



American Orchid Society

Education, Conservation, Research

The value of being an AOS Affiliated Society (AS)



Introduction

- In order for any local orchid society to thrive it should:
 - Nurture and retain its existing members
 - Attract new members
 - Stay relevant and fun



Affiliate Core Benefits

- Being an Affiliate of the AOS provides valuable benefits across all 3 areas by delivering:
 - Resources for members
 - Marketing and publicity support
 - Recognition and community for growers

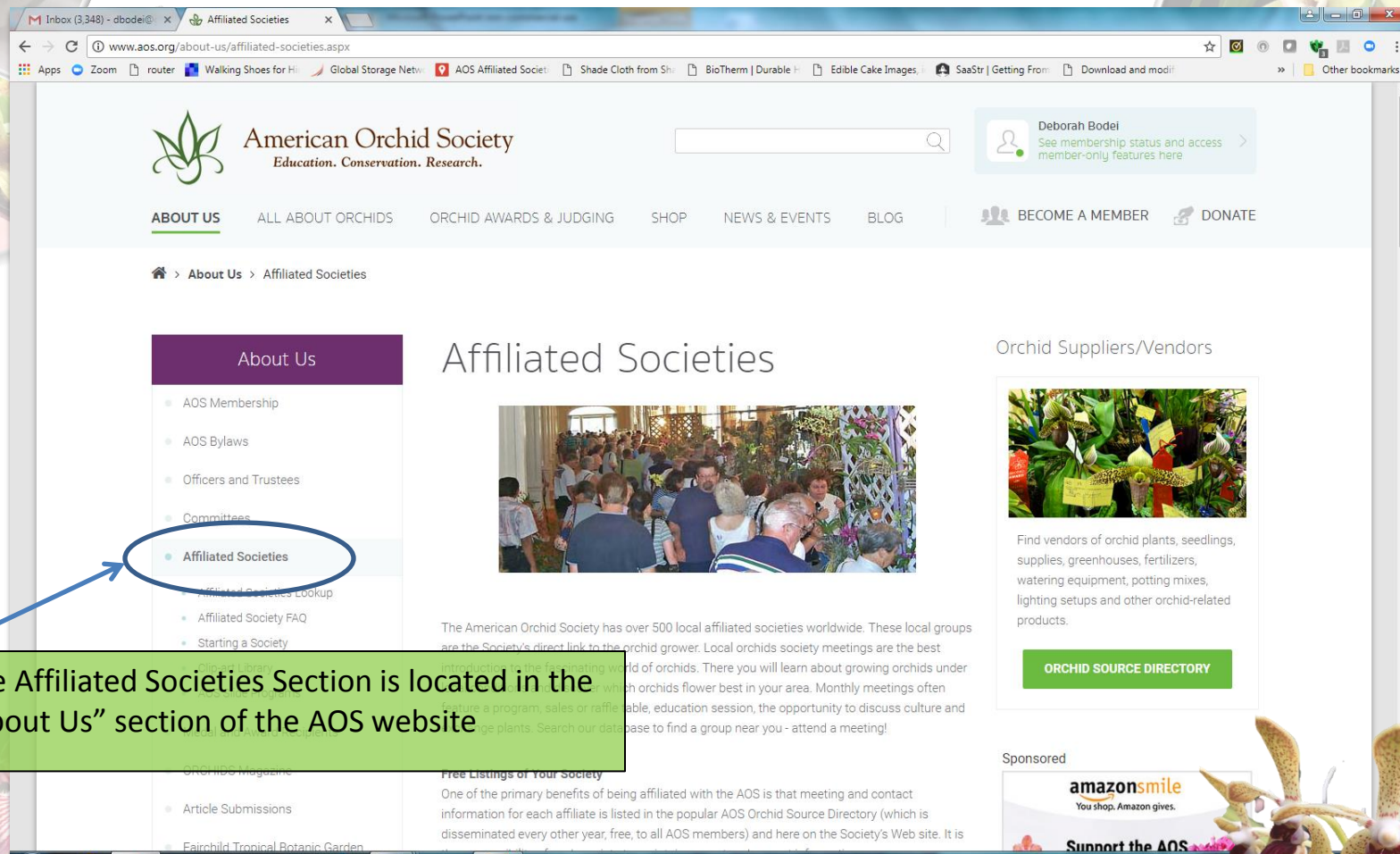


Resources

- Guides and handbooks
- Access to AOS webinars
- AOS Corner
- Content for newsletters
- Speakers lists



Guides and Handbooks



The screenshot shows the American Orchid Society website. The navigation menu includes 'ABOUT US', 'ALL ABOUT ORCHIDS', 'ORCHID AWARDS & JUDGING', 'SHOP', 'NEWS & EVENTS', 'BLOG', 'BECOME A MEMBER', and 'DONATE'. The 'About Us' section is expanded, showing a list of links: 'AOS Membership', 'AOS Bylaws', 'Officers and Trustees', 'Committees', 'Affiliated Societies', 'Affiliated Societies Lookup', 'Affiliated Society FAQ', and 'Starting a Society'. The 'Affiliated Societies' link is circled in blue, with an arrow pointing to a green callout box. The main content area features a large photo of a group of people at an orchid event, with the heading 'Affiliated Societies' and a paragraph describing the society's 500+ local groups. To the right, there is a section for 'Orchid Suppliers/Vendors' with a photo of orchids and a 'Find vendors...' text, and a 'Sponsored' section for 'amazon smile'.

The Affiliated Societies Section is located in the "About Us" section of the AOS website

Guides and Handbooks

The screenshot shows a web browser window with the URL www.aos.org/about-us/affiliated-societies.aspx. The page content includes:

