

# The BackBulb

C A R M E L O R C H I D S O C I E T Y

January 2011



## January Speaker: Ron Parson

### The Orchids of Crete

Ron Parson is a popular speaker with orchid societies who will be presenting a talk with slides on the Orchids of Crete at our January 3rd meeting. "Ron says: "I know this sounds strange but a favorite (talk) of mine is "The Orchids of Crete" ... they are amazing. I've been there two times, 2007 and this year. The talk is from 2007 when we saw 30+ species in bloom. The talk features those plus other wildflowers, as well as scenery. People have really liked it."

Over the past 25 years Ron has gained a reputation as a student of orchids as well as a premier photographer of them with a long list of publication credits. You probably have seen some of his work in one of your orchid magazines. His photos of the native orchids of North America and California are particularly well known. He also studies and photographs California wildflowers, cacti, carnivorous plants, gesneriads and bromeliads.

Ron makes his home in San Francisco where he grows orchids both in his home under lights and in an unheated greenhouse. You may want to check out some of his work before the meeting at [www.flowershots.net](http://www.flowershots.net).

The plant table will come from the collection of Anna Chai, an excellent grower up on the peninsula.

The January meeting is on **Monday January 3rd, 7PM** at the Community Church of Monterey Peninsula, 4590 Carmel Valley Rd.

- 1 January Meeting
- 2 Upcoming Events  
COS On the Web
- 3 Looking Forward to  
2011
- 5 CVGS 2011
- 6 Membership Time  
Again
- 7 A Word From Our  
Sponsors



Ron, (from his website)

## COS Officers

**President/BackBulb**

**Editor/Webmaster**

John OConnell

**VP Program**

Kathie Ritter

**Recording**

**Secretary**

Janette Ford

**Treasurer**

Ken Ashton

**Membership**

Sharon Ashton

**Show**

**Coordinator/AOS**

**Representative**

Joanie Linares

**Directors**

Carol Easton

Lesley Olsen

Evelyne Anzini

P.O. Box 223462

Carmel

CA 93922-3462

## Upcoming Events

### January

#### **1/3 Monday COS January Meeting.**

1/8-9 Orchids Under the Oaks, Show & Sale, Alden Lane Nursery, Livermore CA

**1/17 COS board meeting**, John's house, 6PM, Dinner is included.

1/22-23 Peninsula Orchid Society Show and Sale, San Mateo Garden Center, 605 Parkside Way, San Mateo

**1/29 Saturday 2-4PM, Orchid Happy Hour** at Carol's house.

1/29-30 Santa Cruz Orchid Society Show and Sale, Soquel Highschool, Soquel, CA

### February

2/5-6 Sonoma Orchid Society Spring Show and Sale, Santa Rosa CA

2/5-7 Malihini Orchid society, Annual Show and Sale, Cupertino Square Cupertino, CA

**2/7 Monday COS Meeting**, Speaker: Ken Jacobson

### March

3/3-6 Pacific Orchid Exposition, San Francisco CA.

**3/7 Monday COS Meeting**, Speaker: Bruce Davidson

3/11-13 Santa Barbara International Orchid Show, Santa Barbara.

## COS On the Web

As many of you know The COS has a website: [carmelorchidsociety.org](http://carmelorchidsociety.org) take a look, all the BackBulbs from the past 6 years are there. Now it also has a [FaceBook page](#). So check out Joanie and the gang over at facebook.

## Looking Forward to 2011

It's a new year, time to look back and look forward, re-evaluate and maybe try something new. And so with the new year the Society has rearranged the board, a little smaller, with more multitasking going on. Last month Carol looked back over the past few years and so this month as the new president it is my job to look forward. And what looms largest next year is CVGS (Carmel Valley Garden Show).

Our annual show is our largest fund raiser, and our biggest chance to show off to the public. Usually the show makes enough to pay a good share of our expenses for the year, I hope that continues this year. What the show has not been doing is generating the exposure and membership to sustain the society. For the exposure we hired a publicist, she should help us increase awareness of the show and the society and increase attendance. It will be up to us to turn the exposure and the show-goers into members.

Getting and keeping members has been a problem for most orchid societies, we are no different, our membership has been declining in recent years. If we want to reverse this trend we need to do a better job interesting new people and retaining existing members. I think the increased emphasis on publicizing our show and



our society will help, but we need to show people something that they will be interested in spending time with, because it will do us little good to get people to sign up and then never see them. I think that there are three things people want from our society: Have fun, learn something, take home orchids.

According to the bylaws we are an educational organization, and everyone wants to learn more about orchids. But everyone should have fun

while learning about orchids, and they should all be able to take a few plants home to "study". I know we do a good job providing opportunities to take plants home. Our raffle tables outnumber members at meetings sometimes two to one, and many of our speakers sell plants too. And we haven't forgotten education. Speakers are our number one expense and I think we are getting our moneys worth. We had great speakers last year and have more planned for this year.

