



news

Volume 28.1– January 2016



Catasetum Marsh Hollow (*fuchsii* x *Orchidglade*) Photo: Chuck Lefaive
<https://www.facebook.com/groups/Catasetinaecanada/>

From the President

It is hard to believe another year flew by and it is already 2016!

It has been yet another incredibly busy year for the COC Executive. We continue to work through various deliverables while providing ongoing services to our members.

I am delighted to announce the appointment of Janet Johns to the position as Treasurer in the COC Board of Directors. Jan brings to the Board extensive experience from the education field, particularly in science curriculum and literacy issues. Jan also has experience as members of various boards and committees, and she currently is an active member of the Ottawa Orchid Society.

I would also like to take this opportunity to thank Marlene Young for stepping up in filling number of roles in the Board of Directors in the last several months, and keeping the momentum going on behalf of the Board and Executive team.

Those who visited our website recently may realize some changes that were made to enhance users' experience. A quick reminder that you may need to update your bookmarks as all of our internal web links have been updated. You will continue to see further changes and updates on our website as our Web Modernization Project continues.

We will be looking at implementing various automation functions to eliminate administrative burdens of our volunteers and members, and leverage technologies to its full extent. For example, we are hoping to fully automate our membership renewal and insurance renewal processes by next year, so that applications and payments can all be done online on our website.

We are also reviewing and updating our education material, and may enable access to these presentations via secure download to eliminate the need to mail DVDs. Further review and potential culling of our current lineup of education material will also be done, to ensure these remain relevant, up to date and complement our new Webinar series.

You will also see in our newsletter that a group of people is working on putting together a bid to host the 2023 World Orchid Conference in Edmonton, Alberta.

This is an exciting project that requires a lot of manpower, expertise and strategic thinking. If you are interested in making history, I encourage you to contact Dave Nixon, President of the Orchid Species Preservation Foundation.

We had a very successful year end this year in terms of membership and insurance renewal. I want to thank all the COC representatives and member society's executives for your prompt attention and action. I would also like to thank Dianne Gillis for her continued leadership on this important portfolio of the COC.

A reminder that the COC AGM will be held electronically this year via GoToMeeting. More information will be made available as the planning continues.

Wishing you all a new year of happiness, and hope for a world at peace.

Happy Growing.

Calvin Wong

President, Canadian Orchid Congress



Janet Johns, COC Treasurer

ORCHID JOURNAL

As we reach 5,000 fans and climbing it is the perfect time to reflect on where we've been and where we're going...

Fabulous fans, great contributions from individuals and sharing your societies contributions has made this 'Journal' a bit of an industry standard.

Orchid Journal International has been launched (with a fee) by someone not associated with the COC or OJ that seems to capitalize on our name and reputation. Yes, we're flattered by the use of our name and even more flattered by the standards and format duplications out there on Facebook.

I would like to think that we've also had an impact on the pirating of photographers' photos and most, if not all, of the reputable sites now go out of their way to give credits.

During this past year:

We attended the European Orchid Conference representing Canada, at London, England

Did a mini series on Terrestrials for Canadians in pots or the garden (including soil mix recipe)

Our very popular and endearing Orchid Mantis continues to charm us

We [provided a free e-book](#) adapted for North America by yours truly

We continue our emphasis on species

Fred Clarke continues to provide us with support and photos - very popular

Canadian show promotions are a regular feature

Show displays from here and elsewhere showing the diversity of imaginations

We are currently promoting a new blog from the Smithsonian that seems very popular

And last, but not least, our 'Did you know' mini series on some novel tips for your orchids

Going into next year:

We'll continue our mini series

Connect more with our new and evolving website for new articles/features

Update our name to better sync with the COC

Continue to provide relevant and new features for you

Continue to provide the fun features at Halloween and Christmas

Thank you for making Orchid Journal what it is today and what you will help to make it tomorrow - one of the leaders in the field worldwide!

Happy postings & Happy New Year :

Marlene



White color form of the Showy or Queen Lady Slipper, (Cypripedium reginae)

Photo:Tom Sampliner

Supplementing Your Speakers' Programs and Plans for 2016

This past year has seen much progress in our COC initiatives bringing many plans to fruition in a few short months.

We have already implemented the GoToMeeting that will see all our COC meetings and future AGM meetings being done electronically. An agreement with the AOS on this GoToMeeting and the webinar software has allowed us to provide a test period with no cost commitments. Our webinars (programs) in Canada will be recorded PowerPoints with voice that will allow each society to present a PowerPoint on a large screen with voice at their monthly meeting at no cost to them.

