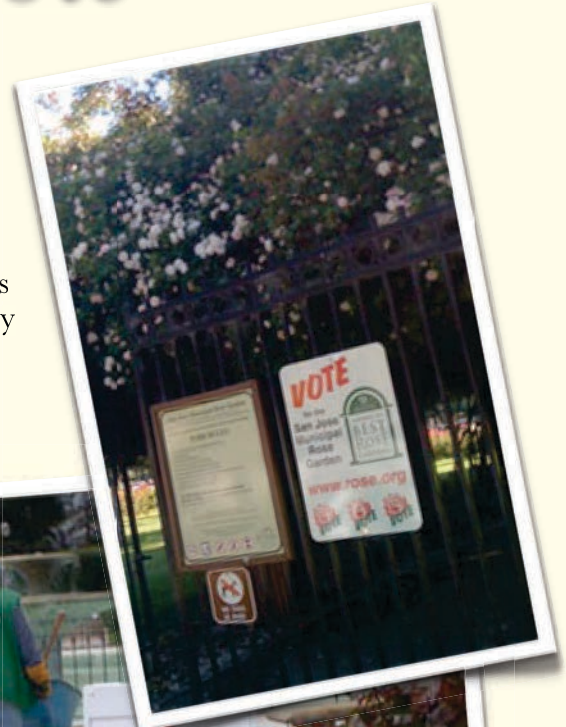
New maps were printed with details of the competition and a suggestion that they vote.

## 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 21<sup>st</sup> 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



# FAQ

~ How many roses are in the Garden?

There are varying numbers of plants, and it changes every year as we pull old ones out, and place new ones in. A good guesstimate is 3,500. This includes the 320 test roses and the nearly 246 climbers on the fence line.

~ How many different varieties are there in the Garden? There are approx. 160 varieties in the Garden along with 80 different test varieties. There are about 12 different varieties of climbers on the outside, many are unmarked. So there are about 250 different varieties in the Garden.

~ What is the oldest rose in the Garden? As you know, we often replace old rose beds that are not performing well with new varieties. Each year, we get the new AARS Winner and it requires a new spot. But the distinction of the oldest rose growing in the Garden goes to Miss All American Beauty. It was planted in 1968.

~ What about the Arbor and the huge rose engulfing it? The rose is Climbing Cécile Brünner, a sport (mutation) of Cécile Brünner. The 63' arbor was built in 1988 with a grant from San Jose Beautiful. The project was spearheaded by Lorrie Freeman, an area Rosarian. It's hard to believe but there are ONLY 8 bushes on that arbor!

~ Tell me more more about Cécile Brünner.

What is the correct pronunciation of her name? The rose was named after Mademoiselle Cécile Brünner (1853-1927), it is pronounced "say-seal brew-nay". The e with

the accent over it (é) is pronounced as a hard A, just like San José. The u with the umlaut (ü) is a hard U sound and is exaggerated in the pronunciation. Most common pronunciation is "sea-seal bru ner", but is incorrect. But guess what? It's also known as the "Sweetheart Rose" for its ability easily to fit in a buttonhole.



~ What about the stage area? The stage area was in the original plans of 1931 as can be seen in the article about the history of the Garden. It was to include a pergola, which was omitted from the final plans. The stage has been home to countless weddings, graduations and other events over the past 74+ years.

~ How do you get rid of disease on a rose? Buy a new AARS Award Winner that is not susceptible to disease! Visitors should use the garden to find varieties that do not have disease and use that for their future purchases. To control varieties that are susceptible to disease, we recommend using NEEM OIL, which can be found in most garden centers.

~ How big is the Garden?

The Rose Garden Park is divided into two sections, the rose side and the field side. You will find a whole article on this later in the newsletter!





## Climbers

The climbers on the fence-line are often overlooked. We don't notice them as much as we are enjoying the many beds. It seems that only the joggers and dog walkers are the ones who enjoy these roses. Some of the varieties you will see are Altissimo, Sally Holmes, Fourth of July, New Dawn, Red Eden, and White Eden. There are 246 climbers around the perimeter!

