

December 2010 *The Orchid Grower*

Orchid Growers' Guild of Madison
Website orchidguild.org



Meeting Dates

December 19-Meeting Room
January 16, 2011-Meeting Room
February 20-Meeting Room
March 20-Orchids Garden Centre & Nursery
April 17-Meeting Room
April 23-Spring Orchid Sale at Olbrich
May 15-Olbrich
June Picnic-TBA
July Field Trip-TBA

Meetings start at 1:30 pm unless otherwise noted

Up-Coming Events:

- February 5 -6, 2011 , Orchid Quest
- February 9 -10, 2011 Batavia
- March 5-6, 2011, Northeast Orchid Show
- March 26-27, 2011, Illinois Orchid Society Spring Show,
- October 8-9, 2011 Illinois Orchid Society Fall Mini-Show

Officers and Committees

President:

Rich Narf (2012)
znarf@dishmail.net



NEXT MEETING, December 19th

The **OGG Potluck Holiday Party** will be at Olbrich. Bring a dish of your choice to pass. Plates, napkins and utensils will be provided as will coffee and tea, or BYOB. We will try to eat at 1 pm and hear the speaker at 1:30.

OGG will again subsidize the gift plants to come from our speaker, Mr. Inboriboon, of Natt's Orchids. In order to get a count of how many we need; we need to know if you are coming and want a plant. They will be \$10 for members. The best way to make sure you receive a plant is to mail your check to OGG, P.O. Box 5432, Madison, WI 53705 ASAP. Second best will be to email Audrey Lucier that you want a plant and will pay for it at the meeting. There will be additional plants for your selection and sale at the Holiday Party. We will also collect dues for 2011 in December and January.

Prayool & Anchalee Inboriboon of Natt's Orchids will present "Growing Spectacular Vandas"

Prayool and Anchalee started growing orchids about 40 years ago while they were teaching at the University in Chiang Mai, Thailand. More than 90% of their collections were Vandas and Ascocendas. They came to Chicago in 1974 to further their study at the University of Illinois Medical Center. They started growing orchids again in 1990 and named the business as "Natt's Orchids". Currently, they have more than a thousand Vandas and Ascocendas.

Their presentation will begin with general information on Vandas: how they grow in nature, and how you can tell the good from the bad. Then they will discuss how to grow them in the Midwest, in the house and in the greenhouse.

They will also have plants available for purchase.

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MAOC: Wayne King, Judith Rapacz
Orchid Digest: Jill Hynum

25th Anniversary of the Orchid Growers' Guild

by Judy Stevenson
All photos by Jilly Hynum

Orchids Garden Centre and Nursery was the ideal venue to celebrate the 25th anniversary of the Madison Orchid Growers' Guild. On November 14, 2010, seven tables decorated with orchid linens were set up to accommodate the 65 people in attendance. Bunky's Café (2425 Atwood Avenue) provided a delicious assortment of Mediterranean foods including Italian Beef, Grilled Chicken Shawarma, Rosemary Roasted Potatoes, Greek Salad, Roasted Vegetables and two different homemade desserts to "die for" (Carrot Cake and Belgium Chocolate Cake).

The attendees received peanuts as a party favor with an attached quote from Stanley Grande, one of the original founders of OGG.

"Growing an orchid is a little like eating Peanuts. You can hardly ever stop with one."

Stanley Grand 10/27/87

After the meal, Rich Narf took a group photo that will be displayed at the December 19th meeting at Olbrich. (Thanks Rich!) We had intended to do a roll call of guild members, but it was overlooked during the festivities. Among those present, were charter members Chuck Acker (vice-president), Wayne King (secretary), Richard Miller, and Mo Fayyaz. Also in attendance were many of the officers and board of directors over the past 25 years. We want to thank everyone that contributed to the Guild and helped it grow and evolve!

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Dennis Pfarrar, Dawn Weckler, Jerilyn Gjertson, Judy Williamson and Steven Thimling, recipients of AOS Certificates

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There are many people in OGG who have volunteered their time and talents and have done an outstanding job! This year it was necessary to do quite a bit of “catch-up”. The OGG board voted on and approved four Orchid Digest Diamond Awards. Congratulations to Kathy Johnson, Arlene King, Wayne King, and Elaine Malter!

