

## **Lauren Gisel's Candidacy Statement**

I am running for Yankee District Director after seeing how much positive change is possible when a rose society is willing to evolve. As part of the executive leadership of the New England Rose Society, I helped bring the organization online, improve accessibility for members, and reverse a long-term decline in participation. By focusing on clear communication, practical infrastructure, and lowering barriers to engagement, we grew membership and rebuilt momentum.

I see the District Director as a working role, one that supports local societies, connects people and information, and represents New England thoughtfully at the national level. The American Rose Society is at an inflection point as it redefines what it means to be a national organization, and I want the Yankee District to have a strong, informed voice in that process. As a younger member with experience rebuilding a society, I bring ideas and energy and want to participate actively in shaping ARS's next chapter.

### Goals for the Yankee District

- Centralize district information - Maintain current, easy-to-find membership lists, judges lists with contact information, and a clear directory of Consulting Rosarians so societies and members know who to contact.
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- Improve visibility through a shared district calendar - Maintain a Yankee District calendar that highlights ARS seminars and national events, along with district meetings, conferences, and society activities, making opportunities easier to find and increasing attendance.
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- Streamline education and CR credit - Create an online program submission process for CR-credit seminars and provide clear, online tracking of CR credits to reduce administrative burden for speakers and volunteers.
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- Clarify and promote ARS member benefits - Help societies better communicate the educational resources, grants, programs, and

national opportunities available through ARS so members understand what their membership provides.

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- Strengthen cross-district collaboration - Build relationships with leaders in other districts to share speakers, ideas, and successful event models, bringing fresh programming to New England while reducing burnout at the local level.

Lauren Gisel, President NERS, Member ARS