

SWROGA News

A Publication of the Southwest Regional Orchid Growers Association www.SWROGA.org

30 Affiliated Societies

Spring 2008

Volume 40, Issue 1

From the President:

Well, the first signs of impending spring are here-daffodils blooming, the impending flush of flowers in the greenhouse, and a full table on the entry table at the Shreveport Judging Center on Saturday (15 plants, 3 awards). The winter doldrums are nearly over. Also coming to a close is my term as President. It's been a pleasure to serve you the past two years, and I wish my incoming successor, Mavis Klehm, as enjoyable a term as mine. Join us in Rogers, Arkansas the first of May for the changing of Presidents and what promises to be a great show. Tom Larkin and his folks have arranged for a number of outstanding out-of-region vendors, and I can hear my checkbook groaning already. No better way to spend that income tax rebate than expanding your orchid collection. Happy growing,

Mike

From the Nominating Committee

Julius Klehm, Chair of the Nominating Committee, presents the following slate to be voted on at the Spring 2008 SWROGA Board of Directors meeting in Springdale:

President Elect: Lowell McCabe;

Vice President: Lena Parker;

Treasurer: Carolyn McCabe;

Editor: Amanda Saar;

Member-at-large: Don Maples.

There is no nominee from the committee for the position of Secretary – one will have to be nominated from the floor.

SWROGA News Deadlines

SWROGA News Ad Rates

Vol./Issue	Date	Deadline		1 Quarter	2 Quarters	3 Quarters	4 Quarters
40, #2	Summer 2008 (after Spring SWROGA Show)	June 7, 2008	Full Page * (9-1/2"x7-1/4")	\$140	\$170	\$200	\$230
40, #3	Fall 2008 (before Fall SWROGA Show)	Aug. 15, 2008	Half Page (9-1/2"x3-1/2") (6-3/4"x4-3/4")	\$80	\$100	\$120	\$140
40, #4	Winter 2008 (after Fall SWROGA Show)	December 1, 2008	Quarter Page 4-1/2"x4"	\$45	\$65	\$85	\$105
41, # 1	Spring 2009 (before Spring SWROGA Show)	To be decided	Eighth Page 3-1/2"x2-1/2"	\$25	\$45	\$65	\$85

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**SOUTHWEST REGIONAL ORCHID GROWERS
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President	Mike Saar	501-868-6666	msaar824@comcast.net
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manuel.aybar@verizon.net; m-aybar1@ti.com)

COMMITTEES

AFFILIATED SOCIETIES –Chair: Karen Armstrong (318-251-0765). Members: Jerry Brandenburg, Ronnie Brandenburg, Sharon Duncan, Maureen Ferrara, Gail Freeman, Barbara Larkin, Doris McGraw, Linda Roberts.
BYLAWS & JUDICIARY - Byron McGraw, Chair (318-640-4732; Bydor@aol.com), Ed Wright, Lois Dauelsberg.

CONSERVATION – Jim Williams, Chair (903-893-8618; cymfan@aol.com), John Kramer, Billie Beck Kramer, , Nina Rach, Ron Haselhuhn.

PROGRAM AND EDUCATION Patsy Boersma (903-938-9519; pboersma@shreve.net), Betty Kurka, Dick Jamison, Olie Garrison.

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SHOW - Lowell McCabe, Chair (405-899-4228; orchids@mbo.net) Alice Barrios, Mike Saar, Pauline Bauer, Karleen Sanborn, Judy Cook.

FINANCE – Carolyn McCabe, Chair (405-899-4228; orchids@mbo.net), Wilton Guillory.

