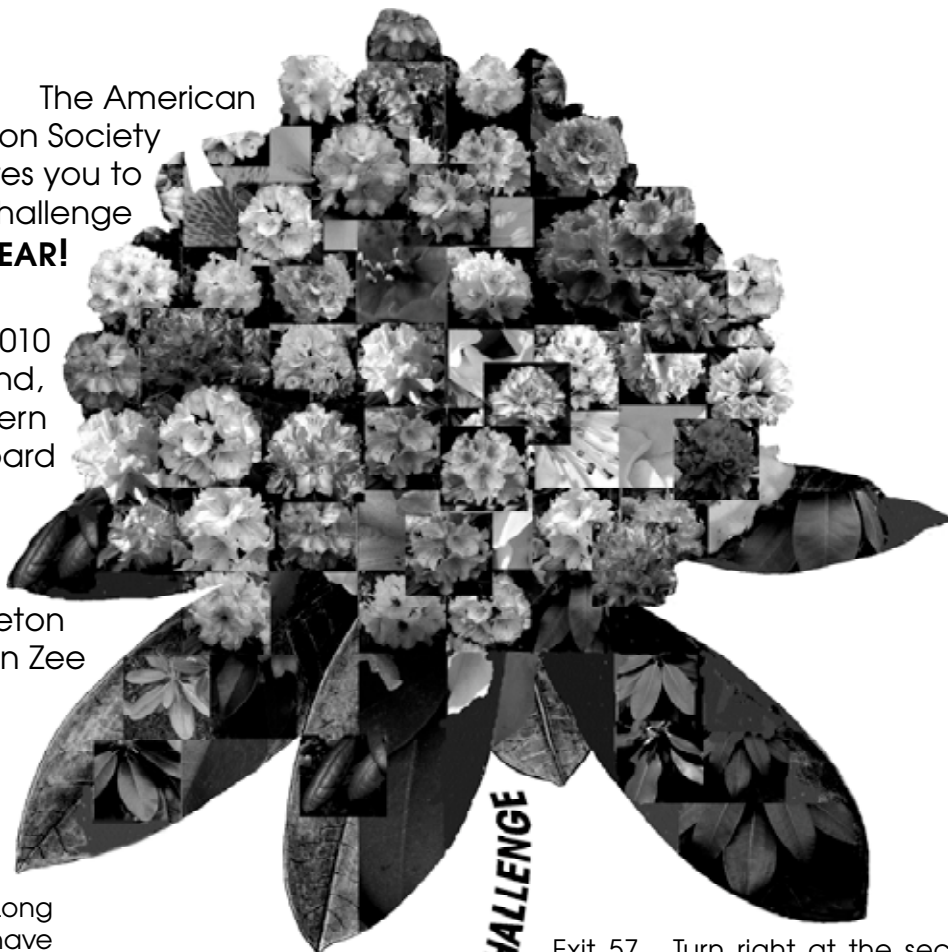


The American
Rhododendron Society
invites you to
The Eastern Challenge
COME! SEE! HEAR!

May 14-17, 2010
On Long Island,
Along The Eastern
Seaboard

Hosted by District 7
New York
Princeton
Tappan Zee



Wondering what we've been up to since 1992, when this event was last staged on Long Island? District 7 hybridizers have made exciting progress on the challenge of creating a host of new rhododendron cultivars for the Northeast, that extend the range of flower color, cold hardiness and overall performance. Join us for a celebration of these accomplishments at the upcoming ARS Convention to be held on Long Island, May 14 - 17, 2010. Convention highlights, event details and a registration form follow.



Hotel Accommodations

The Convention will be held at the Holiday Inn Ronkonkoma, Islip/MacArthur Airport, 3845 Veterans Memorial Highway, Ronkonkoma, New York 11779. Hotel direct line - 631.585.9500 or 1.800.HOLIDAY or www.holidayinn.com/longislandny. A rate of \$125.00 has been negotiated for a block of single or double rooms (rate does not include taxes). This rate is in effect until April 13, 2010 or until the reserved room block is gone, whichever occurs first.

