

American Orchid Society



Guide on How to Have a Thriving Orchid Society



Let's Grow Together!



www.aos.org



Guide on How to Have a Thriving Orchid Society

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October 2016 Edition

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Guide on How to Have a Thriving Orchid Society

The *Guide on How to Have a Thriving Orchid Society* is a compendium of ideas collected by the American Orchid Society Membership and Affiliated Societies Committee to help your Orchid Society do the following:

- Get new members
- Keep the members you have
- Make the society experience so rewarding and fun that getting new members and keeping them will be a snap!

Special thanks to all of the Members of the Membership and Affiliated Societies Committee who shared these and other great ideas. The American Orchid Society thanks Phyllis Charles for permission to use her painting on the cover of the Guide.



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Ideas to Increase Membership

How to Recruit New Members

Membership is the backbone of any Orchid Society, and member recruitment and retention is a constant challenge. These ideas may help.

1. Give members 2 free admission coupons to the Society show that they can give to friends, relatives, and acquaintances who might be prospective members.
2. Make personal phone calls to invite people to a club meeting. One club more than doubled their membership using this approach.
3. Provide orchid-related articles to newspaper garden writers.
4. Give out new member gift bags or a newcomer's handbook that features educational materials to help new members improve their orchid growing enjoyment.
5. Assign ambassadors to welcome new members, introduce them, answer questions, accompany them, etc.
6. Ask each member to bring a guest. If the guest sees a good program with good fellowship, they might just ask how to join the fun.



7. Maintain a digital presence via your local Website, Facebook, Twitter, Flickr, etc.
8. Place flyers or brochures about your Society on community bulletin boards.
9. Have a reward program for those who bring in new members.
10. To inspire guests, have a member give a testimonial at each meeting about what he/she has learned about growing orchids by belonging to the Society.
11. Repeatedly invite prospective members.
12. Send thank you notes to guests.
13. Hold membership drives.
14. Provide Society business cards to all members to pass out when they meet prospective members.
15. Have a Visitor Day and ask each member to send out 10 invitations to prospects.

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16. Hold public workshops at garden centers, big box stores, and botanic gardens.
17. Ghost write articles about orchids for small garden center newsletters.
18. Repot orchids for free at a garden center or botanic garden. Have a signup sheet for interested people, and then call and invite them to visit a meeting. Send them a free newsletter.
19. Offer free monthly classes at a local garden center, featuring a different popular genus each month and taught by a club member who is experienced with that group of plants. Ask your sponsor to help advertise the classes.
20. Create an eye-catching display at the area recreational center with club activity information, including the date, time, location, and phone number for your meeting and an invitation to attend.
21. Provide flowers or an orchid plant each month at a public building such as a City Hall, Library, or local bank and include a small sign identifying your club as the donor. Members can volunteer to provide the plant or flowers for each month.
22. Order brightly colored t-shirts for your members with the club name on the front. Members can wear the shirts when working on community projects to give additional visibility to the Society.
23. Distribute posters to local businesses, garden centers and libraries inviting the public to a special program.



24. Distribute orchid club informational flyers to realtors to give to new residents.
25. Sponsor a yearly club competition and challenge members to bring in new members. The winner receives a traveling trophy recognizing their success in recruiting the most new members.
26. Promote your club with a booth at a local event such as a fair, festival or home show.
27. Host an “Orchid Painting Party” with local artists. Invite the public, judge the art and serve refreshments. The artists would supply their materials. Club members would welcome guests with orchid club handouts and invitations to next regular meeting.
28. Connect with your local Master Gardener group or County Extension Service. Offer to provide orchid talks or orchid displays at their events.

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29. Offer to provide orchid talks to local garden clubs. Many of their members would love to know how to re-bloom their “big box store” orchids. Donate an orchid to be raffled off, and hand out information about your upcoming meetings.
30. At all public events where your club participates, have a signup sheet for people to receive six free months of your club newsletter by email. It costs you nothing extra to send out, and they might become interested enough to come to a meeting.



31. Have drawings for a free club membership at public events, and provide information about your club and next meeting to everyone who enters.

32. If you have a public orchid sale or auction as a fundraiser, combine the event with basic culture sessions and demonstrations. Have extra club members on hand to answer questions and welcome newcomers. One club held a three-day sale at their local library, and the four culture demonstrations drew over thirty participants each. People particularly loved one class where they could mount their own orchid, after purchasing the plant from the club. The club gained 24 new members during the event.

33. Give joining members first pick of the plants on the raffle table

How to Treat New Members at Your Meeting

A prospective member attending a meeting should walk away feeling as though they are already a part of the Society. Introduce the prospective member to others during the club's hospitality time. Then, after the meeting, encourage them to ask questions about the club.

1. Elect a dedicated Membership Vice-President who is always on the lookout for prospective members and greets those who come to the meeting.
2. Have the Vice-President "partner" any guests with a member who will introduce the guests to the group at the beginning of the meeting and answer any questions they might have.
3. Provide an information packet to meeting guests and a new membership kit to new members.
4. Have incentives for those who join, such as a seedling, plant tags, etc.
5. Hold pre-meeting educational workshops for new growers.
6. ASK your guests to join.



