

INTRODUCING THE

Liberty Rose



The Liberty Rose . . .



We are very pleased to present this detailed presentation of the Liberty Rose and how and why this beautiful and symbolic rose was conceived and created. We are very passionate believers in both this rose and the story behind it. We therefore are pleased to present this detailed presentation of Brad Jalbert's Liberty Rose. We hope you enjoy reading the following sections.

Announcing and introducing the Liberty Rose

The Poppy and Rose Symbols of Remembrance and Hope

Naming the Liberty Rose

Characteristics of the Liberty Rose

The Liberty Rose Photo Gallery

The McCarthy Collection: Roses Hybridized by Brad Jalbert

About Brad Jalbert: Hybridizer and Owner of Select Roses

About William McCarthy: Commissioned the Liberty Rose

The Significance of the Liberty Rose

Selected Website and Resources

. . . A rose, generations in the making.

ANNOUNCING AND INTRODUCING THE

Liberty Rose

***A beautiful hardy and unique rose hybridized to resemble the poppy.
This stunning rose was created in honour of those who have fought for
and preserved our liberty and freedoms.***

One of the world's leading and most respected rose hybridizer has created a stunning beautiful rose to honour those who have always defended one's country's freedom and liberty throughout the years. This is a rose that makes a statement.

Brad Jalbert, owner of Select Roses in Langley, British Columbia, Canada's foremost rose expert and breeder and one of the most authoritative and respected rose experts in the world. He is proud to introduce his latest creation, the Liberty Rose.



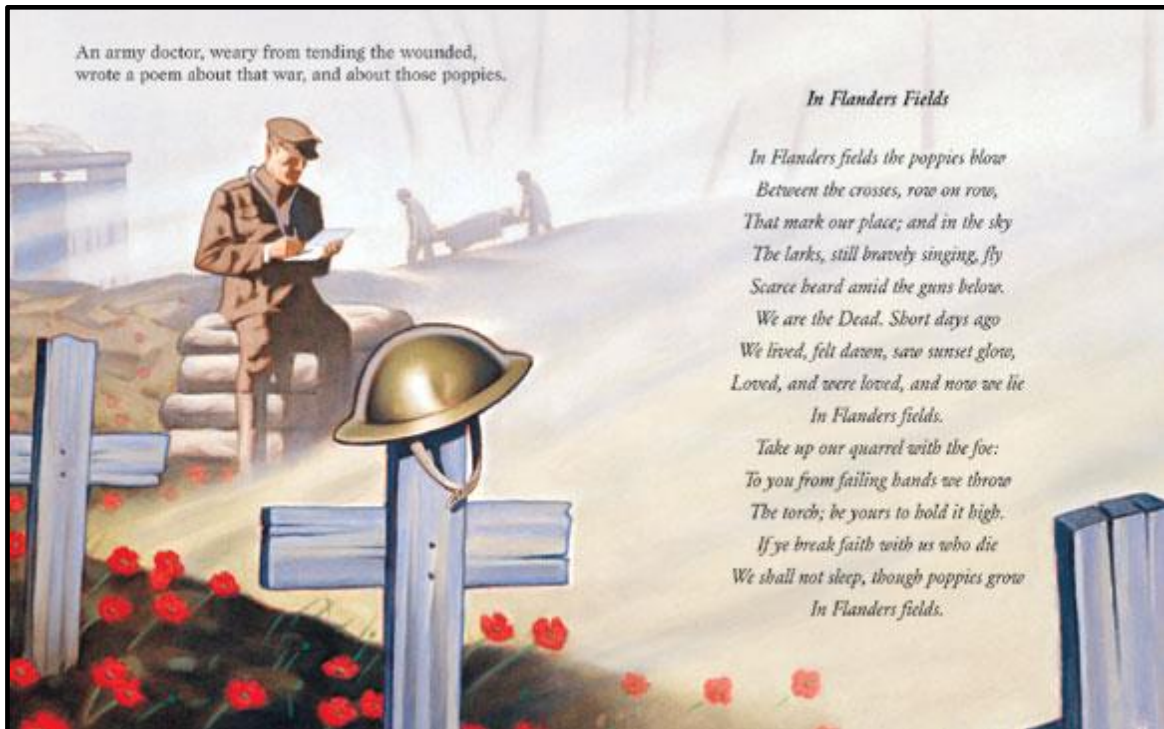
The Liberty Rose (right) created by Brad Jalbert. Jalbert is Canada's foremost rose expert and authority and one of the world's most respected and innovative rose hybridizers and breeders.

