

PAUL ZIMMERMAN ROSES

Dear American Rose Society Members

Every now and then in the life of any organization a moment arises that has the potential to take it to another level. In my opinion we now have the chance to seize one of those moments in the proud history of the ARS. We can do that by electing Chris VanCleve to be our next Vice President and President Elect. With his leadership we have a chance to strengthen and broaden the ARS in the proven ways Chris has already reached so many rose growers across this country. Many of whom I bet didn't know about the ARS until Chris showed up!

My experiences from my former rose nursery, my current company, my You Tube channel and more, have all taught me one thing. Customers and people always respond positively when they feel I am not just providing a product but I am also providing education. Chris is a born teacher and the fact he has turned that gift to exciting others about rose growing is a boon for not only the rose industry but also the ARS. Having Chris as our leader will further expand his ability to pass along his passion, enthusiasm and teaching gifts to a new group of rose gardeners. And that's a win/win for roses and the ARS.

This also needs to include the next generation of rose growers. We all know instinctively that the best way to reach them is through social media. But knowing instinctively we need to use social media is different from actually knowing how to do it. Chris is one of the leading cheerleaders for roses on social media and has proven he knows how it works.

Through his sites on Facebook, Twitter and Instagram Chris is constantly promoting roses to that next generation of rose growers. As someone who has had the frequent privilege of being a guest on this RoseChat Podcast, I know Chris has a passion and gift for communicating about roses. What is perhaps most important is that he does this in an approachable manner. Reaching the next generation of roses growers will be done via the social media channels they are already on. Chris not only knows how but he is already doing it.

The rose industry is growing. The American Rose Society is growing. I know gardeners are loving roses again. This is an exciting moment for roses. It's a unique moment for The American Rose Society. It's time to seize that moment That's why I am whole heartedly supporting and voting for Chris VanCleave to be our next Vice President and President Elect. I ask you to do the same.

Paul F. Zimmerman
Owner
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