



# **San Francisco Orchid Society Newsletter**

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# April 2012 Volume 61 Number 4

**The mission** of the SFOS is to foster the culture and cultivation of orchids and to promote education of its members and the public about orchids. Our goals include: an exchange of information from exhibitions, publications, and the Internet, maintenance of a reference library, and participation in worldwide activities.

**April Speaker - Ron Parsons** 

Member's Corner Past Newsletters

# **Membership**

Join the SF Orchid Society
Contact the Membership Chairman
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# **SFOS Meeting**

**Tues. April 3, 2012** 



SF Orchid Society

Tues. April 3 2012
AOS Judging: 7:00 PM
Skills Session: 7:05 PM
Meeting: 7:30 PM

San Francisco County Fair Building, Golden Gate Park, 9th Avenue and Lincoln Way, San Francisco. Plants submitted for American Orchid Society Judging must be entered between 6:30 pm and 7:00 pm.

# Speaker Ron Parsons Native Orchids of North America



## Ron Parsons

Ron Parsons is considered by many to be one of the finest flower photographers in the United States. His photography and encyclopedic knowledge of orchids is known both nationally and internationally. He has been photographing orchids, wildflowers, and almost every other kind of plant for over 25 years, and has a slide collection that numbers well over 80,000 slides! He went "digital" just over a year ago, and in this short time has taken thousands of photos of orchids, wildflowers and other rare plants. Ron loves to travel, photograph orchids and wildflowers in situ, visit orchid and other plant enthusiasts' collections, and most of all, to take photographs of plants and flowers that he likes.

**Native Orchids of North America** 

# **Skill Session**

Bruce Rodgers
Secrets of the Orchid
Whisperer

# Plant Opportunity Table Anna Chai

# 2011-2012 SFOS

Officers/Contacts

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Vacant

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**Dennis Westler** 

Show Chair

<u>Membership</u>

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**Newsletter Editor** 



Most orchid enthusiasts do not think of temperate regions when they think of orchids, but some of the most beautiful orchids in the world occur in the United States and Canada. Although Mexico is part of North America, orchids of Mexico are not included in this talk. Except for Florida where there are a few dozen epiphytic species (Epidendrum magnoliae does grow north to the Carolinas), the rest of our native orchids (close to 200) are terrestrial, and they are found in every state and almost every habitat. Orchids are one of Ron's favorite wildflower subjects, and every photograph in the North American Orchids lecture is taken in situ.

## **Dinner with the Speaker**

Please join us in the parking lot in back of the SF County Fair Building at 5:30 PM sharp.

# **2012 Membership Directory**

The new membership directory is now online on the SFOS website. All members with an email

# **Stanford Stapleton**

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# **AOS Representative**

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# **Raffle Tickets**

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#### Librarian

Chris Mende

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Dennis Westler 415-336-2752

DennisWestler@aol.com

## **POE Sponsorship**

Frances Larose 650.548.6700

flarose@prmagic.com

#### Webmaster

Contact: Dennis Westler <u>DennisWestler@aol.com</u>

# Web Site

# www.orchidsanfrancisco.org

 $\underline{info@orchidsanfrancisco.org}$ 

A California Non Profit 501(c)3
Corporation

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address in our records should have received instructions for login and password.

If there are errors, please contact Chris Mende at chrismendefoto@aim.com.

# 2012 Dues are Due!

(\$25 per year)

Please pay your dues at the next meeting, or go the Web site www.orchidsanfrancisco.org

and use *Pay Pal* or mail to SFOS- Membership PO Box 27145 SF, CA 94127-0145

- \$25/year (with Email Newsletter Option)
- \$45/year (with USPS Mail Newsletter Option)
  Thank you!

# **Welcome New Members**

Harris Epstein
Lorraine Fleming
Pat Radosevich
Richard Shearin & Mark Picciano
Angela Tsai
Gary Turner & John Molnar
Raj Walia

Please welcome our new members whenever you meet them and especially at the San Francisco Orchid Society meetings.