This year, they got a nice pruning to encourage new growth. Master Volunteer Richard Collins has made it his personal mission to keep these beauties in shape all year round. You will often find him working the fence-line. Pam Saunders can also be found working on the climbers. So next time you are out, take a walk AROUND the garden, and admire the spectacular climbers!

Don't forget the Summer  
Rose Care Tutorial  
Saturday July 9th, 8:00  
a.m.  
**NOTE EARLIER TIME**

## Fountain Sponsors!!

You may recall, funding for the fountain was eliminated in San Jose's Budget LAST YEAR. The calculated cost for the city to maintain it was around \$23,000 a year. It was just too much of a luxury in these difficult times.

So why is the fountain still running? The decision was to permit a private company to maintain the fountain, and allow for private funding. Bids were sent out, and a private company was selected. For about \$6,500 a year, FJSRG can maintain the fountain. Last year Councilmember Oliverio put up the funds for this, to provide the FSJRG time to find "Sponsors" for the Fountain. With funding running out on June 30th, we have been actively searching for new sponsors.

We are working on a sponsorship with a group of Google Employees; with the help of Master Volunteers Terry and Carol Austen, Kaiser Permanente has donated a sponsorship and Councilmember Pierluigi Oliverio has secured some additional funds, so we should have enough to keep the fountain running for a year or two.

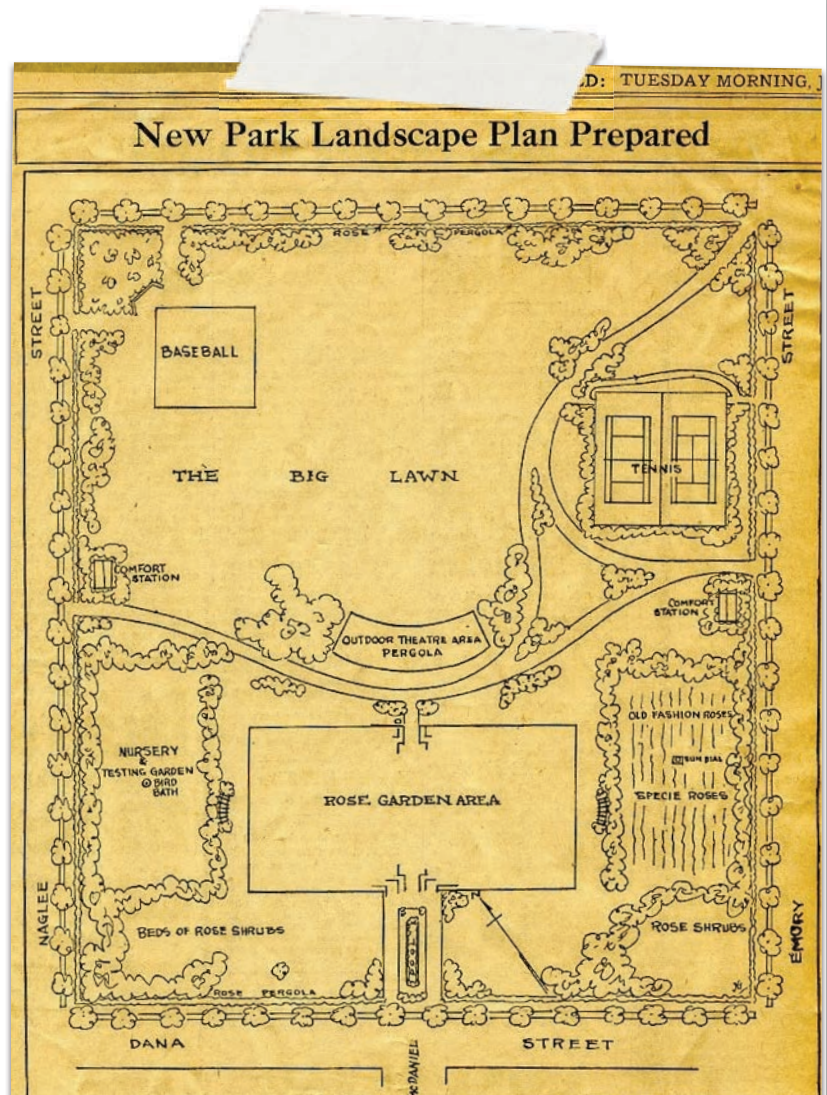
The Fountain has been a central feature of the Garden for decades, the scene of many family portraits and weddings. We are fortunate to have the support of Googlers, Kaiser Permanente and Councilmember Oliverio to keep the fountain flowing.

