

# San Francisco Orchid Society

## Newsletter

November 2010  
Volume 59 Number 11

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.

A California Non Profit 501(c)3 Corporation



### **SFOS Meeting:**

**Tues., Nov 2<sup>nd</sup>, 2010**

**AOS Judging: 7:00 p.m.**

**Skills Session: 7:05 p.m.**

**Meeting: 7:30 p.m.**

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 6:30pm and  
7:00pm.

#### **Skill Session**

Paula Shiu

New Orchid Growers: Getting  
your Orchids Ready for Winter

#### **Plant Opportunity Table**

Tanya Lam orchids

### **November Speaker**

**Tanya Lam on**

**“Long Lasting and Frequent Blooming Orchid Species”**



Tanya has been growing orchids for a decade, during which time she listened, experimented, and was creative in adjusting her growing methods to provide her orchids with their healthiest rooting systems, and in turn enjoy their best performances in flowering. During the first few years of growing orchids, her job required extensive travel, which required her to have good planning and orchid mixes that stay moist exactly seven days. Tanya created her own mixes to fit her weekly watering schedule and condition. Her orchid mixes turned out to be outstanding, and in her talk she will share with us her successes using two different types of coconut medium. Orchids have become Tanya's obsession and second profession.

Tanya grows many species and hybrids in San Jose, California. Her special interests are both species and hybrids of dendrobium, epidendrum, paphiopedilum, encyclia, and cattleya, and she is recently exploring many other orchid genera. Tanya likes “showy” orchids and long or frequent blooming orchids. She always ‘wowed’ the orchid society members with her beautiful and well-grown plants.

# 2009-2010 SFOS Officers/Contacts

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## New Members

SFOS welcomes the following new members:  
**Yunor Peralta and Greg Scown**  
and welcome back **Rinda Burleigh**.

## Future Speakers

December – Peter Lin -The 3 A's of the Orchid  
World: Angraecum, Aerangis, and  
Aeranthes

January 2011 – Amy Jacobsen - Laelia purpurata:  
Queen of the Brazilian Spring

February 2011 – Eric Hunt - Late Winter & Early Spring  
Orchids in Southeastern Australia

# AOS Awards

## October 2, 2010 - Sacramento Orchid Forum Show

### **Lc. Aloha Case 'S&W', HCC 76**

(Lc. Mini Purple x C. walkeriana), Exhibited by Dick and  
Donna Murrill

### **Potinara Creation 'Summer Choice', AM 82**

(Pot. Chatoyant x Lc. Orglade's Glow), Exhibited by  
Vivian Sellers

## October 10, 2010 - Big Fresno Fair

**Dendrobium oligophyllum 'Cap Gunn', CCM 80**  
species, Exhibited by Chuck and Pat Gunn

## October 16, 2010 - Diablo View Orchid Society Show

**Masdevallia angulata 'Heather Nicole', CCM 84**  
species, Exhibited by Ken Cook

### **Phalaenopsis bellina 'Maisie', HCC 77**

species, Exhibited by Liz Charlton

Pictures can be seen at the web pages  
and now on Facebook:  
Pacific Central <http://www.aospacificcentral.org>  
California Sierra Nevada <http://www.csnjc.org>

# October Business Meeting Brought Out Questions and Ideas

About 85 members attended the special business meeting that took place at 7pm October 5. The meeting was called to review the current financial condition of the SFOS, and to discuss our goals as a society and how we can move together towards them. The dedication of the many volunteers and Board members who have worked so hard on our behalf was recognized and acknowledged. Dan Peter, SFOS Treasurer, and Tom Perlite, member of the Pacific Orchid Exposition (POE) planning committee, were present to review some of the cost-cutting measures the Board is considering, and were available to answer questions. Because of time limitations (the meeting would close at 8pm), it was emphasized that not every concern or issue could be discussed or resolved at this meeting, the Oct 5 meeting would not be our only opportunity; discussion of our financial health and mission as a society is an ongoing process.

