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San Francisco Orchid Society Newsletter

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July 2011 Volume 60 Number 7

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.

July Speaker



**Bob Hamilton -
Odontoglossums - Endangered
Hybrids**

I am a native of Berkeley, CA. My maternal grandfather arrived in San Francisco in 1904

SFOS Meeting

Tues. July 5th, 2011



SF Orchid Society

Tues. July, 5th, 2011

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.

Skill Session

Deborah Atwood

will be demonstrating re-potting
, how to choose pots, what
types of media to use and
where, and other key elements
of taking care of your orchids.

Plant Opportunity Table

Hawk Hill Nursery

2011-2012 SFOS

Officers/Contacts

President

from Hungary. He sought refuge in Berkeley following the 1906 San Francisco Earthquake and remained here for the rest of his life. My father's family arrived in Berkeley in 1926 from Canada.

Both of my parents grew up in Berkeley and attended UC Berkeley. I attended UC Berkeley as a physics student; however, the dynamics of the mid 60's interrupted an academic career. I've worked at UC Berkeley since 1967, beginning as a "scanner" of bubble-chamber photos for physicist Luis Alvarez, then apprenticing as a scientific glassblower specializing in electron tubes and lasers. In 1984 I became Facilities Manager of the UC Berkeley Microfabrication Laboratory and more recently its successor, the Marvel Nanofabrication Laboratory.

I began growing orchids in 1975 with my partner John Leathers after we purchased a home with an attached greenhouse. We are both members of the Orchid Society of California and the San Francisco Orchid Society, joining both in 1976. John is a specialist with Pleurothallidinae, specifically Draculas and Masdevalias, while I specialize in the Oncidiinae, specifically Odontoglossums. Thus we are both cool growers and together we operate Hawk Hill Nursery, regrettably a non-profit. We do our own breeding and our own lab work.

Odontoglossums -- Endangered Hybrids

Proposing orchid hybrids as "endangered" seems patently absurd. Orchids have become indoor pot-plants and orchid hybrids are cloned and produced by the million. In this talk I present several arguments explaining why, arguably the most beautiful group of orchid hybrids, the odontoglossums, are endangered. This talks covers the natural history of odontoglossums, their cultivated history, past breeding efforts from a select gene pool, and presents some of the new techniques being applied to breeding. Also discussed are antagonists that threaten the future of odontoglossum hybrids. Following the eleventh commandment, "Though Shall Not Bore", I promise a lively, fast paced presentation incorporating elements of humor. This is not your typical "this by this equals this" orchid talk.

Mary E. Gerritsen

meg570@comcast.net

Vice President

Steven Beckendorf

beckendo@berkeley.edu

Secretary

Kay Klumb 415-648-8271

kayklumb@gmail.com

Treasurer

Vacant

Show Treasurer

Dan Peter 650-563-9259

dan.peter@sbcglobal.net

Directors

Chris Mende

chrismendefoto@aim.com

Ellen Edelson 415-731-5924

e.edelson@sbcglobal.net

Allison Lehman 510-912-5800

allison@webbnet.com

Ricki Kohn 415-384-0427

ricki@rkmediasolutions.com

Jean Lee, Past President

Judy Bley, Membership

Dennis Westler, Show Chair

Membership

Judy Bley 415-826-8372

jabley@pacbell.net

Newsletter Editor

Stanford Stapleton 415-384-0746

stanford@rkmediasolutions.com

AOS Representative

Carol Zoltowski 415-657-3222

czoltowski@sbcglobal.net

Orchid Digest Representative

Jean Lee 415-665-6079

jeanleorchids@gmail.com

Plant Sales

Masaki Asuka 650-588-6753

Property Managers

Ellen Edelson 415-731-5924

Maureen Clarke 415-333-4033

maureenclarke@sbcglobal.net

Raffle Tickets

Ellen Edelson 415-731-5924

Maureen Clarke 415-333-4033

Librarians

Chris Mende

chrismendefoto@aim.com

Show Chair

Dennis Westler 415-336-2752

DennisWestler@aol.com

POE Sponsorship

Frances Larose, 650.548.6700,



Dinner with the Speaker

Please join us in the parking lot in back of the SF County Fair Building before the meeting at 5:20 PM, we leave at 5:30 PM sharp.

A New Membership Directory is coming!

If you do not want your contact information shared with fellow members* or if anything has changed (address, telephone number, or e-mail). Please notify Judy Bley at jabley@pacbell.net or 415-826-8372.

