The ORCHIDIAN



Newsletter of the Orchid Society of Western Pennsylvania - March 2024

ORCHID SOCIETY





Letter from the Presidents:

It's finally here! The 2024 Orchid Show is happening March 16th & 17th and we couldn't be more excited. But this event COULD NOT happen without all of the great volunteers from the Orchid Society of Western Pennsylvania and to you we raise our glasses . The idea of so many people working together to build this unique event is just amazing. We look forward to seeing each and everyone of you and all of the many visitors we will encounter.

We also could not be prouder of the new additions to the show and all the time spent on marketing, advertising and promotions. The extra effort of the individuals drawing newcomers and bringing back past participants is invaluable to the development of this event. The amount of behind the scenes work is so vast and the enthusiasm that will be front of house throughout the venue will surely show. We will be at the raffle and auction tables with Rosalie. Please stop by and say hi as we would all like to personally say thank you!

On another note, it gives me great pleasure to announce the OSWP Picnic date will be Saturday, July 27. There will also be a rain date, if necessary, Sunday July 28. Thank you to the Oldenburg family for once again making this summer event come to life!



OSWP OFFICERS – leaderships council and board of directors

- Co-Presidents: Michelle and Dave Panasiuk
- Co-First Vice Presidents: Natalie Turicik and Carolyn Bolton
- Second Vice President: Zander Morrison; Mentors: Tim Choltco and Katie Schuller
- Secretary: Kathy Collins
- Treasurer: Janet Greenberg
- Directors: Tim Choltco, Kathy Grajcar, Dave Motak. Chuck Oldenburg, Brian Powell

COMMITTEE CHAIRS – Volunteer Leaders

AOS/Culture Corner - Nancy Kline Facebook - Lance Cheuvront

Garden Club/Library Liaison/Hospitality - Carolyn

Bolton

Library – Lori Beth Bloom **Membership** Kathy Collins

Mini-class Zander Morrison, Tim Choltco, Katie Schuller

Newsletter Dave Panasiuk

Orchid Gems Norma Raiff & Pam Horter-Moore

Pfun/P-OSI Demetria Marsh

Raffle Natalie Turicik

Show Sheila Nathanson, Norma Raiff & Janet Greenberg

Speaker Carolyn Bolton & Natalie Turicik

Website Jinghua Ou



In This Issue:	
Pg.2	Presidents Letter & Officers & Chairs
Pg.3	Upcoming Events & Past Reports
Pg.5	The Orchid Show

Pg.10	Orchid Gems
Pg.13	Phipps Orchid Society Initiative
Pg.14	Monthly Meeting Minutes

EVENTS SCHEDULE – happenings in Western Pennsylvania and surrounding areas

- Maryland Orchid Society Show and Sale is being held March 8 10, 2024 at the Maryland State Fairgrounds Cow Palace, 2200 York Road, Timonium, MD 21093.
- The Illinois Orchid Society Show is being held March 9 10, 2024 at the Chicago Botanic Garden, 1000 Lake Cook Rd., Glencoe, IL 60022.
- Nutmeg State Orchid Society Show "Come See Our Bloomers" is being held March 16 17, 2024 at the West Hartford Meeting & Conference Center, 50 South Main St, West Hartford, CT 06455.
- Michigan Orchid Society Spring Show is being held March 16 17, 2024 at the Local 98 Plumbers Union, 555 Horace Brown Dr, Madison Hts, MI 48071.
- The Springfield Orchid Society Show is being held March 16 17, 2024 at the Springfield Greene County Botanical Center, 2400 S. Scenic Ave, Springfield, MO 65807.
- London Orchid Society Show is being held March 16 17, 2024 at the Mother Teresa Catholic Secondary School, 1065 Sunningdale Rd E, London, ON, N5X 4B1, Canada.
- Les Orchidophiles de Montréal "Orchidexpo 2024" is being held March 16 17, 2024 at the College Ahuntsic, 9055 St-Hubert Street, Montreal, QC, H2M 1Y7, Canada.
- The Greater Cincinnati Orchid Society Spring Show is being held March 23 24, 2024 at Dan Beard Council, 10078 Reading Rd, Cincinnati, OH 45241.
- The Southeastern Pennsylvania Orchid Society International Show and Sale is being held April 5 7, 2024 at the Oaks Expo Center, 100 Station Ave, Oaks, PA 19456.
- Western North Carolina Orchid Society's "House of Orchids" is being held April 12 14, 2024 at the North Carolina Arboretum, 100 Frederick Law Olmsted Way, Asheville, NC 28804.