Jalbert, who has hybridized over 140 roses to date, is especially proud of his latest creation. How and why the rose was commissioned, and what it commemorates is especially important to Jalbert, who has operated Select Roses since 1990. "This was a very special and personally gratifying experience for me," Jalbert states. "This rose is a tribute to all who have served, and will serve, including my late grandfather. To work with my friend and patron William McCarthy on this very special rose has been a true honour and pleasure. This rose is very, very special."

THE POPPY AND THE ROSE: SYMBOLS OF REMEMBRANCE AND HOPE



The poppy has been universally recognized as a symbol of remembrance since the First World War. The rose, the world's most popular plant, symbolizes peace and joy. The battlefield of World War One provided prime growing conditions for the red poppy that was already native to much of Europe. This poppy covered Flanders Fields in Belgium in 1915 when following a funeral of a fellow soldier, Canadian soldier and surgeon John McCrae wrote the most famous wartime poem in history, "In Flanders Field."



Canadian soldier Lieutenant Colonel John McCrae (1872 – 1918) wrote the most famous wartime poem ever in the three years before his own death.

To this day we wear the poppy in memorium. Poppies are planted and placed in cemeteries and at memorials around the world. Together with the rose, the world's most popular, beloved and recognized plant, these two flowers and their beauty always make one think and reflect. The Liberty Rose, a rose so reflective of the poppy itself, is meant to perpetuate this tradition of grateful remembrance.



Canadian, British, American and Australia stamps. Postage stamps around the world highlight the poppy to honour those who have sacrificed and those who serve.

CREATING THE LIBERTY ROSE

In 2017, William McCarthy, long time friend and patron of Brad Jalbert and Select Roses, and himself a Master Rosarian, commissioned Jalbert for the tenth time to create a rose to commemorate a person and/or event. McCarthy wanted a rose that would honour those who served in the armed services. At the time he was preparing a monument to those Canadians who served in Afghanistan. The monument, located at his property outside Mission, British Columbia (100 kilometers east of Vancouver) is centered around a Light Armoured Vehicle (LAV III) that actually served in Afghanistan.

There are now similar LAV III monuments throughout Canada, joining other statues and tributes that honour service over self.



Canadian troops operating a Light Armored Vehicle (LAV III) on patrol in Afghanistan. Some of these vehicles are now monuments to service.

McCarthy, also like Jalbert, and former President of the Vancouver Rose Society, discussed with Jalbert the possibility of creating a rose that had a resemblance to the poppy we wear on Remembrance Day. McCarthy wanted a hardy shrub rose that could form part of the landscaping framing the LAV III monument.



The poppy symbolizes the sacrifice of those who served. We wear them on Remembrance Day. A Canadian soldier lays a Remembrance Day wreath in Afghanistan.