# **Refreshments**

Q-Z

SFOS members are encouraged to help out with refreshments, setup and cleanup at Monthly Meetings. If your last name falls within the letter range **Q-Z** please bring snacks such as fresh fruit, ice cream, crackers & cheese for the next meeting. About three dozen cookies, one cake, one to two pounds of fruit or cheeses, or one box of crackers is an appropriate amount. Remember to pick up your raffle ticket as one of the rewards of sharing - and good luck in the drawing!

# **Minutes of SFOS Board Meeting**

# SFOS Board Meeting March 13, 2012

Virtually present were: President: Mary Gerritsen, Past President: Jean Lee, Vice President: Steve Beckendorf, Show Chair: Dennis Westler, Membership: Judy Bley, Secretary: Kay Klumb, Directors: Ellen Edelson, Ricki Kohn, Allison Lehman, and Chris Mende

# **I. Vice President's Report**

Steve announced the speaker schedule for the next several months which will be printed elsewhere in the Newsletter and on the website. Some discussion was held about possible speakers and programs. The Board was pleased to learn that Leonid Averyanov would be in the US and agreed to present to SFOS in May.

# **II. Membership Report**

Judy stated that current membership is 210. She said that she has emailed 35 of last year's members who have not yet renewed for 2012, some of whom have promised to renew. Board members volunteered to telephone them as well. Ellen said that she had not gotten the mail, so some renewals might be there.

## **III. Old Business**

- A. Nominations Committee Chair Allison reported that 4 members are considering being candidates for the 3 elected positions: SFOS Treasurer, Secretary, and Director; and one appointed position: Membership Chair. She said that she is not looking for a candidate for POE Show Treasurer. Dennis added that the Show Committee is the appropriate group to find that candidate. Kay clarified that appointments may be made by the President at any time and that the slate for elected positions is supposed to be presented at the April membership meeting and the vote is to be held at the May meeting. Nominations may also be made from the membership at the May meeting.
  - B. Dennis reported that POE ran fairly well.
- 1. He said there were some problems with ticket sales, attendance was up, there were no conflicts or security problems, our Taiwanese sponsors, including the cruise donor, seemed pleased. Dennis is sure that POE made a decent profit, but final figures aren't available yet.
- 2. Ellen was concerned that ill will was created by not having wine glasses for all of the volunteers and vendors. Dennis explained that 1500 glasses had been ordered which were more glasses than were given out last year. Mary expanded upon the discussion after the meeting, saying: "Prior years' attendance at the Gala was used as guidance to purchase glasses. The POE committee was being cost conscious and space conscious; we did not want to store cases of left over glasses, nor exceed the very tight budget for the show. The glasses were ordered many weeks in advance of the POE, and he [Dennis] hoped that people understood that once the glasses were ordered, there was no way to get additional glasses in time for the show. He hoped that the volunteers would understand that the POE Gala attendees paying \$40-45 each for tickets were given priority for wineglasses. Dennis will look into the possibility that more glasses could be

obtained to be given to volunteers."

- 3. Board members expressed appreciation to Taiwan for all of the advertising it provided in addition to the financial sponsorship.
- C. Mary reported that Ron Parsons will not be available for a native orchid tour in April, but will be able to lead a tour on the San Mateo Coast in July.
- D. Allison conveyed Dan Peter's request for a new laptop computer and software for the Treasurer as the current one is antiquated. Kay moved that Dan be asked to specify what is needed and the Board find a replacement. Allison seconded and the motion passed.
- E. Discussion was held to determine a method to inform members and provide a printed membership roster for those who desire it. Mary will create the file and Ricki will print it at no cost to SFOS. Judy said that she already has a list of members who have requested a hard copy. Additional requests may be made to Kay and copies will be given to the requesters at a meeting. Addendums will be issued as needed.
- F. Allison reported that she and Paul Bourbin investigated the microphone problem and determined that the lavaliere microphone had been left on and lying by the speaker. Paul will investigate further, but is confident that turning off the lavaliere will solve the problem.
- G. Ricki complained about all the noise during Show and Tell and Speaker's Presentation, i.e., rustling packages, cell phones, conversations, and door closings. Ellen said that she watches the door. Judy suggested that raffle tickets sales cease when the program begins. An announcement to be considerate and turn off phones will be made at each meeting.
- H. Dennis informed the Board that he has been posting items on Facebook about POE on the SFOS page and website.

