



Macrophyllum

NOVEMBER 2009

Newsletter of the
Siuslaw Chapter
American Rhododendron Society
Post Office Box 1701
Florence, OR 97439-0111

WEBSITE: <http://www.siuslawars.org>

Paul Wilson, Webmaster- (541) 902-9780, rhodyfan@mac.com

UPCOMING Chapter Events

Meeting Topic- Companion Planting presented by Mark Bloom

Chapter Meeting – Tuesday, November 17 at 6:45 p.m. at the Presbyterian Church, 3996 Hwy 101 N in Florence. Pre-meeting dinner will be held at Chen's (NEW) Restaurant now located at the north end of town on the east side of Hwy 101 just north of 35th street. Contact Rosemary Rebello (before 12 noon on November 13) for reservations (541) 997-6167 or tonyrosemmary@charter.net

Gallagher Park Work Party – Wednesday, November 18, from 10:00 a.m. to 12:00 noon. The park is at the corner of Spruce and Hwy 126. Gene Cockeram- City Park Commissioner. flowerman@q.com

Cookie Team- Helen Baxter, Sandi Hennig, Phyllis Dickson, Doris Cockeram

December- Potluck dinner. More information in the December newsletter. Put this date on your calendar, December 6 (Sunday). Signup sheets will be at the November chapter meeting so you can decide what you would like to bring to share for the meal.

N is For NOVEMBER!

I present to you "Nestucca," a beautiful "white" species of small stature yet powerful presence in any garden. The ARS national website describes this specimen as having a predominate flower color of white and no fragrance. The bloom time is Midseason and the height in ten years is 3 feet.

Seed Parent x Pollen Parent:
fortunei ssp fortunei x degronianum ssp yakushmanum

The leaves are elliptic, 4 inches long, glossy dark green. The plant stature is compact with a spreading habit. This species tolerates heat and sun.

Hybrizer is Hanger and the registration reference # is ARS 604

Image of Rhododendron 'Nestucca'



Photo by T. Lawrence Mellichamp

Membership Renewal Closes December 31

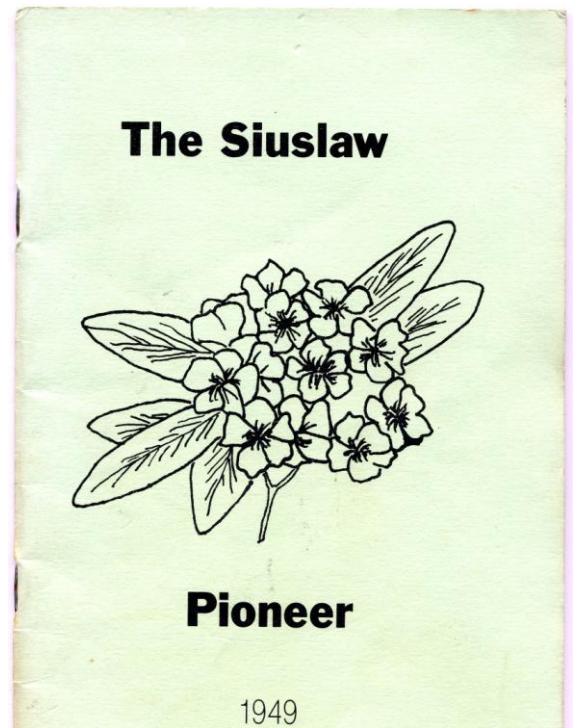
A reminder that your last newsletter will be the December issue if you haven't sent in your renewal membership for the 2009-2010 chapter year. There is still time to contact Sandi Hennig for renewal at flendish@g.com or 997-2489.

The First Rhododendron Festival

This article was in the 1949 issue of the Siuslaw Pioneer Booklet, from the Siuslaw Historical Museum in Old Town Florence.

Wednesday, May 20, 1908, was Florence's most memorable day. It was the day of its first Rhododendron Festival and Queen Rhododendra I, Laura Johnson, was crowned by Joaquin Miller, poet of the Sierras, who as her prime minister delivered a 1600 word address devoted largely to the history of the rhododendron and the part beauty plays in civilization. Streets were decorated in evergreen and arches of the honored blooms. The keys of the city presented to the queen by Mayor George P. Edwards, deceased in 1944, were made of rhodo wood and suitably inscribed.

A floral decked barge housed the queen and her court, who were the Misses Flossie Chapman, Dena Schreuder, Hazel Weatherson, Ella Wilson, Ethel Munroe, Marguerite Hurd, Eva Walker and Florence Fox.