In response to this challenge, Jalbert focused his attention on creating a hardy disease resistant shrub rose, one which would resemble as best he could the red poppy that grew in Europe. Jalbert's rose hybridizing process sees him creating several prospects annually. Each year Jalbert will sprout 5,000 – 7,500 rose seedlings, all of which he hand-propagates, crossing rose breeds together in search of combinations that in his considered expert opinion may possibly create through the process of elimination that unique rose with durable and marketable qualities. From these thousands of candidates, around 100 seedlings are kept for further evaluation over the next year. These few seedlings are monitored almost daily by Jalbert, whose focus is on eliminating possibly good roses in pursuit of the truly excellent rose. Only a handful of prime candidates will emerge. Only those very few Jalbert

deems most viable are retained, then grown and repeatedly tested including field growing trials over a two-year period. Ultimately, only a very select (Select Roses) and limited number will meet the Jalbert standard – a standard recognized and respected worldwide. The entire process reveals the patience and precision required to create a truly lasting legacy. From this process, one of these seedlings became the Liberty Rose.



Brad

Jalbert's greenhouse "maternity ward" (left). Here seedling creations are carefully monitored. Brad Jalbert inspecting some of his latest creations and prospects during the field testing phase.

Brad Jalbert is especially proud that his creation, initially labelled internally as "Jalredexplosion," was selected to become the Liberty Rose. This rose was very special from the start. Hence Jalbert imposed an especially vigorous and lengthy "testing and proving" process on this candidate. "Right away I knew I had something special – a rose that had great growing characteristics, appearance, colour and vigor – this is a no-spray rose. From the start I referred to this being the rose whose flower form resembled a large red poppy!"

Jalbert chose to keep the future Liberty off the market for seven years, waiting for a proper debut and commissioning. "Perhaps it was fate that I didn't market this rose beforehand. When Bill (McCarthy) mentioned his plans and asked if I could create a rose to resemble a poppy, I told him that I already had. When we went to view the test plants – we both just smiled . . . then we named it Liberty. This was meant to happen!" The Liberty Rose will now be mass grown so that others may experience and enjoy a once in a lifetime rose, one created for a very special purpose.



The beautiful Liberty Rose has a “poppy-like” appearance. It is also a very attractive, hardy, durable and vigorously growing shrub rose. The flowers and foliage are stunning.



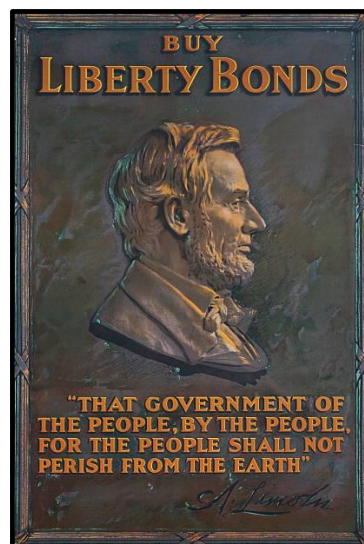
Red Poppy



Liberty Rose

NAMING THE LIBERTY ROSE

When Jalbert and McCarthy were considering names for this unique rose, a name that would succinctly symbolize what the rose stood for, they considered several options, before McCarthy's son John suggested simply, "Liberty." This word has both deep and profound meaning. It is one used with great reference throughout history, in particular when military service in defense of one's country is referenced. The name symbolizes freedom, sacrifice and service. A perfect name for a rose commissioned to commemorate those who have, and will serve their countries - Liberty.



The word Liberty has always been used to promote sacrifice in defense of freedom and independence. These four World War II posters highlight these themes.

THE BRITISH COLUMBIA REGIMENT AND THE LIBERTY ROSE

Celer et Fortis
“Swift and Strong”



Faugh a Ballagh
“Clear the Way”