CONTINUING OPERATING – Mike Saar, Chair (501-868-6666; msaar824@comcast.net); Ronnie Brandenburg; Carolyn McCabe; Burrell Gambel

AOS REPRESENTATIVE - Billie Beck Kramer (918-749-7686; bbeck6777801@aol.com)

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LIBRARIAN AND PROGRAMS – Betty Kurka (210-930-2269; bkurka@aol.com)

REGISTRAR – Billie Beck Kramer (918-749-7686; bbeck6777801@aol.com)

SHOW TAGS – Lowell McCabe, 16351 Banner Road, Lexington, OK 73051 (405-899-4228; orchids@mbo.net)

CHANGE OF ADDRESS - Any change of address, please notify Carolyn McCabe, Treasurer, 16351 Banner Road, Lexington, OK 73051. (405-899-4228; orchids@mbo.net)

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CONTINUING LIST OF ORCHID SHOWS – Manuel Aybar (Manny) (972-972-7570; manuel.aybar@verizon.net; m-aybar1@ti.com)

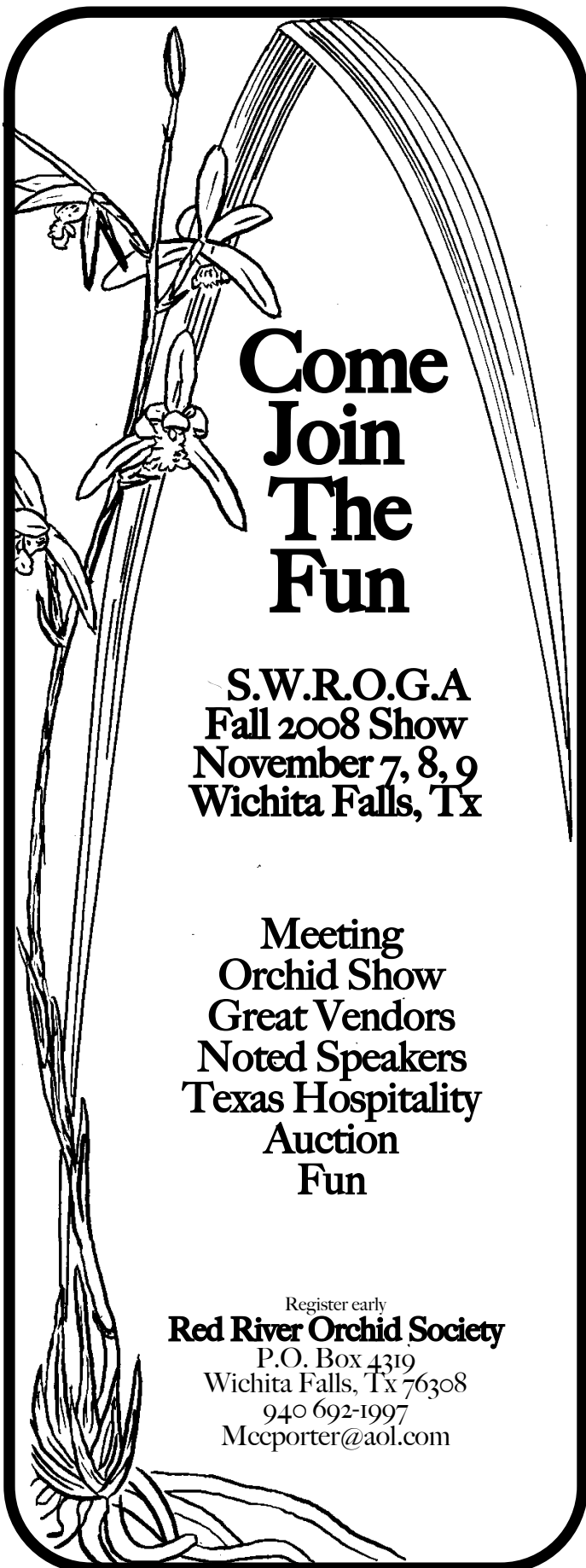
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“We print all the news that fits