In addition, Judith Rapacz presented AOS certificates to the following people for their many years of service: sisters Jerilyn Gjertson and Dawn Weckler for a total of 8 years as the hospital-ity hosts; Steve Thimling for a total of 10 years of service (treasurer 8 years and director 2 years); Judy Williamson for 10 years of service (vice-president 2 years and director 8 years); and Dennis Pfarrer for 9 years (president 2 years, secretary 5 years and director 2 years).

Lastly, six members received one of Richard Narf’s framed orchid photos for their various roles and contributions to the Guild: Cleo Kiergaard, Gerry King, Eugene Woehler, John King and Richard Miller. It is the hope of the banquet committee that future accomplishments and service to the Guild will be awarded at more regular intervals.

Before sharing his memories from the past 25 years, Wayne King was awarded a “Commendation” from Governor Jim Doyle along with a hand-painted Cattleya watercolor. Wayne announced that for the last fourteen years, he has answered questions on the WPR talk radio show with Larry Miehler two Fridays before Orchid Quest. In 2011, he is passing the reins for this assignment to Chuck Acker. Arlene King also shared some of her fond memories of the Guild over the years as well.

Chuck Acker expressed how happy he is that Kent Franz has expanded the business that his fa-

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Eugene Woehler, Cleo Kiergaard, Gerald King and John King [Richard Miller not shown]

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ther bought from Dr. Schubert, and how much he enjoys the challenge of providing Wisconsin with top quality orchids to hobbyists and businesses throughout the Midwest. He also awarded Heidi Whetmore with a \$50.00 gift certificate for "Chuck's Challenge 2009". She was the first OGG member to bloom the *Oncidioda Chaculatum* 'Golden Pacific'.

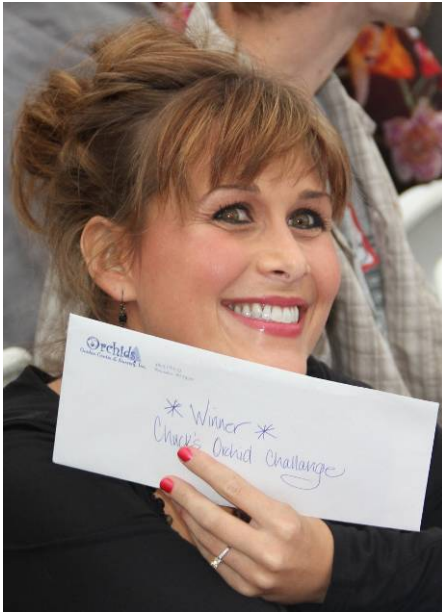
Scott Weber recounted when former member Gene Smalley passed away eight years ago. Shortly after Gene's death, Joan Smalley (Gene's wife) notified Scott that Gene's orchid plants were being discarded. Scott was able to save valuable orchid plant material just in time, and still has many of the valuable seedlings in his collection today!

The afternoon ended after reading the Guild's (FUN) Mission Statement, and Judy Stevenson shared some of her hopes and dreams for the future of OGG.

A big thanks to all of you who took the time to help OGG celebrate this occasion! It was both memorable and FUN! We would like to thank Hermann Pigors of Oak Hill Nursery in Dundee, IL. who surprised us with two orchids for door prizes!

The program committee wants to thank Denise Baylis, Audrey Lucier, and Heidi Whetmore for working on the buttons. Also, many thanks to Lorraine Snyder and Denise Baylis who helped find the frames for the photos taken and printed by Rich Narf, and Sue Reed for helping write Wayne's commendation and providing photographs for the slide show. Also, OGG would like to thank Gary Brendemuehl who printed the programs.

Thank you to Kent, Cheryl and Skylar Franz for hosting this special event at their greenhouses and nursery. We wish you the very best in the success of your business.



Heidi Whetmore, this year's winner of "Chuck's Challenge 2009."

Heidi's Growing Conditions for *Oncidioda Chaculatum* 'Golden Pacific'

Water: Every other day with Reverse Osmosis (RO) water and Super-thrive; important to keep pseudobulbs plump.

Food: Every week with Michigan State University (MSU) RO Special Fertilizer; 1 teaspoon per gallon

Light: 8 T-5 Florescent Lights; Light Measurement at plant level taken with a Light Meter: approx. 1000 FootCandles; Received Artificial Light for 14 hours in Winter, and 16 Hours in Summer.