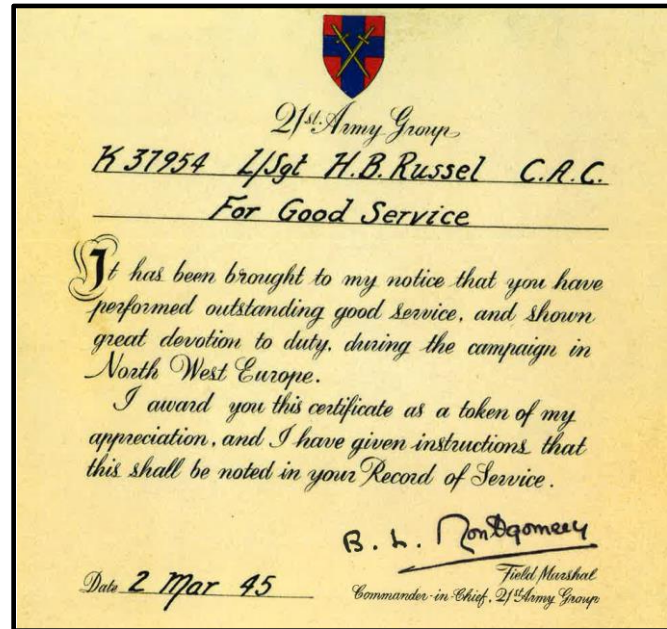
**The British Columbia Regiment Crest
Flanked by the Regimental mottos.**

A unique part of the Liberty Rose story is the British Columbia Regiment (Duke of Connaught's Own) connection. William McCarthy is a former serving Officer of the Vancouver based Regiment, and currently serves as a Trustee of its Charitable Trust. The LAV III monument project McCarthy established was done in conjunction with the British Columbia Regiment. This Regiment was established in 1883.



William McCarthy (c. 1981) McCarthy was a commission Officer with the British Columbia Regiment. A World War Two era Tank guards the British Columbia Regiment's Vancouver Drill Hall.

When McCarthy met with Jalbert to discuss the purpose behind this commission and the preferred rose characteristics, Jalbert mentioned that his grandfather had indeed served in the Second World War. A search of the family archives confirmed that Jalbert's maternal grandfather has served, with great distinction in the Second World War as a member of the very British Columbia Regiment now involved in this project. Sergeant Howard Russell and his wife Phyllis Mae were the proud grandparents of Brad Jalbert.



Sergeant Howard Burton Russell (1907 – 1984)
28 Canadian Armour
British Columbia (Duke of Connaught's Own) Regiment



Poppies growing in Flanders Field and throughout Northwest Europe where the British Columbia Regiment fought during the liberation of Europe in World War I and World War II.

Since its formation in 1893, the British Columbia Regiment and its serving members have stood guard for their community, province and country and alongside their allies. The Regiment has a tradition of serving gallantly in both war and several civic and peacekeeping duties. Their service continues to this very day, and beyond.



The British Columbia Regiment on patrol in Europe during the Second World War (left). Members of the Regiment serving in Afghanistan (right).



Veterans and serving members of the British Columbia Regiment participate in a Remembrance Day ceremony in Vancouver, B.C. (left). The British Columbia Battle Honors (right).

CHARACTERISTICS OF THE LIBERTY ROSE



Shimmering blood red, brilliant from start until petal drop. An excellent landscape garden rose, early flower with non stop bloom until frost. Foliage is beautiful rich glossy green and abundant. Large single blooms in clusters that drop cleanly when finished. Improved winter hardiness with excellent resistant to disease. This rose is dedicated to all those who have served to protect life and Liberty. Easy care, drought tolerant combined with perfect garden shrub habit. Beautiful even without bloom! Very showy.

This rose was commissioned by Mr. William P.J. McCarthy.

Hybridized by Brad Jalbert, Select Roses.

Denomination	Jalredexplosion	Registered Name	Liberty, 2019 intro
Class	Shrub	Parentage	Como Park x Beach blanket
Flower Colour	Blood red	Flower Form	Like a large red Poppy!
Flower Size	2 inches	Petal Count	5, large single bloom
Fragrance	Slight sweet wild rose	Stem Length	Tight to the plant
Habit	Rounded tight to about 3.5 feet by 3 feet	Uses	Mass planting, garden shrub, containers
Foliage	High gloss deep green	Disease Resistance	Black spot – excellent Powdery mildew – excellent

THE
Liberty Rose



*Commissioned by William P. J. McCarthy
Created by Brad Falbert*

... In honour of all who serve.



