

Friends of the San Jose Rose Garden

"A Historic Landmark"

Issue 12

July 2010

America's Best Rose Garden

The first phase of America's Best Rose Garden competition has ended. The votes are being counted. The top 5 gardens will now be visited, unannounced, by official judges from the AARS.



I have no doubt that San Jose has done very well in the voting. Our visitors and supporters have always found the garden to be a special place, and have no problem letting the AARS know how they feel.

We now need to prepare for the next phase, the visit from the judges. Let's make sure the garden continues to be in the best shape possible. We have scheduled a big volunteer day on Saturday, July 10th, beginning at 8:00am. Note the earlier start time. At 11:00, we will have ice cream treats for volunteers, including special "Rose Flavored" ice cream, for the adventurous. Yes, you read that right, Rose Flavored ice cream.



Along with a visit by the judges, the AARS will be looking at

community involvement in the garden and creativity. This is where we should do very well. With our large community volunteer days, (sometimes bringing out over 900 participants), the ever expanding Master Volunteer

Program, company volunteer days recently with Google and Recology, and our weekend Docents, we are in a good position to score here.

In the end, we should be very proud of our final position. We will continue to be a vibrant, energetic volunteer group and garden, no matter what the results of the competition. - *Terry Reilly*

Here comes the Judges!
July 10, 8:00am
Volunteer Day

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





Time to get the garden in shape for a visit by the AARS Judges!

July 10 Volunteer Day

“Here Come The Judges!”

This is it! All the planting, clipping, weeding, mulching getting the garden looking good means the San Jose Municipal Rose Garden has received a lot of votes as “America’s Best Rose Garden.” *(Thank you!)* It’s all been leading up to the final judging which should take place in the next two weeks and we want the garden to sparkle. It’s time for closing arguments – present the Rose Garden at its best – and prove beyond a reasonable doubt the San Jose Municipal Rose Garden is “America’s Best.”

Our challenge - summer heat *(finally!)* really takes a toll on

the roses, and it’s important to keep the garden healthy by taking off the spent blooms.

Join us on **SAT JULY 10**
8:00 am - 11:00 am

for a mass volunteer day - **Summer Deadheading.** Note the new time, bit earlier than other events so we can beat the summer heat.

Bring your shears and gloves to clip off spent blooms and get the garden in **tip top shape for the All-America Rose Selection Judges.**

Special treat for the heat – Ice Cream! The Central

YMCA will be providing yummy ice cream for our volunteers. Plus another special treat – **rose flavored ice cream.**

Bring your clippers and gloves. All ages and abilities welcome – bring a friend for summertime fun in the garden.



Note New Time:
8:00am
Come taste the
“Rose Flavored”
ice cream!

Summer Fundraiser

We are in need of raising some funds to offset what was spent in purchasing marketing materials for America's Best Rose Garden competition. The banner and signs you may have seen around the garden were provided by GraphiXStitch (74 Race Street) and Sign Works (845 Reed Street, Santa Clara). They partnered with us and gave us great deals, but we still need to replenish the funds.

Here's how you can help. You can donate directly to the Friends of the San Jose Rose Garden (www.FriendsSJRoseGarden.org/donate.htm) or you can join us at the exciting Rosie's New York Pizza fundraiser on Saturday, July 17th.

Rosie's New York Pizza, owned by Bryan and Rosalena Garrett, is located just over 1 mile from the garden will donate back 30% of all proceeds from guest who bring the coupon below. The Garrets are long time Rose Garden residents, living just one block from the garden. They already donate the pizza for our Master Volunteer days. "We appreciate the transformation of the garden at the hands of the volunteers. We are happy to do our part to help".

Rosie's has an extensive menu, from their famous New York pizza, pasta, and the same signature salads you find at Rosalina's. You are certain to find something for everyone. You can order in, or take out. You can view their menu on the web at <http://www.rosiesnewyorkpizzasanjose.com/>

Just bring this coupon in any time on Saturday, July 17th and present it to the cashier when you order. Rosie's will donate back 30% of the order. Bring your family and friends. See you there! - Terry Reilly



Friends of the San Jose Rose Garden Fundraiser

July 17 - all day Eat-in or Take Out

Join us at Rosie's for NY Pizza, Pasta,
Rosalena's Signature Salads and more!
30% goes back to the FSJRG!