Additional Information

- [Affiliated Society FAQ](#)
- [Starting a Society](#)
- [Application for Affiliation \(PDF\)](#)
- [Request AOS Judging for a Show \(PDF\)](#)
- [AOS Slide Programs](#)
- [Membership Renewal Form for Affiliated Societies](#)
- [Guide to Hosting an AOS Members Meeting \(PDF\)](#)
- [Guide on How to Have a Thriving Orchid Society \(PDF\)](#)
- [Guide to a Successful Orchid Show \(PDF\)](#)
- [Speakers List \(Excel File\)](#)
- [Speakers List \(PDF\)](#)
- [DASSA Nomination Form \(PDF\)](#)

Material for Affiliated Societies (use at shows, meetings, etc.)

AOS Presentation
Download Zip File here (70mb)
Once downloaded, simply uncompress the zip file which contains:

- [Animated PowerPoint](#)
- [Non-Animated PowerPoint](#)
- [Required Fonts](#)
- [PDF Version of Presentation](#)
- [Audio Only](#)
- [Video MP4 File](#)

[AOS Benefits Sheet](#) (colorful handout for shows, meetings)
[AOS Membership Form](#) (useful during for shows, meetings)
[AOS Membership Brochure](#) (3-fold color membership form with orchid growing FAQ)
[AOS Membership Brochure](#) (3-fold color membership form with orchid growing basics)

Scroll to the bottom of the Affiliated Societies section to find reference documents

AOS Webinars

- Limited budget for speakers?
- Use an American Orchid Society webinar as a meeting program!
- Other societies already have, and it is a wonderful resource to allow you to hear the experts.
 - All you need is a computer, a projector and speakers.



Access to Webinars

With Internet Access:

- 1) Go to AOS.org and click on the Webinar ICON.
- 2) Click on WATCH NOW near each recorded session.
- 3) Register, and the program will be ready to use.

* Nothing is downloaded onto your computer; you are connecting to the recording through the link.

