

# NOOS Newsletter



## President's Message

Summertime and the livin' is easy. But don't neglect your orchids. This is not a peak time of year for flowers, but the plants new growth is storing energy for future flowerings.

With increased temperatures and active growth you will need to water more often. Be aware of the signs of desiccation. Dull leaves, shriveled, wrinkled pseudobulbs, damped off growths or accordion pleating of leaves may be signs of not enough water.

Repotting is not recommended in the hot months. I know I am bad about this. I repot when I have the time. But an already heat stressed plant is not going to do well with the added stress of repotting.

You may need to add extra shading for phals and paphs as the sun is higher and more intense. Yellow green leaves may be the clue that they are receiving too much light. Cattleyas, Epidendrums and Dendrobiums will thrive.

Fertilize well this month. Stored nutrients will provide you with better blooming later in the year. Higher nitrogen count is recommended by Thomas Miranda who works with the orchid collection at the Smithsonian Institute.

Molly



***For Show and Tell, bring in any orchids you are having at problem with and we will see what we can do.***

### OFFICERS

**PRESIDENT** Molly Prokop  
**VICE-PRESIDENT** Max Mipro  
**Secretary** Larry Hennessey  
**Treasurer** Alice Barrios  
**Newsletter Editor**

Vienna Mackey

### Website Editor

Stephanie Nienaber

### Board of Trustees

Donna Stange  
 Charlie Stange  
 Ed Schllhaas

### MEETING NOTICE

Tuesday, July 20, 2010  
 City Park Garden Study Center  
 7:30pm

### GUEST SPEAKER

"Growing Orchids Under Lights"  
 by Molly Prokop

### NEWCOMER'S PROGRAM

"Show & Tell"  
 by Anna Marie Ball





## *Minutes to the June 2010 meeting*

*by Larry Hennessey*

President Molly Prokop called the meeting to order on June 15, 2010. Problems with the distribution of the May newsletter were discussed. Some people did not get the newsletter.

Alice Barrios presented the Treasurer's report. Larry Hennessey report 3 new memberships. Brian and Rosa Harris, Nancy Barton and Meredith Schor. Yvette mentioned to contact her to order member tags.

Molly asked Carol Stauder to report on the the New Orleans Orchid Society show. Larry Hennessey interrupted to thank Carol for the wonderful job she did with the show. Carol spent countless hours preparing for the show and was at the show for almost the entire weekend. Everyone gave Carol a round of applause to show the society's appreciation of a job well done. Carol then thanked the following for all of the hard work they contributed to make the show a success:

- Alice and Eddie Barrios for taking good care of the 21 judges.
- Max Mipro put together the luncheon and got himself and Carol on WWL-TV on Thursday morning to promote the show.
- Donna Stange did a wonderful job organizing the clerks.
- 20 members clerked at the show
- Ian Hiler spent 2 days putting the exhibit together with Ed and Ethel's help
- Alice and Harriet assisted with the plant registration
- Lillia and Paul Young took care of the trophies
- Debbie Dinwiddie was there almost the entire weekend handling the raffle table and many others assisted her in raising \$691.
- Anna Maria Ball put in many hours assisting Debbie with the raffle and Larry with the photography.
- Paul Young did his usual excellent job putting together the show schedule.
- Larry Hennessey took photos of all of the AOS awards.

John Bourgeois announced he is starting in the AOS judging program at the Shreveport center. Houmas House is building an orchid greenhouse and wants to put on an orchid show.

Next show is in Baton Rouge on July 10-11. Carol will collect plants at her house and will be going up on Friday July 9. Volunteers are needed.

City Park Fall Garden show will be on October 16-17. The society will participate as usual.

After a short break, Larry Hennessey put on a presentation of all of the plants awarded AOS awards and trophies from the show.

The Plant judging results, raffle and door prize concluded the meeting. 27 members and 1 guests were present at the meeting.



## Best Society Exhibit

### First Place -blue ribbons:

Dtps. Newberry Parfait  
 Lc. Loog Tone 'African Beauty' - pulled for AOS  
 Den. Sakol Blue - awarded HCC 76 points, named 'Elizabeth'  
 Phal. Ba Shi canary  
 Ascda. Molly's First - pulled for AOS  
 Pths. tribuloides  
 V. tricolor

### Second Place - red ribbons:

Phal. Cornu-cervi - pulled for AOS  
 Asc. Twinkle - awarded Best Grown Plant in Vanda Alliance and Best Flower in Vanda Alliance  
 Onc. Butterfly  
 Den. lasianthera  
 Paph. godefroyae  
 Phal. Princess kaiulani