Some societies had already requested our first program recording that was to feature Ben Rostron. Unfortunately, Ben was not available this past fall to do the recording. Starting January, we have scheduled Dennis Whigham, head botanist at the Smithsonian followed by David Lafarge, Orchid Judge (France), to record programs.

We are working diligently to provide a variety of speaker programs for you that you can present at your monthly meeting. Some, like the one below, will help administration volunteers. These can be easily downloaded to your desktop and replayed on your large screen at your meetings or if you prefer, right from your laptop if it's an Executive meeting.



Our moderator, Patrick Boisvert (above), Ottawa Orchid Society, is a pleasure to work with and will

provide our presenters with assistance during the recordings. His relaxing and pleasant demeanour will add to the excitement of doing these programs for our Canadian audience.

To start the year, here is a short program that is aimed at the Administrators and Publicity group to help them prep for orchid shows.

[Click on this link](#) & download only (upper right of screen). It's that easy!!!!

Enjoy, it's going to be an exciting year!

Marlene

Membership & Insurance

As most of our society members are aware, the COC provides societies with the opportunity to purchase liability insurance for their members and their orchid shows.

Most societies take advantage of this offer and we work very hard to keep the premiums reasonable with only a \$500 deductible.

This insurance covers all volunteers, including members and their families that help during these busy times preparing and holding our shows across Canada.

Our shows bring in over 20,000 people during the short show season of 9 months and provide outstanding opportunities for small businesses that sell orchids and their related goods.

In the New Year, effective January 2016, we are now able to accept bank transfers for membership and insurance transactions. Additionally, we are in the process of developing an easy-to-submit online form to provide us with the appropriate information.

These changes will eliminate the need for signatures, postage charges that now are almost \$1 per mailing and the additional charges for your cheque processing.

We're hoping that these changes help to lighten the load of our hardworking volunteers.

Congratulations on a job well done and best wishes to all our volunteers across Canada and wishing you a prosperous and rewarding New Year.

Diane & Marlene



Happy New Year everyone!

For those of you who are not familiar with the OSPF, we are a registered, charitable, not for profit foundation run by orchid lovers just like you. 2016 marks our 25th Anniversary of operation! To celebrate we will be publishing a series of articles to introduce members of the COC community to Orchid Species Preservation Foundation and our extensive orchid collection.

A weeklong orchid exhibit and celebration will be held in Edmonton's City Hall that will run from August 10th to August 18th. The Exhibit will feature hundreds of orchids, information displays charting the development of the Foundation since its 1991 inception, as well as, our visions for the next 25 years.

You are invited to attend this colourful event and join us at our Gala Reception, where we will be honouring the many people who have enabled our growth over the last quarter century. Also included is a guided tour of our amazing orchid collection at the Muttart Conservatory.



Saccolabium quisumbingii

Over the next few issues of the COC newsletter, we will be submitting a series of articles which will describe our history, orchid species collection, its significance and how we leverage our collection into schools, universities and communities.

So stay tuned for more of our story . . .

*Focused on Conservation, Education and Community Participation
Your Support Grows Everything!*

orchidspecies.ca
ospf@orchidspecies.ca

Memberships Renewed

Thank you to all the societies for their response to our insurance program this year. 25 of the 29 societies have participated and this year all were on time. We have 1389 members and 15000 people attending our shows covered under the insurance plan. Thank you,

Dianne Gillis, djgillis@shaw.ca

WOS 2015 Travel Grant

The Windsor Orchid Society would like to thank the Canadian Orchid Congress for the 2015 Travel Grant. The grant was used to rent a bus so that members of the WOS could travel the distance from Windsor to Toronto to attend the 2015 Summerfest at the Toronto Botanical Gardens. The speaker was Glen Decker from Piping Rock who shared his cultural knowledge on "Phragmipedium kovachii and its Hybrids". This was a very informative presentation and everyone thoroughly enjoyed the opportunity to learn about orchid cultivation. We would also like to extend a sincere thank you to the Southern Ontario Orchid Society for having invited our Society and for hosting this event.



Dracula sodiroi



Habenaria erichmichaelii
'pink'

World Orchid Conference in Canada in 2023?

Would you like to be able to take in the World Orchid Conference in our own country? A small group of people are trying to make that happen and have had initial positive discussions with the Orchid Species Preservation Foundation, the Orchid Society of Alberta and the Canadian Orchid Congress. The concept is to develop a truly Canadian bid to host the 2023 World Orchid Conference for presentation at the 2017

Conference being held in Guayaquil, Ecuador.