Temperature: 78-82 degrees Fahrenheit

Humidity: 55-65%; I always mist my plant when I water.

Additional Information: I placed the original pot inside a small cymbidium pot. This way, the roots grow down through the cymbidium pot and the pot sits in a saucer of water for additional humidity. The roots are not sitting in water.

LOOKING BACK AT 25 YEARS OF OGG

In the 1980s the orchid society nearest to Madison was in Milwaukee. Local Madison enthusiasts commuted there. It was during one of these commutes in April 1985 when Wayne King was riding with Stan Grand and Milo Gilbertson that they discussed the possibility of forming a local orchid society. Stan offered to get the ball rolling.

With assistance from Olbrich Gardens, Stan sent a letter to “interested orchid enthusiasts” that fall and an initial meeting was held at Olbrich. Over 30 people showed up and the Orchid Growers’ Guild was official formed. Stan was president and George Allez and John Moses was the acting program committee. By the first regular meeting in November at the Memorial Union, by-laws were in place and efforts were well under way to obtain the “Charter of Incorporation” with the state and affiliation with AOS.

At the January 1986 Meeting (Annual Membership Meeting), LeRoy “Pete” Peterson and Les Mieschke, student AOS judges from the WOS discussed ideas for programs, criteria for judging and the first judging of members’ plants occurred. Officers and Board Members were elected and committee chairs appointed. The First publication of judging results was that February. December 1987 Stan finished his term as president and moved away the following June. Subsequently Wayne became president.

The first AOS judged show was held at the end of January 1988 at West Towne Mall (See accompanying article.) Because other orchid societies participated in OGG shows, OGG began to reciprocate. Anne Orcutt volunteered to set up and take down OGG displays with OGG members and continued to do so for five years. The late John Diehl pitched in and it became a dedicated two-person team until they could no longer do so. For the years 1995-97, the Guild also sponsored a fall Mini Show at Olbrich that was not AOS judged.

When the revenue sharing period came to an end, Expo Center leadership decided that, because the Guild’s show was a success, the Guild would need to pay the full cost of the show (but could keep all of the admission receipts). John King’s contact at American Family Insurance led to an exploration of a sponsor for Orchid Quest to provide additional financial assistance. They agreed to sponsor the event and did so for many years. The dreaded blizzard which could cancel the show never occurred. Sponsorship continued and a show never lost money. However, continuing concerns about the cost of parking, spurred an effort to find an alternate site. In surveying the vendors, we found that they were very happy with the show where it was being held and our search did not turn up a better location.

To maintain financial health, as the Expo Center increased its facility charge from year to year, the Guild needed to increase both table fees and admission charges. So far, the increased cost for attendance and table fees has not resulted in significantly lower attendance by either the public or vendors. The decision by Orchid Garden Centre & Nursery to sponsor the next Orchid Quest helps to ensure financial success of Orchid Quest

John Moses, who was the first 3 year OGG Director and chair of the first Program Committee operated his own orchid business “Orchids By Vera.” In 1990, John began appearing on the WPS

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radio program “Garden Talk”, fielding questions specifically about orchids and orchid growing. John was the author of several AOS articles on phalaenopsis hybridizing and his hybrids gave John worldwide recognition. This was not a Guild sponsored event but was consistent with the Guild’s public education mission. Ultimately, the Guild and the Orchid Quest Show have benefited from the additional publicity as Garden Talk producer Jim Packard and host Larry Miehler have aggressively promoted Orchid Quest and the selection of dates for the call-in is meant to come just before Orchid Quest.

After 6 years, John arranged for Wayne to replace him on the talk show. With the 2010 call-in program, Wayne will have completed 14 years on Wisconsin Public Radio. Due to various issues, Wayne has asked Chuck Acker to take over the talk program and his debut will be the end of next January.

For its first two years Stan Grande produced the newsletter by typewriter. Beginning with Wayne’s term as President, he began producing the Newsletter on his Commodore 64 computer, then having it copied, folded, and stapled. He continued to produce the Newsletter until 1994 (6 yrs).

Over the next 10 years there was a succession of Newsletter editors, each building on the work of their predecessors. These included Kirk Zentner, Kathleen Johnson, Tony Arment, Arlene King, and Doug Dowling. In these latter years, Microsoft software improved the quality and ease of production. The first colored pictures appeared in the newsletter in 2002. Eventually the newsletter was incorporated into the Guild website.

