

Dune Rose®



VOLUME 39, NUMBER 5
FALL/WINTER 2015

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

President's Letter



One of the most beautiful summers in recent memory has come and gone in the Hamptons. The weather was spectacular and the blooms responded in kind. This year the roses at the Rogers Memorial Library SRS Rose Garden were exceptional and drew great crowds. Our mission to create beauty through cultivation and education about our national flower, the Rose, has been realized for another season.

THE BOARD:

First and foremost, many thanks to the people who served on the previous Board and to those who chose to remain on the Board in support of our organization.

A special thanks to Hal Goldberg who served as our President for 2 terms, totaling 4 years. Hal was instrumental in increasing the visibility of the SRS in our community. His efforts will continue to show in years to come with the growth of our organization. We are deeply appreciative of Hal's efforts and he will remain on the Board as 1st Vice President.

Lyn Hamer received the President's Trophy at our annual meeting on October 2nd, congratulations Lyn! Lyn has graciously accepted the position of 3rd Vice President and will take a more active role than in her previous position on the Advisory Board. We are grateful for her knowledge, guidance and experience. Lyn's dynamic enthusiasm and engagement in the SRS is an asset to our organization.

Catherine Townsend is now our Publicity Chair. Catherine's energy and social media savvy is helping to bring the SRS into the modern age and move us toward the next generation. Her efforts include helping to manage our website and increasing our social media exposure on Facebook, Twitter and Pinterest.

Greg D'Elia, a long-standing member of our community, is new to the Board as Secretary. The SRS is very appreciative to have Greg on our Board. He is highly engaged in the community of Southampton and will help to bring new energy and ideas to the future growth of the SRS.

Personally, I want to thank both the Board and Advisors. I am honored to have been chosen to lead our dynamic organization for the next two years and look forward to getting to know more of our members in 2016.

MEMBERSHIP:

I am proud to say, the SRS is one of the largest individual chapters under the umbrella of the American Rose Society (ARS). This time last year the SRS had

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SOUTHAMPTON ROSE SOCIETY
BOARD OF DIRECTORS

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Hal Goldberg

2nd Vice President

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3rd Vice President

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Treasurer*

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Dorothy Nigro

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The Southampton Rose Society, established in 1976, is a 501(c)(3) not-for-profit organization affiliated with the American Rose Society.

Dune Rose is the newsletter of the Southampton Rose Society, which is published March through December.

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*Photos from the 2015
Garden Party*



180 members and now we have 195 members. One of several initiatives is to offer exciting, engaging events that will generate more interest and grow our membership in 2016 and beyond.

We encourage each member to bring guests to all of our events. Please share your experience and help generate interest for new potential members. We recommend when a friend or family member asks you to support a charity that is close to their heart, ask them to please support the SRS, which is close to yours. A donation of \$60 will help our organization grow and give the donor a 1-year membership. Increased involvement will continue to make the SRS that much more interesting, vibrant and enjoyable.

EVENTS & FUNDRAISING:

This year, our Annual Luncheon and Lecture at The Meadow Club of Southampton was one of the most exciting events of the 2015 Season. I am very proud to have kicked off my Presidency with the lecturer being a personal friend of mine, Kellie Como, VP Fragrance Development at Interparfums USA. Her lecture was engaging, educational and participatory. Those who attended had the chance to learn language and methods used by perfumers to develop fragrances. Attendees also had the opportunity to smell a variety of fragrances and learn how to distinguish different notes among them. The feedback I received showed this to be one of the most engaging and exciting lectures the SRS has had in recent years. The highlight of the event was a gift from Kellie, of a custom blended rose fragrance she developed specifically for the SRS. We now have our very own Southampton Summer Rose fragrance! This fragrance can be used exclusively by the SRS for fundraising events in the future.

The goal for fundraising during the 2016/2017 seasons will be to increase the endowment fund. Hal Goldberg is in the process of forming committees to launch a Capital Campaign in 2016. We, as a Society, have made a moral and financial



commitment to maintain the beautiful rose gardens within our community. This hope starts with approaching local businesses to sponsor the SRS. They can become a Corporate Sponsor and will get brand visibility at our events. In turn, the SRS will have visibility at their place of business.

Our plan also includes simplifying event programming with exciting, engaging and relevant events. The biennial Cocktail Party Fundraiser with silent auction will now become an annual event. It will always be held on the last Saturday in June at one of our member's gardens. This event will be something to put on your calendar and to look forward to each year! The 2014 Cocktail Party Fundraiser generated a net profit of ~\$15k for the SRS. This is the type of success we need to be a financially healthy organization. The complete events calendar for 2016 is located in this issue of Dune Rose.

LOOKING FORWARD TO 2016:

This year the Village of Southampton celebrated its 375th anniversary with more festivals and events than ever before. Our village is growing, vibrant and filled with life. The members of our Society have several things in common which are our love of Roses, the beautification of historic Southampton Village and a passion for learning how to create beauty in our own gardens.

How fortunate we are to spend time in one of the most picturesque places in the world. In 2016 the SRS will be celebrating its 40th anniversary. Please join us in this celebration by participating in our exciting programs and be sure to bring your family and friends!

A personal thank you to each and every member of the SRS for your continued support. The SRS Board and Advisors wish you and your families a very healthy, happy Holiday Season. May your winter be warm, safe and enjoyable.

Looking forward to seeing everyone in 2016!

