

THE ORCHID ENTHUSIAST

The Newsletter of the Central New York Orchid Society

Affiliated with the American Orchid Society and Orchid Digest

Editor's Note:

Contributions to the Orchid Enthusiast by members of the CNYOS are welcome. Articles, pictures, or ideas for discussion subjects should be submitted **two weeks** before the next meeting to: csmith23@twcny.rr.com

In This Issue....Page

President's Message.....	1
Minutes	2
Vendor List	2
Show Table	3
AOS Corner	4
Repotting Article	8-9
Guest Speaker Info	9
Upcoming Events	10
Refreshments	10
Important Reminders.....	10

Membership Renewal Reminder

2018 Memberships - Dues are \$20 for individuals and \$22 for families.

Send to:

Carol Haskell, Treasurer
102 Wynthrop Road
Syracuse, NY 13209

President's Message:

I hope everyone got their plants in before the cold weather set in. Lots of them do need a cold spell to set spikes though.

Our November meeting is coming up and Jack and Lori have been working on a program for the group.

During this meeting we also will be accepting nominations for our Election of Officers which will be voted on during our December meeting Holiday Luncheon. Officers will be in effect at the first of the year. Please remember, we are in need of a President as I will be stepping down after having held that office for many enjoyable years. Please nominate a member or volunteer your time.

See you on 11/4!

~ Sue Finger



Marlow's Orchid Show Table, 2018 CNYOS Orchid Show
Photographer: Jan Woodworth

Vendor List:

Our auctions and shows have benefited greatly from the generosity of the following vendors. When shopping for new orchids and supplies, please check them out first!

<http://www.andysorchids.com>

<http://marlowsorchids.com> **

<https://www.kkorchid.com> **

<http://www.jlorchids.com>

<https://www.mountainorchids.com>

<http://www.pipingrockorchids.com> **

<http://www.fairorchids.com>

<http://www.stonybrookorchids.com>

edgarstehli@sbcglobal.net

To contact Windswept in Time Orchids

<https://www.msorchids.net> **

**** denotes vendors at our show**

Upcoming Webinars:

American Orchid Society: Register at aos.org

November 7, 2018 - 8:30 PM - 9:30 PM

Greenhouse Chat October 2018

Ron McHatton

(Open to All; submit questions by Nov. 5th)

November 15, 2018 - 8:30 PM - 9:30 PM

Discovering the Orchids of Ecuador

Nile Dusdieker

(Member-Only Webinar)

December 12, 2018 - 8:30 PM - 9:30 PM

Judging Vandas

Robert Fuchs

(Member-Only Webinar)

Minutes: October 7, 2018

Treasurer's Report: There is a reserve of \$199.18 and we have on hand \$5100. This is the biggest number ever.

Old Business: None

Meeting: Guest speaker Carson Whitlow will be doing a program on Native Orchids. A raffle table was held.

New Business:

~ The program for November 4th has not been decided yet.

~ Sue sold several size glass globes at the meeting so she suggested that they contact John Sigman for a possible program on creating orchid habitat in these globes. Sue raised enough money to pay for the globes she bought and also an additional \$1.00 went to the club.

~ Marlow's Open House is for this Tuesday.

~ Refrigerator magnets still available for sale.

~ Sue is the proud owner of a geico that was found during our show. She explained how she is taking care of it. Two interesting items is that the one she has is active during the day and feeding it fruit flies that are flightless from the pet shop. Their is also a paste that is mixed with water instead of the fruit flies.

~ Submitted by Dolores Capella

Show Table: September 9, 2018

~ JUDI WITKIN ~

Phal. violacea
 Cirrhopetalum tingabarinum
Gastrochilus retrocallus
 Cyclopogon argyrotaenius
 Den. laevifolium
 Psychopsis Mariposa
 (papilio x Kalihi)
 Hexisea Lovely
 Scaphyglottis reflexa ?? Looks like it may be
 this. (?Hexisea ?? 'Lovely')
 Beaded Orchid Box

~ DONNA COLEMAN ~

Habenaria rhodocheila ssp rhodocheila
 Oberonia species (Burma)
 Masdevallia floribunda

~ JACK HASSE ~

Trichocentrum Ollie Palmer W/L/Outside
 (Trt. Maureen x Trt. haematochilum)
 Unknown Phal from Price Chopper L
 C. Irene Finney 'Spring's Best' (1964) AM/AOS L/O
 (C. Bruno Albert's (1954) x C. J.A. Carbone)
 Ludisia discolor Low Lights
 Bulb. puchellum L
 -- the last 2 are just the species name, no
 variety listed

