



Macrophyllum

SEPTEMBER 2010

Newsletter of the
Siuslaw Chapter
American Rhododendron Society
Post Office Box 1701
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UPCOMING Chapter Events

Meeting Topic- Success with Rhodies

Chapter Meeting – Tuesday, September 21st at 7pm. Meet at the Presbyterian Church, 3996 Hwy 101 N in Florence. Dinner before the September meeting will be at the Three River's Casino Buffet. Meet at the Buffet entry at 5:00. Monday night is 'Senior Night' with the Buffet at \$7.99. Please call or email Rosemary Rebello if you plan to attend, 541-997-6167, tonyroosemary@charter.net

Gallagher Park Work Party – Wednesday Sept 22nd 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- Freda Ziegelmair, Jerry/Darlene Christean, Jan Shepherd Connie Rosenbaum

10-10-10 Fall ARS Western Regional Conference- Register NOW! Go online to our chapter website through the link above and click on the ARS Conferences tab to find out all about the conference and print out your registration form. Don't delay... workshops are filling up quickly! Don't miss this event!

September's Favorite Choice - WINDSONG

During this fiscal year your chapter Vice-President, Dan Bones, will be featuring a plant each month that he has chosen and researched for its compatibility with our growing area around Florence. This month Dan's choice is the stunning "Windsong" Rhododendron with its soft yellow bloom. Below are the specifics about the plant. Don't miss our chapter meeting where Dan will be suggesting local and/or regional nurseries where he has found this plant available for purchase. If you have a plant you want to recommend for a "Favorite Choice" this year, contact Dan Bones at 541-999-4614.

Photo by: Loyd Newcomb

Seed parent x Pollen Parent: Nancy Evans x (Mrs. Betty Robertson x Fred Rose)

Predominate Flower Color: Yellow

Flower/Truss Description: Flower openly funnel-shaped, wavy edges, light greenish yellow, with dark red nectarines. Ball-shaped truss with 17 flowers.

Fragrant: NO

Bloom Time: Early Midseason

Height (ft.) in 10 years: 4

Cold Hardiness: 0°F (-18°C)

Foliage Description/Plant Habit: Leaves elliptic, obtuse apex, rounded base, flat, glossy, moderate olive green, retained 2 years. Open growth habit.

Elepidote (E) or Lepidote (L): E



Fall Conference Raffle!

Our chapter is putting on the *Tea Cup Raffle* for the Fall Conference 10-10-10. Nancy Fullmer is the coordinator for the event and needs your help. She is looking for donations of various gift items valued up to \$25. The way the event works is that conference attendees buy raffle tickets and put them into a receptacle next to each item they want to try to win. Nancy would like to have lots of items so attendees have many chances to win a great gift. All proceeds are directed to our **ARS District 4** (which includes our chapter) to help defray the cost of materials and mailings for district-wide ARS business in our region. Contact Nancy by phone (541.997.7579) or email (nfullmer05@msn.com).

We Still Have Shirts!!!

Is your old chapter T-shirt looking a bit drab? Now you can purchase a new shirt at the September chapter meeting. Connie Rosenbaum is clearing out the inventory and wants to make you a good deal. She will have T-shirts at the meeting so bring your checkbook!

Old ARS Journals... Got Some?

Nancy Fullmer wants to use her creativity to decorate the raffle receptacles for the Fall Conference. If you have any old issues of the ARS Journal that you can part with, she would like to cut out the beautiful rhody photos for her raffle ticket tins. Let's help her out and bring a few issues to the September meeting for her!

Celebrating the Rhododendron in Florence, Oregon

This year we will be taking a walk back in local history to learn about the influence our Rhododendron has had in Florence. Last year we read the special poem presented by a little Indian girl at the Rhododendron Festival. It was a touching tribute to the White Rhododendron found in our area.

The first Rhododendron Festival was held on May 16, 1908. The streets of Florence were decorated with arches of Rhododendron boughs and colorful Rhododendron blooms. The motto was "Watch Siuslaw Grow." The city was advocating a good road to Eugene. 1908 was also the year that Henry Ford introduced the Model T. automobile. Laura Johnson was crowned as the first Queen Rhododendron. Dinner was prepared for the queen and her court at the Western House, and a picnic for the public was held in the rhododendron grove.