Continuing List of Orchid Shows Within SWROGA

For more recent information check the SWROGA website at www.swroga.org

2008 Dates	Host(s)	Event Location	Contact(s)
March 14-16	Galveston Orchid Society Spring Show Show Theme: "Oceans of Orchids"	Nessler Center 2010 5 th Avenue North Texas City, TX 77590	Harriet Davis harri@wt.net 409-986-9419
iApril 4-6	Arkansas Orchid Society, Little Rock, Arkansas	Second Presbyterian Church 600 Pleasant Valley Dr Little Rock, AR 72227	Karen Gambel 11073 Bainbridge Dr Little Rock, AR 72212 ricknkaren@aristotle.net 501-221-1217
April 5-6	Tulsa Orchid Society Spring Show & Sale	The Tulsa Garden Center 2435 S. Peoria Tulsa, OK 74114	Darrin Mullins 918-698-3930
April 19 & 20	Heart O'Texas Orchid Society's 37 th Annual Orchid Show & Sale "Orchid Passion"	Zilker Botanical Garden Center 2220 Barton Springs Road Austin, TX 78746	Geoffrey Frost 1011 Strickland Drive Austin, TX 78748 geoffreyfrost@yahoo.com www.hotos.org 512-280-2271
May 2-4	Orchid Society of the Ozarks <u>hosting SWROGA</u>	Embassy Suites Northwest Arkansas Rogers, AR	Tom Larkin 9790 Larkin Lane Rogers, AR 72756 wiplark@sbcglobal.net
May 30- June 1 st	New Orleans Orchid Society Show	Lakeside Mall 3301 Veterans Memorial Blvd Metairie, LA	Ann Roth 12158 Post Oak Dr. Hammond LA 70403 abroth65@charter.net
November 7-9	Red River Orchid Society <u>hosting SWROGA</u>	Howard Johnson Plaza Hotel 401 Broad St. Wichita Falls, TX 76301	M.C. Porter, Co-Chair P. O. Box 4316 Wichita Falls, TX 76308 Mccporter@aol.com



Come Join The Fun

S.W.R.O.G.A
Fall 2008 Show
November 7, 8, 9
Wichita Falls, Tx

Meeting
Orchid Show
Great Vendors
Noted Speakers
Texas Hospitality
Auction
Fun

Register early
Red River Orchid Society
P.O. Box 4319
Wichita Falls, Tx 76308
940 692-1997
Mccporter@aol.com

SWROGA Show Hosts Needed!!!!

The Affiliated Societies Committee is asking for your help! Host Societies are need for the Fall Show and Meetings of 2009, and 2010.

The process is easy:

Write to President Saar asking to host the Fall show of your choice **after** getting approval of your dates from the Chair of your AOS Judging Center. Get your letter in soon so that it can be acted upon at the Spring meeting at Rogers on May 2-4, 2008.

Include the following information in your letter:

- 1) a statement of the approximate time of the show and the city in which it is to be hosted,
- 2) a statement that your Society understand that it must abide by the rules, regulations, and schedule of the Show Committee currently and as may be amended,
- 3) a statement acknowledging that the Society has no authority to bind SWROGA in any manner pertaining to the show and that the Society assumes full and complete responsibility for all expenses, debts, claims, and liabilities in connection with the show.

Don't forget that SWROGA is your organization and it needs you to be successful!

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WRIGHT THINKING
EL CAMINO REAL PART 2
By Ed Wright

Last issue we reminisced about orchid life along El Camino Real. We also gave just a hint of where the orchid industry might go. I'd like to conclude this short series with my own opinion of where we are headed. Please understand that only my opinion is involved here. Certainly, no orchid firm, group of firms or organizations have any part in my words or thoughts on the matter.

More than forty years ago, I attended a World Orchid Conference in Long Beach, CA. One afternoon, I made a side trip to visit a large commercial orchid range. Although relatively near Long Beach, they were closed and no one seemed to know why. Several months later, I dropped in to see the owners (to play hooky from a school I was attending) and we discussed dealings with the public. Since we were jointly involved in other business matters, they laid it on the line to me: they simply could not afford to host hundreds of visitors in the short WOC 'season'. I ran into something similar in Hawaii a year or so later, when a nursery owner told me they were shutting the public doors and going wholesale only. The reason was plain: hobby and tourist browsers took half a day to spend \$200 in a nursery and wholesale trucks took less than half an hour to do many times that volume of business.