1285 The Alameda, San Jose

<http://www.rosiesnewyorkpizzasanjose.com/>

408-292-6767 - Call Ahead and place your order!

Summer Rose Care

As the weather heats up, roses need special care. Roses need a lot of water – on average at least 7 gallons a week – but during hot spells they get extra thirsty, which means extra water. When it comes to growing good roses, water, and plenty of it, is the single most important factor. Don't be afraid to get the leaves wet, in fact a weekly hosing off helps washes off dust, smog, and pesky critters. If you see what looks like salt and pepper or even spider webs on the underside of your foliage, you can bet you've got an outbreak of spider mites – a hot weather pest. Use a water wand or strong blast of water to wash them away. Clean leaves are happy leaves.



During the summer blooms may shrink in size, though some such as St. Patrick, appreciate the heat. Just as you may wilt when the temperatures sizzle, so do roses. The best defense is to keep them hydrated. Hard core rose growers will even erect sunshades to help protect prize winning blooms from sunburn.

Warm, dry weather are not conditions that favor fungal diseases, which may be a relief if your garden was troubled in the wet spring

by blackspot, mildew or rust. One thing that should not end is your fertilizer program. Roses are heavy feeders, keep them well-fed so they don't get cranky. Bloom cycles shorten during the summer, which means the next set of blooms develops quicker than during cool periods of the year. The blooms may be smaller, but they pump out faster. - Beverly Rose Hopper

Best Place to Get Married

Once again the Municipal Rose Garden has placed first in the readers survey of Best in the Silicon Valley 2010.

Mercury News Readers submitted their votes and the garden was awarded "Best Place to Get Married"

But this is not news. Just about every weekend, there are brides, grooms, family and friends sharing their special day in the garden.

Kudos to our volunteers and city staff for winning our reader's hearts this year!



Gardener Lance Loveday accepts award

America's Best Rose Garden Competition

There have been some questions asked on what we have done to raise the visibility of the garden this year to help us win America's Best Rose Garden competition. We took a several pronged approach, but in the end, we wanted to increase the awareness of the garden and spread the love of roses.

Along with the signs that greet people as they enter, we have "A" frames that encourage visitors to vote. Our garden maps explain the competition in detail. We have banners at Zanotto's Market. They have wrapped thousands of sandwiches with flyers that encourage people to visit the garden and vote.

In addition, we have had several articles placed in the newspapers, pitched by the leadership of FSJRG.

Our volunteer days continue to be a great opportunity to expose the garden to new people, to spread the love of roses, and to get them to vote for the garden. Our May event was well attended with a special speaker from Dr. Earth Co. talking about the importance of organics in your garden. We've scheduled a couple of company volunteer days, which included hundreds of volunteers from Google and Recology who spent a day spiffing up the garden. We've had Docents on the weekend with a tent that are available to answer questions and give tours. Visitors love this and we will continue to provide this service as we can through the rest of the season.

In all, our model hasn't changed too much. We've let visitors know about the competition, and made it easy for them to vote. We have a very aggressive model in the first place, promoting the garden (contest or not) so tweaking it just a bit may was not that difficult.

With the competition behind us, and as we await the results, we will continue to raise the visibility of, as the recent Editorial in the Mercury News put it - "America's Most Improved Rose Garden". - *Terry Reilly*



A Tale of Two Gardens

- Beverly Rose Hopper

San Jose has two world-class rose gardens, each containing about 4,000 rosebushes. It's important to know how they are related, yet how they differ. The San Jose Municipal Rose Garden is a historic landmark park containing primarily modern roses. The Heritage Rose Garden is a modern garden containing primarily historic roses. Confused? Let me explain.

In a nutshell, the San Jose Municipal Rose Garden is a rose garden in a park setting, and the Heritage Rose Garden is a rose garden that serves as a botanical collection.

Quite different, but they compliment each other. Ironically, both gardens are located on the same street – though it's called Naglee in front of the Muni and Taylor in front of the Heritage. Still confused? It may help to know the history why these two distinct gardens were created.