Poet of the Sierras writer, Cincinnatus "Joaquin" Miller, placed the crown on the head of the first queen. That event took place aboard a barge at the Florence waterfront. As you can see in this newspaper article from the 1908 Oregonian Newspaper and provided by the Siuslaw Pioneer Museum, Laura's photo and the crowning on the barge were put together with a review of the festival activities.

Thanks to the Siuslaw Pioneer Museum staff for allowing your chapter editor to spend a few hours researching and copying information about the history of Florence and the Rhododendron.

1908 ~ One Hundred Years Ago

The Siuslaw Festival

From the Oregonian, by John H. Hartig, courtesy of Siuslaw Pioneer Museum

Flowers, flowers everywhere! Even the enormous Welcome letters in the triumph arches were composed of rhododendrons.

At 10 a.m. the Florence band opened the festivities and a hush went through the crowd as the hotel doors opened and Joaquin Miller, the Poet of the Sierras appeared escorting the young queen of the carnival, Miss Laura Johnson.

Imagine, if you can: the broad waters of the Siuslaw, the hills across the way in all the countless shadings of their Spring dress, accentuated by the little church steeple and pretty residences; the barge with loads of beautiful maidens in front of the throne.

That little town of Florence should plan such a carnival is highly commendable. That it should create such an entertainment, on such a scale, is praiseworthy, but that its first effort should be so entirely successful is almost beyond understanding.

That each year will see a repetition of the event, that Florence will gradually become famous for its annual carnival and its millions of wild rhododendrons, is the reward which will rest upon those whose efforts made the first Florence Rhododendron Carnival the splendid success it was.

All Lane County is proud of Florence. All of Oregon may well be also.

Queen's Barge on Siuslaw River with Queen Laura Inez Johnson & her Court

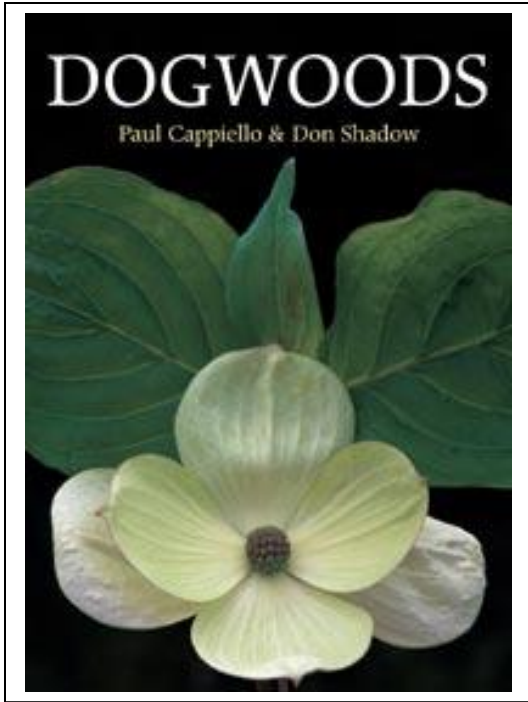
Queen's Coronation Aboard the Queen's Barge

Left to Right: Dr. George Edwards, Ella Wilson, Hazel Weatherston, Leah Tanner, Queen Laura Johnson, Grand Marshal Joaquin Miller, Ethel Monroe, Flossie Chapman, and Dena Schreuders

First Queen Rhododendra
Laura Johnson
(Photo taken at the 50th Anniversary of the Rhododendron Festival in 1957)

The Year 1908 Sponsored by
Florence Area Rhododendron Association

Rhododendron Festival



Ron's Reviews

Welcome to this year's book review section by Ron Sjogren, one of our chapter members, who is managing the chapter's book sales. This month's choice is all about Dogwood trees. The publisher is Timber Press. Member price is discounted from \$39.95 to **\$27.00**. Non-member price will be \$32.00. Ron has provided us with a short review of the book that we are sure you will enjoy. **Ron will have this book at the September chapter meeting.**

Dogwood trees and shrubs are unquestionably among the superstars of the ornamental garden. Dogwoods have been grown in Europe since ancient times. It is only since the age of exploration that dogwoods from the New World and Asia have been planted in gardens. Dogwoods are hugely popular, with hundreds of choice selections and hybrids. There has never been a horticultural book on the genus until this book was published in 2005.