The current scenario is for the main conference to be centered on the Shaw Conference centre in Edmonton, which is centrally located in the heart of the city with easy access to

hotels, the Citadel Theatre Complex, the Francis Winspear Centre, the Alberta Provincial Art Gallery, the new Provincial Museum, the new Ice District and the Muttart Conservatory. The Muttart houses one of the more significant orchid collections on the North American continent and is one of Canada's best kept secrets. Both the City of Edmonton and Alberta Tourism are fully committed to helping with this project. We have already toured Sandra Tillisch Svoboda, the WOC President, who was impressed by the compactness of the conference amenities.

However here is our challenge and where we need your help! We would like to make this as inclusive as possible and would like to enlist the whole of the Canadian orchid community to make this a truly Canadian bid. This is an unusual approach not been taken before. Obviously geography brings its own challenges but also chances for creative solutions. All ideas are welcome and we would love to hear from you. To fire your creative imagination, with today's

technology why not have live connections for the symposium to key centres across the country, perhaps the various meetings of the speciality groups could be held in different locations either just prior to or just after the main congress. This could then be combined with visits to such places as the Royal Botanical Gardens in Toronto, the Jardin Botanique in Montreal and field trips to view native Canadian orchids in all

our provinces

The current organizing committee has representatives from British Columbia, the Richmond Judging Centre and Alberta and we would love to have people from Central and Atlantic Canada represented as well as share their knowledge and expertise. We are in the process for

applying for society status with the goal to have it in place early in the New Year, after which we would hire a professional conference organizer who would take strategic direction from the organizing committee.

If you would like to become involved; know more about this project or just provide the benefit of your experiences, please contact Dave Nixon at dnixon@shaw.ca

Submitted By Dave Nixon, OSPF President

Photo courtesy: NParks Singapore.



Brief Encounters with *Cymbidium goeringii* in South Korea

Travelling to a foreign country? I think many of us orchid enthusiasts would maximize our travel experience and seek out opportunities to visit orchid nurseries or flower markets; see orchids in their native habitats (in-situ), and speak to local orchid growers for some tips and best practices. Thanks to technology, those were the exact things I did on my recent visit to South Korea.

As this was an unexpected trip, I had very little to no time to research and plan ahead of time. That is when social media comes in handy: A week before departure, I "cold messaged" the moderator of a Facebook group for Korean orchids that I joined last year, and asked for recommendations to see orchids while I am visiting. Unbeknown to me, the group moderator, Jack, actually works for the Korean Orchid Society and he is very involved with the group that specialized in *Cymbidium goeringii*. After several message exchanges on Facebook, Jack set up a 2-day itinerary filled with orchid-related activities, and to coincide with one of the most anticipated event in the Korean orchid community-- national *Cymbidium goeringii* auction!

For those who are unfamiliar with *Cymbidium goeringii*, it is an evergreen orchid species from Asia with below ground pseudobulbs and long, grass-like leaves. They can be found in temperate regions in Japan, China, South Korea and northern India, often as terrestrial on shaded forest floors, but they can also be found on cliffs and sand dunes with thin layers of leaf litters/humus. The pseudobulbs are round, flattened that grows tightly along the rhizome. The roots are thick, fleshy and white, and up to a half meter long. In early fall, flower buds form at the base of the current season's growth. The flower buds remain dormant until spring (late March/ early April) when it begins to grow and lengthen; it blooms from early April through May. Due to its flower time, *Cymbidium goeringii* is commonly referred as the "Spring Orchid" in most Asian countries (*chunlan* in Korean and Chinese, *shunran* in Japanese). Most specimen of *Cymbidium goeringii* have single solitude flower, but two flowers have been observed on rare occasions. Flower is highly fragrant and it is usually emerald green with a pristine white lip, however many different colour varieties has been found (orange, yellow, red, white, bi-colours,

etc.) throughout the long history of cultivation and collection of this species. In Asia, there are 4 main categories for *Cymbidium goeringii*: 1.) Leave shape and texture -i.e. bean leaves, leaves that have straight up orientation, snake-skin leave texture; etc.; 2.) Leave variegations; 3.) flower colours and ; 4.) unique flowers-i.e. flowers that has multiple segments, flowers that are missing segments, pelorism, etc.