### Third Place - yellow ribbons:

Bulb. dearei  
 Dtps. Purple Gem  
 Paph. Honey  
 Paph. Jem's Pregnant Lady



**New Orleans Orchid Society Show on June 5, 2010**

19 Exhibits

419 Plants registered for judging

28 Plants pulled for AOS judging

8 Plants received AOS awards

NOOS exhibit awarded trophy for best society floor exhibit over 50 sq ft

**AOS Awards**

Miltassia Leopard Glo 'Carol Stauder' AM/AOS	CCM/AOS 81 pts	Woodland Orchids
Paphiopedilum Dollgoldi 'Carol's Surprise'	HCC/AOS 79 pts	Carol Stauder
Paph Robinianum 'Da Vila'	HCC/AOS 79 pts	Its a Jungle
Cattleya Mareeba Tiger 'Memoria Honore Bourgeois'	AM/AOS 84 pts	John & Linda Bourgeois
Phal Yu Pin Lady 'Yu Pin Lady'	HCC/AOS 75 pts	Orchid Konnection
Phal Plantation Garnet Fire 'Orchid Konnection'	AM/AOS 81 pts	Orchid Konnection
Dendrobium Blue Violetta 'Robbie's Blue Dream'	AM/AOS 80 pts	Robbie & Becky McMeel
Gongora scaphephorus "Susana"	AM/AOS 80 pts	Todd & Susie Miller

**2010 New Orleans Orchid Society Show AOS Awards**



Miltassia Leopard Glo 'Carol Stauder' CCM/AOS  
Best Grown Plant in Show



Paph Dollgoldi 'Carol's Surprise' HCC/AOS



Paph Robinianum 'Da Vila' HCC/AOS



Cattelya Mareeba Tiger 'Mem. Honore Bourgeois'



Phal Yu Pin Lady 'Yu Pin Lady' HCC/AOS



Phal Plantation Garnet Fire 'Orchid Konnection' AM/AOS



Gongora scaphephorus 'Susana' AM/AOS



Dendrobium Blue Violetta 'Robbie's Blue Dream' AM/AOS

## Monthly Winners *Tuesday, June 15, 2010*



<i>Award</i>	<i>Member</i>	<i>Plant</i>
BG-1	Linda & John Bourgeois	L. purpurata
BG-1	Carol & Arne Stauder	Aer. odorata
BG-3	Linda & John Bourgeois	C. Mareeba Tiger
BH-1	Ed Schellhaas	Dtps. Little Gem Stripes 'Cat's King'
BH-2	Linda & John Bourgeois	C. Mareeba Tiger
BN-1	Anna Maria Ball	Dtps. Long Pride Fancy
BN-2	Anna Maria Ball	Phal. Newberry Snowdrops 'Bouquet'
BS-1	Linda & John Bourgeois	L. purpurata
BS-1	Carol & Arne Stauder	Aer. odorata
BS-1	Margaret Bossier	Bulb. echinolabium

# Orchid Shows



## *The 2010 Houston Orchid Society 31st Consecutive Summer Workshop August 6&7*

*Lectures and workshops about Orchids  
The Crooler Center, 3900 Graustark  
University of St. Thomas  
Houston, TX 77006 (Montrose area)*

*Fr. Ted Baenziger (717) 525-3146  
John Stubbings (832) 693-8140*



*Many Thanks!!*



I would like to thank everyone who helped to make the June show a success:

Max Mipro for his efforts in promoting the show, keeping good relations with Lakeside management, hauling the tables in and out of Lakeside and, of course, for making arrangements for the judges' lunch;

Eddie and Alice Barrios for being the judges' liaison and coordinators, and being co-show registrar; and helpers Linda Wilhelm and Harriet Davis.

Lillia Young for choosing the wonderful trophies and Paul Young for a perfect show schedule, judges badges and all the other important odds and ends he has to print for us;

Debbie Dinwiddie for an extremely successful raffle and going above and beyond in her hours at the raffle table and Anna Maria Ball for helping her at the end; and everyone who sat at the raffle table, thank you for rendering an important service to NOOS;

Donna Stange who did an absolutely super job as chief clerk; and all the clerks who signed up and showed up for duty (I hope you had fun. I sure miss clerking.), you were an essential part of our successful show;

Patricia Sander for mailing vendor letters and information and for keeping track of payments;

Larry Hennessey for his time and skill in taking the AOS award photographs;

Ian Hiler and his crew, particularly Ethel and Ed Subervielle, for a sensational exhibit and two days of work!

Ann Roth who walked me through which vendor went where ahead of time and who I consulted by phone during set up and she didn't even charge a consulting fee;

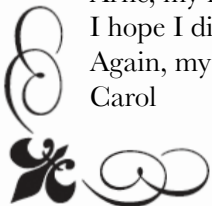
John and Linda Bourgeois who made and broadcast a series of announcements about our show on John's radio station. a big THANK YOU;

Arne, my husband, who was my "go to" guy, when there was no one else I could ask, he would do it.

I hope I didn't leave anyone out. Please forgive me if I have. It is most certainly not intentional.

Again, my sincerest thanks to all who helped.

Carol



# Feasibility Report: Vallarta Botanical Gardens Orchid Conservatory

## Objectives

- Build a landmark orchid conservatory on the grounds of Vallarta Botanical Gardens (VBG).
- Maintain the largest collection of native Mexican orchid species in the world.
- Exhibit the collection with the intention of raising public awareness of orchid diversity and conservation.
- Utilize the conservatory to elevate the status of the VBG as a local, national and international landmark.
- Utilize the conservatory to elevate the status of the VBG as a major Mexican botanical garden.
- Utilize the conservatory to increase revenue by attracting visitors, members, donors, and institutional aid through donations and grants.