Ideas to Keep Existing Members

Keep Existing Members

1. **Make all members feel wanted and needed as a member.**
2. Have interesting and varied programs. Keep your meetings lively, educational and entertaining.
3. Encourage members to share their talents and resources by serving on club committees and working on projects.
4. Congratulate members for a job well done.
5. Have an active fellowship committee. Provide incentives to the general members for attendance, and follow up with absentees.
6. Create a digital Year in Review. Ask members to share their pictures of those blooms that did not cooperate in order to make it to a meeting. Encourage them to include their orchid-related travel and event photos and pictures of their growing spaces.
7. For the convenience of members, order supplies and offer them for sale at the meetings. Your club might offer mixes in "hobby bag" sizes, special pots and baskets, potting clips, hooks and stakes, fertilizers, and other useful material. Once a year, have the club make a large purchase of potting media and pots at wholesale prices by combining pre-orders from all of the club members.
8. Give outstanding service awards to recognize society volunteers. Remember that each Affiliated Society is eligible to annually receive two Certificates of Appreciation from the American Orchid Society for presentation to valued members of your club. The certificates are embossed and signed by the AOS president, and are a free benefit to AOS Affiliated societies.
9. Survey all members about the types of programs they would like to have, and then plan accordingly.
10. When evaluating speakers, think about whether they will bring exciting plants to sell.
11. Do not complain at meetings. For example, if the food is bad, work behind the scenes to get it corrected.
12. Treat new members and guests as you would like to be treated.
13. Start your meeting on time! If you always begin late, members will get in the habit of coming late or not at all.
14. Have a program and announce the program ahead of time.



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15. Great newsletters build great clubs, and keep everyone updated on upcoming meetings, speakers, events, and club news! Send each meeting guest a newsletter for several months after they visit, to help entice them to join.
16. Form subgroups within the club to facilitate focus on members' particular interests. For example, the club might have a culture group, a native plant group, an orchid arrangements group, a species group, or an orchid photography group.
17. Have an "Orchid Ramble", visiting members' homes to see how different people grow their orchids. Include a picnic at one of the homes.
18. Incorporate members' photos and articles into the club newsletter or Facebook group. Actively encourage member submissions.
19. Organize a group orchid purchase from a select grower. Growers will often provide discounts to clubs, particularly on larger orders.
20. Give everyone a free plant at the club holiday party. Consider giving seedlings (that should bloom the following year) of plants that can be grown in your area without a greenhouse, and encourage everyone to bring their plants in to the meeting when they bloom. This is a great opportunity to display variability among seedlings and to discuss alternative culture approaches. Hopefully a local grower will discount the club purchase of the seedlings.
21. Have raffles and member plant sales and exchanges at every meeting. This helps newcomers build a collection inexpensively, and provides other members a good way to sell excess plants.
22. Be sure everyone wears name badges at meetings and club events. It makes it much easier to strike up a conversation when people don't have to remember a lot of new names.
23. After a year of membership (or some other milestone, such as a number of meetings attended), provide a really nice permanent name badge to the member.



24. MAKE YOUR ORCHID SOCIETY FUN!



Recognition of Growth

Recognize your members for their contributions to membership growth! Pin an orchid brooch on their lapel. Let them know you care and appreciate their hard work.

Your Orchid Society

Please Join Us ...

What: Orchid Society Meeting
When: 2nd Sunday of Month – 10:00
Where:
Contact: Cattleya Smith – 718-555-5555

Please plan to attend our next meeting for fun, fellowship and educational activities.

www.ConejoOrchidSociety.org



Presents its Annual
Orchid Show and Sale
at the
Thousand Oaks Public Library
1401 East Janss Road in Thousand Oaks
Friday, June 3, Noon to 6pm
Saturday, June 4, 10 am to 5pm
Sunday, June 5, 1pm to 3pm

Displays, Sales and Demonstrations

Orchids for sale include a large collection of varied cymbidiums, specimen quality phalaenopsis, and many beautiful but inexpensive orchids for the beginner. Companion plants, including tillandsias and succulents grown by our members, will also be on sale.

Demonstrations: Friday 1pm, Saturday 11am and 1pm

Bring your orchid questions and we will provide free and friendly answers.

The Conejo Orchid Society is a 501(c)(3) Non-Profit Organization
This program is not a Thousand Oaks Library sponsored event

Wire Basket Workshop

August 25, 2013
At 2:00pm



St. George Village Botanical Garden
127 Estate St. George
Frederiksted, St. Croix

The St. Croix Orchid Society, Inc. will be demonstrating how to make wire baskets.

Would you like to make one of your own?