~ LORI BURRITT~

Phrag. Sedenii 'Jenny' Window
 (longifolium x schlimii)
 Prosthechea cochleata Window
 Brassocattanthe Little Mermaid 'Janet' AM/
 AOS Window
 (C. walkeriana x Brassanthe Maikai)

Show Table: October 7, 2018

~ JAN WOODWORTH ~

Rlc. Chunyeah
 (**Rlc. Tassie Barbero** x **Rlc.** Kuan-Miao Chen)
 Paph. charlesworthii
 Paph. gratixianum

~ DONNA COLEMAN ~

Phal. equestris 'Gino' JCC/AOS
 Ddc. cootesii
 Galeandra baueri
 Phal. Kenneth Schubert 'Tetra'
 (pulcherrima x violacea)
 Gombrassiltonia Hilo Ablaze 'Hilo Gold' HCC/AOS
 (Brat. Olmec x Gom. Mantinii)

~ JERRY & SUE FINGER ~

Van. Sasicha L/Outside
 (V. Varut Fuchsia x Rhy. coelestis)
 Restrepia brachypus Terrarium- lights
 Van. Pine Rivers L/Outside
 (V. Peggy Foo x Rhy coelestis)
 V. Kalapana Delight 'Sunrise' L/Outside
 (Spotted Denis x Chao Praya Sapphire)
 V. Dhongchai Pusavat new from Marlow's
 (Udom Gold x Aribarg)
 Paph. QF Hula Dancer new from Marlow's
 (Chiu Hua Dancer x glanduliferum)
 Pleurothallis species (identified as likely picta) L

BOLD NOTATIONS - corrected names or spelling, etc. Thank you all for the nice Show Tables.

~ Submitted by Sue Finger



THE November 2018 AOS CORNER

From the desk of Denise Lucero, Vice Chair, AOS Affiliated Societies Committee
(dluceroaosmembership@gmail.com)

AFFILIATED SOCIETIES

In the November issue of ORCHIDS, AOS President Susan Wedegaertner shares a message from Cheryl Erins, AOS Development Committee Chair. This is the committee charged with coming up with fundraising ideas and programs. All of what we do as a large society takes money to fulfill our mission to promote and support the passion for orchids.

Cheryl has a great team and asks that we not hesitate to share our ideas, suggestions and opinions with the volunteer Development Committee members next time you see them: Judy Bailey, Bob Fuchs, Harry Gallis, Doug Hartong, Marian Sheehan, Jean Hollebhone, John Ingram, Jennifer Reinoso, Frank Smith, Charles Wilson and — of course — Cheryl Erins.

WHAT ARE WEBINARS? Webinars are an Internet conference where you can hear the speaker and view his presentation, ask questions, and hear interactions from other members of the audience. You can join either on your computer or by phone. You can join from anywhere, via your Mac, PC or even your mobile device. Audio is included, so attendees can phone in or use VoIP (Voice over Internet Protocol). You will need a microphone for your computer to use VoIP. **WANT TO LEARN, BUT CAN'T MAKE THE DATE?** The live webinars will be recorded and posted on the AOS website, where you will find a link allowing you to view the webinars at your convenience.

THE NOVEMBER ISSUE OF ORCHIDS MAGAZINE will feature great articles and beautiful pictures on:

- The New Refugium Botanicum - TBD
- The Genus of the Month - *Corybas* by Thomas Mirenda
- For the Novice - *Leaf-Spotting Fungi in Cattleyas, Part 1 - The New Anthracnose* by Sue Bottom
- *Orchids of Paradise; the Lower Talamanca Seashores of Costa Rica* by Franco Pupulin and Diego Bogarín
- *Who Were These Guys? Part 6 - Wilhelm Micholitz* by David Rosenfeld, MD
- *The History of McBean's Orchids* by Norbert Dank
- Orchids Illustrated - *The Genus Ponthieva* by Peggy Alrich and Wesley Higgins

YOUR SOCIETY CAN EARN FREE AOS MEMBERSHIP EXTENSIONS:

Affiliated societies can now earn a one-month extension of their AOS society membership for each **new** AOS member that they refer (note: membership renewals don't count). Make sure to note your Society Affiliation in the comments section of the application.

With twelve new AOS members, your affiliated society can have a FULL YEAR OF FREE AOS membership!

Let's grow together, Denise Lucero

Publicity for Local Orchid Societies

~ Terri Reynolds

Publicity Chair, Deep Cut Orchid Society, NJ offers considerations for a successful event.

