

Dune Rose®



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NEWSLETTER OF THE SOUTHAMPTON ROSE SOCIETY—AN AMERICAN ROSE SOCIETY AFFILIATE

Roses From Abroad: Decoding Kordes

by Jeff Wyckoff

Editor's Note: At the recent SRS annual meeting, Peter Kukielski spoke at length about the advances being made in the disease resistant rose market, especially the cultivars from Kordes. In this excerpt from a recent issue of American Rose, Jeff Wyckoff decodes the Kordes Rose Collection and gives advice to those interested in growing and exhibiting these unique roses.

The firm of W. Kordes Söhne (Wilhelm Kordes' Sons) was founded in Sparrieshoop, Germany in 1919 by Wilhelm Kordes II and his brother Hermann Kordes. Their father, Wilhelm I, had started a nursery business in Elmshorn in 1887. Although some of their early varieties were apparently bred by Hermann, Wilhelm II quickly became the chief hybridizer. He was followed by his son Reimer, who died in 1997, and by Reimer's son Wilhelm III. Two of Hermann's sons, Hermann and Werner, plus other family members have been, and continue to be, involved in the company.



W. Kordes Söhne recognizes 1887 as their founding date, and will celebrate their 125th anniversary next year. In this time they have introduced thousands of roses to commerce around the world. Their impact on the American rose market is evidenced by the fact that five Kordes varieties are among the ten highest rated floribundas listed in the 2011 Handbook for Selecting Roses, as are four of the five highest rated shrubs.

Over the years their varieties have won a number of AARS awards, plus two J.A. Gamble Fragrance awards, for 'Crimson Glory' and 'Sunsprite'. Kordes also breeds extensively for cut flower roses, many of which, e.g. 'Kardinal', have made their way into the garden and onto the show table. For many years, Kordes had an exclusive agreement giving Jackson and Perkins the right of first refusal on their varieties. J & P introduced few of their roses over the years, one of the last being the AARS winning floribunda 'Eureka' in 2003. Varieties that J & P passed on, such as 'Keepsake' (Esmeralda) and 'Helmut Schmidt', were often then picked up by other growers such as Edmunds' Roses. The Kordes/J & P agreement came to an end in 1997.

Newflora LLC was formed by Gary and Christine Pellett in Central Point, Oregon, as the exclusive agents for Kordes in North America in 2003. Newflora functions as a testing and marketing agency for Kordes, trialing up to 350 new varieties every year in different locations around the country and deciding which of these will be released on the North American market. They are not in the retail rose business, so don't bother placing orders or showing up in Central Point (if you can find it) with cash in your hand. However, as shown on their website www.newflora.com they have at least nine retail outlets in the U.S. and Canada to which they license Kordes' varieties.

As mentioned in a previous Roses From Abroad article, virtually all Kordes roses sold on the American market were originally given German names, many of which are

Continued on page 7

In this Issue

1
Roses from Abroad:
Decoding Kordes

2
President's Letter

3
A Look Back
SRS: 2003-2007

4 - 5
The Season in Pictures

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Dear SRS Members

So much to share with you as I write for our last issue of 2011 *Dune Rose*. In April we had our wonderful informative Pruning/ Rose Care Session presented by the very knowledgeable and novice friendly Johnette de Freitas and Peter Bertrand. May brought Gaye Hammond, National Coordinator for Earthkind Rose Research and a member of our SRS from Texas to our Members' Breakfast at the charming Plaza Café. Our Rose Photography Workshop returned to the calendar thanks to Nancy Stone.

Our very favorite Kids' Educational Program and Art Exhibit was also held in May with Peter Bertrand's fun instructions on "How To Plant a Mini Rose" and Liz Kearns' efforts to promote our Kids' Art Exhibit. Everyone left with a smile, cookies, juice and a mini rose in hand.

June was as always the busiest month for SRS with Freda Smith presenting the "Bring Home the Silver" workshop at Helga and Ed Frohling's lovely garden. Freda is a member of SRS, serving many times as a SRS Rose Show judge, an ARS Consulting Rosarian, Horticulture and Arrangement Judge.

June was the month for our 35th Annual Rose Show. An outstanding success and amazing showing of roses despite the very Springy Rainy Weather!