Day 1 -Visit to the Korean Orchid Society

Jack and I met for lunch near a metro station in Seoul, South Korea, that was when he introduced me to the Secretary General of the Korean Orchid Society, Mr. Li Won Il. Other than holding office at the Society, Mr. Li is a seasoned orchid grower specialized in *Cymbidium goeringii*, an active member of the orchid community, and a Korean art collector. As English is not widely-spoken in Korea, our conversations were a mixed of English, Korean, body language and the assistance of the translation app from our smartphones. Once again, technology come to the rescue! As much as I was interested on their Society's mandate, activities and services, they were equally interested and impressed with what the COC is doing. I even planted the seeds for a future webinar on growing *Cymbidium goeringii*!

After lunch, Mr. Li and Jack took me to the Society's property and greenhouse near Incheon, a metropolis port city about an hour southwest of Seoul. This property is served as a gathering place and growing facility for members, where the main greenhouse/grow area is divided into small sections (~10ft x 10ft) by lockable metal cages so members can keep their prized collections individually in a secure manner. In the winter, the greenhouse is covered to protect the collections from freezing (although in their native habitats *Cymbidium goeringii* endures below freezing temperatures from late fall through early spring), only very little supplemental lighting is used in winter. Between late spring to early fall, two of the four walls in the greenhouse are opened which provide optimal growing conditions for the species, especially during the summer monsoon season. On the other side of the property, there is a huge seating area, and an area that showcases all kinds of antique arts and collectibles by Mr. Li from his countless adventures and hikes in the mountains of South Korea.



One of many rows of Mr. Li's collection



Mr. Li's Korea Art and wild ginseng collection

Upon showing me his prized collectibles, Mr. Li lead me to his growing area and showed me his large collection of *Cymbidium goeringii*. I have visited many private and commercial collections of *Cymbidium goeringii*, *Neofinetia falcata* and *Dendrobium moniliforme* in Japan, Taiwan and China through the years, but Mr. Li's collection left me in awe. Not only his set up is meticulously arranged, everywhere I turned there are little gems on the table, from miniature "bean-leaf" type to the ones that are beautifully variegated. Mr. Li is also experimenting with LED lighting technology with a group of his collection that already set flower buds in the fall, it will be interesting to learn of the results if that indeed made a difference. The LED lighting Mr. Li used had a pre-set ratio of blue and red lights; it was believed that blue lights encourage leave growths while red lights encourage flower production.

Individual grow space for members



In addition to going through each plant of his collection, Mr. Li would later give me a watering and repotting workshop - nothing beats learning from the expert! We then spent an entire afternoon discussing orchids over tea, looking over various publications the society had published over the years, discussed the various orchid judging systems, and me salivating all the rare varieties and forms from the books!



A true bean leaf, variegated mini!



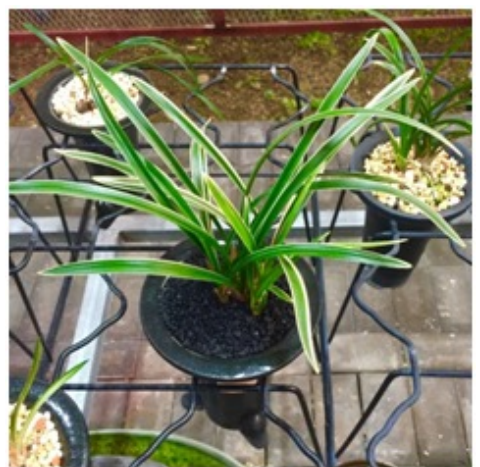
Jack (left) and Mr. Li (right)



Single growth showing promising variegation



A variety with "sunrise" variegation



Two beautifully variegated varieties



Day 2-National *Cymbidium goeringii* auction

The next day, I met up with Jack at the Yangjae Flower Market in Seoul, where the *Cymbidium goeringii* auction was to take place. Nestled in almost 3 acres of land, Yangjae Flower Market Center is "the spot" for the horticultural industry in South Korea which include wholesale businesses, a giant retail market and an auction house. Similar to the flower auction facilities in North America, Yangjae Flower Market is the main hub for florists and growers to buy and sell their inventory. Instead of high volume auction of cut flowers or pot plants, the Korean Orchid Society used this state-of-the-art facility to conduct their national *Cymbidium goeringii* auctions. Mr. Li, Secretary General of the Society whom I met the day before, is one of the auctioneers of this event.

The society also welcomed a large delegation of potential buyers from China attending this auction for the first time. The group of Chinese buyers and I were given the VIP treatment and priority access to the preview party and a tasty lunch before the crowd arrives. We were also given a translator machine so that we can follow the bidding process. There were 52 *Cymbidium goeringii* up for bids; all are varieties that are new, rare and much sought after.