# Tennis Courts and Baseball Diamond Planned for the Rose Garden!!!

*Got your attention didn't it? One of early plans for the Rose Garden included these features as seen from the drawing. Ultimately, they did not make it in the final design of famous horticulturalist John McLaren, who created Golden Gate Park in San Francisco. Below is an article from Beverly Rose Hopper on some of the Garden's history*

Long before Silicon Valley, or even the Valley of Heart's Delight, San Jose was known for its roses. In the late 20's, San Jose hosted the Fiesta De Las Rosas, a major rose festival and parade. An editorial of 1926 implored people to "kick up their heels and dance on the street . . . park . . . and tip of the flagpole" with a headline "Give it the Full Name With a Gay Swing, as Though You Were Dancing the Flamingo." As this was the Prohibition era it continued, "If you're a Wet, dance to make up for the booze you lack. If you're a dry, dance to prove that you can be just as jolly without booze as Wets are with it." Dancing was a big part of the Fiesta, but the real focus was clear "Grow roses. But this is more important – think roses. Dream roses."

On November 8, 1926 the Santa Clara County Rose Society (SCCRS) was born and the group organized a Rose Planting Day with thousands of red roses, primarily Paul's Scarlet Climber, to be planted throughout the valley. From the Dec 4, 1928 Evening News "plant all highways leading



into the city with red roses" so that "in a few years our valley will be famous throughout America as the "Rose Garden of the West.""

A community wide love of roses, and the efforts of the Rose Society set the stage for a world-class garden for San Jose. On Nov 1928 the City Council voted to set aside part of the park (formerly a prune orchard) at the corner of Naglee and Dana as a Municipal Rose Garden. On April 7, 1931 the President of the American Rose Society, J. Horace McFarland and John McLaren, famed architect of Golden Gate Park, broke ground. The first rose



planted was a Castilian rose, thought to be a descendent of a rose brought to California by the Mission Fathers. On June 2, 1931 the San Jose Mercury Herald published the plan proposed by John McLaren, accepted by the City Council the night before. The plan presented by Mrs. Fremont Older of the SCCRS comprised of a formal area for hybrid teas, a section of old fashion and species roses, a rose nursery, outdoor theatre area, and something that would surprise current residents – tennis courts and a baseball diamond.



Though the tennis courts and baseball diamond were omitted in final plans, many other features were added through the generosity of the community. Rotary Club donated a contribution of \$1000 for the sixty-foot circular pool, the Sun Dial was a gift of Mrs. Derby of the SCCRS, and thru the rose society Mrs. Andrew Christensen donated the ornamental gates. Even more significant during this Depression era construction was reported on Feb 27, 1932 “a crew of 32 men has been at work preparing beds at the rose gardens. Funds to pay these men, who have been unemployed and are heads of families residing in this city, were raised by City employees donating a percentage of their salaries.”

Besides the Castilian rose, what were the original roses planted in the Rose Garden? The SCCRS scrapbook contains an undated drawing of the layout of the formal portion of the garden. I researched the roses laid out on the map, and as the varieties date from 1930 or earlier, I believe it may be the original hybrid tea collection. The roses

listed include Golden Gate (1891), Kitchener of Khartoum (1917), Mme. Butterfly (1918); the newest being President Herbert Hoover (1930). Besides the formal collection of hybrid teas, the original garden contained as reported on Jul 3, 1933 “sections devoted to old-fashioned roses from

gardens planted by early Spanish and American pioneers; a Mission plot which already contains rose plants from thirteen of the old missions.” The collection eventually contained roses from all but 3 of the 21 missions, and “Martha Washington rose, a slip from the original

planted by Martha Washington” supplied by the Phelan estate, reported Feb 27, 1932. Sadly, none of the original or historic roses remain today, believed the last vestiges removed during the ‘50s. A Mercury News article Apr 20, 1958 boasts “the collection this year includes a large number of new varieties, to replace some of the old standbys.” Almost half a century later, a desire to save historic roses from extinction resulted in the San Jose Heritage Rose Garden and its design as a botanical collection.