Greater Akron Orchid Show 2024

OSWP members, Carolyn Bolton, Kathy Collins, and Carol Panza drove to Akron on Friday March 1 to assemble an orchid exhibit representing the OSWP. We thank Demetria Marsh, Sheila Nathanson and Phipps Conservatory for their donation of plants to use in the exhibit. We initially tied for the AOS show trophy with GAOS but with a recount we received the AOS show trophy and Silver Certificate of 86 points and the judges awarded the GAOS a Silver Certificate with 85 points for their exhibit!

4 plants received cultural awards. Carol Panza's Lycaste Rokuhoku received a CCM of 83 points and an AM/AOS. Her Dendrochilum (now Coelogyne) tenellum a CCE of 91 points. Sheila Nathanson received a CCM for both Dendrobium kingianum and her Dendrobium lituiflorum. Sheila's Den. lituiflorum also received an AM/AOS and Best in Class rosette but the AM it is provisional. The identity needs to be verified by the AOS. Carolyn Bolton's Dendrochilum glumaceum received a CCM and Best in Class Rosette

Greater Akron Orchid Show 2024 Photos



<Before judging



After judging>















OSWP T-Shirt and Polo Shirt Sale

OSWP offers six colors of shirts available in 3 styles, for sale at the Spring Show.

To order before the show, please go to OSWP.org, fill out the order form and pay on the website:

Styles of shirts:

- 1. T-shirts with OSWP logo \$20 each (3 colors)
 - Sky blueHeliconia

- Pistachio
- 2. Short sleeve polo shirt with embroidered OSWP logo \$35 each (2 colors)
 - TurquoiseBright lavender
- 3. Black long sleeve t-shirt with letter-size show poster on front \$25 each

Pre-order shirts are to be picked up at the Spring Show.

See pictures above for reference. Note: The colors represented are approximate.

VISIT OSWP.ORG TO ORDER YOURS TODAY!



The OSWP Spring Orchid Show Needs You

Just one month from now, we will be post-show. Will you be kicking yourself for your good intentions? Think of us as the 'Ghost of Christmas Future'- it's not too late to change history!

Go to OSWP.org, there, on our very attractive Homepage, toward the bottom left, you will see a list of options listed under 'What's new?' If you click on any of those, you can: Volunteer, fund a Trophy, Donate, Pre-order t-shirts.

We need help in all those categories! The success of our show depends on our members stepping up to the plate and contributing in any way they are capable. If you cannot lend some time on 3/14,3/15,3/16 or 3/17, please consider funding a trophy at \$25. or becoming a 'Friend' of the OSWP for \$20. You may also contribute funds to support Hospitality. Those sandwich rings don't pay for themselves!

If you possibly can, please sign up to spend some time working at the show. We need help setting up on Thursday 3/14 starting around 4. The more workers we have, the quicker we'll be done with basic physical set up. Bring a rubber mallet- trust me! Friday 3/15 we start between 8 and 9am and go all day until everything is ready. It is a beehive of activity, when the vendors arrive, and we are all busy getting the exhibits ready for the judges and public. It's lots of fun, and very educational. And there's lunch! This is also when we get all the lobby activities prepared. Saturday 3/16 and Sunday 3/17 we greet the public, shop more, attend lectures, peruse the exhibits, do some repotting, etc., etc.

If you can't decide where your talents might be best put to use, sign up for 'Helpers'. This is a category of helpful people who might be called upon to give someone at the Welcome, Membership, Repotting, Plant Parking, etc., a break. They also assist the vendors unloading and moving in.

You, as a member of the OSWP, do not want to miss the opportunity to get involved! Especially as a newer member! You can attend meetings for years, sitting alone, unsure of your role here. Trust me, as a backbencher of long standing, once you work the show, you will have met most of the active membership, be on a first name basis with vendors, and have truly become one of us- here's to the Orchid Obsessed!

