

San Francisco Orchid Society

Newsletter

October 2010
Volume 59 Number 10

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., Oct 5th, 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

No skill session this month due to
our member business meeting
beginning at 7:00 pm

Plant Opportunity Table

Sunset Valley Orchids

October Speaker

**Fred Clarke, Sunset Valley Orchids on
“Today's Mini and Compact Cattleyas”**

Today Mini and Compact growing Cattleya's come in many colors and shapes. Learn about the small growing Cattleya species, the important breeding plants and what hybrids are available for the orchid enthusiast. In conclusion we cover the 'best practices' for growing these little gems. This is a PowerPoint presentation.



Fred Clarke has been growing orchids for 33 years and has been hybridizing for 25 of those years. With over 25 years as a professional grower and manager in the horticultural industry, Fred applies these skills at his orchid nursery; Sunset Valley Orchids, located in San Diego, California.

He is a passionate orchid grower whose curiosity in orchids is broad and varied. Although developing Cattleya hybrids has been his sustaining interest, he is also actively creating new Bulbophyllum and Paphiopedilum hybrids.

His pioneering work in Catasetum intergeneric hybrids led to the development of several notable hybrids, most recently the grex, Fredclarkeara After Dark, which produced “the blackest flower ever witnessed”. This grex has received eight FCC's, four AM's and the coveted 'Award of Distinction' on the first flowers shown for judging!

Fred is an Accredited Judge in the Pacific South Judging Region. His plants have received hundreds of quality awards from the American Orchid Society.

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All members welcome for Special Business Meeting 7-8 pm

A number of our members have requested that time be set aside at the October meeting to discuss the financial status of the SFOS and the POE. We will have this discussion from 7:00 to 8:00 pm when we would normally have the skill session and membership plant table. SFOS member plant sales will be suspended just during this hour. There will be a panel consisting of Dan Peter, our treasurer, Dennis Westler, show chairman, and Tom Perlite, show committee member, to answer questions members may have about the finances of the SFOS and POE. It will give us all an opportunity to discuss and evaluate the costs of running the society and direction we would like to go in the future. I invite all members to attend this important discussion and let your opinions be heard so that we can move forward during these difficult economic times.

Jean Lee, President

(NOTE: Sadly, Dennis Westler's mother passed away and he will be out of town so cannot be on the panel)

Refreshments

Q-Si

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-Si** please bring snacks such as fresh fruit, ice cream, crackers & cheese for the next meeting.

Future Speakers

November – Tanya Lam - Long Lasting and Frequent Blooming Orchid Species

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

New Members

SFOS welcomes the following new members:

Sasha Shekhar

Suzanne Spong

Thomas Madsen

Sandra Nesting-Hayes

We apologize to new member Adam Ehrenfeuchter for misspelling his name in the last edition of our newsletter and welcome back: **Mimi Rose**

The new Membership Directory is available.

If you did not get you copy at the last meeting please see Judy at the Membership desk on 10/5.

Thank You for Volunteering!

Photos by Jean Lee



AOS Awards

9/1/2010 - California Sierra Nevada - Sacramento

Phalaenopsis bellina 'Goblin', AM 81
species, Exhibited by Ramon de los Santos

9/7/2010 Pacific Central - San Francisco

Anguloa ruckeri 'Winston', HCC 79
(A. clowesii x A. hohlenlohii),
Exhibited by Amy and Ken Jacobsen

Den. cuthbertsonii 'Christopher John', CCE 94
species, Exhibited by Steve Beckendorf

Pictures can be seen at California Sierra Nevada
<http://www.csnjc.org>
Pacific Central <http://www.aospacificcentral.org>

Additionally there is now a Facebook page for the California Sierra Nevada,
<http://www.facebook.com/pages/California-Sierra-Nevada-Judging-Center/104769679585467>

Proposed amendment to the Bylaws

The SFOS Board of Directors voted to eliminate the discounted membership fee for new members joining after June. The Bylaws must be changed in order to adopt that policy, so the issue will be put to a vote at the October, 2010 SFOS Meeting. Following is the pertinent Article in its entirety. The proposed change is to eliminate the parts that are in bold and renumber Sections 3, 4, & 5.