That leaves fun. One of my goals this year is to create more opportunities for society members to have fun. Fun as in food, drink, good company, and beautiful orchids (I wanted to include taxonomy lectures, but thought better of it). The problem with social events has always been planning. The Christmas party of a couple years ago was a nightmare for much of the board, everyone who attended had a good time, but the organizing nightmare doomed future catered

parties. As a result this years potluck involved a minimum amount of organizing, buying the orchids for the raffle table was the biggest job. The attendance was almost as large as the year before and everyone had fun! This is my kind of event. So expect to see more small events like:

- Orchid happy hour. I hosted the first, lightly attend one, but we have more planned in the new year.
- An after the show party. A chance for everyone who made the show happen to unwind.
- Greenhouse tour. Last years road trip to Pacifica was a start, we will probably try something a little different this year.
- BBQ as a pot luck. Why have only one pot luck? September in Carmel valley is beautiful.
- Holiday pot luck, back again.

I want us all to have some fun, become better orchid growers, and at the end of the year still have board members who will talk to me. Hopefully the greater exposure before and after the show, and more fun social events will draw new members and keep old members.

See you in the new year

**John**



Left, the December raffle table. Right, December show and tell.

## Carmel Valley Garden Show 2011

Spring is right around the corner and our annual orchid event is gearing up once again. The show will return to Hidden Valley for the Mothers Day weekend May 7th and 8th . From 9-4 . Many of your board members have already been hard at work for the past 4 months attending meetings and preparing for this event. Thank You...Thank You...!!!

I want to share some of the new and exciting changes ahead. Carol Easton and all have been busy with our new PR person and COS member Wendy Brickman. Wendy has handled the marketing and publicity for various events including the

Monterey Scottish Games & Celtic Festival (10 years), Monterey Cowboy Poetry & Music Festival (5 years), Monterey County Fair (3 years) and other events, as well. She also handled PR briefly for Theresa Bamrick when she owned her Orchid Opulence Store on Lighthouse Avenue in Monterey. I believe Wendy will be a huge asset to our show and society. Hidden Valley Music Seminars will be hosting our spectacular Gala Event Saturday

evening from 6:00 – 8:30 to celebrate the awarded flowers and orchids.

Tickets are 25.00 and there will be

more information as we draw closer. Carolyn Salmon is busy lining up orchid as well as other garden related vendors. If you are interested or know someone who would like to participate as a vendor, please call or email Carolyn. Janette Ford and Cammie Jones are organizing our silent auction so please start thinking of things you wish to donate. Lesley Olsen is coordinating field of flowers this year and will be asking any and all members to participate. You do not need to be an “artist”. I am far from it and will create another wine cork and bottle top flower. John O’Connell is creating our orchid exhibit and will need lots of lovely orchids. Jackie



Flowers for show and tell, December party.

Kinney and John will be coordinating ribbon judging for our exhibit so it is not too early to begin preparing your plants for the show. Jackie will be chairing our ever popular members sales table. John is also doing some wonderful basic orchid lectures for our event. Ken Ashton will be doing his magic with setup and keeping all our proceeds in check. John Poulos, our COS member and owner of Poseidon's will be preparing and serving his

# BackBulb C A R M E L O R C H I D S O C I E T Y

delicious Greek delights in our outdoor cafe ; Gyros sandwiches, souvlaki, greek salad, dolmades, hummus, tzatziki and baklava. I will be pouring local Carmel Valley wines and beers.

The chair people will be calling members to assist with our show this year. We need everyone to participate to make this event successful and fun. This is just a sampling of all the fun we are planning and ways to raise money for our society. I will keep you posted as the time grows near. Please contact me if you have any questions.

Joanie Linares winecow@gmail.com or 595-4456

## Membership Time!

It's that time again, time for your otherwise nice, friendly society board members to nag you about paying your membership dues. As much as we would like to have your money to pay for our fabulous monthly speakers, what we really want is for you to come hear the speakers, buy the raffle tickets and take home all the interesting plants on our monthly raffle tables. None of that will happen if you are not interested enough to pay the pittance we ask for or yearly dues. Most orchids that we will kill in less than a year cost more than a years membership! So all we ask is that you pay your dues, come to the meetings and have a wonderful time!