#### **IV. New Business**

- A. Mary mentioned Mark Sullivan's reminder that SFOS is committed to 1% for Conservation. The Board agreed that a donation will be discussed after POE's revenues are known.
- B. Allison asked the Board to join her in thanking Mary, Steve, and Dennis for all their efforts on behalf of SFOS and POE.
- C. Steve asked if the Board would be willing to change the meeting time as he has joined another Board whose meeting conflicts with this one. He will send an email around to see about that.
- D. Mary will prepare an item for the Newsletter and website to inform members on how to attend virtual Board meetings.
- E. Orchids in the Park is scheduled for September 15 & 16, 2012. in the County Fair Building.
  - F. Ellen reminded Mary to get the mail from her at meetings.

Ricki moved to adjourn the meeting, Allison seconded and the meeting was adjourned.

Respectfully submitted, Kay Klumb

# Message from the President

Nearly a year into my presidency, I thought it would be useful to look back over where we have been, and where we are today. A year ago, the San Francisco Orchid Society was approaching a financial crisis. We had net losses in excess of \$20,000 per year for several years in a row, due to two principal issues: (1) lower than expected revenues from our

two money making activities, i.e. Orchids in the Park, and the Pacific Orchid Exposition, and (2) continued spending in excess of our budget. Had we continued on this course for another year or two, the society would have approached bankruptcy. Over the last year we have made major changes to our expenditures, reducing our costs on the newsletter, the plant opportunity table, club insurance, and carefully controlling our speaker costs. We have also substantially increased our revenues from both the Orchids in the Park and the Pacific Orchid Exposition. This year our live and silent auctions and the Razzle Dazzle Raffle also made additional contributions to our finances. Hopefully by next month we will be able to present a financial statement which will give us all a better idea of where the society stands, but I am confident that we have successfully resolved our financial issues and are in good shape for the coming year. I realize that to accomplish this we have had to make major changes in a number of procedures, such as how we do the newsletter, the food for the shows, the number of wine glasses at the Gala and probably other changes that have not been met with the highest of enthusiasm by some of our long time members. I do hope that the membership understands that these changes were necessary for the long-term health of the society. I want to thank the SFOS board of directors for their support over what has been a somewhat tumultuous year.

I would like to take this opportunity to express my sincere gratitude to the Pacific Orchid Exposition show committee: Dennis Westler, Dan Peter, Frances Larose, Tom Perlite, Maureen Clarke, Ken Giebel and Jean Lee. Behind the scenes this team works hard all year to put on the show, and their hard work really paid off this year! I also would like to extend special thanks to Frances for her efforts in getting our sponsor, Taiwan Tourism. Additionally, I want to thank the Silent Auction committee, headed by Lynn Murrel. This committee managed to obtain some incredible donations for the silent and live auctions, as well as reorganized the display and presentation of the auction items resulting in a financially successful outcome. Our profitable plant division committee headed by Bill Theiss and Gay Matthes, as well as the member plant sales committee headed by Carol Zoltowski, also made important financial contributions towards the success of the POE. Thank you Stanford Stapleton for your long hours, making those great badges (over 750 of them!) and running the security part of the show so smoothly. Judy Bley, for whom the POE was her final role as membership chair, did a wonderful job staffing not only membership, but also handling the badges on the day of set up. The chairs of all the other committees so important to putting on the POE are to be congratulated for their hard work and extra efforts. Finally, my thanks go out to the hundreds of volunteers whose efforts during the week of the POE were so instrumental to our success. We put on a great show, and we should all feel very proud of our accomplishments!

# **Mary Gerritsen**

President San Francisco Orchid Society

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# **AOS Awards**

# **AOS Awards**

American Orchid Society Pacific Judging Center Web site: <a href="www.aospacificcentral.org/">www.aospacificcentral.org/</a> Please check the Web site for the most recent awards.

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# **SFOS Bulletin Board**

The Bulletin Board is a free service for SFOS members' orchid related items. Send items by the 15th of the month by email to: <a href="mailto:stanford@rkmediasolutions.com">stanford@rkmediasolutions.com</a> Include your name, phone number, and how long you want the item to run. We will also run items of interest from other orchid societies. All submissions will be reviewed and may be edited.