Sheila Nathanson, Janet Greenberg and Norma Raiff, 2024 Show Chairs

ORCHID SOCIETY OF WESTERN PENNSYLVANIA



ANNUAL SPRING ORCHID SHOW

March 17 & 18 2024

Crowne Plaza Suites Pittsburgh South 164 Ft. Couch Rd, Pittsburgh, PA 15241

The Orchid Society of Western PA's mission is to educate the public about the glories and pleasures of orchid growing. Each year several thousand visitors come to experience the sight of orchids blooming in profusion and to learn more about orchid growing and conservation.

Sponsorship/Ad Due date 03/01/24

The OSWP is a 501(c)(3) and is an Affiliated Member of the American Orchid Society

Corporate Sponsorship					
Includes 55" Monitor & Color Program Ad					
☐ Platinum 2-page color centerfold \$1,500 ☐ Gold Back cover color ad \$1,000 ☐ Silver (2) Inside covers color ad \$ 750 ☐ Exhibition Room Sponsor \$1,000 Incl Table Tents & Full Page Ad		[] Hospitality Sponsor \$ 750 Incl Table Tents & Full Page Ad [] Repotting Sponsor \$ 400 Incl Table Tents & Full Page Ad			
Program Ads					
Black and white ad. Provide business card or artwork					
[] Whole Page \$100	[] Business Card	d \$25	[] Half Page \$50		
Contact Information					
Company					
Contact					
Signature					
Phone					
Email					
Date					

Make checks payable to OSWP

Mail to Janet Greenberg, 150 Ammons Dr., McMurray, PA 15317 or PayPal, OSWPtreasurer@gmail.com

Ads should be emailed in electronic PDF format to:

mona.rice@gmail.com or #412-477-2455



OWSP SHOW COMMITTEES

Arts & Crafts: Brian Powell Education: Michelle Burton

Exhibit Setup and Layout & Vendor Room

Layout: Bob Lusnak

Garden Society Liaison: Lori McDermott **General Helpers**: Tammy Wurst, Beverly

Dodson

Hospitality: Alan Goldman, Sherri Kinoshita

Judging Clerks: Carol Panza Library Liaison: Lori Beth Bloom Membership: Kathy Collins

Plant Parking: Susan Levish, Cindy Weiland Publicity: Dave Motak, Lisa McGough Raffle: Dave & Michelle Panasiuk

Registration Exhibitors: Gary Van Gelder, Mona

Rice

Repotting: Katie Schuller, Cam Schmidt

Security: Steve Gredzinski Shirt Sales: Sheila Nathansan Show Booklet: Mona Rice

Sponsorship/Ad Procurement: (VOLUNTEER

NEEDED)i;

Silent Auction: Dave & Michelle Panasiuk

Society Exhibit: Carolyn Bolton

Society Sales: Leslie Kaplan, Holly Schrum

Storage: Bob Lusnak **Tear Down**: Bob Lusnak

Trophy Awards & Judges Thank You's: Lori Beth

3loom

Welcome Table: Charlotte Momich, Mary Ann

Pike

Essential Team Supports

AOS Photographer: Kim Frankenfield General Photographer: Abby Warhola

Branding: Brian Powell, Abby Warhola **Website**: Jinghua Ou

Facebook: Lance Cheuvrant

Signup Genius is Online!

Please take some time to look at the volunteer opportunities available on Signup Genius. This may be found on our Homepage under " What's New", with the heading " Volunteer at the Show". Also, under " Donate ", you may see which trophies need funding. \$25. gets your name on that trophy envelope!

Whatever you choose to do to participate in the show will be appreciated, and is so necessary to our success.

¹ If you would like to help during the show, please contact one of the Committee Chairs.

¹ Vacant Committee Position: *Sponsorship and Ad Procurement*: We need someone to coordinate and to answer questions about the procuring/following up with sponsorship and advertising asks. Mentoring available. If you are willing, please contact one of the Show Chairs.