At the close of 2002, Helen Rawson was the Guild’s first webmaster. In 2005 Brook Johnson took over both the website and the newsletter. He was succeeded by Svetlana Kot as webmaster and Denise Baylis produced the newsletter. In 2009, Gary Brendenmuehl became webmaster.

— Wayne King



OGG President Richard Narf presenting the Commendation from Governor Doyle to Wayne King

ORCHID DIGEST DIAMOND AWARDS

The Orchid Growers' Guild (OGG) is pleased to present the following people with the Orchid Digest Diamond Award. Thank-you for your hard work and dedication to the Guild year after year! We appreciate it! This is how their write ups will appear in the next Orchid Digest Journal:

Kathy Johnson (2008)

Kathy had served as President, Editor, Program, January and October Orchid Show Chair, Away Show Chair and was on the Board of Directors. Kathy also played a vital leadership role in transitioning our annual show from a shopping mall-based event to the largest orchid show in the Midwest.

Arlene King (2009)

Arlene has served as President, Editor, Away Show Chair, and led the Easter and Mother's Day orchid corsage sales for many years. She also organized the ribbon judging at our annual show for many years.

Wayne King (2010)

Wayne is a charter member of the Guild and has held the office of President (two different times), Secretary, Newsletter Editor, Program and Away Show Chair. Wayne is a gracious host and always willing to help, and educate others about orchids. He has devoted much time and energy to helping perfect Orchid Quest, and has helped with orchid judging. In addition, Wayne answers orchid-related questions on PBS radio station prior to Orchid Quest.

Elaine Malter (2011)

Elaine has served as President and Vice-President during a time of crisis and was Show Chair and Registration Chair for several years. She also organized and implemented the computer registration process for Orchid Quest.



Photograph by Jill Hynum

From left to right: Diamond Award winners Wayne King, Arlene King, Elaine Malter and Kathy Johnson

THE BIRTH OF ORCHID QUEST

By Sue Reed

For the first ten years, the Orchid Growers' Guild annual orchid show was held at West Towne Mall. The first AOS judged show was in January 1988 with Herman Pigors as chief Judge. There was no inside unloading, but we did have a hospitality room where we always provided food for all vendors, societies and judges. The outside loading and unloading was done during mall hours without much protection from the weather and the show seemed to be during the coldest weekend in January!

We used an empty store for hospitality and for storage. The Guild members provided food for set-up as well as for Saturday and Sunday. The Judges' luncheon was held at a nearby restaurant. The AOS judging was held in the hospitality area. The Guild rented tables for food and displays, and supplied the exhibit barrier ropes

The WT Merchant's Association subsequently conducted a survey of business generated during the show weekend and were satisfied that the show actually was good for business and they provided a subsidy of \$500 thereafter to help meet expenses. There was free parking and no admission fees thus our only revenue was from table rent but there was minimal financial risk to the Guild. New mall owners wanted to rent kiosks in the large corridors so there was no longer room for our orchid show.

About 1996, Kathy Johnson was President of the Orchid Growers' Guild with a new member, Carmen Golde as Vice President and Susan Reed, a former Guild Librarian, and former Board Member, was Treasurer. Kathy had been a show chair at West Towne Mall, so she had knowledge of what was necessary for a successful orchid show. (Kathy also had also been Show Chair for several of our small October shows at Olbrich Gardens.) Carmen came from a business family so she had a good understanding of what it takes to make a show a successful financial endeavor. She also

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Carmen Golde and Susan West

THANK YOU!

- *The creation of the new Name "Orchid Quest" for the annual OGG orchid show
- *Your vision and courage to move the OGG annual orchid show from the West Towne Mall to the Alliant Energy Center. This show has become the largest orchid show in the Midwest.
- *Your vision to reach a larger number of attendees to this show.

Since 1997 a total of 26,897 people have attended Orchid Quest.

Carmen Golde, please accept this belated "THANK YOU" from OGG!

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knew how to interact with businesses and how to negotiate contracts. Carmen spent a lot effort researching, visiting possible locations, meeting with the location owners to find the best site and deal for the new Guild orchid show venue before we settled on the Alliant Energy Center. The three of us met almost weekly to work on details for the new show. Carmen said that she was always looking for that one special orchid, so she asked “Would Orchid Quest be a good name for the Guild’s show?” We all agreed that it was perfect for the Guild’s show at a new location.