# **Upcoming Events**

# April 3, 2012, 7:30pm - SFOS General Meeting

Ron Parsons - Main Speaker

Subject: Native Orchids of North America

# Saturday March 31, 9AM - 5 PM; Sunday April 1, 10 AM - 5 PM. 17th Annual Central Coast Orchid Show 2012

**Stepping Back in Time**. Displays represented by hobbyists, several local orchid societies and the show vendors showcase a multitude of blooming orchids at their very best. Sponsored by the Five Cities Orchid Society. South County Regional Center -800 W. Branch Street, Arroyo Grande, CA 805-929-5749. **Orchid Show Preview Benefit** - Dana Adobe Nipomo Amigos Fri. evening March 30, 2012 6:60 PM - 9:30 PM Preview Tickets: \$40. 805.929.5749 Live music, silent auction, awards presentation, Central Coast Wines, gourmet hors d'oeuvres.

# <u>Saturday & Sunday, April 21 & 22, 2012 Sat. 10 AM - 5 PM, Sun. 10 AM - 4 PM, Sacramento Orchid Society's 65th Annual Show & Plant Sale. Sacramento CA</u>

**Kaleidoscope of Colors** Scottish Rite Temple 6151 H Street in Sacramento just across from Sacramento State University. Demonstrations, classes, door prizes. 916.489.3263 Orchid Show & Plant Sales with plants from around the world, educational exhibits to answer all your questions plus the Regional meeting of the International Phalaenopsis Alliance.

# Saturday, April 14, 2012 9:30 - 11:00 AM Gamble Garden Class -Dividing Cymbidium Orchids with Weegie Caughlan

This is a demonstration class on basic repotting procedures given by noted Cymbidium grower Weegie Caughlan. There will be a drawing at the end of the class and one lucky attendee will win a prize Cymbidium donated by Weegie. This event is held at the Gamble Garden 1431 Waverley Street Palo Alto, CA 650-329-1356

X201 <a href="http://www.gamblegarden.org">http://www.gamblegarden.org</a> Cost is \$20 members/\$30 non-members.

# **Upcoming Speakers**

May 2012: Leonid Averyanov - New Discoveries in Vietnam June 2012: Sergio Garcia - Brazilian Orchid Species

# **Notices**

# **Wear Your Name Badge**

The board voted to provide a special raffle ticket to members when they pick up and wear their name tags at our meetings. A drawing for a plant from the opportunity table will be limited to this and will immediately follow the choice by the person who did the Skill Session and the winner from the Show and Tell table. So, wearing your name tag will get you an early selection from the opportunity table.

Your name tag will be available at the membership table.

# **Member's Corner**

- \* The San Francisco Orchid Society extends best wishes to long time member **Walter James**. We missed Walter and Ethel as POE 2012 volunteers this year and anticipate that we will see them both at our monthly meetings and future orchid shows. Get well soon Walter!
- \* Our condolences to **Kathy Barrett** on the sudden passing of her husband, **Dr. Joseph Molnar**, on February 17th. Kathy and husband met in dental school and shared a dental practice, began in 1988, in Pleasant Hill. He was enthusiastic about music, electronics, cooking, cats and his patients. Kathy is in the AOS judging program.

# **SFOS Monthly Show and Tell Table**

We want to thank our members who bring in their plants for display at the monthly meetings. This is a great viewing experience for all and a great way to learn about new plants we might want to try to grow in the future for ourselves.

But did you know that you can bring in a blooming plant that you might not be certain about the name or type and have our group of experts help identify your plant? The more you know, the better your chance of success. Thank you for participating and we'll see you and your plants at the next monthly meeting.

## The Board

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#### **Announcements**

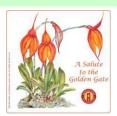
# **Procedure For A Guest to Attend the SFOS Board Meeting**

All SFOS board meetings are open to all members. The board meets on the second Tuesday of each month-- either in person --at the SF County Fair Building (at 7pm) or via Skype (at 7:15pm).