HISTORY OF THE RHODODENDRON FESTIVAL

This excerpt is from the Florence Area Chamber of Commerce website for the Florence Rhododendron Festival. You can read the rest of the story, for many of the years the festival has been held, at the following link <http://www.florencechamber.com/events/rhody-festival-history.shtml>

There have been some changes to Florence since the first Rhododendron Festival of 1908. The population has grown from fewer than 500 to almost 7,000. The streets are paved, a bridge spans the river, and telephones and cars are commonplace. The town has a new library, convention center and justice center. Old Town has been renovated, and the lakes and beaches bring many tourists every summer. Logging, farming and fishing are no longer the major industries; in fact, they have all but disappeared. The Florence Rhododendron Festival has grown to over 100 entries and has become an annual event that attracts over a 15,000 visitors. Yet some things remain the same. Each spring the wild rhododendrons bloom in the hills and fields of Florence as they have been doing for 1,000 or more years, and the white-pink flowers still represent the end of winter and the imminent arrival of summer. Each year there is a parade and a Rhododendron Queen, and each year beautiful wild flowers of Florence echo the theme of the first Florence Rhododendron Festival, "Watch Florence Grow."

Rhododendron is the common name for the flowering plants of a genus in the heath family which contains over 850 species. They are native to the Himalayas, southeastern Asia, the mountains of Malaysia and the coast of the Northern Hemisphere. In Florence, Oregon, the beautiful white-pink plant begins to bloom in May, and by June the surrounding area is lush with its warm, radiant colors.

To the early pioneers, and present residents, the flower was a sign that summer was not far off and that the wind and rain of winter would give way to a warmer, kinder weather. It was only natural that the city planners used the rhododendron as the theme for the first town celebration, for the rhododendrons were seen as proof that God was fulfilling his eternal promise of renewal and rebirth, of hope and everlasting life. This, then, is a brief history of how a small town on the coast of Oregon celebrated the coming of spring, the growth of the town and the hope of its people.

Gene Shares With Us...

This is the whitest occidentale that I have seen. It was growing at Albert Harings, up the North Fork. He was the brother of Agnes McCormick who was a charter member of the chapter. Albert claimed to be the first white baby born in the Florence area, so Agnes must have been the first white girl.

Anyway, we found this when we were searching for the *Macrophyllum Project*. Everett Hall was with me. The house was burned down and the plant was supposed to be moved, but the grandson has not gotten back to me as to where it is now. I will keep after him.

Also I think that I have the largest collection of white macrophyllum of anyone!



Chapter Contacts

President: Mike Bones
(541) 997-3082

rhodies@charter.net

Vice President:

Bill Hennig
(541) 997-2489

just1more@q.com

Secretary: Kathy Bones
(541) 997-3082

kathybones@charter.net

Treasurer: Nancy Fullmer
(541) 997-7579

nfullmer05@msn.com

Board Members:

Jim Smith, Past President
(541) 268-6821

rhodysmith@qwestoffice.net

Judy Johnson

(541) 997-4203

Billnjudy4@charter.net

Merilee Mulvey

(541) 997-8025

gmmulvey@oregonfast.net

Sandi Hennig

(541) 997-2489

flendish@q.com

Book Chairperson:

Ron Sjogren

541-997-1957

Garden Tours:

Judy Johnson (& Debbie Drefchinski)

(541) 997-4203

Billnjudy4@charter.net

Newsletter Editor & Distribution:

Merilee Mulvey

(541) 997-8025

gmmulvey@oregonfast.net

Membership; Hospitality:

Sandi Hennig

(541) 997-2489

flendish@q.com

Show Chairman:

Chapter Board – early show 2009

Jim Smith – late show 2009

Historian:

Debbie Drechinski

(541) 997-8376

No email

Publicity:

Judy Johnson

(541) 997-4203

Billnjudy4@charter.net

Store (clothing):

Connie Rosenbalm

(541)-997-8205

riverskip@hotmail.com

Siuslaw Chapter ARS Mission Statement

The Mission of the Siuslaw Chapter of the American Rhododendron Society is to promote the genus Rhododendron by:

- Creating enthusiasm for the genus Rhododendron through meetings, shows, publications, and social activities that provide the opportunities for members to share experiences and build friendships.
- Providing educational opportunities to successfully grow and enjoy these wonderful plants.
- Encouraging propagation and hybridizing of species and hybrid rhododendrons.
- Furthering the planting and use of rhododendrons and azaleas in home, business, and public landscapes.
- Advocating the conservation and preservation of superior plants of our native Rhododendrons and their habitat along the Oregon Coast.
- Advancing and supporting the mission of the American Rhododendron Society.