Why promote?

Promoting a large event can sometimes feel daunting, but with the right tools and strategy, you will be guaranteed success.

As local orchid societies we depend on fundraisers to allow us to bring shows, educational opportunities and great speakers to our members. We raise money through shows, auctions, plant sales, raffles and increasing membership. One of the most important roles in an orchid society board is the Publicity Committee Chair.

That's the member(s) who promotes the events we work so hard to organize. You can have the best orchid show, but if no one knows about it you aren't going to get the chance to share all the hard work that goes into putting on a show with a large number of people.

Who is my audience?

The number one rule to effectively promote your event is to do your research. How do we start? By learning about our audience and knowing what forms of media will reach that audience. Orchid events cater to the new, casual and serious hobbyists. There should be something for everyone at the event, whether young or old as well. For example, an auction that includes inexpensive "hot" mericlones that are easy to grow and attract that beginner are just as important as that special specimen donated from the well-known grower that has received AOS awards and every experienced grower is looking to buy.

What do I do first?

If you want your event to be a success, you must market it in creative ways to ensure that you get plenty of attendees in the door. More attendees, means not only more

business for participating vendors and fundraising from entry fees, it is an opportunity to expose more people to this wonderful world of orchids and promote all the benefits of growing them. Orchid Shows and Events are our best farming grounds to attract and sign up new members. In order to draw the crowds you want to engage attendees before, during, and after the event. Finally, you want your event to stand out from the crowd and get people talking about your event so they tell their friends and assure they all return next year.

How do I do it?

Come up with a plan and don't just go after one way of getting the word out. Many studies show it takes a busy individual at least three times seeing the same message for it to "stick".

An effective and current way to make your event stand out is to incorporate social media in your publicity campaign. Social media can help your society's event get noticed and attract new members and can even generate unsolicited media coverage.

Putting your message in front of the correct audience will trigger engagement. When formulating a social media strategy, you need to consider the demographics you want to reach. For example, when promoting an orchid show, in addition to targeting orchid society members and orchid hobbyists, think of other people who would find an interest in attending. Invite local camera clubs, enticing the photographers with a photo contest – an award to the finest photo taken at the show. Invite local and state-wide Master Gardener

organizations. Include a video from your previous event which will give great insight to what potential event attendees can expect.

Think of age groups as a factor as well.

Include Facebook as a mode for posting events but don't forget Instagram and Twitter to draw the younger crowd. Prepare an electronic flyer and post your event on social media platforms such as Facebook, Twitter and Instagram. Be sure to use key words and expand exposure to other related interests. If promoting an orchid show, include key words such as orchids, orchid shows, gardens, garden shows, flowers and family events. Post your event using free online event posting sites such as Eventbrite and EventCrazy.

You can even get creative and offer free entry or raffle tickets for folks who sign up to say they are coming from one of these websites. You'll reach more attendees and also get feedback on how many people might be coming to the event.

Saturate social media and post your event a few months before your scheduled event and even more a few weeks leading up to your event. Promote your electronic flyer by using the Facebook feature that boosts your event by reaching a wider radius of Facebook members as you get closer to the date. For example our Deep Cut Orchid Society show is boosted a few weeks prior to the event and we reach hundreds of additional people with a \$30 investment. Well worth it based on returns we have seen.

Media posts should include pictures from last year's event and some of the award winning displays. Our Deep Cut Orchid Society Show is in winter...paint a memory

for them with a picture to help them remember walking into the garden center greenhouse with snow falling outside and breathing in a heavenly scent like no other. Reach out to each of your orchid vendors and orchid societies in your state, as well as in the tristate area and ask them to like, share and talk up your event. Do the same for them. Create a centralized list for the society of all the area societies, garden centers and vendors and send them a copy of your flyer to post on their own website or newsletter and even print for handouts or in the case of orchid vendors to include as mailers with their shipments.

Here is where creativity and going the extra mile gets interesting... and even more rewarding with lasting returns.

Conduct online searches of articles written by reporters where orchids or garden shows are mentioned and reach out to the reporter, mentioning their article. Prepare a press release and gather high resolution photos. Send an e-mail to the reporter with a brief introduction; include a press release and a few high resolution photos. Also send an e-mail to the Home and Garden or Events Editor for the major newspapers in your area and be sure to include local weekly or bimonthly community news publications

Post your event on major television networks' community events calendar; city and county community events calendar, local radio stations and university radio stations. Radio has proven to be a timeless avenue for events. You can successfully advertise events virtually for free utilizing local radio stations.