Preview party



A fellow Canadian at the preview party!



Bidding machine and translator

(Left) Potential buyers filled the auction house



A few samples of the specimens up for auction

When each plant was up for bid, the large screen in the auction house would display a 360 degree caption of the plant, alternated with a stock photo of what the flower would look like, and lastly, Mr. Li would tilt the ceramic pot carefully, loosen the top layer of the media then have the camera showcased the health of the root systems to bidders.

Depending on the variety, most specimens had a starting bid of ~\$500CAD, and the bidding process was intense! A number of plants went through long rounds of bidding and the most expensive specimen was sold for ~\$30,000CAD. However, it did not break the record that was set in June 2015, where one plant--- *Cym goeringii* "Tachwanh" (Emperor) sold for \$140,000CAD!



Mr. Li tilting the pot and loosening up the media so that the camera can show the root system.



This one has a solid black lip!



Some of you may have heard my talks before, and know that exclusivity is one of the strongest motivations for orchid cultivation in Asia, more so for Asian species (for example: *Neofinetia falcata*, *Dendrobium moniliforme*, *Cymbidium goeringii*, *Cymbidium ensifolium*, *Cymbidium sinensis*, *Sedirea japonica*, etc.) than others. Rare varieties and colour forms are only available via division from the original plant. Sometimes, that means having to wait 10+ years for a plant that is big enough to be divided! In some countries, especially in Japan and Korea, mericlone is frowned upon, and many plant owners would refuse to sell their prized division to a foreign grower, with the fear that he/she will mericlone the variety and flood the market.

It is truly amazing how one Facebook message started a wonderful 2-day orchid adventure, and connected me with such wonderful people in a foreign country. I am thankful for Jack and Mr. Li for spending the time and imparting me with their valuable knowledge and experience, and enabled me to catch a glimpse of what growing *Cymbidium goeringii* is like in South Korea.

Culture tips for growing *Cymbidium goeringii*

Below is a quick summary of what I have learned from speaking to various growers in Korea and Japan, and also from my personal experience. As there are many interdependent factors that influence successful orchid culture, please be mindful that if you change one thing, you may need to pay attention to others.

- **Temperature:** One of the most misconceptions about *Cymbidium goeringii* is that they are "cool growers". While this is true in the winter months, *Cymbidium goeringii* actually prefers warm temperatures (average 20C or above) while they are actively growing between May to end September. If plants are kept too cool in the summer months, they will decline over the years. In the winter, it gets down to -8C in their natural habitat, most growers keep them at around 5C between December to March.
- **Light:** *Cymbidium goeringii* can be given bright shade during summer months and heavier shade during winter months. The shadier it is during dormancy, the more colourful the flowers will be in the spring. If the plants are kept in deep shade, be sure to adjust your watering schedule.

- **Watering and fertilizing:** give them ample water and fertilizer during summer growing season, and dry them out starting in September. In their natural habitat, *Cymbidium goeringii* would set their flower buds towards the end of the summer monsoon season, and the bud should be visible around October. Continuing heavy watering and fertilizing will result the plant continue to grow and not bloom. Fertilizer should be stopped around mid-August. Most growers will let the plant dried out before watering again during dormancy.

- **Pots:** As with other cymbidiums, *Cymbidium goeringii* have very large, fleshy root system and the roots grow downward instead of laterally. Use a deep, narrow pot specifically for Asian cymbidiums as shown in the picture. I have also seen growers using 1L or smaller plastic pop bottles with the top cut off and drainage holes drilled. (Have to admit orchid growers are amongst the MOST creative people I have ever met!) Under-potting not only would reduce the chance of root rots in the winter months, it would also encourage *Cymbidium goeringii* to flower more regularly.



- **Potting Medium:** Prefer medium that is fast draining. In most Asian countries, *Cymbidium goeringii* is grown using inorganic material such as Kanuma (pumice with an acidic pH) and Akadama (a naturally occurring, granular clay-like mineral), both popular amongst orchid and bonsai growers. As a rule of thumb, growers usually use 3 layers of inorganic mix ranging from large grade in the bottom, medium grade in the middle and fine grade on top. Moss and bark can also be used on the top layer to help establishing small or weak plants as long as the overall drainage is excellent.

Both Kanuma and Akadama are expensive to obtain as they can only be found in Japan, and are quite heavy. Personally I am using locally sourced substitutions: Hydroton (Large), large grade perlite (medium), and Turface MVP (fine). I have been experimenting with

Surface MVP for about 2 years now; it is a high-fired calcined clay that is being used as athletic fields (e.g. baseball fields) conditioners. It is porous, water absorbent, inorganic and resists compaction. I have been experimenting with it as a semi-hydroponic medium with Phrags with great success (especially *Phrag. kovachii* and its hybrids), and I have transplanted most of my Asian cymbidiums in this potting mix about a year ago and they are all adapting well to this medium.