The labor was long for it took a number of Guild meetings to have the Guild decide to proceed with an orchid show at the Alliant Energy Center. There was much vigorous discussion, disagreements, and more discussions before it was finally agreed to try this for three years. We did not get a cash donation to help subsidize the show from Alliant Energy Center, but we did get a no-fee contract with us splitting the gate. We had electricity at no extra charge, plus tables, side rooms, drapes and the show ropes (pipes).

But the birth of that first show was a success with many large exhibits from area florists, including exhibits with running water! Carmen had visited many florists and had gotten several to put on huge displays without realizing that only orchids could be used in AOS judged shows. But we could judge them!

Carmen worked closely with Ted Ballweg who was our Alliant Energy contact person. He gave her advice on the maximum to spend on advertising, suggestions on advertising and other aspects of the show. We ran an ad in the newspaper that was also a \$1 off admission coupon. We collected many of these ads at the admissions table, so we knew that people were seeing our newspaper ad. Carmen worked with a TV station to produce and air a TV ad for the show.

Carmen organized the show for two years. She had a folder for each area, such as plant check room, raffle table, etc. with instructions on how many people were needed, what tasks needed to be completed and who was helping. She had set up the process to obtain the necessary permits and the signs for two overpasses in Madison. She arranged to have an Orchidarium as the top Raffle prize for two years, plus many other innovations that we still use today.

After two years, with increasing attendance each year, and making money, some members still were not satisfied with the new location. John Diehl was not happy with the location despite Herman Pigors’ recommendation that we not change the location or date of the show. Every change means loss in attendance. John Diehl was a doer so he proceeded to duplicate all of Carmen’s leg work to find a good show location. John was show chair of a successful Orchid Quest show at ---- you guessed it – Alliant Energy Center. John readily admitted that Alliant Energy Center was the best location after all for the large Orchid Quest show.

Gradually over the years fine tune-ups were done and some steps backwards, but all the time the Guild was learning how to present a successful and profitable orchid show.

Now with Judy Stevenson and Judith Rapacz, we have entered into another great chapter of organization, advertising, thinking outside the box to add new life to the show to continue the tradition of having the best orchid show in the Mid West! But without Carmen’s vision, drive, knowledge, intelligence, hard work and organizational skills, we would not have our annual Orchid Quest.

A COMMENDATION

WHEREAS, on November 14, 2010 family, friends, orchid enthusiasts and orchid conservationists will come together to celebrate with **Wayne King** the occasion of education, conservation, and protection of orchids for more than 25 years, benefiting the people in the State of Wisconsin and the World at large; and

WHEREAS, **Wayne King**, as a charter and current active member of the Orchid Grower's Guild (OGG), Madison, Wisconsin, has served 14 years as an officer, including President, Secretary, Newsletter Editor, Program and Away Show Chair. Wayne was always there for the Guild and was the helmsman that kept the Guild's ship on course through the years. He has worked endlessly on our shows, was a gracious host and always helpful to anyone who asked for his expertise. As the head of the ribbon judging team at our guild meetings, he has educated our members about desirable orchid characteristics worthy of an award. He made us aware of what judges look for in an orchid display; and

WHEREAS, **Wayne King**, as a member of the Conservation Committee of the Mid-America Orchid Society he traveled to their meetings for many years not receiving any reimbursement. Because of his involvement on this committee, as an active member of OGG and the Wisconsin Orchid Society in Milwaukee, Wisconsin, he has equally inspired and educated countless individuals over the years about our responsibility to preserve and protect the living world for the benefit of people in the State of Wisconsin and the world at large; in particular orchids that are near extinction; and

WHEREAS, **Wayne King** life-long mission has been and continues to be to educate the public about conservation to preserve orchids, in particular native orchid species for the benefit of generations to come.

NOW, THEREFORE, I, **Jim Doyle**, Governor of the State of Wisconsin, do hereby commend and thank

Wayne King

For his dedication to education and conservation that benefits the people of the Great State of Wisconsin and I extend my best wishes for continued success in orchid education, propagation and preservation.

Presented this fourteenth day of November in the year two thousand ten.