When this block of rooms is gone, rates will increase and space will be subject to availability. Register early, and when making reservations, be sure to ask for "ARS - American Rhododendron Society Block Code Y68".

Getting Here Islip/MacArthur Airport

Various carriers service this airport directly or by connecting flight. Upon arrival, simply call 631.585.9500 for the short, complementary shuttle ride to the hotel.

Driving Directions From or Through New York City

Long Island Expressway (I-495) to

Exit 57. Turn right at the second light onto Veterans Memorial Highway (Route 454). Proceed about 4 miles. Hotel is on the left.

Plant Sale

Thanks to a very ambitious propagation effort, many new or soon to be released hybrids will be available at the Plant Sale along with traditional favorites. For the convenience of our Canadian friends, we plan to provide phytosanitary inspection facilities.

Educational Sessions Friday, May 14th

1:00 PM - 1:45 PM - "What's New in Rhododendron Pest and Disease Control?"

Margery Daughtrey

Margery is a plant pathologist at Cornell University's Long Island Horticultural and Extension Center located in Riverhead. Her session will help you recognize and correctly interpret signs of disease or insect damage in your rhododen-

dron garden. She will also cover problem prevention and the most recent control options.

2:00 PM – 2:45 PM – “Want Your ‘Snaps’ to Look Like His?”

Donald Hyatt

Don, a preeminent authority on native azaleas – their preservation, cultivation and appreciation – has also distinguished himself as a fine illustrator and photographer of plant life. He will lead a panel discussion on this subject for those of you who share his interests.

3:00 PM – 3:45 PM – “Long Island Legacy”

Richard Murcott

Needing no introduction to the rhododendron crowd in the Northeast, Dick is a venerable figure among hybridizers and growers of this plant on Long Island. Always an animated and engaging speaker, he will “bring to life” the contributions of some of the earliest and most influential personalities in this field.

Garden Tours

Full day garden tours are scheduled for Saturday and Sunday, the two core Convention days. Representing a broad range of gardening directions, priorities and aesthetics, all the properties on tour share a wonderful, maritime micro climate and promise a spectacular performance for your visit. Enjoy! Please note – each tour will be limited to 100 participants.



Saturday – Tour 1

The Murcott Garden – East Norwich

Expanded to its current size of three acres over twenty years ago, this informal garden, in a woodland setting, boasts a broad range of mature rhododendron – old favorites and many of Dick’s own hybrids alike – integrated within well established deciduous trees with conifers, ilex and other com-

panion plants. Of particular interest is a collection of mature yakushimanum acquired in 1968 from Fred Serbin, who personally collected the seed on Yakushima Island in Japan. Many other special plants abound at this location. The various seedling beds are well marked and visitors are free to explore – taking care when doing so. Dick has also invited tour participants to help themselves to pollen and he will happily provide cuttings to anyone who requests them, asking only that you write when you are ready to root them.

The Waldman Garden – Dix Hills

No strangers to many of us, Phil and Harriet Waldman represented an unrivaled source of rare and unusual plant material for many years through their Roslyn Nursery operations here on Long Island. Their current garden of 1 1/4 acres was acquired in 1997. Many of the existing trees and shrubs were removed for the creation of woodland pathways. Numerous mature rhododendron, azaleas, conifers, perennials, grasses and wildflowers were transplanted from their previous home in Roslyn and now line these pathways. New plants have also been added as space was made available to accommodate the “newcomers”. A collection of native azaleas originally selected by Olin Holsombach should begin blooming in mid-May, along with many of the Waldmans’ own hybrids. Of special interest is a large Trochodendron aralioides (Wheel Tree).

The Howard Phipps Estate – Old Westbury

This magnificent 100 acre estate, “Erichless”, now owned by Mr. & Mrs. Howard Phipps, Jr., was acquired by Mr. Phipps’ father in order to participate in the sporting

life on the North Shore of Long Island, especially polo as the Meadowbrook Hunt Club was in its prime!