Harvey and Hal spent much time choosing how best to celebrate our 35th Anniversary. Their decision to participate in the Southampton Village July 4th Parade was outrageously perfect and provided exposure beautifully for our SRS.

NancyJane and Jeffrey Loewy graciously hosted our SRS Annual September Garden Party. Perfectly beautiful garden; perfect hosts and grand attendance.

October 15 was our last event of 2011. Incoming President Hal conducted the meeting in my absence. Peter Kukielski, Curator of the Peggy Rockefeller Rose Garden and a SRS friend presented the lecture. I was sorry to miss the meeting mostly because of not being able to present the awards. My very favorite duty as President.

Hal received the Bronze Award intended for a member of SRS and the ARS. He has contributed tremendously to our SRS both in time, energy and talents. And he knows a lot of talented people.....also known as resources!

I wanted to tell Gary Lawrance who received the coveted President's Award how much I appreciated his continued support, kindness and thoughtfulness in performing the duties of the Publicity Chair. He travelled many times from Stony Brook to post posters, remove posters, change posters, and on and on.

I wanted to see Adeline and present her with the Directors' Award and express my appreciation to her for inviting me to a SRS Board meeting as a guest and instantly I became President. Still wondering how that happened! Mostly, wanting to hug her and thank her for all her many years, weeks, days and hours selflessly spent contributing to the success of our SRS.

Lastly, I wanted to express my great respect and admiration for Dorothy Nigro, our Rosarian of this 35th SRS Anniversary year. Dorothy continues to play an extremely important role in the success of our SRS. Dorothy is always available to all of us when we need advice. Dorothy received the American Rose Society Consulting Rosarian award.

And now it is time to show our incoming President, Hal Goldberg, that we will support him and continue to work together to insure the future success of our SRS.

Thank you so much for the honor of serving as SRS President,

Carol Kroupa

Carol Kroupa, President

SRS Enters The Age Of Fundraising & Technology 2003 Through 2007

By Adeline Christie



ADELINE CHRISTIE
President Emeritus 2006-2007

The pivotal moment that nudged me towards the Presidency was a phone call I received from Helga Dawn-Frohling in June 2002. Helga was working tirelessly on the SRS Rose Garden project, and asked if I would lend a hand in choosing the roses, signage and oversee the spring planting. Helga not only donated the Gazebo in memory of David, her husband, but garnered financial support to spearhead the project. It became evident, however, that the SRS would have to assume the final costs of construction and plan a fundraising program to insure the Garden's future.

In June 2003, Jane Indoe, First VP, and I, Second VP, teamed up to Co-chair the First Biennial Cocktail Party Fundraiser, "Think Pink!". It followed on the heels of the Dedication Ceremony with Helga Dawn-Frohling and socialite CZ Guest, as Honorary Chairs and a Host Committee comprised of many members, who proved their mettle at this first attempt at fundraising. The event was held at "Fairfield", Hillary Geary's estate. Although we were neophytes, the event produced a net profit of \$46,000 to cover the balance of the construction costs.

After catching our breaths, and as the newly-elected President in 2006, I turned the focus towards some necessary administrative tasks:

- Composed SRS Corporation By-Laws
- Created Policy & Procedure Manual
- Hired Accounting firm.
- Created Audit Committee
- Created Master Data Base for Fundraising & Mailings
- Designed new Logo and Trademark Filing
- Redesigned GREEN BOOK
- DUNE ROSE went color
- Established SRS Rose Garden Endowment Fund

Continued on page 6

JANE INDOE
President Emeritus 2004-2005

Jane stepped into the presidency in 2004, and I happily accepted the role of First VP. Jane's generosity took many forms. She was not only a hard worker and a major contributor, but also she and her husband Bill hosted many dinner parties at their magnificent estate for visiting guest speakers including Ray Reddell, Peter Beales and Odile Masquelier. They also opened their breathtaking gardens, designed by Edmund Hollander, for garden tours and pruning sessions. Their daughter Merrill, a talented chef, volunteered her services at many SRS events.

Seamlessly, Jane combined her love of roses and literature with her keen sense of style and elegance to produce an entirely new, revamped DUNE ROSE. She brought in Serra Yavuz as designer/publisher and Lyn Hamer as Editor. Their professionalism received accolades from everyone. Lyn was also the creator and driving force behind the Photography Competition. During Jane's tenure, the Annual Fall Fundraiser Mailing was initiated.