**The directory is only for SFOS members and information is not shared.*

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!



flarose@prmagic.com

Webmaster

Contact: Dennis Westler

DennisWestler@aol.com

www.orchidsanfrancisco.org

SFOS telephone hotline:

415.665.2468

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Corporation

SFOS NEWSLETTER JULY 2011

Minutes of SFOS Board Meeting 6-14-11

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

I. President's Report

Mary deferred her reporting to the discussions on the individual items below.

II. Vice President's Report

A. Steve announced the speaker schedule for the next several months which will be printed elsewhere in the Newsletter and on the website.

B. Mary informed that she will need some extra time at the beginning of the July membership meeting for announcements of changes.

C. Several members mentioned that the June meeting ran late. SFOS is supposed to be out of the County Fair Building by 10:00pm. Jean said that she has confirmed with the Park Patrol that SFOS does not have to notify them when the building is vacated, so leaving a little late does not result in increased rental fees. Park Patrol makes regular rounds and locks the building after it is empty.

D. Ellen presented a spreadsheet of all the SFOS Programs from 1997 to date which she had compiled from her archive of Newsletters.

III. Treasurer's Report

Dan deferred his reporting to the discussions on the individual items below.

IV. Secretary's Report

Kay had prepared a report on items of SFOS non-compliance with the Bylaws. Due to the pressing budget problem, it was agreed to address the Bylaws at a later meeting.

V. Membership Report

A. Judy stated that current membership is 218, which includes 1 person who joined last month.

B. Judy provided information that Mary had asked for on non-renewals: 18 people who joined last year did not renew and 37 people who joined in previous years did not renew.

C. Mary said that she plans to write to each of those who did not renew in order to encourage them to re-join SFOS.

D. Ellen reminded the Board that there are signs at SFOS meetings pointing out benefits for members only, i.e., member plant sales, library books.

VI. Old Business

A. Donations:

1. Jean gave a history of SFOS' donations and the reductions made last year: no awards to the Helen Crocker Russell Library or the Conservatory of Flowers, a small award of \$100.00 to the AOS Judges, and no Scholarship to a CSU San Luis Obispo horticultural student. A \$500.00 grant was given to a graduate student to support her research on orchids.

2. Mary reminded that SFOS has a commitment to 1% for Conservation. Steve clarified that the donation can be 1% of whatever fund the Board designates, i.e., net profit.

3. Allison moved that the Board make a minimal donation after we arrive at a budget. Dennis seconded and the motion passed.

B. Sound System: Allison talked with Paul Bourbin and needs more specific information from him before proceeding. Several members commented that the lavalier microphone transmits much clearer sound than the hand held one and should be used as much as possible.

C. POE Committee Chairs meeting: Dennis said he is in process of setting up a meeting to take place on July 14 or 18.

D. Yahoo Store: After an email discussion and vote of the Board, Mary shut down the Yahoo Store on the website which was used to sell POE tickets in favor of a much less costly ticket service, saving \$1200.00 per year, half budgeted to SFOS and half to POE.

E. USPS: Mary worked with the mailing service which fixed the problem with SFOS' non-profit permit.

VII. New Business

A. Financial Overview: Mary presented charts which show a decline in net assets of \$60,000.00 from 2006 to date, with expenses exceeding income for the past 3 years, leaving a balance of about \$82,000.00. The current year is an improvement over the past year as POE made about \$10,000.00, but without major changes, SFOS stands to spend about \$23,000 more than its income. She finds this unacceptable as it places the society in jeopardy of being uninsurable and going bankrupt. [Anyone who wishes a copy of the entire analysis, please email Kay and she will forward it.]

B. Fixed Expenses:

1. Rent for meeting rooms. Jean said that the hours for the 2 smaller rooms could be cut to save \$25.00 to \$30.00 per month as the Judges and skill session are finished by 8:00pm.

2. Accounting. Mary said she did some checking and was told that our accounting expenses are quite reasonable already.

C. Flexible Expenses:

1. Banking Charges. Mary and Dan reported that they went to Wells Fargo and were able to get an \$800.00 per year reduction in fees on the checking account. They were not yet able to get any clarity on the Merchant Services Accounts needed for credit cards, but will persist and perhaps look into other providers.