Without Internet Access:

- 1) Before your meeting, go to the Affiliated Societies webpage at AOS.org for a list of webinars that are available.
- 2) Contact Sandra Svoboda, (AOS Education Committee chair) at stillisch@cox.net and request the program and instructions.
- 3) The video file will be sent to you and you can copy the file to a flash drive or copy it to your hard drive and show the webinar at the meeting.



AOS Corner

COMPOSE

Inbox (3,348)

Starred

Important

Sent Mail

Drafts

All Mail

Spam (141)

Trash

Laura


Deborah +

THE AUGUST 2017 AOS CORNER- From the desk of Denise Lucero, vice-Chair, American Orchid Society

American Orchid Society via ontramaail.com Jul 29 (2 days ago) ☆ ↶

to me

Spanish > English Translate message Turn off for: Spanish x



American Orchid Society
Education. Conservation. Research.

THE AUGUST 2017 AOS CORNER- From the desk of Denise Lucero, Vice-Chair, American Orchid Society Affiliated Societies Committee (dluceroaosmembership@gmail.com).

For newsletter editors: Orchid societies are welcome to reproduce the AOS Corner, in whole or in part, in their society newsletters. We encourage promotion of AOS website use by your members.

AFFILIATED SOCIETIES COMMITTEE

One of the areas many societies are focusing their efforts on is growing membership with the addition of younger members in mind. The Education Committee of the AOS is spearheading the drive to promote youthful interest in orchids, involve children in the shows more directly, provide educational opportunities and reward children in a meaningful way that encourages interest and includes an educational component in each activity. Where better to start a passion for orchids than by creating a "Kids' Corner" at your next show? Take a look at Sandy Stubbings Kids' Corner Recap on the AOS site to see some ideas that have been very successful. There are also links, on the left side of the page, to a series of articles with ideas that you should take the time to look through. Whether you use them at a show or as a regular component of your society meetings, let the Education Committee know about your activities at [sstubbings@comcast.net](mailto:ssstubbings@comcast.net) and our Facebook Group.

Members know that we would love to have them join us. If they have an account on Instagram and follow us. In the short time our IG site has been up we have gotten over 400 followers—and each time we post a new photo we get new followers! Amazingly, most of our followers appear to be international! To keep this momentum going, we need your help. Please send your photos and videos taken with a smartphone are great for IG posts. If you are bilingual, please include captions in both languages. We are finding that many societies are looking for ideas to invigorate their shows and

Even if you're not yet an Instagram user, don't forget that we also have an Affiliated Societies of the American Orchid Society Facebook page as a closed group. Our committee member Chad Brinkerhuff created and does a great job administering the page. There's a lot going on in our societies out there and a lot of exciting ideas. We are finding that many societies are looking for ideas to invigorate their shows and

If you do not already receive AOS Corner
subscribe at affiliated_societies@aos.org

Content for Newsletters

- Affiliated societies are encouraged to use any sections of the AOS Corner they wish to include in their own newsletter
- Recently added to the Corner!
 - A section that includes reprints from past *Orchids* volumes
 - Other documentation aimed at being educational and relevant for local society readers
- Local societies are welcome to share their own original articles.
 - Submit articles to affiliated_societies@aos.org and acknowledgement will be given to author and society for those chosen



Speaker Lists

[Inbox \(3,348\) - dbodei@](#) [Affiliated Societies](#)

[www.aos.org/about-us/affiliated-societies.aspx](#)

AOS Affiliated Societies

This prestigious award is given to an affiliate in recognition of sustained, outstanding contributions in areas of service and support in the field of orchidology. Nominations for the DASSA may be made by any member of an AOS affiliate and should be forwarded to the Affiliated Societies Committee.