Mr. Phipps, senior, added horticultural diversity to the previous Quaker farmland, while his wife with her Virginia background, and her architect, Lewis Greenleaf Adams, trained at the Ecole de Beaux-Arts (1923-1926), created a Virginia Colonial Revival style house with elements of the Art Deco period of the 30’s.



Looking south five vistas spread out in a goosefoot pattern defined by hedges and allees of American beech, centered on the swimming pool, originally planned as a shallow reflecting pool.

Plantings of white pines, as well as other deciduous trees, matured and became towering trees, just as Mr. Phipps’ passion for rhododendron developed. These woods provided the year round shade these plants prefer. George Woodard, the Superintendent for the past 28 years, has leveraged his knowledge, horticultural expertise, as well as patience to create an exceptional range of new hybrids.

Your visit will include a tour of George’s trial gardens, and an extraordinary landscape of mature specimen plants, as well as new collections, such as magnolias, witch hazels and dove trees.

Amid this storybook setting, the Phippses will host a tented luncheon for all tour participants!

Sunday - Tour 2

The Brack Garden – Nissequogue

Situated on a windy hilltop on Long Island’s North Shore, this two acre garden has continued to evolve since 1970. The Bracks’ goal, largely achieved, was the creation of a low maintenance, open, woodland landscape, with minimal disturbance to the existing native flora. It is now home to hun-

dreds of mature rhododendron and azaleas growing happily among nat-



urally occurring mountain laurel, blueberry, huckleberry and other ericaceous plants, all under the dappled shade of an oak canopy. Soon after work started on the creation of this garden, Werner began hybridizing and growing countless seedlings in a rigorous selection program. Some wonderful hybrids have been developed and distributed as a direct result, and his accomplishments establish Werner's reputation as a preeminent hybridizer in the Northeast. A growing collection of species rhododendron reflects a more recent, special interest. There is much to see at this location and the Bracks invite you to visit, have fun, take pictures, collect pollen and treat it as your own garden – Enjoy!

The Gehnrich Garden – West Hills, Huntington

Dating back to the mid-sixties, when Bud Gehnrich built a home on a heavily wooded site, a now magnificent two-acre landscape began to take shape with the introduction of a few rhododendron and hollies. The rest is history! Bud steadily became more involved in rhododendron culture, growing plants from seed and hybridizing. As a result, the garden now boasts a dazzling array of mature specimens – many of the best performing, venerable cultivars and an ever expanding number of newer hybrids, including many of Bud's own creation. These plants thrive on the hilly terrain under a natural overstory of oak and other deciduous natives. Wintergreen, blueberry and club moss are happy companions, along with introduced taxa, including ferns, pulmonarias, gingers and hosta. The Gehnrich property



presents a comprehensive collection of well grown, specimen plantings in an exquisite natural setting – a goal to which many of us aspire.

The Feller Garden – Old Field

The Eastern-most stop on our tour, the Feller property, adjacent to Conscience Bay, is among the "youngest" gardens we will visit. While the dwelling dates to 1910, the Fellers began to create the surrounding landscape after retiring in 1998 from business careers in New York City. The intensely planted two acre site includes many rhododendron, azaleas, Japanese maples and conifers, large and small. High shade, naturally acidic, well drained soil and proximity to open water combine to create a happy home for a broad range of plant material arranged to maximize seasonal interest. Come and enjoy the riotous colors of Spring this landscape is designed to deliver!



Planting Fields Arboretum (PFA) – Oyster Bay

The former Gold Coast estate residence of the Coe family, the Arboretum is situated on 400 acres, boasting greenhouses, woodland paths, world class plant collections and a restored mansion of some 65 rooms. Originally landscaped by the Olmstead Brothers of Brookline, MA, the grounds offer unrivalled beauty year round. Rhododendron and azaleas are well represented here and PFA has, for many years, been the home to New York Chapter activities and events. Of special interest among the plant collections, is the Long Island Hybridizers' Garden created to raise public awareness of and interest in rhododendron and the ARS.