How about good old direct mail? In an era where e-mail and social media is the most popular, it is easy to forget the power of physical marketing tactics like direct mail -

good, old fashioned snail mail. Send information of your event to local senior centers and active adult communities. Post flyers at businesses where there is a daily influx of people - think orchid vendors, garden centers, local businesses and supermarket bulletin boards. Did you know that for a reasonable donation to cover costs the AOS office will send pre-printed labels of mailing addresses for AOS members to use to mail out your flyers to orchid enthusiasts in your area who may not know about your event? Email theaos@aos.org to request these single use labels for the purpose of promoting your shows, seminars and special events via direct mail.

Finally, consider placing an ad in Orchids magazine but remember start the process at least 4 months prior to your show. If you are an Affiliated Society, the fee for an ad in Orchids magazine is 50% off the full price.

Look for more info on the website page about advertising in Orchids <http://www.aos.org/about-us/advertising.aspx>. It is exciting to see your show add in this award winning publication and I can't count the number times my society has received positive comments from not only attendees but form vendors who are interested in participating in our show as a result. And don't forget to request through theaos@aos.org to have the AOS Office Staff add your event to that section of the Orchids magazine as well as the calendar event section of the website. All affiliates are entitled to these two benefits and we should all take advantage of its positive effects.

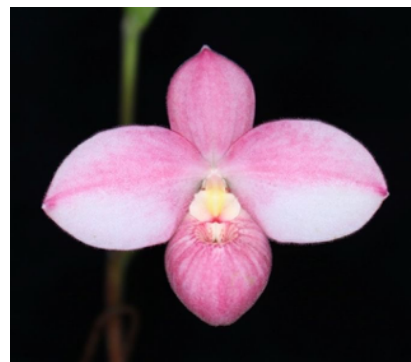
How about the day of the big event and even afterwards?

Publicity does not end once your event has commenced. Continue to use social media and send a Facebook Live video from your event and post pictures on Instagram in an effort to engage your audience further.

Continue posting throughout the term of your event. Remember to thank your attendees and invite them back next time. With a little creativity, your orchid event will be a huge success and your attendees will remember to attend your event for years to come.



Stanhopea Aidan 'Arya' HCC/AOS;
Photographer: Tim Morton



Phragmipedium Sunspot 'Wacousta' AM/AOS;
Photographer: Ed Cott

Orchid Repotting Tips and Tricks

This is a re-print of an article from Better~Gro

Repotting your orchids give gardeners a chance to clean up and refresh their plants. Here are three tricks you may want to try the next time you are repotting.



Repotting Mistake!

This sympodial Cattleya was potted with new growth at the edge of the pot.

This plant should have been planted facing the other direction.

Tip #1 - To Center or Not to Center?

Knowing if your plant is monopodial or sympodial will help you determine where to place your plant in the new pot. Monopodials such as Phalaenopsis and Vandas grow upwards from the center of the plant whereas sympodial plants like Cattleyas, Oncidiums and Dendrobiums grow sideways. Plant your mono plants in the middle of your pot. For sympodials, determine the direction of your plant's new growth and place the old growth at the back edge of your pot. This simple trick will prevent tipsy, one-sided plants and will allow your plant to grow bigger and fuller before you repot again.

Tip #2 - A Good Soaking

Repotting can be stressful for your plants, so give them a boost with a good soak. If your plant is in healthy condition, mix a small amount of plant food with water according to the manufacturer's instructions. Soak your bare-rooted orchid in this solution for approximately 15 minutes before you repot to help generate new root growth.

If your orchid is sickly, you may want to try soaking your bare-rooted plant in a fungicide before repotting. This extra step will help give your sick plant a chance at survival.

If you are repotting multiple plants, use fresh soaking baths between plants to avoid possible cross-contamination.



Tip #3 - Brush Away the Old

Light-colored, papery sheaths are not only unsightly on your plants, they also provide an excellent home for scale, mites and aphids to proliferate. Repotting provides an excellent opportunity to clean up old sheaths and give your plants a fresh appearance.

The easiest way to remove the old sheaths is with an old toothbrush and a quick soak or heavy misting. After you have removed your plant from its old pot, simply soak your plant in clean water for 5 minutes or thoroughly mist your plant and let sit for 5 minutes. The water will help loosen the old sheaths and allow for easy removal with just a few quick strokes with an old toothbrush. Only remove the parts that are loose, so you don't damage the stems of your



Removing Old Sheaths from Your Orchids

For video click:

<https://youtu.be/64oOskalsO8>

November 4, 2018 CNYOS Meeting: Guest Speaker Luis J. Matienzo, Ph.D.