## Points brought up at the meeting:

- Dan and the Board provided complete and thorough Profit and Loss reports for: SFOS for 2008, 2009, 2010; POE for 2008, 2009, and 2010, and the Fall Orchids in the Park for 2008 and 2009 (exact 2010 figures were not yet available.)
- According to those reports, this year the SFOS is spending around \$27,000 more in operating costs to run the society than we are taking in from all our sources of income.
- The cash reserves for the SFOS are currently around \$60,000. Interest income on cash reserves has dropped from \$2400 three years ago to \$250 this year.
- The budget for putting on our annual show at Fort Mason this spring was around \$275,000.
- In years past, the POE and Orchids in the Park provided most of the income used to run the society (rent the meeting hall, newsletter, bring in guest speakers, buy plant tables, etc.). In 2010 we made no income on the POE – instead, we lost over \$12,000.
- The likely causes of the drop in POE profit are a combination of factors: the economic downturn, a drop in attendance to the show, an increase in fees from the Fort Mason venue that was beyond our control, and loss of corporate sponsorships.
- At the fall Orchids in the Park this year, the society made around \$3000. Profit was down due to an increase in rent of \$1000, fewer vendors and decrease in attendance.
- Current membership for the SFOS is 240. Of these, 157 are paying members. There are 83 Lifetime members, or 1/3 of the society, who no longer pay dues.

## Cost-cutting measures the society must consider are:

1. reducing the number of out-of-town speakers (\$250 speaker fee plus their travel costs, lodging, meals, etc.)
  2. reducing the cost and number of plants for the raffle table (currently \$400 for 40-50 plants). The raffle table loses about \$200 for the society each month.
  3. bringing the newsletter in-house with a volunteer editor, rather than paying for its production (we currently spend about \$2500 per year to produce the newsletter.)
  4. Newsletter could be sent by e-mail with regular membership, or sent by post with the addition of \$15 to the membership fee. (Currently 151 members receive it by email and 99 by post.)
- The POE Show Committee has already reduced costs for the 2011 POE by \$12,000 from last year.

## Questions/comments made by members during the meeting:

- Can the SFOS continue to afford to put on a show of such a size with only \$60,000 in cash reserves and about \$30,000 shortfall in operating expenses?
- If each member had brought 5 (paying) friends to the show, the society would have made a profit. It's up to each of us to get people interested in coming to the show. That would make the above question moot.
- How can we get membership to take a greater role in building attendance and reducing the society's spending so we don't need \$40,000 from POE and Orchids in the Park?
- The POE is the premier orchid show on the West Coast, and possibly in the U.S., and we should do whatever we can to keep it fully functioning. We have much to be proud of. If more members participate and bring their energy, ideas and enthusiasm to the show, we can succeed.
- Can we consider selling naming rights to the POE, to a corporate sponsor? Per Tom, we have looked at this, along with selling just about every other aspect of the show to sponsors. They are just very difficult to find, especially in this economy.
- What is the liability of the Board and the society if we make financial commitments (such as to the POE venue, suppliers, advertising, etc.) that we cannot meet? Does the society become defunct? Per Dan, we do not know who is liable if we commit to more than we have in reserve.
- Orchid shows in general are having a difficult time; the Santa Barbara show has lost money for the past five years in a row. (The SB Orchid Show is operated as a for profit business by a group originally set up by commercial growers in the area; it is not hosted by a society.) The big Greater New York Orchid Show is out of business (It is no longer operating because there was not a group in the Greater NYOS who were willing to do it once Arnie Linsman passed away.)

- The show is too large and no longer fun, and it does not build fellowship for the society. The show dominates the society's focus year-round.
- Volunteers, who have given so much time to our previous shows, are the core asset of the SFOS. They deserve admiration for what they have done and what they continue to do.
- A smaller show, with lower overhead, could still provide income for the SFOS, as well as benefit the community and vendors, without putting the society in such financial risk.
- This year the SFOS earned more income (around \$3000) from Orchids in the Park, over a weekend, with minimal overhead, than at the POE, with an overhead of \$275,000.
- With availability of orchids at hardware and grocery stores, special orchid shows like POE are becoming less important as a source. Also, fewer and fewer breeders means many vendors must buy their plants from the same few, huge suppliers, leading to a sameness in the orchids available at shows. Nonetheless, the show committee tries very hard to screen the vendors and bring in new vendors who offer plants different from what others are offering.