Additional Information

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[AOS Presentation](#) (short Powerpoint presentation)

[AOS Benefits Sheet](#) (colorful handout for shows, meetings)

[AOS Membership Form](#) (useful during for shows, meetings)

[AOS Membership Brochure](#) (3-fold color membership form with orchid growing FAQ)

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Scroll to Additional information to find Speaker Lists to download

Marketing

- Listing of society show(s) in AOS Calendar
- Discount on ads in *Orchids*
- Direct marketing resources
- Society information on AOS website



Listing Society Shows in Calendar

The screenshot shows the American Orchid Society website with the following elements:

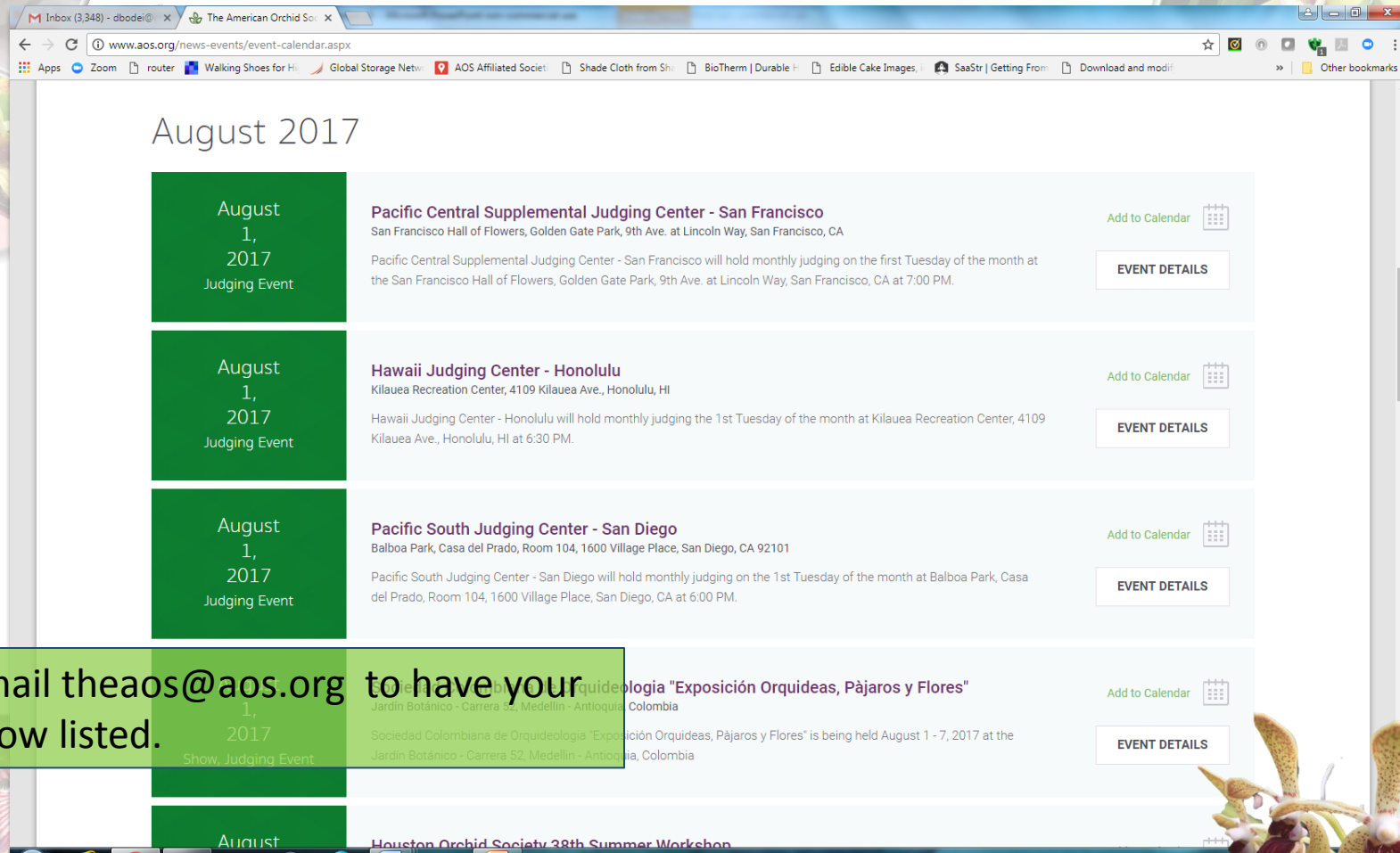
- Header:** American Orchid Society logo with tagline "Education. Conservation. Research." and a search bar.
- Navigation:** Links for ABOUT US, ALL ABOUT ORCHIDS, ORCHID AWARDS & JUDGING, SHOP, NEWS & EVENTS, and BLOG. A user profile for Deborah Bodel is visible.
- Events Calendar:** Three monthly calendars for August, September, and October 2017. The dates are displayed in a grid format with green highlights for specific days.
- Dropdown Menu:** A green dropdown menu is open under "NEWS & EVENTS", listing "News and Events", "Dillon-Peterson Essay Contest", "Event Calendar", and "News". "Event Calendar" is highlighted.
- Breadcrumbs:** A breadcrumb trail at the bottom reads "Home > News and Events > Event Calendar".