Plants have been installed on an ongoing basis since the Fall of 2004 and the collection continues to grow in number and maturity.

Garden descriptions prepared by Bruce Feller

Speakers – Saturday Night Buffet

Given the overarching theme of the Convention, Saturday evening's program, entitled "The Best of Their Best", will feature a trio of prominent District 7 hybridizers, each briefly presenting what they believe to be the best examples of their hybridizing efforts. Prepare to be impressed!

Allan Anderson

Allan and Shirley began hybridizing more than thirty years ago, gardening in Franklin Lakes, NJ, (Zone 6), and

have made literally thousands of hand pollinated crosses and grown on more than 20,000 seedlings. Their efforts have successfully focused on the development of outstanding hybrids that perform reliably in the often challenging climate of the Northeast.

Werner Brack

Werner began hybridizing in the 1970's as he worked to create a woodland home for ericaceous plants in Nissequogue on Long Island. His efforts have produced some plants of exceptional beauty and durability. Werner will chair the Hybridizers' Roundtable on Friday evening.

George Woodard

Employing the extensive facilities available to him at the Howard Phipps estate, George's hybridization program has produced many plants of remarkable color, size and flower form. They are rigorously tested in his trial gardens to establish their merit as worthwhile additions to the growing number of exciting new plants for Northeast gardeners.

Please note, many of the best hybrids developed by Allan, Werner and George will be available at the Convention Plant Sale.

**Sunday Night Banquet
Dr. David Creech**

Professor of Horticulture at Stephen F. Austin (SFA) University in Nacogdoches, TX, Dr. Creech is no stranger to our favorite plant. He is the Director of the six-acre SFA Ruby Mize Azalea Garden which at last count, is home to over 6,000 azaleas. His interests, however, are broad ranging in the world of horticulture. He writes regularly for various scholarly and trade journals; enjoys many international consultancies in such exotic venues as Pakistan, Nepal, Israel and China; and plays a lead role in several local initiatives focused on the conservation, selection and use of native plants. David's self-defined goal for Sunday evening is the "delivery of current science-based information in a light hearted manner". His presentation is entitled CHINA CONNECTION – PLANTS, PLANS AND PEOPLE – an excursion to the nursery and landscaping world in the middle of the economic engine of S.E. China.

**Registration Form –
2010 ARS Convention**

Use this Form to register for the ARS Convention. The Registration Form may also be downloaded from the New York Chapter Website – nyrhododendron.org. Click on 2010 Convention and then link to Registration Form. To attend any of the Convention activities you must be a registered ARS delegate. Note the lower Registration Fee for the Convention if your Registration Form is postmarked before April 15, 2010.

In the spaces provided print the name of each member of your party as he or she wants it to appear on his/her name badge. If a member of your party is a District Director or Chapter President, or serves on the ARS

Board, please circle the name and indicate the position held.

In the column beneath each name check the block opposite each event for which that person is registering.

Multiply the number of blocks checked for each event by the price, and enter the dollar amount in the total column.

Add the numbers in the last column and enter the amount in the



Total block.

Make check payable to the "ARS 2010 Convention". All checks must be in US dollars, drawn on a US bank.

Send check with completed Registration Form to: The Fellers, 88 Old Field Road, Old Field, NY 11733. If you have questions, you may contact the Registrar at: Telephone - 631.689.9498 or E-Mail <thefellers@verizon.net.> If you use E-Mail, please include "ARS Convention" in the subject line. Registration confirmation will be sent via US mail.