### Summary from the meeting:

- We need to set up Strategic Planning committees to research aspects of the society and our annual show, to report to the Board. Bob Hamilton volunteered to coordinate this. (Thank you, Bob)
- Members must participate more actively, whether in greeting new members, editing the newsletter, volunteering at the shows, etc.
- Members must take an active role in encouraging people to attend the POE, and in acquiring new sponsors for the show.
- Offer a silent auction at the POE as a fundraiser. Note – we already have a silent auction at the show, which has brought in significant revenue in the past. Members need to assist more in the acquisition of new items for auction and participate more in bidding during the auction. A number of members work for corporations who are known to offer products or sponsorships. These members can provide a valuable entrée for Frances Larose to contact them regarding products or sponsorships. They should make themselves known to the Board.
- Offer those 80 members with lifetime memberships the option to become a Contributing lifetime member (who pays dues). Contact all lifetime members by phone, email or post to confirm that they still want to receive the newsletter, and to be a member.
- Focus on finding, retaining, teaching, and supporting NEW members. We have a very large turnover in membership; new members join, but do not renew the next year. How can we make the society more welcoming?

- We need members to volunteer to put speakers up in their homes, rather than the SFOS having to pay for hotel stays. Members who are willing to make a room in their home available for a guest speaker, please contact Eric Hunt or Jean Lee. (It's a great way to meet interesting orchid people)
- Jean Lee, SFOS president, invites members to email the Board whenever they have items for a meeting agenda. And members are always welcome to attend Board meetings, second Tuesday of each month.
- Paula Shiu volunteered to start a Newcomers program (Thank you, Paula!)
- Have an open forum business meeting at least once a year (possibly 2x per year), in place of a speaker, to discuss where we are as a society, what needs doing, and where we are going.
- A date and place for a meeting about a strategic plan will be announced in the next 6 weeks. Interested members are most welcome to volunteer on one or more committees, by contacting Bob Hamilton, email: bob@eecs.berkeley.edu or Cindy Hill, 510-524-1854, hill-cynthia@comcast.net.

Business meeting adjourned at 8:00 pm  
Notes prepared by Cindy Hill

### Annual Cash Flows for SFOS (Summary from Board's Budget Reports)

#### Pacific Orchid Expo (POE) Cost vs Profit

Year	Production Costs	Net Profit
2008	\$268,472.56	\$38,091.69
2009	\$271,732.05	\$12,791
2010	\$256,440.64	-\$12,102.91 (loss)

#### Orchids In The Park Cost vs Profit

Year	Costs	Net Profit
2008	\$10,228.89	\$5,401.59
2009	\$7,729.38	\$7,274.62
2010	(Exact figures not yet available)\$3,000	

#### SF Orchid Society's Operations Budget

Year	Income Excluding POE	Operating Expenses
2008	\$17,587.71	\$36,293.61
2009	\$10,047.85	\$38,343.59
2010	\$9,574.15	\$28,124.27

# Minutes of SFOS Board Meeting 10/12/10

Present were: President: Jean Lee, Show Chair: Dennis Westler, Membership: Judy Bley, Secretary: Kay Klumb, Directors: Maureen Clarke, Ellen Edelson, Ricki Kohn, and Allison Lehman.

Excused: Vice President: Eric Hunt, Treasurer: Dan Peter.