## Concept

We envision an open air, multi-purpose building with a primary function as living museum for our native orchid collection, and a secondary function as a public space for meetings, events, weddings, concerts, and other uses. As the building is planned for multiple purposes, non-permanent fixtures will be installed. Reconfiguration of the floor space will be achieved with minimal labor and utilizing moveable displays.

## Theme

The VBG was designed to cultivate the sensation of being in an estate in the nineteenth century Victorian era. This was the great age of European plant exploration, discovery and classification, a time when cataloging species was romanticized and creative energy was drawn from Nature. In harmony with and to enhance the current style of architecture featured at VBG, the Conservatory will be a hexagonal structure with a lofty peaked roof grounded by weighty support columns. The hexagonal shape will be suitable to the location site and simultaneously complement other buildings at VBG.

An additional goal will be to add a new and exciting architectural feature to the landscape. The building's design, location, dimension, and height will create a recognizable landmark. Existing local landmarks in the Puerto Vallarta area such as the Cathedral crown in Old town, the sculpture collection on the Malecon, and Los Arcos are the largest attractions for PV visitors. In this tradition, the Conservatory will become synonymous with the concept of Puerto Vallarta and attract visitors to the area and to VBG. Our vision is that images of the new conservatory will be featured among the various landmarks used in the marketing and advertising of Puerto Vallarta by industries promoting tourism and real estate.



## Product

VBG offers visitors a wide range of activities and products. The 20+ acre site encompasses a variety of nature areas with pathways and trails, educational displays on the flora and fauna, reading and relaxing areas, a specialty restaurant, nursery and gift shop, orchid laboratory, banquet and meeting facilities, a tropical plant house, and the Rio Horcones – a pristine river for swimming. The Orchid Conservatory would substantially increase the overall value of the product by offering visitors significantly more to experience at VBG.

As a prominent local landmark and world class collection of orchids, there will be a substantial increase in demand for the VBG product as the perception of the VBG will be enhanced in the mind of the consumer. We already represent a reasonable priced place to visit for beauty, relaxation and exposure to Nature. The Orchid Conservatory will enhance the image of the VBG as an important institution to support due to our dedication to orchid conservation and preservation. Because the orchid collection will be the preeminent of its kind in Mexico, we anticipate that demand for the product within the botanical industry will exponentially increase. As a result, VBG's status will be elevated in line with the major botanical institutions of Mexico. Additionally, local interest and pride in VBG throughout the Mexican populace will grow thereby increasing support from that sector of the market.

## Revenue

Projections of revenue increases are analyzed in the following categories:

- Entrance Fee – Due to the increase in demand and popularity of VBG as a tourist attraction and landmark, the number of annual visitors is projected to increase by fifty percent (50%) in the first year of completion of the Conservatory. In addition, a twenty percent (20%) increase in the entrance fee is feasible concurrent with the Conservatory opening and another twenty five percent (25%) increase at the beginning of calendar year 2012.
- Membership – As a result of the value and asset of the Conservatory to the community and region and the recognition it will receive locally and internationally, membership is projected to increase by sixty percent (60%) in the calendar year 2011. The conservatory will serve as a key selling point in membership drives and marketing strategies.
- Expenditure Per Visit – The Conservatory will increase the overall experience at VBG and create new revenue producing opportunities. Key opportunities are in the sales of orchids and orchid related merchandise produced on site with existing facilities and manpower, leasing the Conservatory to individuals and groups, and utilizing the facility for public events, such as concerts or theatrical events.
- Donors and Grants – The status and prominence of VBG as a vital institution in Mexico with the national orchid collection will attract donors and establish the Conservatory as a leader in plant conservation and cultivation. The probability of receiving grants will be significantly increased. In addition, we will be poised to attract and cultivate relationships with researchers in orchid conservation and protection.

- Wholesale Market – Revenue derived from the wholesale market in the area, including tour operators, guides, cruise lines, and shore excursion companies is projected to increase by seventy five percent (75%) annually with the opening of the Conservatory. Due to the significant increase in demand by the consumer, the wholesale market will respond favorably and feature VBG prominently in their retail products.

## Summary

Upon completing a detailed analysis of the concept, theme, demographics, product, and revenue growth, there is substantial evidence that the Conservatory is a prudent, feasible, and worthwhile addition to VBG. Based on positive input from visitors, VBG members, community donors, and local institutions, we anticipate a significant increase in attendance by building the Conservatory. The assets gained will far surpass the construction costs both in labor and materials.

*Factual data in this report is gained from authoritative sources including: Puerto Vallarta Board of Tourism; Lonely Planet Mexico; Fodor's Puerto Vallarta; and other sources.*



This is an e-mail I received from T.J. Hartung, President of the Vallarta Orchid Society. They are looking for funds to build this project. The above report outlines their goals. I include it for your, and our society's consideration.

-Editor