Famed architect John McLaren, who also designed Golden Gate Park, designed the San Jose Municipal Rose Garden in the early 1930's. The plan was and is, for the 11 acre garden to be a world class garden, filled with thousands of roses amid expansive lawns, picnic areas and a reflecting pool (later transformed into a fountain) It

was to be a showplace for Santa Clara County, drawing visitors from across the USA. That was true then, and with the recent restoration by Friends of the San Jose Rose Garden, it is true once more.

Initially the garden was planted with the popular roses of the day, but it also contained roses of historic interest, including roses from the California Missions and cuttings from roses grown by Martha Washington. As the decades rolled on, some of these roses died a natural death, and others were removed because they were no longer fashionable. We don't have exact dates when these treasures were lost, most likely after World War II during the 50's when America was looking to the future. The very latest varieties were planted each year, and visitors flocked to the garden to see what's new. In fact, as an All-America Rose Selection (AARS) garden, the Rose Garden receives award-winning varieties in advance of being released to the public. With the recent upgrade to AARS Test Garden status, visitors can see the roses of the future – varieties planted in 2010 for evaluation won't be on the market until 2014.

Most modern public rose gardens are filled with modern roses. Old garden roses, some which had

survived hundreds of years, were becoming at risk of being lost forever. In the late 1980's, Tom Liggett, a supporter of the Rose Garden but also an old rose aficionado, began promoting the idea of a public garden that would preserve these classic roses. Liggett's concept was for a botanical collection, or a "rose encyclopedia" rather than a mass display of roses. The collection would contain rare or endangered roses, roses that may be rare in the future, roses of importance to hybridizing, and also unknown and modern roses of note, hence "heritage" roses. As the Heritage Rose Garden was intended as a preservation site rather than a park, a previously unusable plot of land under the flight path of the airport could be utilized. In addition the project was pitched to the City as low/no-maintenance; no-spray, all-volunteer, and initially no deadheading. There would be no lawns; restrooms, picnic facilities, water features or other structures that would require maintenance other than drip irrigation and the roses themselves.

The Heritage caused a sensation in the rose world, because there was no other collection like it in the USA, or even perhaps in the world. In recognition of this, it was the first inductee in the Rose Garden Hall of Fame by the *Continued next page*

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organization Great Rosarians of the World (GROW). Jill Perry is the current Curator of the Collection, and the Heritage is a joint venture with the City of San Jose and the Guadalupe River Park Conservancy.

Friends of the San Jose Rose Garden and the transformation of the San Jose Municipal Rose Garden have also caused a sensation. FSJRG has received much press, many local and national awards, including recognition by California State legislators and the US Congress. FSJRG strives to set high standards and we are