ARTICLE III - DUES

Section 1. Dues for the calendar year shall be payable annually in advance on January 1 in an amount as shall be set by the Board of Directors.

Section 2. In their first calendar year of membership, new members joining prior to July 1 shall be subject to dues for the entire calendar year, new members joining subsequently to June 30 shall be subject to dues for that year in an amount equal to one-half of the full annual dues.

Section 3 **2.** Those members who have paid the required dues in accordance with these bylaws and who are not suspended shall be members in good standing.

Section 4 **3.** No membership or right arising from membership shall be transferred. All membership rights cease on the member's death or dissolution of an entity.

Section 5 **4.** The Board may provide for life memberships and set the dues therefor at its discretion.

A Note to the Membership from your Treasurer

Our financial goals are simple; to take in more than we spend. We have usually done this in the past with any excess funds added to our reserves. This year, primarily because of a disappointing POE, we must draw from our reserves. The Society is financially sound and will remain so. This note is to share with you our finances and choices to be made.

The Society has three sources of revenue. The first is from you, the membership. This includes your dues, plant and book sales income, the plant opportunity table at our meetings, interest income and any gifts. These sum in very general terms to around \$10,000. Our two annual shows are the other sources. Orchids in the Park usually brings us around \$10,000 and the POE brings us \$25,000 to \$30,000. Our annual spending is just under \$50,000 per year. You can see just how heavily the shows subsidize our Society.

The board wants to recognize the critical role our members play in our shows. Without our members, the shows simply would not happen. Your support is more important than ever both as volunteers and through word of mouth.

The board has examined several expense control options and would like to share them with you. For comparative purposes, let's look at the numbers on a per member basis. We spend approximately \$220 per member per year. Several of these costs are relatively uncontrollable, such as the rent we pay for using the County Fair Building for our meetings or our insurance, taxes, licenses and accounting costs. We are working on ways to cut the cost of our storage locker, which has risen over the last few years. Our largest controllable expenses are our speaker program (at a cost of \$34 per member per year), donations to not-for-profit and educational organizations (\$32.50/member/year), our newsletter (\$30/member/year), and the plant opportunity table (\$20/member/year). These four areas account for over half of our annual spending.

We have discussed and want the membership to consider any or all of the following: reducing our donations to not-for-profits, inviting fewer **out of town speakers** who require **travel expense reimbursement**, distributing the newsletter by e-mail only, changing the plant opportunity tables, and increasing our dues along with an assessment for lifetime members.

These are not easy choices, yet the board feels very strongly that the membership needs to understand and support the cost control efforts.

Dan Peter/SFOS treasurer

Wanted:

Backup Web Administrator for the SFOS

No website design skills required (but we'd love it if you can design, too!), just the ability to make updates to an old-fashioned web 1.0 site using FTP. See Jean Lee or Eric Hunt if you're interested. Eventually this position will be upgraded to full Web Administrator when Eric leaves the Bay Area sometime in the first half of 2011.

Minutes of SFOS Board Meeting 9/14/10

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

Excused: Vice President: Eric Hunt, Director: Ricki Kohn

I. President's Report

A. Jean said that attendance at Orchids in the Park was less than anticipated and participation by the SFOS membership was disappointing. Instead of 2 to 4 hour shifts, the volunteers had to work all day, and many worked for all 3 days.

B. Jean reported that she took photos of volunteers on Sunday and will have them printed in the next Newsletter. She apologizes to members who worked on Friday and Saturday as she did not have her camera with her then.

C. Jean stated that the Bylaws need to be changed on the website to reflect the changes that were voted in last February. Discussion was held to clarify that they are correct as amended to include Show and Membership Chairs on the Board and to extend the length of service for each elected position to 5 consecutive one year terms.

D. Jean explained the need to find a computer savvy member to work with the SFOS Webmaster, Eric Hunt. A request for a volunteer will be published in the next Newsletter.

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 some figures which showed that about 15% of members per year do not renew their memberships. A lengthy discussion ensued about ways to engage and retain members:

1. Judy is writing an introduction to SFOS for handing out to the public and a more detailed one for new members.

2. Ellen said that other plant societies have learned that personal contact has been effective in keeping members.

3. Judy would like to have members identified to give advice on particular areas.

4. Maureen suggested that some members wear badges saying "Ask Me" to indicate availability for questions.

5. Jean said SFOS should mentor new members.

6. Judy and Cindy Hill have arranged to have name badges printed for members, because many believe that wearing name tags encourages interaction. It was agreed that they should be small enough to fit in any of the many styles of plastic holders that are in storage.