How to ensure flower colours are crisp and intense? (for all non-green flower varieties): For varieties that have non-green flowers such as red, orange, yellow and white, once the flower buds are set and are visible at the beginning of the fall, growers would cover the flower buds individually so that the flower does not develop chlorophyll, as the greenish colour in the chlorophyll would cast a muddy tone to the flowers. The cover can usually be removed around January, or when the buds start to enlarge and inflorescence starts to elongate.



Buds covered in plastic tube



A tinfoil tube

COC Medal Awarded to Margaret Prat by the VOS

The Vancouver Orchid Society (VOS) presented the COC Medal to Margaret Prat at the Christmas Social on November 28th, 2015 to recognize her years of service to the Vancouver Orchid Society and her efforts in the promotion of orchid awareness in the community.



Marg Prat receiving COC Medal from Barb Cable

Margaret became a Director at the AGM in June of 2008 and this was the start of her journey on the board/executive of the VOS. She was elected to the position of First VP at the 2011 AGM and served in that role until June 2012 at which time she became President of the Society. Margaret served two terms as president and, although holding the title of Past President last year (2014/2015), operated as de facto President, chairing meetings, organizing shows and pretty much doing anything and everything that was needed.

During Margaret's time as President of the VOS, she worked with her Board of Executive to modernize the face of the society, encouraging the use of social media and revamping the website. She reinstated the culture classes, which are a fantastic resource for our members and well attended by both beginner orchid-addicts and long-time growers and has presented at many of them. She has always brought a lot of energy to the position and has worked to make the VOS a viable and thriving society and one that is welcoming to new members.

Margaret has also been involved in promoting the VOS and orchid awareness in general with the public, working with garden centres and botanical gardens at

their orchid festivals and other events. She even spent last Mother's Day at Bloedel Conservatory doing repotting demonstrations! Margaret brings a lot of passion to the orchid community and is a good grower who is freely willing to share her knowledge and skills and membership in the VOS has increased considerably during her time in on the executive.

Margaret has served as show chair for the past few VOS Orchid shows, responsible for designing floor layout for the display area and for the sales areas among other things, and will be doing this again in 2016. This is a lot of work, but Margaret has made it look easy as she is a very good organizer and planner. She has also set up the VOS display at many of our sister societies shows over the past several years including the Fraser Valley Orchid Society in Langley, Victoria Orchid Society and the Central Vancouver Island Orchid Society shows in Nanaimo and is currently on the path of becoming an AOS judge.

Although Margaret is no longer part of the executive, her efforts for the society and in promotion of orchid awareness are not ending. She continues to lead some of the Culture Classes, gave a talk at our September meeting, will be speaking at some of the Orchid Societies in the Okanagan in early 2016, when she is there on "holidays", and thankfully, has volunteered to chair the VOS spring show and sale in March of 2016.

Thanks again, for all your efforts, past and future, Margaret.

Essex County Grant

The Essex County Orchid Society is very grateful for being the recipient of the Education Grant again this year.

This gave us the opportunity to have two great speakers. John Marcotte from Hamilton was invited to speak at our September meeting.

We were very fortunate to have Terry Groszeibl, Forestview Gardens, Agassiz BC as a vendor for our November Orchid Show this year.

Since Terry is a Paphiopedilum specialist it seemed quite fitting to have him speak at our general meeting which took place during our show weekend. On Sunday November 15th, Terry was the speaker for our membership meeting at Colasanti's Tropical Gardens.

Again thank you for this grant which helps us invite great knowledgeable speakers for our members.

Juliette St Pierre, Secretary

Essex County Orchid Society

Essex County Show

The Essex County Orchid Society' 6th Orchid Show has grown in leaps and bounds while exceeding all it's previous years attendance reaching around the 1300 mark this year. The show was one of the best so far with the neighbouring Societies participating and great Vendors too. Thank you all!

The Essex County Orchid Society took first place for the Society entries as well as the COC award for the "Best Artistic Display".

Great participation in all categories in arrangements, photography and the arts.

The quality and artistic expression of the displays were superb and members received wonderful reviews from the public. Needless to say, overall our show received many wonderful comments in regards to the quality of the lighting, the floor plan with the ease of get around the displays, the arrangements and the Lectures/Demos in the private room.