August 2017						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September 2017						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October 2017						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Listing Society Shows in Calendar



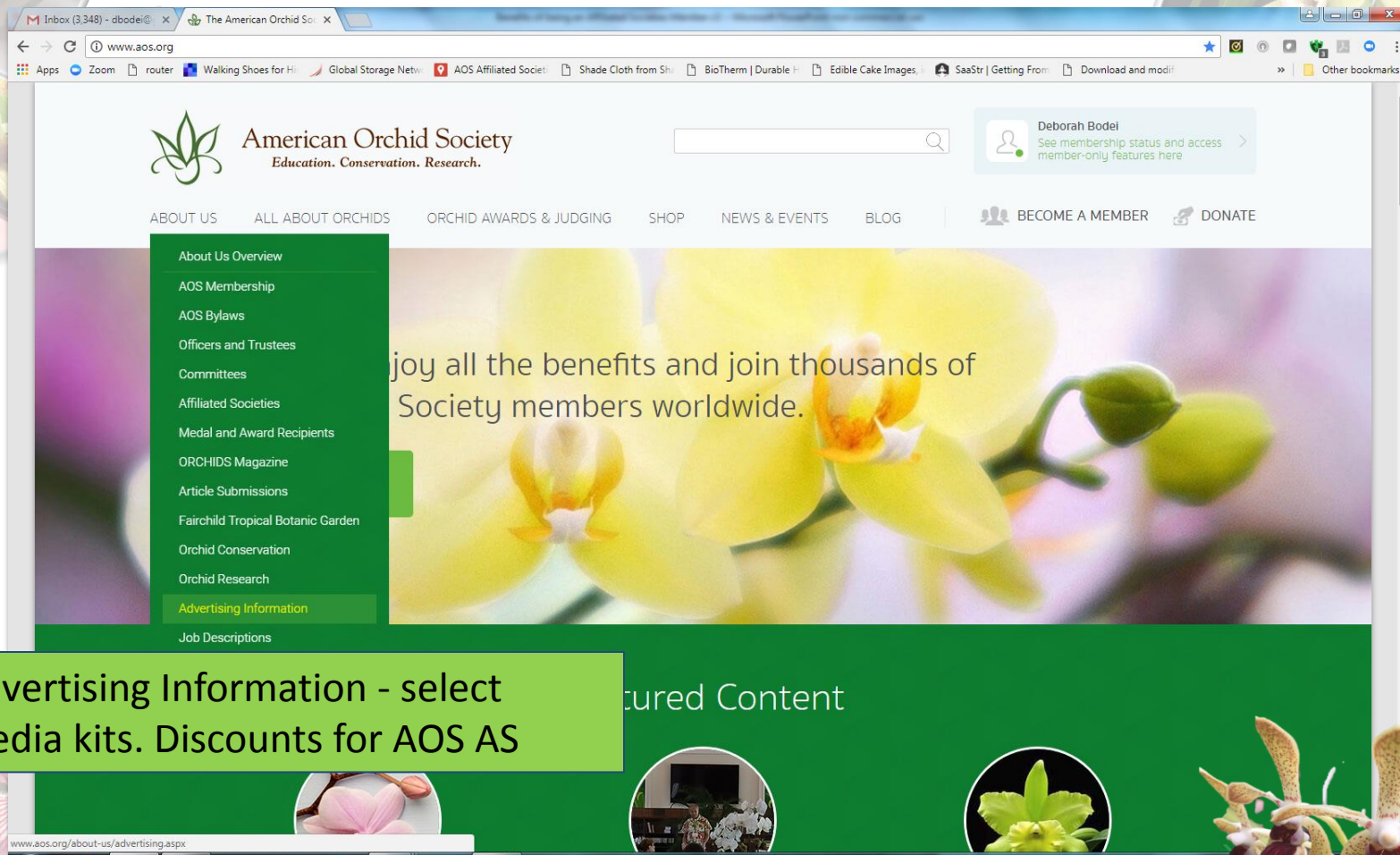
The screenshot shows a web browser window displaying the event calendar for August 2017 on the website www.aos.org/news-events/event-calendar.aspx. The calendar lists several events, each with a date, location, and description. A green callout box is overlaid on the calendar, providing contact information for listing events.