As more and more growers joined the trend, retail orchid markets switched from small suppliers to big box stores. Instead of individual plants and a lot of personal service to hobby growers, profitable orchid enterprises began serving mass market. This change was not exclusively American but involved players like the Dutch auctions and Israeli grower groups. Co-ops appeared and grower associations were formed. Meanwhile, the sale of orchids climbed steadily to become number two in flowering plant sales in American markets.

With continued success and ever more massive volume, our entire way of doing business changed. Hobby buyers almost immediately noticed (and fussed about) a lack of tags on mass-merchandise plants. They liked the price but they didn't like the loss of parental information. Hybridizing tags, however, are not common in the bulk plant market, and they are expensive to prepare and provide. In short, a code number sticker on the pot will provide all the point of sale information needed by the chain stores. Limits on data fields for Unit Price Codes will not support individual plant names. Result: no tags up to hobby standards.

In the very near future, orchid hobby groups will be forced to change how they judge, exhibit and deal with orchids. As a relatively small component of the overall orchid market, they are less likely to force change upon the market than to have the market dictate terms to them. Perhaps organized orchids should take a look at the developing situation and begin to develop a plan of action. We first formally proposed this approach for SWROGA in 1978 and for national groups then and in the next few years following.

Perhaps the time is finally right to pursue such a goal via El Camino Real.

Treasurer's Corner
February 1, 2008

REMINDER TO TREASURERS: Dues for last year (2007) are due now. If you haven't already paid them, please send them in as soon as possible. The dues are still only \$2.00 per member and should be paid for your 2007 membership. Please DON'T send a copy of your 2007 membership. I tend to get confused! I DO need your 2008 membership list as soon as you have it compiled so I can generate the 2008 SWROGA Directory before the May 3rd business meeting in Rogers.

Following are the financial activities between 11/1/07 and 2/1/08

Operating Fund Receipts:

1. Interest earned:	\$ 86.00
2. Newsletter Ads:	\$ 80.00
3. Show Tag Sales	\$ 80.00
4. Membership dues	\$ 2,474.00

Total Operating Fund Receipts: \$ 2,720.00

Operating Fund Expenses:

1. Show Tag Postage	\$ 5.30
2. Newsletter Expense	\$ 914.09
3.	

Total Operating Fund Expenses \$ 919.39

Research Fund:

1. Interest earned:	\$ 86.00
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No Research Fund expenses were incurred.

Trophy Fund Receipts:

1. Interest earned:	\$ 862.64
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No Trophy Fund expenses were incurred.

SWROGA Funds on hand as of close of business February 1, 2008:

General	\$ 10,895.94
Research	\$ 9,356.56
Trophy	\$ 76,521.77
Total	\$ 96,774.27

**Your SWROGA treasurer,
Carolyn McCabe**

PIXIES IN THE GREENHOUSE

BY Ed Wright

This Christmas must have been 'Give a Digital Camera' time. We've been deluged with requests for information about photographing orchids. In fact, almost four people wrote us, and that is a substantial portion of our reader base. In response, some general comments may help.

START: Read the manual or literature that came with the camera. The guy who made it and the guy who must take it back will appreciate this very much. Be certain the camera is working. Most have an LCD screen viewer. Point the camera at your TV remote – as though taking a picture of the remote – and press the 'TV On' button. You should see a ghostly, glimmering light point in the camera view-finder.

When ready to go, place plant or flower in front of a dark background. Digital cameras focus by evaluating contrast between subject and surroundings. Need to shoot in a display or greenhouse belonging to someone else? Black felt is easy to roll and easy to carry. Have a helper hold it behind the subject and fire away. Set the ISO rating ("film speed equivalent") at 100, or the lowest setting available. This will 'open' the lens, reducing depth of field. We want the subject in focus but not the background. In addition, like film, slower sensor speeds are less 'noisy' than fast speeds: i.e., they contain fewer of those annoying specks and streaks we used to associate with high speed processing.

