

I speak from experience when I say, *what the American Rose Society needs is a leader with national presence, the ability to communicate our mission, values and goals; one who can bring positive awareness of the Society with creative ideas and innovative programs; one who has a natural tendency to reach out to others and inspire them to join us, one on one, with an audience, and by masterful use of the media.*

How is that helpful to our mission? We believe the American Rose Society offers a great product – an important mission in promoting “the culture, preservation and appreciation of the Rose”, rose horticulture education through excellent, time-tested programming, an incredible network of local societies and members, great publications and much more. In the past two years, we have been spreading that good news far and wide; the Society is growing for the first time in a number of years. We must continue and expand those efforts; for if we are not encouraging others to grow roses and inspiring them to join the ARS, we are not fulfilling our mission. If we are not growing in members, we are losing members due to attrition. More members = more people growing roses, and with more members comes the ability to continue to enhance the important work of the American Rose Society.

I encourage everyone: do not underestimate the incredible value of an ability to communicate our mission, and spread the word that growing roses is an enjoyable and worthy avocation, and that ARS is the place to find that information.

Chris VanCleave is the highly qualified leader who will bring fresh perspectives to the Society! He is the ‘new blood’ that ARS members voted for in 2015 when they changed the qualifying requirements for ARS Vice Presidential candidates. He is a magnetic spokesperson for the ARS. But, equal to that important quality is his knowledge of rose horticulture and his passion to deliver rose horticulture education to our members and the public, through innovative programming that he is known for. Equal to his commitment and being a great advocate for ARS is his 25 years as a bank officer: he will bring his financial and management skills to work for the Society.

I wholeheartedly endorse Chris VanCleave for ARS Vice President!



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