7. Kay pointed out that name badges were available to members in past years and few chose to wear them. Dennis pointed out that many badges would disappear. Maureen suggested that badges be collected at the end of the meeting and be used for a drawing for a special plant.

Dennis said that badges could be traded for a raffle ticket

8. Maureen would like to have a card with basic information about SFOS to give to people who ask her about orchids. Judy will prepare a draft.

C. Judy informed the Board that, although the Board voted to eliminate the discounted membership rate for new members joining after June, the Bylaws still include it. Since changes to the Bylaws must be made by vote of the members, Kay will prepare an announcement of the proposed change for the Newsletter.

D. The Board noted that there are many errors in the new roster and intends to put out an errata so members may make the corrections. Members may email Judy with corrections.

V. Treasurer's Report

A. Dan said that Orchids in the Park did make some money, but attendance was very poor on Sunday. He does not have all the bills yet, but also noted the lack of support by the membership.

B. Maureen made a motion to accept Dan's proposed letter about budgeting for publication in the Newsletter, Kay seconded and the motion was carried.

C. Jean said that a new sound system may be required as the repair to the microphone did not work. Allison will check with an expert she knows to find out if there is an economical solution.

VI. Old Business

A. Dennis reported that the Show Committee has found ways to cut expenses, perhaps by as much as \$10,000. They are also considering offering a special early entry price for the preview and offering corporate party nights. The screens which were lost will be replaced at no cost to SFOS.

B. Dennis commented that the response to the survey to choose the name was very high (about half of those contacted did vote) and that Survey Monkey is inexpensive and available for complex surveys.

C. Judy said that the mailing list still has a lot of problems. Maureen had gone over the list and submitted corrections, but did not know if they were processed.

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

Respectfully submitted,
Kay Klumb

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

SFOS Newsletter

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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

- **October 5, 2010 , 7:30pm – SFOS General Meeting Fred Clarke** - Mini & Compact Cattleyas
- **November 2, 2010 , 7:30pm – SFOS General Meeting Tanya Lam** - Long Lasting and Frequent Blooming Orchid Species

OrchidMania Clearance Sale

OrchidMania is closing after 21 years. Mark your calendars. **3 Sundays, Oct. 3, 10 & 17, 11 AM to 3 PM. Everything must go. Great deals on plants, supplies and books. 717 Paris St. in San Francisco.** Check our web site for directions. www.orchids.org. Your purchases help raise money for grassroots AIDS relief organizations.

\$7 DOLLAR ORCHID SALE!

Blooming size plants from the Richard (Dick) Stone collection. Cattleya Alliance, Oncidinae, species, etc. Many hybrids not available elsewhere. Also selected Sophronitis Coccineas.

Oct. 15-17, 10am-3pm, 737 Parma Way, Los Altos

From El Camino, take left lane of El Monte to Springer Road and continue on past Cuesta. After pedestrian hump at Rosita turn right on Rosita, then proceed three short blocks to Parma Way. Turn left on Parma – it is the first house on the left hand side of the street.

Hanging Gardens Open Greenhouse Sale

October 16 & 17, 11 a.m. to 5 p.m.

Orchid species in and out of bloom. Many rare and hard-to-find plants. Cool to intermediate/warm growers. Mature plants, seedlings, established and bare-root divisions. Orchid companion plants. Orchid growing supplies

Sheldance Nursery site, Coast Highway, Pacifica - east side of hwy, .3 mile N. of Reina Del Mar Ave.

Take the Highway 1 Pacifica exit from Highways 280 or 35. Follow the long curve down the hill, then make a U-turn at Reina Del Mar Avenue, the first traffic light on Highway 1. Turn right into the driveway marked by an orange sign saying "Orchids", and go up the hill to the parking lot. My greenhouse is the first one on the right side. For more detailed directions, email hgardens@earthlink.net or call 415-305-8355. Come to shop or browse - everyone is welcome! Dan Newman