To participate in a virtual meeting, the member must either have a Skype account or a telephone number, which the moderator will add to the call list. Guests will then be added to the conference call at the time the board meeting commences. Board meetings typically end about 9pm.

To attend one of the virtual board meetings, members should contact the virtual board meeting moderator (usually the President, currently Mary Gerritsen) by email or telephone preferably one week before the board meeting. Currently all board meetings are virtual unless announced by email or in the newsletter. To attend an in-person meeting, advance notice is not required.

# **POE 2012**



# From the Show Chairman

# Thank You For a Great and Successful Show!

I wanted to take this opportunity to thank everyone who volunteered, entered plants or otherwise contributed to this year's lovely Pacific Orchid Exposition. This year, as the last few years, has been particularly challenging due to economic uncertainty, changes in the staff and policies of our venue, changes in our ticket sales procedures, and other proceedural changes. We also were in search of new media sponsors and corporate sponsorship. The show committee worked hard to pare down our budget beyond even the cuts of the two previous years.

Thankfully our efforts in tandem with the slowly recovering economy paid off. Our new media sponsors were wonderfully generous, and they brought a new corporate sponsor on board, the Taiwan Tourist Bureau. Their new television and radio spots attracted a great deal of attention, and in conjunction with the rest of our advertising (and probably the general zeitgeist) appear to have returned our attendance to pre-recession levels. And those attendees were greeted by a particularly beautiful show with a great compliment of vendors. The plants were exceptionally beautiful, and our own Open Bench display was full of well grown and often unusual plants I was quite pleased to see an increased number of entries in total, as well as an obvious increase in the number of member plants shown! Those volunteers who interact directly with the public were awesome, and this contributes emmensly to bringing those folks back to future shows.

It is too soon to report on the financial results of the show, as there are still outstanding invoices to be paid as well as some receipts still coming in. But it was a success financially, and may well be one of the more successful we have had. This is largely due to corporate financial support and the surge in attendance. The Silent Auction, headed by an enthusuastic new volunteer committee was particularly lovely, and our first ever Live Auction was exciting beyond our expectations. There will certainly be more information on financial results in the next few newsletters. The San Francisco Orchid Society has tightened its belt for the past few years, and reduced both its expenditures and its charitable giving. It now looks as if we will be able to loosen the belt a bit, and look forward to a greater operating budget in the future.

The list of those who volunteered through the weekend, as well as those who volunteered during setup is too long to publish here (it is over 750 individuals), and is made up of

people from all the local orchid societies as well as those from the general community who enjoy volunteer work. But you all know who you are, and how much your efforts mean to the SFOS. Please make the effort to extend your personal thanks to the chairpeople and other individuals who devoted so much more time, effort and money, and who shouldered the responsability necessary to pull this event off. We do not benefit financially as individuals from this, and many of us take a great deal of time off from our jobs before during and after the show to make sure everything gets done. The benefit is entirely for the Society and its members. It is truly a labor of love.

Once again, my sincerest thank you to everyone who participated in making the Pacific Orchid Exposition a success!

# Dennis Westler POE Show Chairman

# Thank you to our POE 2012 Participating Sponsors, Media Partners and Wineries!

#### **PLATINUM**

- \* KPIX TV / CBS 5
- \* KCBS 740 AM and 106.9 FM
- \* Taiwan Tourism Board
- \* Honorary Master of Ceremonies Liam Mayclem

# **GOLD**

- \* A. Silvestri Co. Fine Statuary
- \* Azamara Club Cruises
- Bavbreeze Greenhouses
- Celtic Harp & Bamboo Flute Music from Lisa Lynne and George Tortorelli
- C2B Concepts
- \* Ferry Plaza Wine Merchant
- \* Fugazi Travel
- \* Golden Gate Orchids
- \* Lyngso Garden Materials
- \* Metamorphosis Landscaping
- \* Real Good Solar
- \* Renewal by Anderson
- \* Sally Robertson
- \* South Pacific Orchids
- \* Tom Perlite
- \* Tree Movers
- \* The Urban Farmer
- Valley Orchids