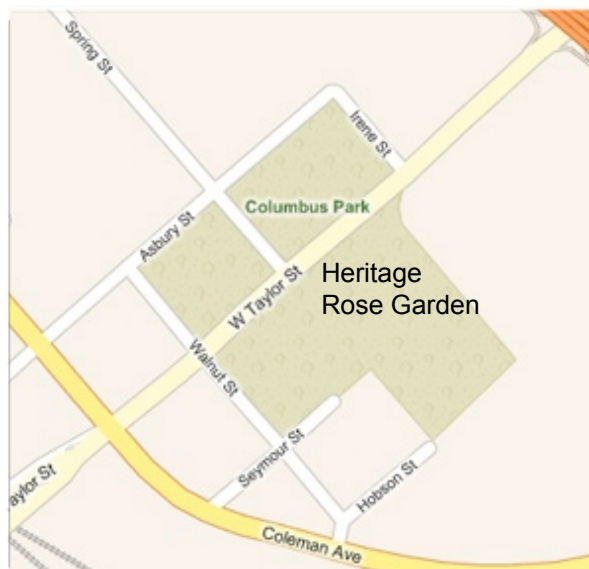
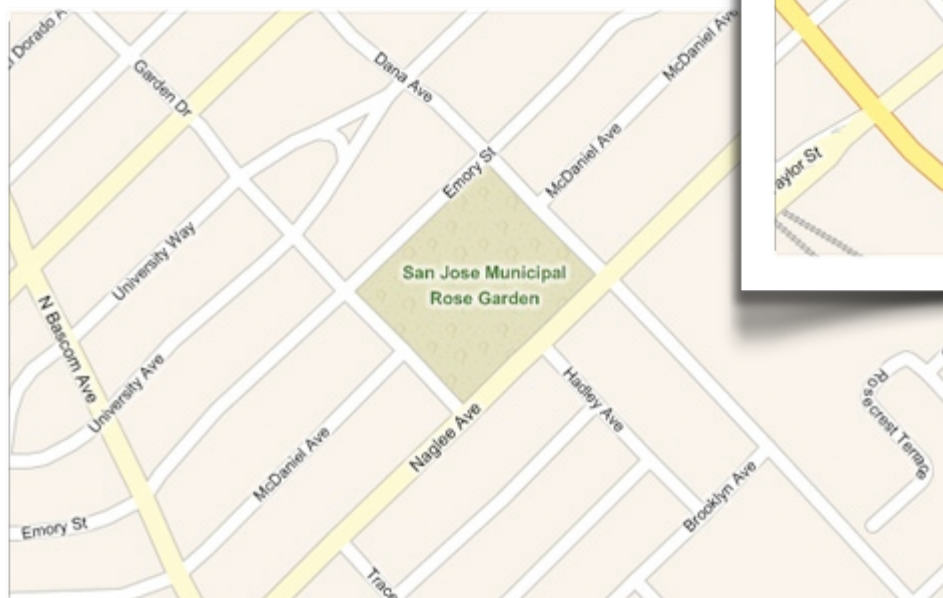
proud our program is being used as model by other communities. We are grateful for our wonderful volunteers and the public/private partnership with the City of San Jose.

Though there have been many changes over the decades, the San Jose Municipal Rose Garden has returned to its roots as a showplace, a destination, an oasis of tranquility and beauty. It is as one volunteer said, a place one “can breathe.” And it may quite possibly be “America’s Best Rose Garden.”

Serious rose fans will want to become well acquainted with both gardens. As they are located within 5 minutes of each other, it’s easy to do. Plan on picnicking at the San Jose Municipal, as facilities at the Heritage are quite limited. But bring your camera to both!

The San Jose Municipal Rose Garden is located at Naglee and Dana

*The Heritage Rose Garden located at Taylor and Spring Street
(Naglee changes name to Taylor at the Alameda)*





1000 Hour Volunteers

Recently, two volunteers were celebrated for surpassing the 1,000 hour mark.

The first to hit this milestone was Myles Tobin. Myles is the Director of our Master Volunteer Program, and can be found in the garden with his distinctive straw hat. He is also one of our Test Rose judges.

Harry Garcia met this mark this month, and is also a fixture in the garden. Harry is one of the rare folks that enjoys weeding above all.

The dedication and commitment of these individuals is seen every day. They know the pulse of the garden and are a valuable asset to our organization.

Myles and Harry, thanks for your hard work and inspiration!

Recology Volunteer Event

On June 25th, Recology scheduled an employee volunteer day at the garden. Recology is an employee-owned company which provides waste management services to more than 570,000 residents and commercial customers. Your yard clippings may be picked up by Recology in some cities in the Bay Area.

Over 150 employees, some coming as far as Marin County, descended on the garden. They planted 51 roses bushes, donated by the employees, weeded, and spread 100 cubic yards of their own special compost mix, donated to the garden.

This will really help the garden look great for the judges that will be coming this month.

Recology's motto is "Waste Zero" and they really live by that motto. All the weeds, deadheads, and plant material from the event was taken away and will be turned into mulch!