Go just a nudge toward 'T' from the 'W' setting on zoom. This is very little zoom, if markings differ. Zoom features tend to enhance depth of field and we want our subject to be the most 'in-focus' item in the pix. Point and shoot digital cameras love to set themselves to infinity so Cousin Gork's new car will be seen in the background. Keep backgrounds fuzzy like the light was when Gork bought his lemon.

Activate just a little flash. Flash can be reduced by a camera setting or by a bit of Kleenex over the flash lens. It is hard to improve frontal lighting after the pix is taken, so brighten the subject now.

Brace the camera firmly and keep it as steady as possible no matter how many lights flicker or beeps sound. If your camera or lens offers "Vibration reduction" or "image stabilization", handhold the camera or turn the stabilization feature off when the camera is mounted on a tripod. Those little blips of light right at first are aids to the camera focusing mechanism. Hold on for the big flash before moving the camera.

If the resultant picture does not fully satisfy, check the camera manual to see if 'bracketing' is a capability on your equipment. If so, select a three-level bracket and take the requisite three pictures. Each of the three will have a slightly different exposure value – normally slightly under, on the meter reading, and slightly over. Bracket clues can lead you to the best setting quickly.

Finally, take many pictures, then select keepers. The nicest thing about digital photography is that one need not wait until a blurred print arrives back from the processor (right after the bloom wilts). Digital shots can be reviewed immediately. If necessary, shoot another round of pix in search of your trophy shot.

The motto of every successful digital shooter:

'Keep the best; delete the rest.'

Orchid Habitat Loss, Preservation, and Restoration I

As orchid growers we mimic the natural habitat of orchids in our greenhouses and windowsills. As we know, the closer to ideal cultural conditions the better our orchids will grow. So it is the same with orchids in their natural habitats. We also know for the most part that orchids are niche growers. They need specific cultural requirements or natural elements to survive. The natural habitat for many orchids has been degrading in the last century and a half at an ever-rapid pace. There are many pressures that have been growing that are taking their toll on the environment. Changes in temperature, humidity, rainfall and weather pattern, all falling under the heading climate change or global warming, slowly degrade habitat but are fast enough so that orchids cannot evolve to the conditions or spread to more favorable areas. Development like road building, agriculture and housing directly destroy orchid habitat. We need to be smarter with the resources that we have.

The Orchid Conservation Coalition has started a new initiative to document and bring stories of orchid habitat loss, preservation and restoration to the orchid growing community and the public. The first seven orchid conservation stories can be seen at: <http://www.orchidconservationcoalition.org/hl/index.html>



Calochilus pulchellus and its original habitat before rescue. This habitat is lost to development. photos by Alan Stephenson

The stories include three from Australia about *Calochilus pulchellus*, *Corunastylis superba*, *Prasophyllum affine* and *Cryptostylis hunteriana*. *Corunastylis superba* is known from one area, part of which has been wiped out by the placement of a gas line. Road building may have done in the rest. On these web pages you can read about the struggle to save *Calochilus pulchellus*, *Prasophyllum affine* and *Cryptostylis hunteriana* from development. Only formally described in March 2007, *Calochilus pulchellus* was known from 25 plants before 5 of those orchids were threatened by destruction from development. The story tells of relocating the orchids literally in front of the earth clearing machinery. The ultimate success of this relocation is yet to be determined.

There is a picture of deforestation in Bolivia near where the second ever plant of *Masdevallia vasquezii* was found and the only site for *Masdevallia burianii*.

The story from Ecuador is about the commercial growing of naranjilla in the Pastaza River valley. This is the same valley that the EcoMinga Foundation (<http://www.ecominga.net>) is trying to save in part with it's Rio Anzu Reserve.

From Indonesia, there is a story about the regular burning of fields and forests in Central Sulawesi. This forest is very rich in orchids, many of which are still undescribed and known from nowhere else.