One last bit from the archive to share, the Mercury in 1955 revealed “one fogbound morning in 1951 a division of Fighting Squadron 192, on a routine training flight from Moffet Field, accidentally dropped a dummy eight-inch practice bomb on the Rose Garden. The “bomb” landed among the rose bushes, narrowly missing several gardeners.”

Talk about a blast from the past . . . - *Beverly Rose Hopper*





# Master Volunteer Training

If you have always wanted to become a Master Volunteer, now is your chance! Just send an e-mail to Myles Tobin, Director of the Master Volunteer Program at [Myles@FriendsSJRoseGarden.org](mailto:Myles@FriendsSJRoseGarden.org) He will arrange a one hour training with you! After that, you can come to the Garden any time to help. You will also be able to participate in our Master Volunteer Pizza Parties (Courtesy of Rosie's New York Pizza)!



## How big is the Garden?

That depends on where it is measured. The complete park, including the field picnic areas and jogging track is 9.78 acres. The section of the park, which

one would call the "Garden" is 5.3 acres (seen in white). The area which is COVERED in rose beds is 2.6 acres (seen in red).

## Blind Shoots

Gazing over the roses in Summertime, one should see a sea of green, and lots of stems topped with fat green buds. But take a closer look - you may be surprised that instead of a bud atop a stem, you see a brown withered tip. What the ???

**Blind Shoots** are when the new shoots or stems suddenly stop growing and come to a dead end. No bud, no bloom. Thankfully, this rarely afflicts the entire bush, but nonetheless blind shoots rob the bush of future roses.



**What causes blind shoots and what to do about it?** Cut off the withered tip at a leaf set to stimulate new growth. Though there are many theories about what causes blind shoots, my observation is it's prevalent during sudden changes in the weather (*sound like Spring?*) Some varieties are more prone than others. Make it a habit to carefully inspect your rose bushes to ensure along with all that lush new growth there are a lot of lovely new buds. If not, get out your shears and snip the tips! - *Beverly Rose Hopper*

# Friends of the San Jose Rose Garden

*"America's Best Rose Garden"*

Issue 21

July 2013

## Rose Garden Hall of Fame Award

(From the City of San José's  
Press Release)

The San José  
Municipal Rose  
Garden received the  
"Great Rosarians of  
the World" (GROW)  
Hall of Fame Award on Saturday, June 1, in New  
York City.



The prestigious award is given annually during GROW's Lecture Series to promote a wider public knowledge and appreciation of treasured botanical gardens. The San José Rose Garden was recognized for its outstanding design, impressive collection, broad display of roses, the promotion of rose growing, and its volunteer and educational outreach program.

San José joins an illustrious list of GROW Hall of Fame Awardees that include the Peggy Rockefeller Rose Garden at the New York Botanical Garden; Mottisfont Abbey Rose Garden in Hampshire, UK; David Austin Rose Garden in Albrighton, UK; and the San José Heritage Rose Garden.