THE McCARTHY COLLECTION ROSES COMMISSIONED BY WILLIAM McCARTHY AND HYBRIDIZED BY BRAD JALBERT

[Brad Jalbert's Own](#) > McCarthy Collection

William P.J. McCarthy has been a patron and a friend of Select Roses since its early beginnings. A real estate practitioner by trade, he holds certifications in residential landscaping, garden design, bee keeping, and rose judging; he is also an esteemed Master Gardener, who cultivates more than 1,250 rose on his estate. This collection represents a small but noteworthy category within his collection: roses commissioned to honour the people and beliefs cherished by McCarthy and his family.



[William P.J. McCarthy](#)

Floribunda • Light fresh rose scent • 4' wide x 4' tall • Created by B. Jalbert

Possibly the finest rose I have hybridized to date. It is a hybrid between the famous climber 'New Dawn' and the equally acclaimed hybrid tea 'Silver Jubilee'. The plant habit is an ideal shrub type: very bushy rounded and robust growing. It will grow in almost any situation and flowers with steady waves from late spring until frost. I love the perfectly clear mid-pink colour and form of the flowers. Extremely winter hardy, prolific in blooms, and an outstanding garden shrub. Featured at the 2009 World Rose Festival, it is now grown by nurseries across Canada.



[Claire McCarthy](#)

Miniature • Mild scent • 14" tall • Created by B. Jalbert

This ivory-cream miniature rose intensifies in colour under some growing conditions. Classic hybrid tea formation, that is elegant at all stages. Claire makes a wonderful container or border rose, and thrives on good culture. This rose has been named in honour of the youngest child of William and Dolores McCarthy.



[Carl & Cathrina](#)

Miniature • Mild fragrance • 14" tall • Created by B. Jalbert

season.

A rich poppy-red to red-orange miniature, this rose was selected by William McCarthy as a gift for his close friends, in celebration of their passion for gardening. Clusters of flowers bloom in flushes throughout the



[John Jambor \(Awaiting Renaming\)](#)

Miniature • Mild scent • 18" tall • Created by B. Jalbert

John Jambor was born in 1902 in what is now Slovakia. A self-made man he, in 1991, left behind a tremendous legacy of philanthropy and the Canadian ideal. William McCarthy named this miniature rose in memory of John: his grandfather, his mentor, and his inspiration. Its flowers are borne mostly as solitary blooms, perpetually through the season. This rose's mauve blooms turn pink around the edges in cooler weather.

This rose is awaiting renaming, as a new rose has been dedicated to Mr. Jambor on the occasion of a [momentous legacy](#) to the BC Cancer Agency.



[Saint Benedict](#)

Shrub • Mild, sweet wild rose fragrance • 4' wide x 4' tall • Created by B. Jalbert

A graceful yet robust beauty, this rose offers pale peach buds that open to reveal golden stamens. Flowers fade to white as they age. The progression of colour from peach to white, often on the same plant, has a remarkable effect!



[Shiloh Hill](#)

Floribunda • 3' wide x 3' tall • Created by B. Jalbert

This red-silver bicolour floribunda was named after the McCarthy's hundred acre Mission, B.C. estate. Shiloh Hill is home to one of the largest catalogued private rose collections in Canada. It is also home to thousands of other unique plants, and many breathtaking vistas. This rose can be used for beds and borders, container rose, cut flower or garden.



[Utopia](#)

Hybrid Tea • Strong, sweet fruity rose fragrance • 4' wide x 4' tall • Created by B. Jalbert

While Mr. McCarthy may have been attracted to this hybrid tea rose by its warm, gentle colours and superb fragrance, he commissioned its naming upon learning that the trial plant had been virtually untended for several years, proving its strength as a survivor in the garden. I love how it glows in the evening light! Ideal as a cut flower.