Your Name (and ARS Title) _____

Address _____ City _____

State/Province _____ Postal Code _____

Country _____ Preferred Telephone _____

Chapter _____

Name						
Name						
Name						
		Item	Day	Event	Price	Total
				Registration Fee	45.00	
				Late Reg Fee*	60.00	
		Lunch	Friday	BOD Lunch	22.00	
		Tour 1**	Saturday	Private Gardens	50.00	
		Dinner	Saturday	Buffet	40.00	
		Tour 2**	Sunday	Private Gardens	50.00	
		Dinner	Sunday	Banquet		
				Prime Rib	45.00	
				Glazed Salmon	45.00	
				Vegetarian	45.00	
				Amount Enclosed	Total	

Check here to enter Photo Contest Flower Show

* Late Registration Fee Applies to all Registrations postmarked on or after April 15, 2010

** Lunch is included on Tour 1 and 2

Please note: Each of these tours is limited to 100 participants.

Flower Show

All attendees are encouraged to bring trusses for display at the Flower Show. Select your best for all of us to enjoy. Check the appropriate box on the Registration Form to receive Flower Show guidelines.



Photo Contest

A special invitation to those of you accomplished in the art and science of photography – bring your work for all of us to admire. Check the appropriate box on the Registration Form to receive Photo Contest guidelines.

Schedule of Events

Friday, May 14

- 9:00 AM – 5:00 PM Board Meeting – East Islip Room
Board Lunch at noon – East Islip Room
- Noon – 5:30 PM Registration Open - Lobby
- 1:00 PM – 1:45 PM Margery Daughtrey – “What’s New in Rhododendron Pest and Disease Control?” – Bayville Room
- 2:00 PM – 2:45 PM Don Hyatt – “Want Your ‘Snaps’ to Look Like His?” – Panel discussion - Bayville Room
- 3:00 PM – 3:45 PM Dick Murcott – “Long Island Legacy” – Bayville Room
- 3:00 PM – 5:30 PM Flower Show and Photo Contest entries accepted – Bay Room
- 6:00 PM – 7:00 PM No host cash bar – hors d’oeuvres – Lake Shore Room
- 7:00 PM – 8:00 PM Dinner on your own
- 8:00 PM – 10:00 PM Hybridizers’ Roundtable – Bayville Room

Saturday, May 15

- 6:30 AM – 8:00 AM Breakfast on your own*
- 8:20 AM – Board buses
- 8:30 AM – 4:15 PM Garden Tour 1 - Murcott garden, Howard Phipps Estate, Waldman garden - lunch included
- 5:00 PM – 7:00 PM Flower Show, Photo Contest Open - Bay Room

- 5:00 PM – 7:00 PM Plant Sale Open - Holbrook Room
- 6:00 PM – 7:00 PM No host cash bar – Lake Shore Room
- 7:00 PM – 8:30 PM Buffet – no host cash bar – Lake Shore Room
- 8:30 PM – 9:45 PM Hybridizers’ presentation – “The Best of Their Best” - Lake Shore Room
- 10:00 PM – 11:00 PM Flower Show, Photo Contest Open – Bay Room
- 10:00 PM – 11:00 PM Plant Sale Open – Holbrook Room

Sunday, May 16

- 6:30 AM – 8:00 AM Breakfast on your own*
- 8:20 AM – Board buses
- 8:30 AM – 4:45 PM Garden Tour 2 – Brack garden, Feller garden, Gehnrich garden, Planting Fields Arboretum – lunch included
- 5:00 PM – 7:00 PM Plant Sale Open – Holbrook Room
- 6:00 PM – 7:00 PM No host cash bar – Lake Shore Room
- 7:00 PM – 9:00 PM Banquet – no host cash bar – Lake Shore Room
- 9:00 PM – 10:00 PM Guest Speaker – Dr. David Creech -Lake Shore Room
- 10:00 PM – 11:00 PM Plant Sale Open – Holbrook Room

Monday, May 17

- 6:30 AM – 8:00 AM Breakfast on your own*
- 8:00 AM – 10:00 AM Executive Director’s Forum – East Islip Room

*Breakfast on your own is available in the Brickyard Restaurant at the Holiday Inn; the Airport Diner and McDonald’s are also nearby, both located on Veterans Memorial Highway. Coffee makers are located in each sleeping room.

This Schedule is subject to change.



Come!
See!
Hear!