## I. President's Report

- A. Jean informed the Board that she had reserved, for 2011, the Auditorium, Rec Room, and Garden Club Room of the San Francisco County Fair Building for the first Tuesday of every month and the Garden Club Room for the second Tuesdays for Board Meetings.
- B. Jean said that Bob Hamilton will contact all members who indicated that they would be interested in serving on a Strategic Planning Committee and will forward the list with an outline of the process and goals. The Board informed the Show Chair and discussed many of the suggestions from the 10-5-10 meeting and agreed to wait for the SPC's recommendations before enacting any changes, i.e., raising membership dues. The Board wants to be clear that any voluntary increase in dues from individual members is most welcome.
- C. Jean announced that Cindy Hill has agreed to serve as Chair of the Nominating Committee for elections next year.
- D. Jean volunteered to print "ASK ME" inserts for badges. Judy reminded the Board that she had said that she would ask for volunteers and make the labels. Allison moved that we try the "ASK ME" concept, Ellen seconded and the motion passed. Several Board members agreed to wear the badges. Ricki will print colorful labels and bring them to the next meeting.
- E. Jean stated that Marni Turkel had suggested that using PayPal for online transactions would be less costly than a store on the website and could increase memberships and renewals. Board members agreed that adding a method to pay dues online is desirable, as that is not possible now. Eric had told Jean of problems with PayPal. Dennis said that the current store is secure and may cost no more than PayPal would cost for POE tickets. PayPal could be added as a payment option to the current store at no extra charge from the store. Dan has been asked to investigate PayPal for membership and Allison volunteered to get information on other financial services.

## II. Vice President's Report

- A. Eric is excused from meetings and has posted the list of speakers for future meetings on the website.

## III. Secretary's Report

Kay had no business to report

## IV. Membership Report

- A. Judy reported that current membership is 240.
- B. Judy presented drafts of brochures for general information about SFOS and for more specific information for new members. The Board applauded and endorsed her efforts and agreed that a trifold brochure would be best. Judy will contribute the production at no cost to SFOS.
- C. Judy said that she has passed out Directories at the last meetings and mailed a few, but still has 134 (59 for lifetime members) left to be mailed at a cost of \$.78 each.

## V. Treasurer's Report

Dan is excused, but had told Jean that Orchids in the Park made about \$3000.00

## VI. Old Business

- A. Allison had gotten an estimate of less than \$1000.00 for a sound system for SFOS from an expert she knows. She will now contact Paul Bourbin to coordinate and consult to determine the most cost effective method to solve SFOS's sound system problems.
- B. Jean presented the image for POE 2011, and said that 100% cotton, white T shirts were ordered as the producer cannot print a white orchid, but must use the background color. There will be no sweatshirts.
- C. Dennis reported that more vendors have signed up already than were signed up last year at this time and more are being sought.

## VII. New Business

Ellen presented a thank you letter received from David J. Wehner, Ph.D., Dean, of Cal Poly for "your recent donation to the San Francisco Orchid Society Student Assistantship Program. You are a cornerstone of our success in providing one of the finest educations in the country." SFOS has informed Cal Poly that the \$5,000.00 grant will not continue due to financial considerations.

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

Respectfully submitted,  
Kay Klumb

# SFOS Newsletter

P.O. Box 27145  
San Francisco, CA 94127

## First Class

## SFOS Bulletin Board

*The Bulletin Board is a free service for SFOS members' orchid-related items. Send items by the 15th of the month to: 1361 Plum St, San Jose, CA 95110, or e-mail: services@ORCHIDesign.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.*

### Upcoming Events

- **November 2, 2010, 7:30pm – SFOS General Meeting Tanya Lam** - Long Lasting and Frequent Blooming Orchid Species
- **November 6-7: Orchid Society of California Show** Lakeside Park Garden Center 666 Bellevue Ave. Oakland, CA
- **December 7, 2010, 7:30pm – SFOS General Meeting Peter Lin** -The 3 A's of the Orchid World: Angraecum, Aerangis, and Aeranthes

### Refreshments **Sm-V**

SFOS members are encouraged to help out with refreshments, setup and cleanup at Monthly Meetings. If your last name falls within the letter range **Sm-V** 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!

### 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** to:

**angelic@orchidesign.com**

or mail to: 1361 Plum St., San Jose, CA 95110

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!