Date	Event Name	Location	Description
August 1, 2017	Pacific Central Supplemental Judging Center - San Francisco	San Francisco Hall of Flowers, Golden Gate Park, 9th Ave. at Lincoln Way, San Francisco, CA	Pacific Central Supplemental Judging Center - San Francisco will hold monthly judging on the first Tuesday of the month at the San Francisco Hall of Flowers, Golden Gate Park, 9th Ave. at Lincoln Way, San Francisco, CA at 7:00 PM.
August 1, 2017	Hawaii Judging Center - Honolulu	Kilauea Recreation Center, 4109 Kilauea Ave., Honolulu, HI	Hawaii Judging Center - Honolulu will hold monthly judging on the 1st Tuesday of the month at Kilauea Recreation Center, 4109 Kilauea Ave., Honolulu, HI at 6:30 PM.
August 1, 2017	Pacific South Judging Center - San Diego	Balboa Park, Casa del Prado, Room 104, 1600 Village Place, San Diego, CA 92101	Pacific South Judging Center - San Diego will hold monthly judging on the 1st Tuesday of the month at Balboa Park, Casa del Prado, Room 104, 1600 Village Place, San Diego, CA at 6:00 PM.
August 1, 2017	Sociedad Colombiana de Orquideología "Exposición Orquideas, Pájaros y Flores"	Jardín Botánico - Carrera 52, Medellín - Antioquia, Colombia	Sociedad Colombiana de Orquideología "Exposición Orquideas, Pájaros y Flores" is being held August 1 - 7, 2017 at the Jardín Botánico - Carrera 52, Medellín - Antioquia, Colombia
August 1, 2017	Houston Orchid Society 38th Summer Workshop		

Email theaos@aos.org to have your show listed.



Discount on Ads in *Orchids*



The screenshot shows the American Orchid Society website. The header includes the logo, the text "American Orchid Society Education. Conservation. Research.", a search bar, and a user profile for Deborah Bodel. The navigation menu includes "ABOUT US", "ALL ABOUT ORCHIDS", "ORCHID AWARDS & JUDGING", "SHOP", "NEWS & EVENTS", "BLOG", "BECOME A MEMBER", and "DONATE". A dropdown menu is open under "ABOUT US", with "Advertising Information" highlighted in green. The main content area features a large image of yellow orchids and the text "Enjoy all the benefits and join thousands of Society members worldwide." Below this is a green banner with the text "Structured Content". The footer contains the URL "www.aos.org/about-us/advertising.aspx".