2. Insurance. Mary explained that SFOS has 3 commercial policies through the same broker: to insure the officers and directors against liability, to insure against crime, and event insurance. She spoke about some of the less expensive nonprofit alternatives. After some discussion which noted that a balanced budget is required by insurance companies, Allison made a motion to table any discussion about insurance until a budget was set and Jean moved to delegate the decision to the President and Treasurer. Motions were seconded and passed.

3. Roster. The Board decided at the May, 2011, meeting to use a data base and only print a few lists of members for those who require a hard copy, eliminating this expense.

4. Opportunity Table. Mary stated that \$400.00 per month is higher than any other Orchid Society pays for a raffle and ticket sales average about \$190.00. Kay pointed out that the Opportunity Table is a member benefit especially attractive to new members and SFOS has a reputation for good tables. Dennis said that 30 plants would still be high and there is anecdotal evidence that fewer plants bring higher ticket sales. After further discussion about the optimum number of plants and ticket prices, Dennis moved that we reduce the Opportunity Table to 30 plants for \$300.00. Jean seconded and the motion passed, potentially saving \$1200.00 per year.

5. Speakers. The Board agrees that speakers are a key function of the society. Mary advocated recruiting local speakers, recruiting members to provide lodging

for out of town speakers, and negotiating fees. She stated that she has given Steve a budget of \$5,000 for speakers' fees, lodging, transportation, and dinners for a year (\$2800.00 less than last year), so discussion of particular fees was ended.

6. Donations. Allison moved that SFOS donate a total of \$500.00 this year, Steve seconded and the motion passed. Steve moved that the Board decide on the recipient(s) at a later meeting. Dennis seconded the motion and it passed.

7. Books. Jean reported that SFOS has not bought any books this year and has no plans to do so.

8. Storage Locker. Mary said the current 10 x 18 foot locker costs \$5400.00 per year. She suggested a 10 x 10 locker for \$2484.00, and asked Ellen how to accomplish the change. Ellen explained in detail the features required to meet SFOS's needs and how she had spent many hours contacting facilities, to conclude that the current provider is the only suitable place. Ellen said she has an inventory and some items could be eliminated, but there are bulky items that are needed. Dan commented that a way to decide is to establish value per cubic foot, for instance, old posters are bulky and sell for little. Discussion was tabled until Ellen can make a recommendation.

9. Telephone Line. Mary said that SFOS is unique in having a dedicated telephone line and most people get their information on line. She has had a link set up on our website and recommends eliminating the phone. The Board agreed which saves \$425.00 per year.

10. Newsletter. Mary asserted that the cost of the Newsletter (\$6840.00 per year) is prohibitive and about half of that cost is for printing and mailing it to about 100 members. She presented alternatives:

a. Production. There is a template based email service named Constant Contact which costs \$120.00 per year. Mary and Stanford Stapleton prepared a sample newsletter using last month's information. The email version would have links to facilitate communication and retrieve further information. Stanford has volunteered to handle the production. There was no conclusion to the discussion about how much of the usual contents would be included.

b. Delivery.

i. Marni Turkel has volunteered to produce and mail postcards with program information to those members who want them each month.

ii. Mary proposed writing to the members who have been receiving a printed Newsletter informing them of a \$20.00 per year fee to continue receiving the printed copy. She would print and mail the Newsletters herself to start.

iii. Members will continue to be encouraged to get their Newsletters by email.

c. Decisions.

i. Steve made a motion to move the Newsletter production to Constant Contact at \$10.00 per month. Ricki seconded the motion and it passed.

ii. Dennis moved that those who receive printed Newsletters now should get postcards [as described above] and letters requesting a fee of \$20.00 per year if they wish to continue to get printed Newsletters. Jean seconded and the motion passed.

iii. Steve applauded Marni and Stanford for their stellar contributions.

iv. Ellen spoke for the Board to thank Angelic and Dave for their many years of service producing the Newsletter.

11. Orchids in the Park. Mary said that she thinks she can increase revenue from Orchids in the Park by using more on-line resources and invited everyone to the Strategic Planning Committee on 6-15-11.

D. Ellen asked for at least a 24 hour notice on agenda items. Some discussion resulted which included reporting problems with the Yahoo Group.

Steve moved to adjourn the meeting, Ellen seconded and the meeting ended.

Respectfully submitted,

Kay Klumb

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AOS Awards

American Orchid Society Pacific Judging Center Web site:

www.aospacificcentral.org/

Please check the Web site for the most recent awards.