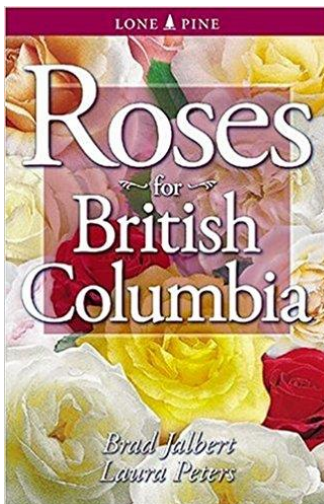
[The new Shiloh Hill Rose](#)



[The John Jambor Shrub Rose](#)



[The Liberty Rose](#)



Brad Jalbert is one of the world's great rose hybridizers. With an international reputation for being able to create roses which are unique and beautiful but extremely hardy and resilient, his creations are now amongst the most sought out in the rose and garden world. Commissioning a rose for a purpose, an occasion, or a person, is a special passion of Brad's.

No rose is tested harder than a Jalbert creation, and no rose delivers on timeless quality like those conceived and cultivated by Brad Jalbert. A true gift of a lifetime.



"As Good As It Gets"

BRAD JALBERT

Biography of one mans passion for roses

Last updated 2018

Brad Jalbert was born in 1965. In 1989, he graduated top of his class in Horticulture from the University Of the Fraser Valley. In 2014, he was chosen as one of their top 40 Alumni. Brad opened his specialty rose nursery in 1990, featuring the best in garden roses, both old and new. His hybridizing program was started that first year and to date Brad has introduced more than 140 roses setting a Canadian record for the most rose introductions. In 2016, one of Brad's new hybrids won two fragrance awards in Barcelona, Spain's World Rose Trial competition. He is the first Canadian to ever win an international rose breeding award. This variety was awarded yet another fragrance medal in New Zealand in 2017, making Brad the only rose breeder from Canada to ever win an award there. His varieties are now in high demand world wide and have been introduced on four continents making his rose breeding program the widest reaching in Canadian history. It should be noted that his Select Rose breeding program is funded 100% by the company he founded.

Brad has co-written two books on roses, "Roses for British Columbia" and "Roses for Washington and Oregon". He has also written numerous articles for many Canadian garden magazines, and contributes articles to rose bulletins in Canada and USA. He has appeared as a guest on the Fanny Kiefer's "Studio 4" cable show and David Tarrant's Canadian Gardener television series. He has worked extensively with BC Parks improving rose gardens and is passionate about seeing roses used in public "no-spray" parks.

His work in support of gardening merited him the BC Landscape & Nursery Association's "Garden Communicator of the Year Award" in 2009. He is Past President, Life Member of the Vancouver Rose Society and past regional director of the Canadian Rose Society. Brad was extremely active in bringing the World Rose Convention and Festival to BC in 2009. A sought-after speaker, Brad's dedication, passion and sense of humor have been enjoyed by audiences around the world.

Select Roses features a large display garden in Langley, British Columbia, attracting gardeners interested in high quality garden roses. The nursery is packed with thousands of potted roses starting spring of each year, closing in mid summer. The selection features roses hybridized by Brad as well as top roses from breeders around the world.



Roses hybridized by Brad are field planted and tested for 3-4 years before moving to other climates for even more testing. Roses created by Brad have been commissioned for naming by many people from business man philanthropist Mr. William P.J McCarthy, Sony Music for Loretta Lynne and Vogue Magazine featured one of his roses as the 125 Vogue Anniversary rose in June of 2017.

William P.J. McCarthy

A.A., B.A., B.G.S., B.Th., M.A., MAIS, CPM, FRI, CLO, RPA, FRICS, RI, ICD.D, Q.Arb., CCIM, CRE

Mr. McCarthy is a property manager, developer and real estate agent and consultant. His primary focus is on his own significant real estate portfolio. In addition to his own real estate portfolio and business interests, Mr. McCarthy provides real estate consulting services on a selected basis for third parties. He also has served on over 100 Board of Directors, often in a leadership role. He is a philanthropist of note and has also completed over 4,000 pro bono real estate and business consulting assignments to date.