### C A R M E L O R C H I D S O C I E T Y

#### 2011 Membership Application

Please make checks payable to the **Carmel Orchid Society** and mail to: Carmel Orchid Society - Membership c/o Sharon Ashton 26966 Laureles Grade Road Carmel Valley, CA 93924

Please print

Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email address \_\_\_\_\_

If you were referred by a current member, please provide

his/her name \_\_\_\_\_

Renewal  New Member

Member of the American Orchid Society

Membership Type	Receive Newsletter	
	Via E-Mail	Via US Mail
Single	\$20 <input type="checkbox"/>	\$25 <input type="checkbox"/>
Couple	\$30 <input type="checkbox"/>	\$35 <input type="checkbox"/>
Vendor	\$30 <input type="checkbox"/>	\$35 <input type="checkbox"/>



There is quite a story that goes with the ring on Amanda's hand. It starts with a little luck, continues with Jay Leno's blue eyes, and ends with a marriage proposal. Ask her for the complete story next time you see her.

## Advertise in the BackBulb

If you have a business, or just want to advertise your yard sale, this may be the place. The COS is now accepting advertising in the BackBulb. Circulation is mainly to our members and visitors, around 100 copies per month. The rates are: \$5 quarter page, \$10 half page, and \$20 for a full page. If you are interested contact the BackBulb editor, John OConnell [johnoconnell19@att.net](mailto:johnoconnell19@att.net).

## And now a word from our sponsors...

**Fresh Greek food made from old family recipes.**

*Hummus ♦ Tzatziki ♦ Tabouli ♦ Couscous ♦ Greek Pilaf  
Orzo ♦ Spanakorizo ♦ Lentil Soup ♦ Baklava*

**Available at:**

- » Carmel Valley Market, Carmel Valley
- » Cornucopia Market, Carmel
- » Bruno's Market, Carmel
- » Monte Vista Market, Monterey
- » Grove Market, Pacific Grove
- » Rainbow Grocery Co-op, San Francisco
- » Staff of Life, Santa Cruz

**Limited offerings at:**

- » Troia's Market, Monterey
- » Del Monte Produce, Monterey
- » Star Market, Salinas



**Look for the blue label.**

[www.greeksoulfood.com](http://www.greeksoulfood.com)



We use local produce and the freshest available ingredients. Locally farmed vegetables are hand selected by our chef.

# PACIFIC SMOG

**SINCE 1991**      **NO APPOINTMENT**



**VISIT US AT OUR NEW LOCATION**  
**2039 DEL MONTE BLVD.**  
**SEASIDE, CA 93955**  
**899-8877**  
**OPEN M-F 8-5 Sat 8-1**



**KEN ASHTON**

[pacificsmog.com](http://pacificsmog.com)

# Linares Plumbing

A graphic of a gold water tap with a single drop of blue water falling from it, positioned between the words 'Linares' and 'Plumbing'.

New Construction ♦ Remodels ♦ Repairs ♦ Water Heaters

Lyle Linares  
Owner for over 30 years

P. O. Box 221071, Carmel, California, 93922

Phone/Fax 831.659.3408    Cell 831.214.1140

License #423580



Alden Lane Nursery presents

*Orchids Under  
the Oaks 2011*

January  
8th & 9th  
10am to 4pm

*Orchid Marketplace  
& Vendors, Free Demos &  
Lectures*



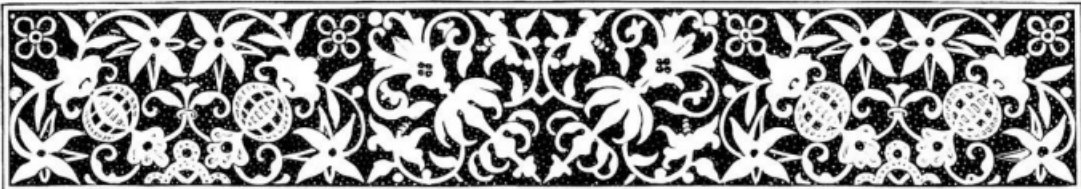
*“The Secret  
Garden of Orchid  
Delights”*

*Free admission and parking!*

*Alden Lane Nursery  
981 Alden Lane Livermore*

*925-447-0280*

*www.aldenlane.com*



Santa Cruz Orchid Society  
and Soquel High School  
FFA/ROP proudly present -

## 2011 Santa Cruz Orchid Show and Sale

Saturday, January 29th, 9 AM to 5PM  
Sunday, January 30th, 10 AM to 4 PM

At Soquel High School  
401 Old San Jose Road  
Soquel, California



*Laelia purpurata*  
var. *carnea*

*photo by Frank Drake*

**Free Admission**  
**Free Parking**

For more information, or to  
exhibit, call Santa Cruz Orchid  
Society at 831-278-1937, or  
Soquel High School FFA at  
831-429-3612

- Show featuring rare and beautiful orchids, judged by American Orchid Society
- Exotic indoor and outdoor orchids for purchase
- Cultural information and expert advice available
- Potting demonstrations
- Raffle