"Orchid Obsession" Vendors OSWP Spring Show 2024

Ecuagenera USA Corp., Apopka, Florida

www.ecuagenera.com

Orchids, Tropical Plants

Deadline for Pre Order: February 27, 2024

Kelley's Korner Orchid Supplies, Etters, PA

PK Dennis

https://www.kkorchid.com/

Orchid Supplies

Deadline for Pre Order: Order before March 12th. 10%

preorder code is oswp2024

Mayfield Village Orchids, Dayton, Ohio

Dr. William Shumann

Orchids

Maria Leng, Ohio

Artist

Ten Shin Gardens, Taiwan Matthew Wei-Yi Chen (Matt)

https://tenshinorchids.com/

To view plant list see www.tenshinorchids.com/list

Orchids

Deadline for Pre Order is Feb 27, 2004

Wade's Orchids, Middleburg, PA

Wade Hollenbach

http://www.wadesorchids.com/

Orchids

Windswept in Time Orchids, Broadview Heights, Ohio

Edgar & Kim Stehli

https://windsweptorchids.com/

Orchids

Woodstream Orchids, Huntington, MD

Bill Goldner

http://www.woodstreamorchids.com/

Orchids



ORCHID GEMS – Lisa McGough

Lisa McGough: A New Look and a Host of Possibilities by Pam Horter-Moore



As we get ready to make a big splash at our annual Orchid Show with a dynamite show poster designed by Abby Warhola and a fresh new logo designed by Lisa McGough, I thought the timing was right to feature Lisa in this month's "Orchid Gems."

Lisa remarks, "I was thrilled that my logo design was selected. In creating the logo, I was guided by the requirements that it be simple and eyecatching. And colorful too because orchids are colorful."

Lisa can see many uses for the design as a branding device for OSWP. The American Marketing Association defines a brand as "a distinctive feature like a name, term, design, or symbol that identifies an organization."

Raised in North Huntingdon and an alumna of Greensburg Catholic High School, Lisa graduated with a BA in Communications/Marketing from Shippensburg University in central Pennsylvania. Her husband John is a native of Bellevue, and they have a son, John Arthur, who is a sophomore at Fox Chapel High School. They live in Indiana Township.





Having graduated college with a degree in communications myself, I know that a career in this field can take many directions. So, I asked Lisa why she pursued a career in marketing, sales, and promotions.

"I had always been interested in working for television," Lisa explains. Early in her career, she worked for WTAE, WPGH, and Comcast, running promotions for local networks and for cable networks like Lifetime.

"I began to realize that the salespeople were making commission on my promotions, so I

transitioned to sales."

Lisa's marketing experience encompasses a variety of industries and organizations, including The Boston Beer Company, Upjohn Pharmaceuticals, and Homestore.com.





For three years, she handled design, marketing, and promotions for Cooper-Siegel Community Library in Fox Chapel. This gave her an opportunity to explore her passion for what she calls the marriage of text and the visual arts.

"The use of graphics is important in reaching today's audience. Some people won't scroll to read long content. And yet, it's curious that people still flock to see long movies. Opera endures, despite changes in contemporary music

tastes today. I suppose it comes down to what sticks and what doesn't."

She handled direct-mail marketing and digital advertising sales for Welcome Wagon and managed the field marketing team for Circulatory Centers - a group of outpatient medical clinics with 12 locations along the eastern seaboard.



"I'm a people person. I love to share what I know, so I enjoy training."

She managed email marketing for Doors Open Pittsburgh, an organization that offers behind-the-scenes tours of Pittsburgh architecture, and she currently works as a content specialist for The Church Online – a creative marketing agency for churches and organizations across the US.

Lisa is aware of how technology has changed the advertising industry. People with experience in design and layout, who have worked in promotions for decades, must keep up with the digital age. "It's only been within the past 15 years or so that electronic design has matured," Lisa comments. Now, marketers need to think about hashtags and captions, optimizing content for search engines, and many other issues that technology has forced communicators to consider.

Despite the marvel of tools available to the creator, Lisa feels that electronic design doesn't compare with the gift that enables a person working with oils to capture a person's likeness on canvas.

Lisa counts herself fortunate that her husband John has a job that gives her career flexibility. He is a Power BI analyst for the Commonwealth of PA. After her son was born, Lisa stepped down from a 45-hour week. Now, she works three days a week



at the advertising agency. She isn't bogged down, which gives her the opportunity to pursue interests such as orchid cultivation.

"A lot of life is what you choose and how you do it," says Lisa. "Choose something you love and not the money. If you are open to new things, you will be more successful."