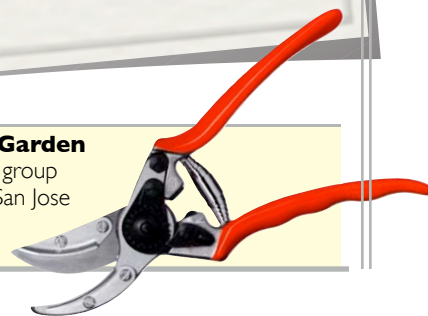


**SAVE THE DATE!!**  
**Summer Rose Care Seminar**  
**July 20, 8:00AM**  
(note earlier time)  
**Ice Cream provided after the event!**



[www.facebook.com/FriendsoftheSanJoseRoseGarden](http://www.facebook.com/FriendsoftheSanJoseRoseGarden)

**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



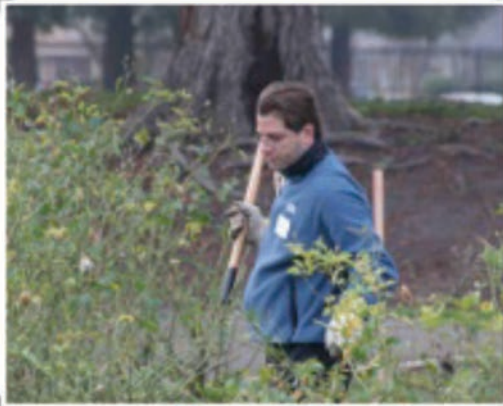




About 125 people  
showed up for the first  
“Free the Roses”  
event in 2007.







First Rose Pruning by  
Volunteers - 2008  
New Techniques  
Implemented







*Installation of Weed Cloth and Mulch in Winter 2008*





First "Master Volunteer"  
Training April 2008. Many are  
still very active!







First Bloom Cycle 2008



First Deadheading Day 2008







2008 Rose Garden  
Movie Night to  
honor Volunteers  
sponsored by  
Councilmember  
Pierluigi Oliverio







Late 2008 - 2009  
Rose Garden gets  
National Accreditation  
restored, receives a City  
Award, and becomes a  
All-America Rose  
Selection Test Garden



## National honor for Rose Garden

By Holly Hayes  
Mercury News

San Jose's recently rehabilitated Municipal Rose Garden has been chosen as a test site for All-America Rose Selections, the organization that determines which new roses will get all the buzz at your local nursery.

If you are a rose aficionado, the news — being announced this morning in the garden — is a very big deal. No other horticultural fan base so covets knowing about and obtaining the newest of the new each year. And until now, there's only been one other rose test garden in California, and it's in San Diego County.

See **ROSES**, Page 6



COURTESY OF TERRY KELLY

### IF YOU'RE INTERESTED

Today's event, "Rediscover the Rose Garden," introducing the 2010 AARS winner and officially announcing the Municipal Rose Garden's status as an AARS test garden, begins at 11:30 a.m. The 5.5-acre garden is at Naglee and Dana avenues in San Jose's Rose Garden neighborhood. It is open daily from 8 a.m. to a half-hour after sunset. Details: [www.friends-sjrosegarden.org](http://www.friends-sjrosegarden.org), where you can find a new interactive garden map as well as information on volunteering opportunities.

### The new 2010 rose

Find out the name of the All-American Rose Selection's 2010 winner

PAGE 6





# 2009 Rose Garden Renovation Project - Preparation





# 2009 Rose Garden Renovation Project - Planting

Over 1,200 new roses donated and planted







2009 - 76 Years after it was suggested in an Editorial, street signs pointing the way to the Rose Garden is installed by Councilmember Pierluigi Oliverio

## Editorial Analysis

By A. M. M. 9/20/33

### SHOW 'EM WAY TO ROSE GARDEN

San Jose, remarked a visitor who came to our office yesterday, is overlooking a splendid opportunity for interesting tourists and possible residents in our city in not "advertising" our municipal rose garden.

\* \* \*

It was only by chance that she drove past the rose garden, and, intrigued by the colorful beauty, stopped to admire the fragrant beds of velvety blooms.

Many strangers, she said, would enjoy the gorgeous display if only it were brought to their attention. Why doesn't the city place markers along the highway, she suggested, pointing out the route to this beauty spot?

\* \* \*

We pass the lady's suggestion on to the city officials with our approval. The small amount needed for markers would be more than repaid in the advertising the municipal rose garden would receive, and the good impression this civic beauty spot would make on possible new residents.