Best regards,

Jim

Jim Berkrot

President, Southampton Rose Society

Highlights from the 2015 Luncheon/Lecture

Kellie Como, Vice President, Fragrance and Product Development for InterParfums USA, gave a most fascinating talk at this year's luncheon/lecture event at the Meadow Club. Kellie guided us through the process by which the petals of roses become scents used to create perfumes. She has traveled to the fabled rose fields of the Middle East, and has seen how the beautiful flowers become perfumes. We learned about the different methods of distilling rose scents, including how scientists can now analyze the molecules that make up a rose's scent and duplicate them in the laboratory to recreate that scent. We learned that it takes 500 pounds of flowers (60,000 blossoms) to distill just one ounce of attar (the essential oil of the rose). Kellie also brought samples for us to compare. We were able to smell pure essential oil from damask roses grown in Turkey and in Bulgaria and compare them (they were decidedly different). And we learned about well-known perfumes that contain the scent of rose (including Joy, Chanel No. 5 and No. 19, Stella (Stella McCartney's signature scent) and Tresor. The best surprise of all occurred when Kellie announced that a perfume has been created especially for the Southampton Rose Society, called Southampton Summer Rose. Jim Berkrot let us know that SRS is looking into making the perfume available to members; details will be announced when available.

If you didn't attend this year's luncheon/lecture, by all means plan to attend in 2016. It's a fun and interesting occasion, and you will get to enjoy an enlightening talk, a delectable lunch, and a chance to spend time and talk roses with some of the best rose growers in the Hamptons. And you will be supporting the Southampton Rose Society's educational programs and community initiatives. 🌹





My Favorite Rose



This month we welcome Lois Fowkes to My Favorite Rose. One of the founding members of the SRS (and current member), and one of the judges for our 2015 Rose Show here in Southampton, Lois Fowkes has given her time and talents to the world of roses for many years. Lois is an ARS Consulting Rosarian, Master Rosarian, Arrangements Judge and Horticulture Judge, a Royal National Rose Society Judge (England), World Federated Rose Societies International Trial Judge, and an ARS New York State Past Director. At the World Federated Rose Societies Conference in Lyon, France, in June, Lois was awarded the WFRS Rose Medal for 30 Years of Continuous Service to the Rose (only two other Americans have received this prestigious award).

*L*ois' favorite rose is, hands down, Fragrant Cloud. Lois has had a long relationship with Fragrant Cloud and has always grown it in her garden. It

has a special place in her heart because the very first time she entered a rose show she won Queen of Show with it. "It was dumb luck," she says. "I just went out and cut it." She won a silver plate, and Fragrant Cloud has been her favorite from that day on. This show was held in 1976, by the Peconic Rose Society. That organization turned out to be short-lived, and eventually was replaced by the Southampton Rose Society, and Lois was a founding member. In 1979 she served as SRS president, a role she greatly enjoyed.

After winning, Lois came home and thought that after such a glorious start, the only way she could go was downhill. She showed once more in horticultural rose classes, in a regional show, and found herself competing against people who arrived with buckets of roses in their cars entering dozens of them in the show. After that she gravitated toward arrangements.

Lois first got started growing roses because of a gift. She and her husband had just bought their house in Southampton "behind the firehouse" and a friend gave her six rose bushes as a housewarming gift. She went to a rose society meeting to learn how to grow them. The president came to her home to give her a lesson.

"He said to dig a hole 3 feet deep and 6 feet wide, line the bottom with newspapers, and replace the soil with a mix of ½ compost, ¼ peat moss and ¼ aged cow manure, along with some perlite to lighten it," she explains. Her gardener was horrified and thought she was crazy. Her young daughters thought it was all great fun. But she followed the directions and, lo and behold, "the roses were beautiful!" Lois still uses that basic soil mix in her garden.

And that garden includes Fragrant Cloud. Lois describes the scent of Fragrant Cloud as "a heavy damask perfume, not light, but rich and deep like musk rose. In humid weather, if you're in the garden you smell it," she says. It's not a prolific bloomer, so she grows several bushes in order to have a few for the vase throughout the season. Although not prolific, it does bloom all summer, a decided plus.

Fragrant Cloud makes a good cut flower, and Lois cuts the stem on a slant for the vase and adds a floral preservative to the water, mixing ⅛ to 1 teaspoon to a quart of water to fill the vase. Every three days, she dumps out the water, rinses the vase and refills it with fresh water and preservative. "Cut an inch off the stem, on a slant, and keep the flowers out of the light," she advises. For the longest life in the vase, Lois cuts the flower when the bud is about a quarter of the way open. 🌹

2016 Events

Saturday, April 23, 10 AM
Pruning & Planting Workshop

Guest Speaker: Peter Bertrand
Location: SRS Rose Garden at Rogers Memorial Library
91 Coopers Farm Road, Southampton, NY 11968

Friday, May 6, 4 PM
Children's Mini Rose and Art Program

Location: Morris Room, Rogers Memorial Library
91 Coopers Farm Road, Southampton, NY 11968

Saturday, June 11, 7:30 AM-4PM
40th Annual Rose Show

Location: Rogers Memorial Library
91 Coopers Farm Road, Southampton, NY 11968

Saturday, June 25, 6 – 8 PM
Cocktail Party Fundraiser: Roses & Rosé

Location: to be determined
Southampton, NY 11968

Monday, July 4, 10 AM
Southampton Fourth of July Parade

Sunday, September 11 (rain date Sept. 18), 4 PM
Annual Members Garden Party

Location: to be determined
Southampton, NY 11968

Saturday, September 24, 11 AM
Annual Members Meeting

Location: The Meadow Club
555 First Neck Lane, Southampton, NY 11968

Saturday, September 24, 12 PM
Annual Luncheon/Lecture

Guest Speaker: to be determined
Location: The Meadow Club

More Photos from the 2015 Luncheon/Lecture



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