Lisa has a wide range of interests, including bonsai and music. "I sang second soprano in the Bach Choir of Pittsburgh. I also sang in college and with the Westmoreland Choral Society."

Although Lisa is comfortable in the digital age, she has no personal accounts on social media. She has her own method of personal branding. Among her friends, she is quickly recognized by her handwritten letters on monogrammed stationery with matching envelopes and color-coordinated postage stamps.

The website for American Stationery states: "They see your personality and individuality conveyed in your handwriting...Your recipient will know a letter from you has arrived the moment they open the mailbox." (https://www.americanstationery.com/blog/the-art-of-letter-writing-2/)

Lisa had little interest in plants in her youth, even though her mother tenderly cared for her houseplants and her father grew tomatoes. That changed in 2018 when her mother-in-law gave her a "Just Add Ice" orchid. She placed the orchid near the bathroom window and was amazed when it grew little leaves on the stem but no flowers. What was happening? She took her plant to the OSWP Orchid Show for an answer and learned that her orchid had grown a keiki.

This success inspired Lisa because she hadn't even been trying. Maybe orchid cultivation was something she was good at. The excitement of learning more and exposing herself to more of these beautiful flowers drew her to the OSWP, and to every OSWP Orchid Show since then. She now owns 54 orchids, and 10-12 of them are in some stage of bloom at any given time. She grows in the east bay window of her dining room.

A lover of second-hand shops, church rummage sales, and thrift stores, Lisa has been known to rescue orchids and give them a second chance. "My husband John and I went to Lowe's to buy a Christmas tree, and we came home with a tree and 12 phalaenopsis orchids in full bloom discounted to \$5 each. I thought it was a great bargain, but he just rolled his eyes."

Her collection includes mini Cattleyas that she purchased at the Christmas Party, slipper orchids, and Beallara Marfitch 'Howard's Dream', a magnificent Oncidium. Her favorites are fragrant Zygopetalums; she plans to collect more of these.

"I greet my orchids cheerfully every morning", says Lisa, "If it likes you, it blooms, and you're in love!" Her recommendation for orchid enthusiasts is a universal message: "My best advice is to ask for advice."



PHIPPS CONSERVATORY ORCHID SOCIETY INITIATIVE - Pfun volunteer work

P-051

Ajoint initiative between Phipps Conservatory and the Orchid Society of Western Pennsylvania to create and cultivate an orchid collection of note for enjoyment, education and research.

March, 2024

First off: Congratulations to Giovanny Giraldo, Phipps Orchid Display Horticulturist for the last few years and our friend. He has just been promoted to Collections Manager. Ben Dunigan, our friend and new Director of Horticulture and Giovanny are both very committed to the continued growth of the Phipps orchid collection and the Barbara Tisherman Slipper Orchid Collection. Giovanny promises, until his previous position is filled, he will continue his work with the orchids.

Pfun at Phipps is our OSWP repotting efforts as well as doing the inventory of the Phipps orchid collection. We are also helping as the Clean-up Crew and whatever Giovanny needs. **We are now going to Phipps most Wednesdays and Thursdays from 9:45AM – 12:45PM.** It's a great learning experience for all of us.

Our goal is to help Phipps grow their orchid collection to one of national note, as well as the growth of the Barbara Tisherman Slipper Orchid Collection, a living museum of slipper orchids.

Be sure not to miss Phipps Spring Flower Show, "A Closer Look." It will be a wonderful way to warm up to Spring! It opens March 16th, the same weekend as our own OSWP Orchid Show, "Orchid Obsession!" Sign up to help with our Orchid Show and see the Phipps show the following week! ©

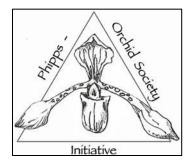
If you would like to join our Pfun/P-OSI efforts and haven't previously signed up with us, please let me know at the email address below.

Thanks and looking forward to working and learning together. . . and having Pfun!

Demetría Marsh

Demetría 1 1 7 @gmail.com

412-848-4349



MEETING MINUTES – February Monthly Meeting

Orchid Society of Western Pennsylvania (OSWP) General Meeting Feb. 18, 2024

The meeting was held at The Spartan Community Center of Hazelwood.