Since it was our general meeting weekend that coincided with the show, we held our meeting there on the Sunday in the Cactus Room. With Vendor Terry Groszeibl from BC in attendance we took the opportunity to have him speak on his specialty, growing Paphiopedilum Orchids.

The Sunday morning free photography hour is very well attended. Our November date is set again for next year's show at the same location, Colasanti's Tropical Gardens, Kingsville.

As Show Co-Chairs, we have to say that we are most proud of the Committees and the ECOS Member Volunteers which made this show a huge success. Thank you!

Show Co-Chairs,

Juliette St Pierre and Bob Morden



Essex County OS best society display



Bryan Emery ties COC Award at FVOS show



VOS ties COC award at FVOS show



*Essex
County
OS*

*COC
Award
display*

Victoria Orchid Society's
Orchid Show & Sale
 February 13th & 14th, 2016

Adults: \$7.00
 Students & Seniors: \$6.00
 lots of free, easy parking

SATURDAY: 9:00 A.M.-5:00 P.M.
 SUNDAY: 11:30 A.M.-4:00 P.M.



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Our Lady of Fatima Hall
 4635 Elk Lake Drive, Victoria, BC
 Across from the Commonwealth Pool
www.victoriaorchidsociety.com

Sharing the Proceeds



Why Your Society Needs A Content Plan

In today's society, managing public information means a lot more than press releases to local media and phone calls to your membership. In addition to the society web site, there's social media networks such as Facebook, Twitter and Google Plus along with photo-sharing and video-sharing platforms. How are you going to deal with all of this?

You start by building a plan.

The first step is to define your goals - who do you want to reach and what do you want them to know. From there you'll develop a content plan for your web site along with guidelines for maintaining any social networks your society decides to use.

Think of your web site as your society's storefront. It should be the public information hub for the society and serve as a billboard to attract new members. In addition to providing information about the society and how to join, it should list upcoming meetings and any other society-related events. If you are also using social networks, most blog platforms support widgets that can automatically retrieve and display the latest updates posted at those sites. By making your web site the information hub your members will have one place to see everything related to the organization.

A content plan is a spreadsheet that defines the content items you want to present on the site, displays how those will be organized and identifies who is responsible for providing each type of content. That last item is the key. It doesn't matter how attractive your site is if there's no useful content to be found on it. The people most involved in each area of your society's operation should be the ones describing what that program, news item or event is, how it works, and when it's going to happen. By assigning those responsibilities in your content plan, everyone knows their role in its success. It is also a good idea to have your public information officer review all content before it is published.

Essentially, there are two types of content on a public web site: static information and updates. In the static category are content items that seldom change like the association's purpose, membership benefits, leadership, committees, programs and bylaws. Updates are more transitory and include meeting and event notices, society news and other content defined by the society's

leadership. In the plan below, you'll notice that these items are broadly defined by their category, but you will probably want to describe types of content to include in each category in the Notes column.

In this example, you will notice that the content has been divided into pages and posts. Many content management platforms support both static pages - pages displaying content that seldom changes - and posts - blog articles with content that is more temporary. The site plan is organized by sections, pages and sub-pages which will then be used by the webmaster to develop the site structure and design. Notice there is also a column to include the person responsible for the content on each page/post category and a review date. Generally, review dates are only necessary for pages. Although they are seldom updated, each should be reviewed at least annually to insure that their content remains current.

While pages are the "online reference library" for your society, blogs are the news that let your members - and prospective members - know that your society is active and involved. Think of it as part newspaper and part advertising. In addition to announcing upcoming events like meetings, seminars and field trips, you might want to include photographs of those events, the latest deals at the various research archives and research tips. These are the things your board should define in the content plan.

If you are trying to attract distant members, social networks can be very useful. Platforms like Facebook give both local and distant members a place to interact with each other and with society staff. Google Plus's communities and hangouts are great platforms for building virtual special interest groups. These networks will require more oversight and hands-on participation to keep those conversations going. Your content plan should define which platforms, what kind of presence you'll have and who will serve as site manager on each.

A content plan isn't written in stone. It is a living document and should be reviewed and updated frequently. If you are considering adding a new section to your site, first work out how you think it should fit in the overall plan. After the section is built,

monitor your stats and ask for feedback to see how well it is working. You may need to make adjustments to the content or how it fits in with the rest of the site before you have it the way you want it. Once finalized, make sure your content plan is updated too.