# **SILVER**

- \* 7x7 Magazine
- \* Bruce Rogers, SFOS Ambassador
- \* Dawn Ranch

- \* Les Trois Petits Cochons
- \* Lone Oak Lodge
- \* Matsui Nursery
- \* McLellan Botanicals / Taisuco America
- \* Nob Hill Gazette
- \* Oxbow Cheese Merchants
- \* San Francisco Examiner
- \* San Francisco Magazine
- \* Shell Vacations
- \* Silverado Winery

# **Auction:**

- -Allison Lehman
- -Agricultural Bar and Kitchen
- -Applewood Inn
- -Avril Tours
- -Bruce Rogers
- -Dawn Ranch
- -Fancy Food Baskets, Ray Burtner
- -Frances Larose
- -Lone Oak Lodge
- -Lydia Faiella
- -Mary Nesbit
- -Michael Dominc
- -New York Times
- -OrchidWiz, LLC
- -Paul Bourbin
- -Pier 39
- -Ricki Kohn
- -Richard Renwick
- -Ron Parsons
- -Sally Robertson
- -San Francisco Ballet
- -San Francisco Opera
- -Sonoma Orchid Inn
- -Stonehouse Olive Oil
- -Stony Point Ceramic Design
- -Tomas R. Brown
- -Tom Perlite
- -Wall Street Journal
- -Willie Brown
- -WNET

## Music:

Lisa Lynne and George Tortorelli

# **Special Guests:**

- The Golden Gate National Parks Conservancy
- The Bridge Rail Foundation
- Conservatory of Flowers in Golden Gate Park
- Artist Kathi Edwards
- Photographer Jerry Downs
- Lecturer Peter Moylan
- San Francisco Flower & Garden Show
- The Orchid Conservation Alliance for the Imperiale Youth Prize

# Wineries

- Ferry Plaza Wine Merchant
- Silverado Winery
- Casa Carneros Wines
- Hagafen Cellars
- Hook and Ladder Winery
- Morgan Winery
- Rielle Wines
- Cline Cellars
- Jacuzzi Family Vineyards
- Clos Saron (RR)
- Sunset Cellars
- Rock Wall Wine Company
- R&B Cellars
- Bohemian Vineyard
- San Francisco Chronicle Wine Competition
- Hatcher Winery
- Banshee Wines
- Sandole Wines

# **Youth Prize Awarded at the Pacific Orchid Exposition**

# Congratulations to This Year's Winner of the Imperiale Youth Prize!

The Imperiale Youth Prize, which is awarded annually at the Pacific Orchid Exposition, recognizes cultural excellence by those seventeen and younger. The prize also exists to reinforce the enthusiasm of young growers who play an important role in the present and future of orchid growing, conservation, and research.

Jason Liu, age fourteen, of Palo Alto took home the winning honor at the 2012 Pacific Orchid Exposition. With his great growing skills and beautiful yellow Masdevallia, Jasen proves that those of the next generation of orchid enthusiasts are worthy stewards.

Jason likes orchids because, "...they are fun to grow and so varied." He especially likes miniature *pleurothallids* and slipper orchids. Jason became interested in orchids, "...when my parents kept killing Phalaenopsis and told me to read an orchid book. I was fascinated by the interesting plants and decided to start growing them." His advice to other growers is, "...research your plants before getting them and read, read,"

Jason brings home a first place ribbon, a rosette, a certificate of achievement, an exclusive sterling silver medal, and a tremendous sense of pride.





# **POE 2012 Show and Tell**

























# **Announcements**



\*\*\*\*



www.GoldCoastCymbidiumGrowers.com (650) 255-9012

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# **Change of address?**

Send all address and e-mail changes to:

**Chris Mende** 

Email: <a href="mailto:chrismendefoto@aim.com">chrismendefoto@aim.com</a>
SFOS Membership
P.O. Box 27145,
San Francisco, CA 94127

# **Newsletter Submissions**

The SFOS Newsletter welcomes news, articles, events, and any other items of interest to

members. Send items by the 15th of the month in an email to **Stanford Stapleton** at: stanford@rkmediasolutions.com

Please include your name at the beginning or end of your text. All submissions will be reviewed and may be edited due to space limitations. Thank you!

# Sincerely,

San Francisco Orchid Society

Like us on Facebook

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