Advertising Information - select media kits. Discounts for AOS AS

Direct Marketing Resources

- Email theaos@aos.org for access to AOS members' names and addresses for the purpose of promoting your shows, seminars and special events via direct mail.
- Please contact us well in advance of your anticipated mailing and let us know what states, countries or zip or postal code ranges you are interested in obtaining.
- While this service is free of charge, we do appreciate a donation to help defray costs associated with producing and mailing these lists.



Society Listing on AOS Website

The screenshot displays the American Orchid Society (AOS) website's 'Affiliated Society Lookup' page. The browser's address bar shows the URL: www.aos.org/about-us/affiliated-societies/affiliated-societies-lookup.aspx. The website header includes the AOS logo, the text 'American Orchid Society Education. Conservation. Research.', a search bar, and a user profile for Deborah Bodel. The main navigation menu contains links for 'ABOUT US', 'ALL ABOUT ORCHIDS', 'ORCHID AWARDS & JUDGING', 'SHOP', 'NEWS & EVENTS', 'BLOG', 'BECOME A MEMBER', and 'DONATE'. The central banner features a world map with the title 'Affiliated Society Lookup'. Below the banner are two dropdown menus for 'Country' and 'State/Province', and a green 'SEARCH' button. A breadcrumb trail at the bottom reads: Home > About Us > Affiliated Societies > Affiliated Societies Lookup. A 'Sponsored' label is visible in the bottom right corner of the page content.