Your content plan is a blueprint of the information presented on your site. A beautifully designed site will catch a visitor's eye but without useful content, it won't keep their attention very long. A site content plan is the first step to insuring your society's web site continues to attract and inform both your existing membership as well as prospects.

Moultrie Creek Gazette, November 19, 2015

<http://moultriecreek.us/gazette/why-your-society-needs-a-content-plan/>

Travel Grants

2015 TRAVEL GRANT

Only three societies applied for the travel grant this year although we accept five applications every year. Windsor Orchid Society used their \$200 to rent a bus to go to the SOOS Summerfest. Fraser Valley Orchid Society joined with other B.C. societies to bring in Roy Tokunaga from Hawaii. Essex Orchid Society used the funds to bring in two speakers. The remaining \$400 was unused.

2016 TRAVEL GRANT

Now is the time to start planning for speakers for 2016. We will be accepting applications from January 1, 2016 to June 1, 2016. We only accept five applications each year so get your applications in as soon as possible.

You can still apply even if you don't have a speaker confirmed. Preference will be given to societies that haven't applied before. Each society can receive up to \$200 that must be matched by the society. All the information and application forms are on the COC website. You can simply email your application to me. No signature is required.

Gail Schwarz, rschwarz@eastlink.ca

A Compendium of American Orchids

Interesting poster of orchids of the Americas and their relationships.

<https://www.ftd.com/blog/share/types-of-orchids>

OSPF Exhibits

25th Anniversary of the Founding of the OSPF

When August 10 to August 18

Location City Hall, Edmonton

Activities Displays and information about the work of the OSPF, on the weekend there will be a reception in honour of all those people who have contributed to the OSPF over the past 25 years, as well as many talks and activities aimed at engaging the public into understanding the fascinating world of orchids. A detail program is being develop and will be posted on the OSPF WEB page and facebook

3rd Annual Orchid Exhibit

When September 24/25 from 10 a.m. to 4 p.m.

Location Salisbury Greenhouse – on 52337 Range Rd 232, Sherwood Park, AB T8B 1B8, Canada

Activities Will include information display on various aspect of orchids, plants displays, talks and activities to engage both adults and children, orchid vendors will also be participating so you can take something home with you

This year is also the 40th year anniversary of the opening of the Muttart Conservatory, and to celebrate the feature pyramid with showcase strange and exotic plants –with orchids being on prominent display. This feature runs from Sept 3rd to Sept 25th with a Gala event on the 4th September. Through the month there will be guide tours, talks, hands on sessions and on weekends tour of the orchid collection.

COMING EVENTS

2016

February 13-14: The Southern Ontario Orchid Society. The SOOS Annual Orchid Show at the Toronto Botanical Garden, Edwards Gardens.

February 13-14: Victoria Orchid Society Spring Orchid Show. It will be held at Our Lady of Fatima Hall, 4635 Elk Lake Drive, across the road from the Commonwealth Pool.

Feb 27 – 28: Orchid Society of the Royal Botanical Gardens 680 Plains Rd., Burlington

March 19-20: Les Orchidophiles de Montreal Orchidexpo College de Maisonneuve, 2700 Bourbonniere St., Montreal, Quebec. For information: André Poliquin TEL/FAX: (450)653-9590 e-mail: mor-pol@sympatico.ca

Mar 26-27: The Vancouver Orchid Society Annual Show will be held at the Van Dusen Botanical Garden, 5251 Oak St., Vancouver BC. Contact person: Margaret Prat, email: margaretpprat@shaw.ca, phone 604 261 8474

April 9-10: The Toronto Artistic Orchid Association Show, CICS (Centre for Information and Community Service), 2330 Midland Avenue, Scarborough, Ontario, MIS 5G5, (N.W. Of HWY 401/Midland) For show information: info.taoa@yahoo.ca

April 9-10: Les Orchidophiles de Québec at the Pavillon Envirotron, Université Laval, 2480 Blvd. Hochelaga, Sainte Foy.

April 16-17: The Ottawa Orchid Society 35th Annual Orchid Show and Sale, RA centre, Riverside Drive, Ottawa. (change of location). Show Chairman: Dave Cooper, e-mail: david_cooper@storm.ca 613-256-2853.

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Get your show dates, with details, to the COC editor.

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| | |
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COCnews

The purpose of COCnews is to inform members of the meetings, policies of the COC, to profile members, and to provide technical information regarding happenings, trends and techniques in orchid cultivation across the country and around the world.

We welcome your suggestions and contributions. Deadline for each issue is one month before the issue dates previously announced.

Recipients of this newsletter are urged to pass a copy on to other members of their society.

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