Recology believes in good corporate citizenship and it really showed with the enthusiasm in each and every employee-owner. Here's a video of the event: www.FriendsSJRoseGarden.org/photo_gallery.htm Thanks to Recology for all their hard work! - *Terry Reilly*

The best way to find yourself is to lose yourself in the service of others. - Ghandi

Google in the Garden

The “Google Serve” event on June 11 marked another milestone for Friends of the San Jose Rose Garden – it was our first corporate volunteer event. 300 energetic “Googlers” transported by buses, descended on the San Jose Municipal Rose Garden to complete a wide range of tasks. Besides the usual deadheading and weeding, Googlers dug out poor performing roses and replaced with new varieties, painted the Tuff Shed, spread pea gravel in the cage, mulched the outside perimeter, applied alfalfa and fertilizer, and swept the historic wrought iron fence that surrounds the entire Rose Garden.

Google Serve is held annually, when Google employees have the opportunity to serve the community through various volunteer activities. Of the 40 events organized for Google volunteers this year, our event at the San Jose Municipal Rose Garden was the largest.

A project this big takes a lot of coordination, and the liaison between Google and FSJRG was Hands On Bay Area (HOBA), who did national coordination for the “Give a Day, Get a Disney Day”

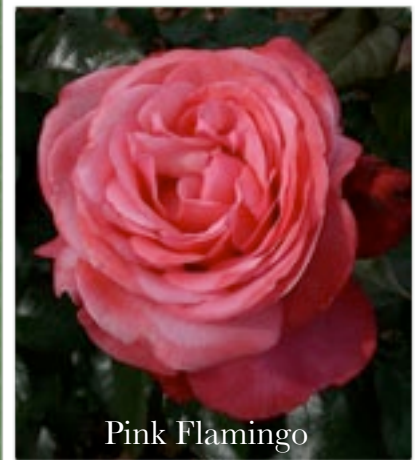
promotion. Team Leaders from HOBA paired up with FSJRG Master Volunteers to supervise Google volunteers and did a fabulous job keeping the hard working volunteers busy and the event running smooth.

It was especially fitting Google was our first corporate event, as Google played an important part of the founding of FSJRG. After our first deadheading event in September of 2007, Terry did a Google Mash-up (map) of the volunteer turnout, which confirmed what we suspected, that the Rose Garden project was bigger than neighborhood, it was a regional issue. This encouraged our outreach and growth, and well you know the rest of the story!

Check out photographs in this newsletter of Adobe Sunrise and Pink Flamingo, two pre-release roses for 2011 planted by Google volunteers (not-pictured is Oregon AARS '75)

Thank you to all who participated in this special event. It paved the way for future corporate events, including Recology, and we look forward to many more. -

Beverly Rose Hopper



Pink Flamingo



Adobe Sunrise



A video can be seen at www.FriendsSJRoseGarden.org/photo_gallery.htm

Junior League Award

Recently, Friends of the San Jose Rose Garden (FSJRG) was honored by the **Junior League of San Jose** and received commendations from the **US Congress**, several **California State Senators and Legislators** along with other awards in recognition of the rescue and restoration of the San Jose Municipal Rose Garden. In less than three years, FSJRG has had over 3,000 volunteers from across the Bay Area and beyond participate by clipping, weeding, and tending this historic landmark park, planted 1200 roses, and contributed approximately **\$400,000** in services and products to the City of San Jose.

Movie Night in the Rose Garden



Movie night honoring the Friends of the San Jose Rose Garden

To highlight the successes of the Friends of the San Jose Rose Garden, Councilmember Pierluigi Oliverio is sponsoring a “Movie Night” in the Rose Garden.

From being named “Best Place to get Married,” the Award from the Junior League, and to recognize the efforts in “America’s Best Rose Garden”

competition, there have been some great successes in the past year.

The planning stages have begun, with contacts to sponsors, and getting all the paperwork in order.

The date is scheduled for Friday, Sept. 10th. I hope everyone came make this special event.

Master Volunteer Road Trip

On May 4th, a group of 25 Master Volunteers took a road trip down to Watsonville to visit the Testing Fields of Star Roses.

Jacques Ferare of Star Roses hosted us, and gave us a great tour of the fields.

Star Roses has been a big supporter, donating many varieties to the garden, as well as the hundreds of roses given to volunteers at our pruning day.

We were able to see some new rose varieties being tested, and Jacques answered many questions the Master Volunteers had for him.

These road trips are just another benefit one has as a Master Volunteer. Sign up today!