\* \* \*

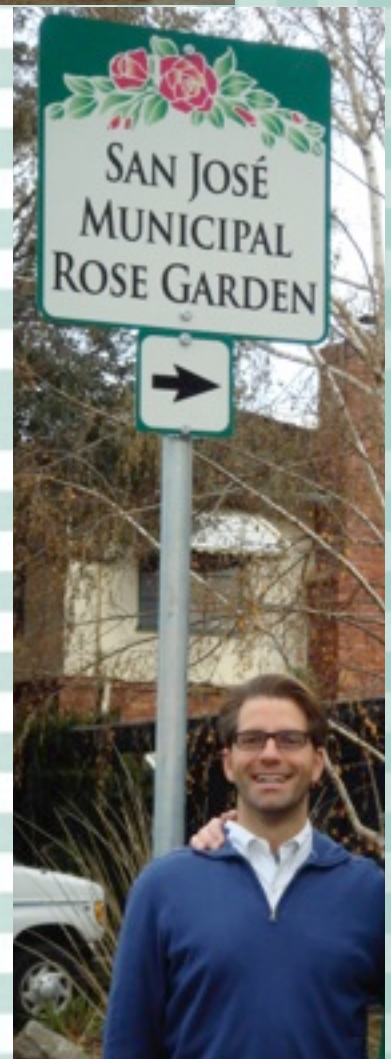
INDUSTRY



San Jose Councilmember Pierluigi Oliverio



Julie Edmonds-Mares  
San Jose's PRNS







2009 - Community Volunteers such as the Kiwanis put down weed cloth and mulch to help control weeds.







2009 - Re-dedication of the Rose Garden with Mayor Chuck Reed, Councilmember Pierluigi Oliverio, and World Famous Rose Hybridizer Tom Carruth.





# 2010 - Digging new beds for the test roses.







2010 -  
900+ Volunteers  
Prune Garden in  
~ 90 minutes.





# 2010 - America's Best Rose Garden Competition



iPad Voting in Garden





# 2010 - We Win “America’s Best Rose Garden”



Mayor Reed and Councilmember Oliverio congratulate the Volunteers





# 2010 - 2013, Blooming Successes!



More Volunteers,  
More Visitors,  
More Events,  
More Awards,  
More BLOOMS!



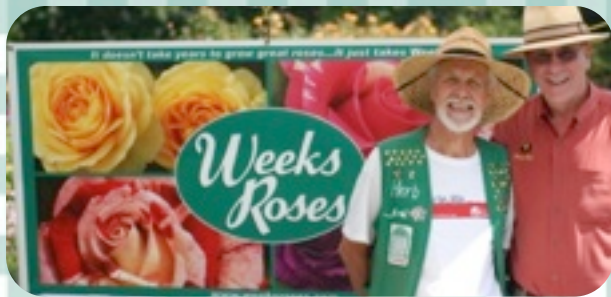


# Rose Garden Hall of Fame Award 2013



Photo from 1933







Spanish philosopher George Santayana once wrote, *"Those who cannot remember the past are condemned to repeat it"*. It is with this in mind that we share the history of the partnership between the City of San Jose and The Friends of the San Jose Rose Garden. A lot has been accomplished in the past 7 years, and the future looks bright. I hope you will join us on this journey.





# FREE ROSES!!! ★

First 300 Volunteers will receive a  
FREE BARE ROOT ROSE courtesy of Star Roses!!!!

## ROSE GARDEN

### Winter Pruning Seminar & Volunteer Day

Sat., January 11th  
8:30AM Registration, 9:00AM Event!  
**With a Food Truck Festival @ Noon!**

**LEARN  
FROM THE  
EXPERTS!!!**



**Come Join the FUN!!!!**

Learn how to prune roses from the experts!

Bring garden clippers, wear long sleeve & gloves.  
Go to [www.FriendsSJRoseGarden.org](http://www.FriendsSJRoseGarden.org) for more info

**BRING THE  
WHOLE FAMILY!**



Sat. January 11th 8:30 a.m., Naglee and Dana Ave., SJ

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