Mr. McCarthy is the senior faculty member of the Real Estate Institute of Canada (REIC). He is the author of three REIC textbooks, REIC 2600 – Ethics and Business Practice; REIC 2360 – the Leasing Process and REIC 2361 – Negotiation and Documentation in Commercial Leasing. He has taught and lectured across Canada, including assignments for the federal and provincial governments and the RCMP.

Mr. McCarthy's academic and professional designations include:

- **Associate of Arts (A.A.)**, Douglas College
- **Bachelor of Arts (B.A.)**, Simon Fraser University
- **Bachelor of General Studies (B.G.S.)**, Simon Fraser University
- **Bachelor of Theology (B.Th.)** Newman College
- **Master of Arts (M.A.)**, University of British Columbia
- **Master of Arts Integrated Studies (MAIS)**, Athabasca University
- **Certified Property Manager (CPM)**, Real Estate Institute of Canada
- **Fellow of the Real Estate Institute of Canada (FRI)**, Real Estate Institute of Canada
- **Certified Leasing Officer (CLO)**, Real Estate Institute of Canada
- **Real Property Administrator (RPA)**, Building Owners and Managers Institute
- **Fellow Royal Institute of Chartered Surveyors (FRICS)**
- **Member, Real Estate Institute of British Columbia (RI)**
- **Institute of Corporate Directors (ICD.D)**, Institute of Corporate Directors
- **Qualified Arbitrator (Q.Arb.)**, ADR Institute of Canada
- **Certified Commercial Investment Member (CCIM)**
- **Counselors of Real Estate (CRE)**, Counselors of Real Estate

OTHER ACADEMIC, PROFESSIONAL, AND GREEN ACCREDITATIONS

In addition to his academic and professional designations, Mr. McCarthy has also earned several other certificates, diplomas, and qualifications. Some of these are listed as follows:

- Accredited Management Organization (AMO), Institute of Real Estate Management
- Licensed Real Estate Agent, Province of British Columbia
- Licensed Real Estate Securities Salesman, Province of British Columbia
- Certificate in Theological Studies from Newman College
- Nationally (Canada) Certified Coaching Certificate
- Administrative Management Certificate, British Columbia Institute of Technology
- Certified Residential Landscape Technician
- Certified Master Gardener / Certified Advanced Master Gardener
- Certified Beekeeper / Certified Bee Master (Simon Fraser University)
- Certificate in Garden Design from the University of British Columbia
- Master Rosarian / Certified Rose Judge
- Past President and Director – Vancouver Rose Society

Frequent lecturer and advisor to garden clubs and societies.

“Human nature is universally imbued with a desire for **Liberty, and a hatred for servitude.”**

- Julius Caesar (100 BC – 44 BC)



“Liberty**, when it begins to take root, is a plant of rapid growth.”**

- President George Washington (1732 – 1799)



“We've been blessed with the opportunity to stand for something - for **Liberty and freedom and fairness. And these are things worth fighting for, worth devoting our lives to.”**

- Ronald Reagan (1911 – 2004)

RESOURCE WEBSITES

This information has been offered to outline how a very unique rose was commissioned and created to commemorate and honour a very special cause. For further information about Brad Jalbert and his Select Roses (hybridizer); the British Columbia Regiment (Honorary Patron); and William P.J. McCarthy (Patron), please view their respective websites.

1. Select Roses, <http://www.selectroses.ca/>
2. British Columbia Regiment, <https://www.bcregiment.com/new/>
3. William McCarthy c/o W.P.J. McCarthy and Co. Ltd., <http://wpjmccarthy.com/>

For more information on the rose hybridizing process, or to personally commission a rose, view the information on the Select Roses website and/or contact Brad Jalbert.



LIBERTY . . . LEST WE FORGET