Sheila Nathanson presented a mini-class on how to successfully grow and bloom dendrobiums.

The business portion of the general membership meeting was called to order at approx. 2:00 pm by President Dave Panasiuk.

The meeting began with Kathy Collins confirming the date for the New Member reception on May 19th. The New Member reception will be held at the Spartan Community Center prior to regular OSWP meeting.

Chuck and Julia Oldenburg have confirmed their willingness to once again host the OSWP summer picnic. Date and time information to follow.

The website has been updated to reflect all the 2024 meeting dates. Special thanks to Jingua Ou who continues to monitor and update the website. Note that although most OSWP meetings are the third Sunday of the month, 2024 will have two meetings that fall on the second Sunday. Those dates are June 9^{th} and November 10^{th} .

Nominating Committee:

- Sheila Nathanson gave an update on behalf of the Nominating Committee. There are currently no nominees for the soon-to-be-vacant Officer positions of President and First Vice President. Volunteers for these positions are needed.
- It is anticipated that a vote will be taken at the May meeting to revise the OSWP Bylaws to change the terms of office from 2 years to 3 years, and to stagger the terms so that not all positions will be open in the same year.
- The Bylaws will also be revised to eliminate the term limit on the Secretary position (similar to the existing status of the Treasurer position).
- As required by the OSWP Bylaws, the required 60 day notice of intent to revise the Bylaws was made at the Jan. 21, 2024 meeting. The nominees are to be announced at the May meeting, voted on at the June meeting and in place beginning with the July meeting.

Spring Show:

Sheila Nathanson and Janet Greenberg gave updates on the preparations for the 2024 Spring Show.

- Sign-up Genius is active and can be accessed directly from the OSWP website. Volunteers are needed for almost every position and many positions do not require orchid knowledge only willing helpers.
- Members are encouraged to consider who they might be able to contact for sponsorship opportunities.
- Food items for hospitality to feed volunteers and vendors are also needed. There is no ability to cook onsite crockpots and food trays, etc.
- An educational presenter is needed for the Saturday, 4pm timeslot.
- Trophy sponsorships are available on the website and will be acknowledged.
- OSWP members are encouraged to share the Show Poster on their social media in early March.
- Holly noted that member plants offered for sale at the Show will be required to have 2 labels. She
 has the tags and there is information on the OSWP website about the requirements for member
 plant sales.

Reports:

- a. <u>Newsletter</u>: It was noted that articles are due on the 20th of the month. Submissions should be sent to Dave Panasiuk at: Letsgroworchids@gmail.com
- b. <u>Treasurer</u>: Janet Greenburg presented the Treasurer's report.
- c. <u>Pfun</u>: Demetria Marsh noted that OSWP continues to volunteer at Phipps on Wednesday and Thursday.
- d. <u>Hospitality</u>: Carolyn thanked everyone for the contributions of snacks for the OSWP meeting. Carolyn also noted the need for a new Hospitality volunteer in the coming year. OSWP members are encouraged to consider taking on this role as Carolyn has done for 10 years.
- e. <u>Library</u>: Lori Beth Bloom noted that there are 6 talks scheduled before the show. She also has many books available from the OSWP library that members are encouraged to borrow.

Raffle

Two plants that had been donated by Fred Clarke of Sunset Valley Orchids were raffled off. The winners of the plants were Susan Levish and Aaron Goldman. The raffle raised \$86.

Miscellaneous:

A number of members presented orchids they had brought for the purpose of Show & Tell.

The business meeting was adjourned at approximately 3:00 p.m. and was followed by Carolyn Bolton who gave a presentation on how to prepare an exhibit for the Show. Carolyn noted that it only takes 4 or 5 blooming plants to create a table top exhibit.

Submitted by: Kathy Collins, OSWP Secretary





The Orchid Society of Western Pennsylvania

Dave Panasiuk, Editor 328 Ophelia St. Pittsburgh, PA 15213 Letsgroworchids@gmail.com

The Orchid Society of Western Pennsylvania Inc. is a non-profit corporation organized to advance the propagation, horticulture and preservation of orchid species and hybrids through research, education and scienfitic endeavors.

Materials under copyright use or reprint by permission.

Affiliated Society



