



"Niagara Rhodo"



Newsletter - The Niagara Region Chapter,
Rhododendron Society of Canada
District 12, American Rhododendron Society

Special Edition: November 30, 2013

Our Purpose: We are a non-profit organization whose aim is to promote, encourage and support interest in the genus *rhododendron*. Our goal is to encourage gardeners to grow and appreciate these plants, by providing educational meetings with knowledgeable speakers, access to topical publications and hosting joint meetings with other chapters.

Inside This Issue:

1. Announcing program for February 8, 2014 & February 9, 2014; Kristian Theqvist, Turku Finland. *Arboretum & Rhododendron Garden on Turku Archipelago.*
2. Journal of the American Rhododendron Society on-line.
3. Revenue to ARS through on-line purchase from Amazon.ca

Word of Caution

By becoming a successful grower, the reader will be exposed to a contagion for which there is no cure. Once infected with an appreciation of rhododendrons and azaleas most gardeners spend a lifetime collecting these most beautiful of all plants.

H. Edward Reiley



**An Arboretum & Rhododendron
Landscape on an island in the Turku
Archipelago in Southern Finland, on
the edge of the Baltic Sea.**

**Kristian Theqvist
Turku, Finland**

**Ecologist, Plantsman, Rhododendron
Hybridizer**

Saturday, February 8, 2014 2 P.M.

*** Turning an island forest into a blooming paradise.**

Sunday, February 9, 2014 2 P.M.

*** Rhododendrons & Azaleas in a Northern Climate.**

*** Developing Hardy Rhododendrons for extreme Climates**

All Gardeners are Welcome - No Admission Fee

**Vineland Research & Innovation Centre, Victoria Avenue,
Vineland Station, Ontario**



Developing an Arboretum and Growing Rhododendrons In Finland on an Island Bordering the Baltic Sea

Both Talks will be presented at Rittenhouse Hall

Vineland Research & Innovation Centre

Victoria Avenue, Vineland Station, Ontario

Our guest, Kristian Theqvist, is an avid ecologist and plantsman and a distinguished rhododendron hybridizer. Retired from a firm in the cellular phone industry, where he was a physicist and Director of Development, Kristian Theqvist is currently president of The Finnish Rhododendron Society and a much-in-demand speaker who has shared his experiences and knowledge throughout Scandinavia, Russia and in the United States and Canada. Kristian Theqvist's experiences in transforming an island forest into a flowering landscape while preserving the natural floral, and discussion of his successes and failures, and of similarities and differences to the Canadian environment, will be of interest to all gardeners.

Saturday, February 8, 2014, 2 P.M.

Transforming a Forest into a Garden

In 2000 Kristian Theqvist was faced with a virgin forest in a beautiful valley between rocks on an island in the Turku Archipelago which could have been left untouched. However, the



commonality and repetitiveness of the scenery left him wanting for something more. He thought it would be nice to have a few rhododendrons.

Kristian Theqvist will describe and illustrate how he turned the virgin forest into an arboretum with walkways, Japanese bridges, viewing platforms and more than 300 taxa not to mention more rhododendrons than he had ever thought he would grow.

Sunday, February 9, 2014, 2 P.M.

Rhodos & Azaleas in a Northern Climate

Kristian will describe the challenges of growing rhododendrons in his environment, illustrate cultivars that do well and those that do not succeed and he will describe techniques that work for him.



Rhododendrons for Extreme Climates

In the second half of his two-part program Kristian will describe his hybridizing program in which he is evaluating some 1500 seedlings from his crosses, endeavouring to reach the holy grail of rhododendron colour, a hardy yellow. He will also comment on the value of the Brueckner crosses for future development of rhodos for extreme climates.

News from the American Rhododendron Society

Journal of the American Rhododendron Society now available on-line.

Revenue to ARS through on-line purchase from amazon.ca

Two new services for members of the ARS have recently been announced by the Board of Directors of the American Rhododendron Society. Both services add value to membership: (1) accessing the Journal on-line makes it more convenient to read the Society's Journal; (2) the second provides an opportunity for ARS members, and any others, to conveniently purchase books and other items (offered on **amazon.com** and on **amazon.ca**) and at the same time help the Society's revenues. Details of these two developments are described below.