In June 2005, in an effort to lure more people to the Rose Show, Lance Brilliantine and I produced the first Rose Parade & Rose Art Competition, "The Subject is Roses", and it was crowned ROSE DAY.

Publicity was ramped up, and Lance and I were interviewed on Plum TV, (which can be revisited on our website) along with radio ads. Jobs Lane was again renamed Rose Lane during that week, and local corporations – A.G. Edwards, Dermot Dolan of State Farm Insurance, Buzz Chew, Jaguar of Southampton, Vespa Southampton – lent a hand. It's hard to recollect the quantity of SRS tee shirts, baseball hats, bouquets of roses, and signed/numbered "Mandad" posters that sold. What will remain in our collective memories, however, were the convertibles, vespa's and antique firetrucks festooned with rose creations by Lisa McWilliams, the marching bands, Dennis Sheahan & his labrador "Bounty" in a Mercedes, the Ethel Merman impersonator belting out "Everything's Coming Up Roses" with Alfred Christie aboard the Jaguar, the Lynch float, the Marders float, the lovely ladies in the Hat Competition, the "Sweet Adelines" chorus, the Bob Beck quartet and free refreshments provided by local food shops. The cost of \$16,000 was paid for, in its entirety, by selling merchandise and advertising in the Events Guide.

The Season In Pictures

For the past five years, Diane Vahradian has been documenting the comings and goings of the Rose Society in wonderful images. A retired professional photographer, she is one of our most dedicated and cherished members. You've surely seen her on the sidelines of every event and if you've been lucky, she's pointed her lens in your direction. In this, our final issue of 2011, we've asked her for some of her favorite photos of the Season.



Opposite page, clockwise from top left:

The childrens' art show, our 35th annual Rose Show, photography workshop lecturer Nancy Stone, Art Show Winner Harvey Feinstein, "Bring Home the Silver" presenter Freda Smith and members.

This page, clockwise from top left:

Helga Dawn-Frohling & Freda Smith, Carol Kroupa & Hal Goldberg, Mimi Goldberg, Carol Kroupa, Hal Goldberg, Nancy Rollins & guest speaker Gaye Hammond, "The Rose Girls"—Southampton 4th of July Parade, "Mini-Rose" presenter Peter Bertrand and fans.



Southampton Rose Society: 2003-2007

ADELINE CHRISTIE (*continued from page 2*)
PRESIDENT EMERITUS 2006-2007

- Expanded Membership Benefits: “free” Annual Members’ Breakfast Forum with Guest Speaker and “free” Members’ Garden Tour
- Initiated new Members’ Appreciation Awards including: ROTY Award; Director’s Award; Dune Rose Award; Outstanding Service Award; re-introduction of ARS Bronze Medal of Honor
- Created new format for Annual Meeting/Luncheon with Lecture by a noted rosarian.

However, the Second Biennial Cocktail Party Fundraiser was at the top of the agenda. Carole and Fred Guest kindly offered their gorgeous estate, “Folly Fields”, a captivating fairytale-like setting smothered in roses. Carole, along with Gloria Kaye and I, Co-Chaired the event with Honorary Chairs, Adrienne & Gigi Vittadini and Helga Dawn-Frohling and a Host Committee comprised of some well-known notables. Despite a thunderstorm of monsoon proportions, it neither put a damper on the fun nor the profits, as we netted a phenomenal \$44,000. This would seed the newly established SRS Rose Garden Endowment Fund.

In May of 2007, the Children’s Educational Program, long in germination, came to fruition. It was aimed at introducing children to roses and teaching them how to create and care for their own rose garden. A mini-rose plant along with the “Mini-Rose and How It Grows” booklet was given to each child. I wrote it in a visual, cartoon format to hold their interest. Peter Bertrand, our expert pruning instructor and curator of the SRS Rose Garden, leads the kids’ program each year with patience and dedication. It has been a little success story that keeps growing and bearing fruit!