Providing a solid overview of all dogwoods of horticultural merit—including trees, shrubs, and groundcovers—the authors provide more than two hundred stunning photos to help with the daunting tasks of identification and plant selection. Based on years of research, first-hand observation, and interviews with dozens of specialists and nursery

people, *Dogwoods* is an unprecedented guide to the diversity of plants available in nurseries today.

Bringing Massachusetts to Oregon

I don't know about you, but I'm not going to be visiting Massachusetts this month, so let's bring it to us... thanks to the Worldwide WEB! Tucked away in the state is a wonderful land acquisition called Medfield Rhododendrons, part of the Trustees of Reservations system in Massachusetts. "The *Trustees of Reservations* preserve, for public use and enjoyment, properties of exceptional scenic, historic, and ecological value in Massachusetts."

MEDFIELD RHODODENDRON PRESERVE: This original acreage was purchased in 1934 and additional land purchased in 1938. Various additional gifts of acreage occurred between 1961 and 1971 along with a gift of trail easement and parking area from the Woodbridge Trust in 1996. There are now 196 acres in this habitat.

As we approach the habitat, we must be aware of the fragility of the rare **Rosebay rhododendrons**; one of the few populations of this important species. According to the specifics of the website, "this is an important and rare stand of the *Rhododendron maximum*, the great laurel or rosebay rhododendron, one of only three species of evergreen rhododendrons native to eastern North America."

"Rosebay rhododendrons are most abundant in the southern Appalachian Mountains, where they form extensive thickets. In New England they reach their northernmost range. At the turn of the 20th century, this plant became popular for its showy flowers, and over-collecting in the wild nearly wiped out the species. Only seven known populations exist today."

Visitation for this habitat is year-round, daily, sunrise to sunset. It is suggested that you allow a minimum of 1 hour. Blooming for this species is typically late June. To investigate this habitat more fully, take an armchair trip and visit the website:

<http://www.thetrustees.org/places-to-visit/greater-boston/medfield-rhododendrons.html#t11>

This link will take you directly to the *Trustees of Reservations* page for Medfield Rhododendrons.



YOU COULD WIN THIS QUILT...

One of our members, Darlene Christean, created the beautiful quilt you see below that is spread out atop a bed. It will be featured and raffled at the Western Regional ARS Conference in October 2010. This contribution and tribute to the *Susan G. Komen for the Cure* research is the culmination of a project begun by our long time chapter member Gene Cockeram. Gene has propagated a rhododendron hybrid that is the perfect pink of the breast cancer logo and he has named it *Pink Ribbons*. There will be approximately 200 plants sold at the conference and proceeds will benefit the Lane County, Oregon Imaging Center for Cancer research.

You will want to be sure to purchase one of Gene's Pink Ribbons as well as a large stack of raffle tickets for the quilt. That can only be done at the Conference. So, don't forget to register as soon as possible for this informative event being held at the Three Rivers Casino and Hotel in Florence, Oregon.



Susan G. Komen for the Cure

Koman Oregon is active in Lane County, funding Oregon Imaging Center's patient navigator, free screening programs and more.

Gene Cockeram has pledged to support the Lane County Oregon Imaging Center with the donations received from the sale of the Pink Ribbons plants and the Pink Ribbons quilt raffle.

The quilt and plants will be available at the Western Regional Conference being held at Three Rivers Casino & Hotel on October 8-10, 2010. Buy a plant and some raffle tickets and help support this worthy cause.

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We Need Your Leaves!!!

The Western Regional Conference in October 2010 will be featuring our chapter's "always popular" leaf display for Rhododendrons and Azaleas. So many people have enjoyed this informative display at our flower shows.

Jan and Dave Shepherd will be organizing this display and would like your help. They need your unusual *Leaf Trusses*! Here is how it works:

1. Choose a *Leaf Truss* with one of these qualities-

- Unusual leaf shape such as curls up or under
- Fragrant leaf
- Color or pattern that is unique
- Unusually large or small leaf size
- Fuzzy texture on leaf
- Any other unusual leaf quality

2. Contact Jan or Dave about your leaf truss ahead of time.

They can be reached by email at drshepherd@oregonfast.net or by phone at 541-997-2283.

3. They will give you the specifics of how to cut your leaf truss and when/where to deliver it to the conference for the display preparation on Friday, October 8th.

Let's make this display as great as those we've done at our flower shows. Our members have some wonderful leaves to show off. Now is the perfect time to show off our leaves to our other ARS national members who will be attending the conference we are hosting!

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.