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AOS Speaker's Day

Please note that the Annual AOS Speaker's Day will be Saturday August 6th 9AM to 5PM, Oddfellow's Building - 1831 Howe Ave at Alta Arden, Sacramento, Ca. 95838. Speakers will be Marc Hatchadorian, Tom Parker, and Erich Michel. Topics still need to be announced but will include some orchid biology and angraecums. Pricing is \$10 in advance for our sponsoring societies and AOS members, \$15 at the door for our sponsoring societies and AOS members, and \$25 for non-AOS or non-sponsoring society. As always there's a gift if you join the AOS at the meeting. Tickets in advance from Susan Wedegaertner: suewede@clearwire.net



AOS Award -
POE 2011
Masdevallia 'El
Diablo' photo-
Eric Hunt

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: stanford@rkmediasolutions.com 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.

JULY 2011						
SUN	MON	TUES	WED	THURS	FRI	SAT
31					1	2
3	4	5 	6	7	8 	9 
10 	11	12	13	14	15	16 
17	18	19	20 	21	22	23
24	25	26	27	28	29	30

Upcoming Events

July 5, 2011, 7:30pm - SFOS General Meeting

Bob Hamilton of Hawk Hill Nursery- Odontoglossums - Endangered Hybrids.

Deborah Atwood - Skills Session - Re-potting orchids.

July 8 - 10, 2011 SANTA BARBARA ORCHID ESTATE INTERNATIONAL ORCHID SHOW

-30 Orchid Vendors from around the world gather outside on the Central Lawn, Earl Warren Showgrounds 3400 Calle Real in Santa Barbara, CA 93105.

-Public AOS judging at 1 pm on Friday July 8th, 2011 sponsored by the Orchid Society of Santa Barbara. Judges check in by noon. The judging chair of the event is Jim Sloniker, jimorchid@aol.com.

-Steve Manning speaks on James Bateman (1811-1897) Friday July 8th, 2011 at 7:30 pm at a special joint meeting of the Cymbidium Society of Santa Barbara and the Orchid Society of Santa Barbara.

July 20, 2011 San Francisco Orchid Society Strategic Planning Committee

Meeting will focus on Orchids in the Park. Dennis Westler and Ken Giebel to attend as well to talk about POE plans for 2012. County Fair Building, Garden Club Room, 7-9 pm.

Classifieds

FOR SALE: Used 2 tier 2 light adjustable garden light for sale in Novato \$199.
Ask for Dick 415-892-3448

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Botanico Open House

Dean Haas - Half Moon Bay Location

Dean Haas, owner of Botanico, will be holding an open greenhouse in Half Moon Bay on

Saturday, July 16th from 11AM to 4PM.

The greenhouse is located off of Hwy 92. Take the service road adjacent to the parking of the Spanish Town Mini Mall marked by large metal animal sculptures clearly visible from the hwy.

The greenhouse can be seen on the right where the service road ends. Many choice plants for sale including awardable but affordable paphs, masdevallias, cymms., fragrant vandas, lycastes, divisions of Laelia anceps, large specimen laelia anceps to name just a few as well as groups of boxed orchids priced to sell!

For further information, please contact:

Dean Haas at 510-368-8062

Announcements

San Francisco Orchid Society

presents

Orchids in the Park

A Sale and Exhibition



PHOTO BY BEN PARSONS

Saturday Sept 17, 2011

Sunday Sept 18, 2011

10 am-5 pm

County Fair Building
9th Ave & Lincoln Way
San Francisco

Admission \$4, Seniors \$3
Children under 16 free

Demonstrations, Lectures, Raffles
email: info@orchidsanfrancisco.org

a California Non-Profit 501(c) Corporation

THE 31ST ANNUAL
SANTA BARBARA ORCHID ESTATE INTERNATIONAL
ORCHID FAIR



JULY 8-10,
2011

Over 30 orchid vendors from around the world!

*A weekend of orchids, held outdoors under open-air canopies.
Daily hands-on potting demonstrations. Public AOS orchid judging on Friday.*

Meet Guest author, Steve Manning of England with his new book "Discovering New World Orchids". Mr. Manning is the holder of the British National Pleurothallidinae Collection and has searched for orchids throughout Central and South America.

EARL WARREN SHOWGROUNDS, SANTA BARBARA, CA



WWW.ORCHIDFAIR.COM

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Change of address?

Send all address and e-mail changes to:
Judy Bley / Membership Chairperson
415-826-8372
Email: jabley@pacbell.net
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@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

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