Reading the Journal on-line

ARS Members may now read the Journal online. Here's how to register for the first time:

1. Open your Internet browser and go to <http://www.arsoffice.org/protect/login.asp>
2. Click on the "Register Now" button.
3. Fill in the required fields in the registration form. (a) Enter your name, (b) Enter a working email address, (c) Create a username (d) Create a password with a minimum of four characters, (e) enter your ARS member number and ARS chapter.

Password is case sensitive and at least 4 characters long.

Member number is printed on the wrapper of the Journal. Or, ask your chapter's Membership Director for your ARS Membership Number.

4. Type in the four characters requested in the coloured human verification box. This security check prevents bogus registration forms from spam.
5. Read and accept the "terms and conditions of use" by checking the box provided.
6. Click the "Register" button.
7. You will receive an email message with the subject "American Rhododendron Society On-Line Registration."

8. Open the message and click on the link in the message body. You must complete the email confirmation step in order to verify your registration.

Once you have registered in the system, the next time you wish to view an article

9. Open your Internet browser, go to web page **<http://www.arsoffice.org/jars/toc.asp>** or click on the "View Online Journal" link on the home page of the Office of the ARS web site.

When the Login/Register prompt is displayed, click the "Login" button. Enter your "personal" username and password and click on the "Login" button.

Special Notes:

Some email providers may mistakenly place the message in a spam folder so one may need to look for it in this folder if it is not quickly delivered into your normal "in-box".

The electronic edition of the Fall 2013 Journal is now available for viewing.

Login usernames and passwords used by ARS chapters to view chapter reports are different and cannot be used to access the online Journal.



ARSStore.org

Where every purchase benefits the
American Rhododendron Society

At the October 4, 2013 meeting in Dartmouth, Nova Scotia, the Board of Directors of the American Rhododendron Society voted to create an online ARS site, not for selling items but one that would link to other providers. The online store was developed to have a relationship with Amazon as an affiliate store. The online store will use the ARS logo and name to sell “ARS” merchandise. Product providers accessed through the ARS online store at ARSStore.org will pay referral fees directly to the ARS on sales made from ARSStore.org referrals. These fees from sales referrals go 100% directly to the ARS. ARSStore.org has no expenses, only earnings.

The store has three divisions:

- **Amazon Merchandise:** featuring Rhododendron & Azalea Books, Garden Books, Garden Tools, and any other item sold on Amazon.
- **Participating Merchants:** featuring other merchants who agree to give referral fees to the ARS for each purchase when you mention ARSStore.org.
- **ARS Logo Merchandise:** featuring knit, woven and denim shirts, caps, visors, and computer briefcases.

To access each division, first, go to ARSStore.org and from there select what interests you. If you don't see an item, just use the Amazon search feature. Amazon sells just about everything. You get the same low Amazon prices from the ARS store, but by using it the ARS gets a fee for referring you. As long as you go to Amazon from ARSStore.org before making a purchase, the ARS gets a referral fee.

ARSStore.org has the Main Store, a Canadian Store and a European Store. Canadians and Europeans can use the Main Store which uses Amazon.com, but the shipping can be expensive. The Canadian Store uses Amazon.ca, a Canadian affiliate, which carries many of the same things. If Amazon.ca has the item, the shipping within Canada will probably cost less. The European Store uses Amazon stores in the UK, Germany, France, Spain and Italy which can offer lower cost shipping within Europe. Do not go to the other Amazon stores directly from Amazon.com. If you do, your purchase will not qualify for a referral fee. Go to ARSStore.org first and use links from there.

Note: To enter the Canadian Amazon site look for the Green icon on the top left of the ARSStore page with the words **Click for Canadian ARSStore**

Those who are not members of the ARS may use ARSStore.org. The referral rate starts at 4%. If a total of 7 or more items are purchased from Amazon in a month, the rate is 6% or more. Typically it will be between 6% and 6.5%. It is 17% on ARS Logo Merchandise. **At ARSStore.org, every purchase you make results in a contribution to the ARS at no additional cost to you or to the ARS.**