During June of 2007, with the aid of Helga Dawn-Frohling and Carole Guest, we staged a magnificent Garden Tour that people still talk about. Who can forget our gracious hosts: Anke & Juergen Friedrich; Carole & Fred Guest; Sandra McConnell; Mary “Saki” Mitchell, and Jo Hallingby’s spectacular properties. It was a very successful Garden Tour Fundraiser, and “awesome” took on a new meaning.

Later that summer, Marty Richards, Broadway producer, donated the life-size bronze sculpture of three-year old Mary Lea Johnson Richards. It was the creation of her brother and famed artist Seward Johnson, Jr. The Dedication Ceremony took place in the SRS Rose Garden, where the sculpture stands today, in memory of Marty’s late wife, Mary Lea.

A high note in 2007 was the launch of the original SRS website – www.southampton-rose-society.org. Along with the kids’ program, it was one of the most im-

portant goals I set for the SRS. It was a beautiful, elegant site, that mirrored the SRS’s image, while offering an informative and educational tool for adults and children. It also enabled electronic mailing of DUNE ROSE to keep our publishing costs down. David Alexander of Opal Computing, Lance Brilliantine, Nancy Rollins and I worked together on the design, and the SRS entered into the technological age! The website today has an entirely new look created by Curtis Eaves, but its original content and template survived. Most importantly, it continues to be a safe harbor for our archives, while offering an additional dynamic feature.

We also began the Lecture Series following the Annual Meeting. I was privileged to meet many people, whose personal and professional lives were changed dramatically by their fascination with the “rose”. However, nothing was more exciting than to finally meet the world-renowned Peter Beales, who was invited to speak in October 2007. Peter, who was President of the Royal National Rose Society in the UK (2003-2005), was the recipient of the highest accolade in the rose world: “The Royal Horticultural Society Victory Medal of Honour”. He has the largest collection of rose specimens in the world, and has hybridized roses for the royal family and many of the rich and famous. Peter’s visit was generously sponsored by the Nigro family.

I had the honor and pleasure to serve with a unique Board of Directors, who, not only made the journey an enjoyable experience, but were always supportive and made our aspirations a reality:

Gloria Kaye and Nancy Rollins, 1st VP/ Rose Show Chair and 2nd VP/Membership Chair, respectively and Lance Brilliantine, 3rd VP, made up the Executive Committee; Cornelia Bostwick, Secretary; Dennis Sheahan, Treasurer; Judy Hetzel, Program Chair; Helga Dawn-Frohling, Rose Garden Chair; Lyn Hamer, DUNE ROSE Editor; Carole Guest, Publicity Chair; and Lee Packman, Program Chair, filled in the Chair left vacant by Judy’s retirement, were excellent in their individual roles. They all played an integral part in our success and were invaluable to me on so many levels. Donald Kaye, who was neither a Board member, nor an SRS member, should be mentioned. He was our loyal rose show volunteer, who did the heavy lifting with Peter Bertrand year after year.

Members, who served on various committees and played very special roles during my presidency were: Cynthia Brodsky; Tom Clarkin; Joy Cordery; Johnette de-Frietas; Harvey Feinstein; Ed Frohling; Mimi & Sheldon Goldberg; Warren Hamer; Kathleen Higdon; Carol Kroupa; Mary “Saki” Mitchell; Suzanne & Bill Murphy; Dorothy & Dr. Richard Nigro; Dr. Elliot Packman; Dozie Sheahan; Selma Sherter; Sally Stryker and Diane Vahradian.

Decoding Kordes

Continued from page 7

unintelligible to American rose growers; while most of these could be directly translated into English or renamed with more saleable monikers. Newflora is working toward this end by renaming some varieties in consultation with the home office. Kordes themselves have chosen to retain some of the original names while changing others, and of late they have been grouping many of their roses into “families”, denoting similarities of plant sizes, bloom habit, usages, etc. This is a marketing device similar to that used by the Knock Out, Flower Carpet, Pavement, and other series or families of roses.

Four of these families that American rose buyers will encounter in seeking Kordes roses are:

Fairytale™: These are mostly floribundas with “nostalgic style” blooms, meaning fairly heavily petalled. They come in all colors and have been chosen for the excellent disease resistance and cold hardiness. Five of the Fairy Tale family have won ADR awards for excellent disease resistance coupled with great garden performance.