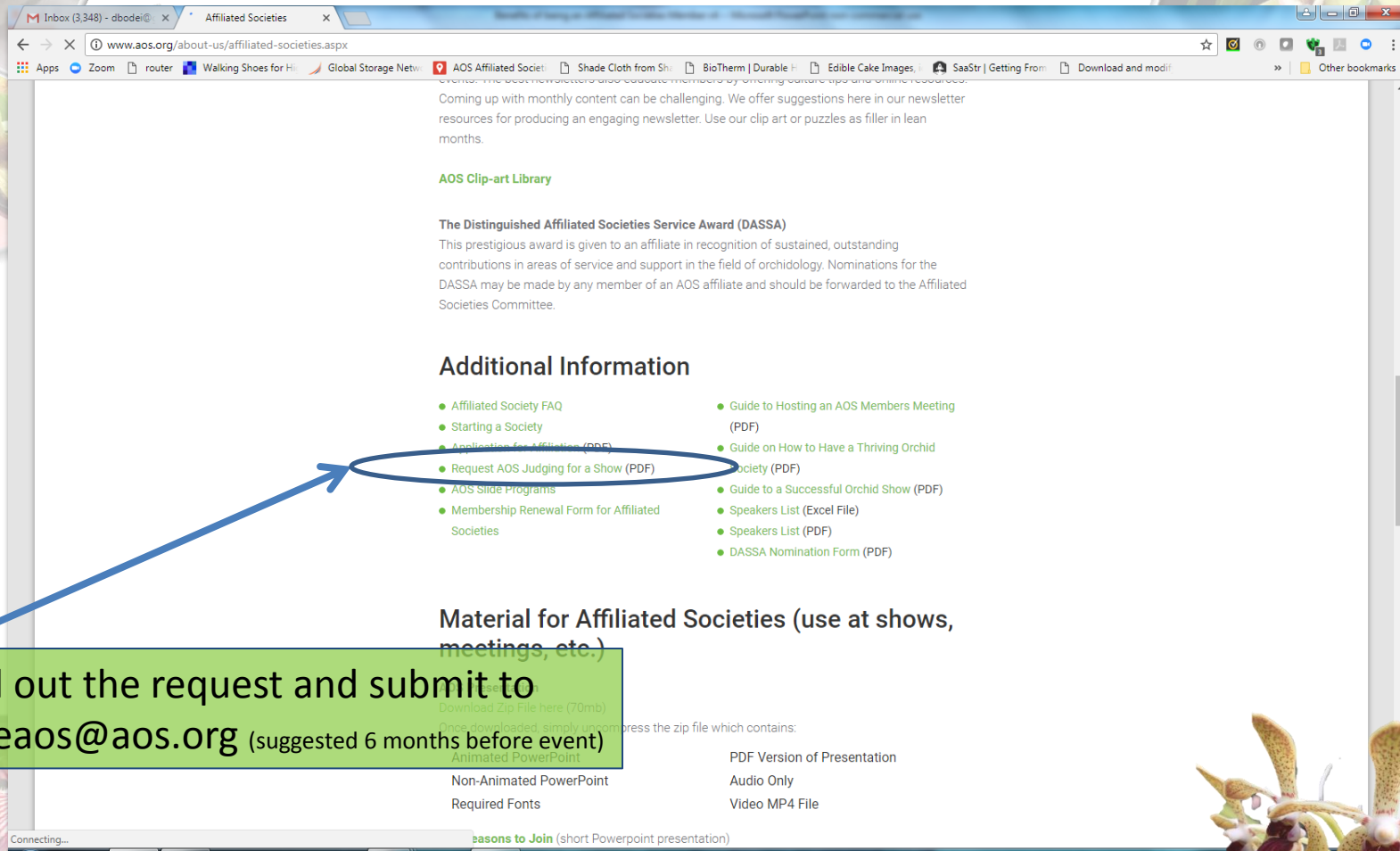


Rewards

- AOS Judging
- AOS Members meetings
- Awards



AOS Judging



www.aos.org/about-us/affiliated-societies.aspx

Coming up with monthly content can be challenging. We offer suggestions here in our newsletter resources for producing an engaging newsletter. Use our clip art or puzzles as filler in lean months.

AOS Clip-art Library

The Distinguished Affiliated Societies Service Award (DASSA)
This prestigious award is given to an affiliate in recognition of sustained, outstanding contributions in areas of service and support in the field of orchidology. Nominations for the DASSA may be made by any member of an AOS affiliate and should be forwarded to the Affiliated Societies Committee.

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Non-Animated PowerPoint
Required Fonts

asons to Join (short Powerpoint presentation)

Fill out the request and submit to theaos@aos.org (suggested 6 months before event)



AOS Members Meetings

- Look for the next meeting to be posted on the website and consider attending this twice yearly networking event



Certificates of Appreciation

- Each affiliate is eligible to receive annually two free Certificates of Appreciation for presentation to valued members of your own group!
 - The beautiful certificates may be requested at any time from AOS headquarters.
- Contact Membership Services theaos@aos.org in advance of your local society award event.



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What can I do as the AS rep for my society to best leverage our AOS affiliation?

- Obtain a logon and password (separate from AOS member logon) and make sure my society maintains current membership.
- Validate that my society listing is accurate on the website so potential new members can reach us.
- Contact the AOS to have my societies' show listed on the website calendar and in *Orchids*; consider additional advertising (at discounted rates).
- Make sure my newsletter editor is receiving the AOS Corner directly so content can be included in local publication.
- Join the AOS Affiliated Societies Facebook group page for networking with AOS AS and other AOS reps.
- Follow us on Instagram and share your pictures.



What can I do as the AS rep for my society to best leverage our AOS affiliation?

- Check the website regularly for the new and updated information in the Affiliated Society section.
- Share new material and handbooks with my society committee chairs and board members regularly.
- Inquire about how to become a host society at an AOS spring/fall meeting.
- Consider attending an AOS members meeting spring/fall and join an Affiliated Society breakfast meeting; We would love to meet with you in person!





We hope this clears things up how the AOS can help YOUR society thrive!

Email feedback and suggestions to affiliated_societies@aos.org