Dr. Matienzo has been involved with orchids as a hobby for the past 42 years and has served in many positions in the Southern Tier Orchid Society of New York and he is a virtual member of the Peruvian Orchid Club. As an avid orchid grower, he has a special interest in orchid species, miniatures, and lady slipper orchids, and he raises many plants under lights.

His topic for Sunday is "***The Art & Craft of Orchid Growing.***" The distribution of orchids is quite extensive and varies throughout the world; however, little is known of those orchids that are not frequently seen because they may not have immediate commercial value. Orchids as plants are easily recognized by some specific characteristics, but some exceptions to these rules exist. Orchid fascination is not a new phenomenon and many legends and folktales are known from different parts of the world. As the knowledge of nature developed through the centuries, classification methods for living organisms have also evolved from cumbersome formats to more accurate descriptions. These approaches are illustrated with some timelines along with the use of current schemes to name and classify plants. This presentation will also try to explain why certain types of orchids exist in some areas of the world and the environmental factors leading to these results. Because many hybrids and species are known in our current population of orchids, examples of hybridization will also be presented to provide the audience with a flavor of time required for hybrid production. Finally, a series of orchid habitats, lesser-known orchid species, and the future of orchids and orchid collecting will close this discussion.

Upcoming Meetings & Events:

- November 4, 2018 - 2 pm
Guest Speaker: Dr. Luis J. Matienzo
Topic: *The Art & Craft of Orchid Growing.*
- December 2, 2018
CNYOS Annual Holiday Dish to Pass
- January 2019 - Date TBD
Silent Auction

Refreshment Volunteer List:

November 4, 2018

Barbara Weller/Lori Burritt
Beverages: Bob Pfromm

December 2, 2018

Annual Holiday Dish to Pass

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*A Sign-Up Sheet for 2019 Meetings will be at the November 4th Meeting.*

**Please Note:**

Dr. Matienzo will **not** be bringing orchids for sale, so we will be having a raffle table.

**Please bring something to share with the group!!**




**Sunday, Nov. 4th  
REMINDER:**

Daylight Saving Time ends. Don't forget to set your clocks back one hour when you go to bed Saturday night.

(or be really early for the meeting)

**CARING FOR YOUR NEW Orchid**

- Do not deprive the orchid of sunlight.
- Do not bombard the orchid with too much sunlight.
- Do not touch the orchid.
- Do not look at the orchid.
- Do not ask the orchid why it's mad.
- Do not forget to take the orchid out, like, to a movie, every once in a while—something that shows you're making some semblance of an effort.
- Do not overwater the orchid.



*de Resat*

### Central New York Orchid Society

The Central New York Orchid Society meets at St. Augustine’s Church, 7333 O’Brien Rd, Baldwinsville, at 2:00PM on the first Sunday of each month from September through June except for January and September (date moved to second Sunday because of national holiday weekends).

Website: <http://cnyos.org>

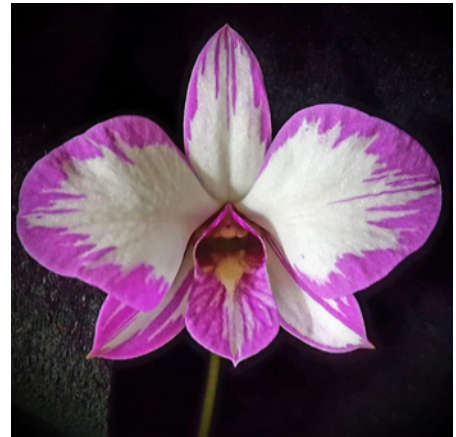
#### Directions to St. Augustine’s Church:

<http://www.cnyos.org/directions.html>

### CNYOS Facebook Page:

If you have not checked out our Facebook Page, you can search “Central NY Orchid Society” on Facebook or go to:

<https://www.facebook.com/CNYOS/>



Reminder: Be sure to “Like” our page!

### Central New York Orchid Society

#### President:

Sue Finger (315) 458-3040

#### V. President:

1st - Jack Hasse (315) 826-7610

2nd - Lori Burritt (315) 826-7242

#### Treasurer:

Carol Haskell (315) 468-0811

#### Secretary:

Dolores Capella (315) 469-8697

### The Orchid Enthusiast

The CNYOS Newsletter is a publication of the Central New York Orchid Society and is distributed to the Society’s members ten times per year.

Chris Smith, Editor

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