Vigorosas®: This group, seemingly so-named because of plant vigor, consists of floribundas and shrubs with generally a low, spreading growth habit. Nine varieties in this family have received ADR awards, In Germany this group is known as “Rigo Roses”, presumably for the rigorous breeding and testing standards they undergo.

Kordana®: This family is a collection of miniature pot roses which are not selected nor originally intended for use as garden roses. They are selected for commercial greenhouse culture for the consistency of rooting, suitability for greenhouse forcing, duration of blooms on the plant, number of blooms per stem and the shape of the blooms. However, Newflora will be introducing a few of these they feel are suitable for garden use, but will not be using the name “Kordana”.

Freelander®: According to Kordes, this collection is intended as outdoor cut flowers, which sounds like a contradiction in terms. It seems however that cut roses grown outside of a greenhouse has become quite a successful enterprise in Europe and, according to Newflora, is beginning to catch on here in America. This family is bred and selected for the stem length, the high number of stems produced per plant, vase life of the cut flowers, beauty and fragrance. These roses are not considered to be roses that Kordes would introduce for garden or home use, although a few, such as ‘Fantasia Mondiale Freelander’ (KORsata) may work reasonably well in a garden setting. They are nearly all classed as hybrid teas.

This all seems very simple and direct. However, as many rose growers have learned, very little regarding Kordes’ rose names is simple and direct. In the first place, Kordes tends to latch onto favorite names and reuse them repeatedly. For example, someone in the firm must have had a childhood fascination with the Cinderella story, and consequently we now have ‘Cinderella Fairy Tale’ (KORfobalt), a shrub, ‘Cinderella Freelander’ (KORMixosia), a hybrid tea, and ‘Cinderella Kordana’ (KORpagbel), a miniature...

“Their impact on the American rose market is evidenced by the fact that five Kordes varieties are among the ten highest rated floribundas listed in the 2011 Handbook for Selecting Roses, as are four of the five highest rated shrubs.”

Rather than throw up our hands in despair over this situation, we should consider approaching it positively, rather like a big jigsaw puzzle. Arming ourselves with the sources given above, plus the “Contact Us” tab on the Newflora website, we can successfully decode Kordes and do some informed shopping for some very disease free and floriferous roses.

Sources:

PALATINE ROSES Tel. (905) 468-8627
Website: www.palatineroses.com

PICKERING NURSERIES, INC. Tel. (866) 269-9282
Web: www.pickeringnurseries.com

EDMUNDS’ ROSES/JUNG SEED COMPANY
Tel. (920) 326-3121 Tel. (800) 347-7609
Web: www.edmundsroses.com

ROSES UNLIMITED Tel. (864) 682-7673
Web: www.rosesunlimitedownroot.com

WEEKS WHOLESALE ROSE GROWER, INC.
Web: www.weeksroses.com

HEIRLOOM ROSES, INC. Tel. (503) 538-1576
Web: www.heirloomroses.com

NORTHLAND ROSARIUM Tel. (509) 448-4968
Web: www.northlandrosarium.com

CHAMBLEE'S ROSE NURSERY
Tel. +1 (800) 256-7673
Web: www.chambleeroses.com

MCDONNELL HORTICULTURE INC.
Tel. (910) 245-7723

For additional information about purchasing Kordes Roses, go to www.newflora.net.



Southampton Rose Society
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2012 CALENDAR



Saturday, April 14, 10:30 a.m.
Pruning & Rose Care Session



Saturday, May 12, 10:30 a.m.
How to Plan a Mini Rose &
Children's Art Show



Monday, May 19, 9:30 a.m.
Members' Breakfast



Saturday, June 9, 11:00 a.m.
"Bring Home the Silver" Workshop



Saturday, June 16, 7:00 a.m. – 4:00 p.m.
Rose Day – 36TH Annual Rose Show



Saturday, June 30, 6:00 pm-8 p.m.
Cocktail Party Benefit



Sunday, August 12, 4:00 p.m.
Raindate: August 19
Members Garden Party &
Photography Competition



Saturday, September 15, 11:00 a.m.-3 p.m.
Garden Tour



Saturday, October 6, 11:00 a.m.
SRS Annual Meeting/Luncheon /Lecture



TBD
Photography Workshop
Website Workshop