Dendrobium vogelsangii regenerating on a burned tree in Central Sulawesi. photo by Peter O'Byrne

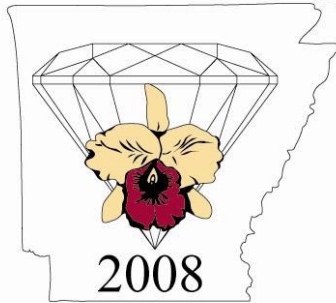
From Nebraska, USA, there is a story about the saving by volunteers and Omaha Henry Doorly Zoo of *Cypripedium candidum* from a habitat that had become a lost cause because of development of roads and houses. This site is only one of seven known sites of *Cypripedium candidum* in Nebraska.

It is relatively easy to change and control our growing areas in *ex situ* especially when compared to the elements in a natural orchid habitat. In our growing areas we can change things quickly. In the wild it is harder to reverse damage to orchid's natural habitat and even harder once that habitat has been destroyed and you're trying to reestablish an orchid species. Our growing area does not stop at the edge of our windows or the door of our greenhouse. The earth and it's habitats are our collective greenhouse. We are responsible for much of the damage to the cultural conditions of this greenhouse. It is up to us to change and correct the natural habitat the best we can so that orchid species can continue to grow for future generations.

If anyone knows or wants to add habitat loss, preservation or restoration stories to this initiative, please contact the Orchid Conservation Coalition at: information@orchidconservationcoalition.org

So far you have not missed it
It's still The Place to Be.....

Orcid Society of the Ozarks



Spring SWROGA Meeting



479.925.2228

"Orchids at the Pinnacle"

Wiplark@sbcglobal.net

May 2 – 4, 2008

Rogers, AR

Book your Hotel room

http://embassysuites.hilton.com/en/es/groups/personalized/xnaeses_os1/index.jhtml

Come Enjoy!

.... The Show the Meetings

Jim

Alan

+

Ren



Our Speakers And.....

*The other Renown vendors, Andy, Marilyn, Cordelia,
Linda + Jim, Mark + Karlene, + Greg.*

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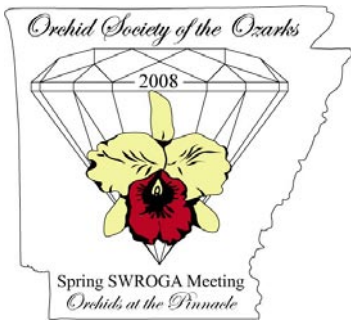
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Orchid Society of the Ozarks Spring SWROGA Meetings and Show

Embassy Suites Hotel, Spa & Convention Center

3303 Pinnacle Hills Pkwy, Rogers, AR

‘Orchids at the Pinnacle’

May 2, 3, & 4, 2008

Host Hotel: Embassy Suites

Special Rate \$99 (sgl,dbl, King) per night includes full breakfast and evening reception

Our Personal Web Page for reservations : http://embassysuites.hilton.com/en/es/groups/personalized/xnaeses_os1/index.jhtml
or Ph. 479.254.8400 Fax. 479.845.3216 group code “OS1”

(Note: Rates are guaranteed until April 1, 2008)

(use this code to book sleeping rooms in the block either by phone or internet. Anyone desiring to extend their stay outside the original block for the 1st, 2nd, & 3rd., will need to call for reservations as the internet will show dates outside the block as unavailable).