JIM DOYLE



Thank You

It was a pleasant surprise to unexpectedly receive the Governor's Commendation, Orchid Digest Diamond Award, and the beautiful Cattleya painting for my 25 years of service to the Guild. This was truly a special day for me and, I hope, for the estimated 70 attendees. Thanks to all in attendance and to those Guild members past and present who could not make the 25th Anniversary Celebration of the Guild. As I reflect on this Thanksgiving Day, I have been truly blessed by the wealth of memories that will always be with me.

Wayne King

OCTOBER OGG RIBBON JUDGING

First Place

Sandy Delamater	<i>Lycaste linguella</i>
Sandy Delamater	Paph. vejarutianum
Sandy Delamater	<i>Stanhopea wardii</i>
Sandy Delamater	<i>Cochleanthes marginata</i>
Sandy Delamater	Laelia Anceps Lc Mini Purple 'Blue Hawaii'
Steven Thimling	Ctna. Why Not
Steven Thimling	<i>Pelatantheria insectifera</i>
Dennis Pfarrer	Bulbophyllum Rothschildianum 'Red Chimney'
Dennis Pfarrer	Phalaenopsis KV Beauty 'KV714'
Dennis Pfarrer	Dtps. Sogo Yenlin 'Coffee'
Dennis Pfarrer	Dtps. Sinica Cherry
Dennis Pfarrer	Phal. Desert Dreams 'Mahalo'
Gary Brendemuehl	<i>Phragmipedium</i> Evening Blaze
Gary Brendemuehl	Paph. (Bella Lucia 'Bueno' x Conco-bellatulum 'Pert')

Second Place

Steven Thimling	<i>Paph spicerianum</i>
Steven Thimling	<i>Oncidium pusillum</i>
Steven Thimling	<i>Aerangis biloba</i>
Steven Thimling	Colmanara Wildcat 'L'
Bob Lassiter	Phsl Baldan Kaleidoscope
Jill Hynum	<i>Christensonia vietnamica</i>
Jill Hynum	<i>Phragmipedium</i> Memoria Estelle Getty
Gary Brendemuehl	<i>Paphiopedilum</i> (Bella Lucia 'Parmesan' x Triple Trix 'Waffle')
Gary Lensmeyer	<i>Galeandra baueri</i>
Dennis Pfarrer	Lc. Secret Love 'Hsinying'

Third Place

David Kahlwey	Wilsonara Red Pacific
Steven Thimling	<i>Oncidium</i> Sharry Baby 'Sweet Fragrance'

“ASK ME ABOUT ORCHIDS”

At the 2010 Orchid Quest, we took a survey asking how the public heard about Orchid Quest. Of the 1825 people who attended last year, 1100 filled out the forms for entry in the “door prize” contest. Of that number about 70 % of the attendees told us how they learned about Orchid Quest.



Most interestingly, WORD OF MOUTH (WOM) was the largest and cheapest advertiser of OQ. More than twice as many heard about OQ by WOM versus television, and the newspapers. The radio and the WEB each accounted for 11%. Postcards and posters did not seem to be a significant way people learned about OQ, but they did show some benefit.

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The conclusion of the OQ committee is that WORD OF MOUTH is by far the best advertisement of the orchid show. It behooves all of us to wear your "Ask me about ORCHIDS" button on your overcoat from now and until the show in February. Please share with everyone that you know that this show is the BIGGEST and BEST orchid show in the Midwest. Then, save the button for next winter to wear again for 2012. Thank you to Denise Baylis and Heidi Whetmore for designing this form of advertisement and to Audrey Lucier for placing the order with Affordable Buttons.

I have a silk screen bookmark so show appreciation for the following people who painstakingly entered the data from the survey slips: Terri Jozwiak, David Kolway, Audrey Minter, Judith Rapacz, Sue Reed and Shirl Roberts.

---Judy Stevenson

Up-Coming Events

- **February 9-10, 2011** Batavia
- **March 5-6, 2011**, Northeast Orchid Show in Neenah, WI
- **March 26-27, 2011**, Illinois Orchid Society Spring Show, Glencoe, IL
- **October 8-9, 2011**, Illinois Orchid Society Fall Mini-Show, Glencoe, IL
- **November 14-23, 2011**, 20th World Orchid Conference, Singapore



At the banquet celebrating 25th Anniversary of OGG at Orchids Garden Centre & Nursery