Registrant #1 Name _____ Home O. S. _____ Address _____ City, State, Zip _____ Email _____ Check one: Acc Judge Prob Judge Student Clerk <i>(if appropriate)</i> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
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Registrant #2 Name _____ Home O. S. _____ Address _____ City, State, Zip _____ Email _____ Check one: Acc Judge Prob Judge Student Clerk <i>(if appropriate)</i> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
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Event	Price	Registrant #1	Registrant #2	Total
Registration	\$40 each (After April 1, \$50)			
Judges Dinner <small>(free to Reg Judges)</small>	\$35 (Non Judge or Non Reg Judges)			
Affiliated Societies Breakfast	\$10 (free if staying at Embassy)			
Welcome to NWA Luncheon	\$25 (Free if registered & Attending Banquet)			
NWA Gala Fest (Banquet)	\$40 each (enter # for choice of entrée) 1. Prime Rib 2. Asiago Crusted Chicken w/Tomato & Cilantro Jam	Entrée Choice _____	Entrée Choice _____	
Total Due				\$ _____

SPECIAL NOTE: Our hospitality committee needs to know where you are staying. Embassy Suites
 Other Hotel Not staying at a local hotel.

Please mail form with payment to: <i>Please make checks payable to OSO— 2008 Spring Show</i>	OSO 2008 Spring SWROGA Barbara Larkin 9790 Larkin Lane, Rogers, AR 72756 Ph. 479.925.2228 email wiplark@sbcglobal.net
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Schedule of Events

Orchid Society of the Ozarks Spring 2008 SWROGA Show & Meetings Embassy Suites Hotel, 3303 Pinnacle Hills Pkwy, Rogers, AR May 2, 3, 4, 2008

Friday:	9 AM – 5 PM 9 AM – 5 PM 10 AM – 4 PM 5:30 P.M. 7:30 P.M.- til	Exhibit & Commercial Sales Set-up – <i>Pinnacle Ballrooms I - VIII</i> SWROGA Registration – <i>Pre-conference area</i> Registration of Plants – <i>Razorback</i> Hospitality Room Open – <i>Ambassador Suite</i> Judges' Dinner – <i>Commerce Ballroom</i> Show Judging – <i>Pinnacle Ballrooms I - VIII</i> (AOS Judging follows Ribbon Judging) – <i>Razorback</i>
Saturday	7:30 AM - 9:00 AM 9:00 AM - 5:00 PM 9:00 AM - 4:00 PM 9:15 AM - 10:15 AM 10:30 AM - 12:00 Noon 12:15 PM - 1:15 PM 2:00 PM - 3:00 PM 3:15 PM - 4:15 PM 5:00 PM - 6:00 PM 6:00 PM - 7:00 PM 7:00 PM - 10:00 PM	Affiliated Societies Breakfast – <i>Grand Ballroom , JQH Conv Ctr.</i> Dr. Ron McHatton, AOS Dir. Education and Outreach, speaker Show & Sales Open to Public – <i>Pinnacle Ballrooms I - VIII</i> Hospitality Room Open – <i>Ambassador Suite</i> Committee Meetings– <i>Commerce Ballroom</i> SWROGA Directors and General Mtg – <i>Commerce Ballroom</i> Luncheon – Welcome to NWA – <i>Grand Ballroom JQH Conv Ctr</i> Lecture – “ <i>Understanding Rupicolous Laelias</i> ”– <i>Commerce Ballroom</i> Alan Koch, Gold Country Orchids Lecture – “ <i>Modern Reedstem Epidendrums</i> ”– <i>Commerce Ballroom</i> Jim Rose , Cal-Orchids, Inc. Auction Preview – <i>Grand Ballroom JQH Conv Ctr (Cash Bar)</i> Auction – <i>Grand Ballroom JQH Conv Ctr (Cash Bar)</i> NWA Gala fest – <i>Grand Ballroom JQH Conv Ctr (Cash Bar)</i>
Sunday	10:00 AM - 4:00 PM 9:00 AM—11:AM 10:00 AM - 2:00 PM 4:00 PM - 6:00 PM	Show & Sales Open – <i>Pinnacle Ballrooms I - VIII</i> <i>International Phalaenopsis Alliance (IPA) - Razorback</i> <i>Speakers</i> Hospitality Room Open – <i>Ambassador</i> Take Down & Clean up
OPEN TO PUBLIC:		
Sat	9:00 AM - 4:00 PM	<i>Public showing of various educational films - Razorback</i>