Here is what you will need:

- Piece of Scrap Wood
- At least 4 feet of 1/2" Woven Wire Mesh Hardware Cloth
- Soft Pliable Wire or Small Zip Ties Wire Hangers With Four Prongs
- Heavy-Duty Shears/Wire Cutters (Wire Snips)
- Needle Nose Pliers
- Gloves
- 1 Wood or Plastic 4 or 6 Inch Basket Square Or Round
- Bamboo Stakes
- Basket lining (old Pantyhose or Onion Bags)
- Orchid Mix
- Shredded Coconut Husk (Optional)



The St. Croix Orchid Society, Inc.
For information contact
Edna Hamilton—340-514-5349
Email: stcroixorchidsociety@yahoo.com

[follow us on facebook](https://www.facebook.com/STXOrchidSociety)
www.facebook.com/STXOrchidSociety

*****Plants and supplies will be a raffled.*****

**Attendance is Important
to the Club because...**

- A member who attends contributes to the club.
- It helps develop better fellowship at club meetings.
- It makes it easier to get good programs and justifies more easily a speaker giving time and effort.
- A speaker will always give a better performance to a large audience and when the spirit of good fellowship prevails.
- It facilitates the recruiting of new members.
- It is a sign of club strength.
- It builds the club image.
- It provides better opportunity for input by a greater number of members.
- Members are needed to conduct successful club projects.

**Attendance is Important
to the Member because...**

- Fellowship opportunities are provided.
- A respite from a busy business schedule is offered.
- Occasions for leadership roles are available.
- Opportunities for personal growth through self expression are available.
- Club activities and operations are better understood.
- Opportunities are available to be of service to others and to make a difference in the community.
- Lifelong friendships are often developed.



Kanapaha Botanical Gardens
Fall Open House & Plant Sale
featuring
Gainesville Orchid Society's Annual Show "Orchids in the Garden"
Sanctioned by the American Orchid Society

Saturday, Oct. 22, 2016 • 9:00 a.m. to 5:00 p.m.
Sunday, Oct. 23, 2016 • 9:00 a.m. to 5:00 p.m.

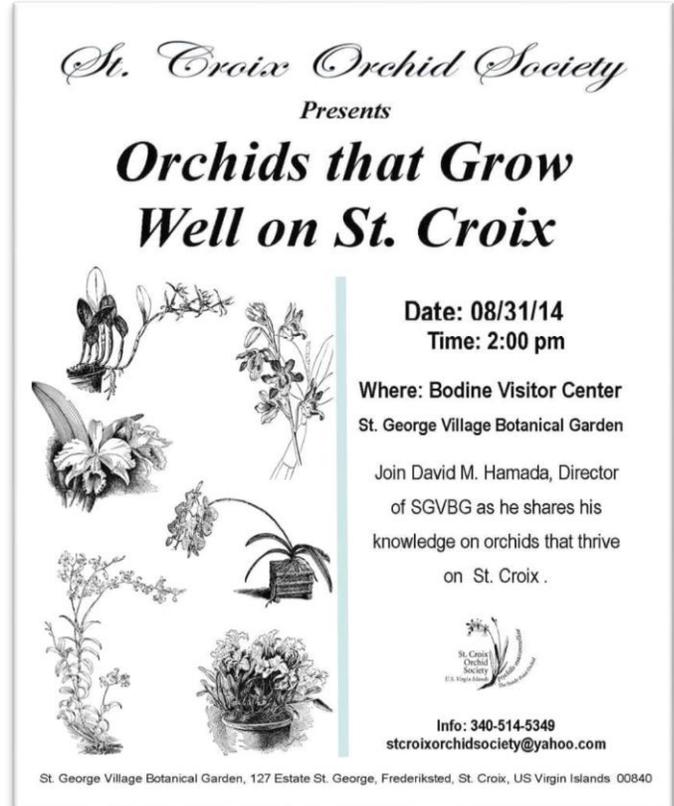
—FREE ADMISSION to show and gardens—

- Beautiful displays by professional orchid vendors and orchid societies from Florida
- Vendors offering potting supplies, orchids, garden and house plants, food and more!
- FREE orchid classes – live demonstrations both days at 10 a.m. & 2 p.m.

4700 SW 58th Dr., Gainesville, FL (garden entrance located on SW Archer Rd., 1 mile west of I-75, exit #384)
For more information visit www.kanapaha.org or www.gainesvilleorchidsociety.org

—Handicapped Accessible • No Pets, Please—

Major Sponsors:
Fairbanks Construction, The Gainesville Sun,
Ingram's Better Orchid Books,
and Visit Gainesville



St. Croix Orchid Society
Presents
Orchids that Grow Well on St. Croix

Date: 08/31/14
Time: 2:00 pm

Where: Bodine Visitor Center
St. George Village Botanical Garden

Join David M. Hamada, Director of SGVVG as he shares his knowledge on orchids that thrive on St. Croix .

Info: 340-514-5349
stcroixorchidsociety@yahoo.com

St. George Village Botanical Garden, 127 Estate St. George, Frederiksted, St. Croix, US Virgin Islands 00840

How to Make Monthly Meetings Fun

Need to inject a little more fun into your monthly meetings? Consider this: Most people learn by doing. Whenever possible, include hands-on activities, live demonstrations, field trips, games, etc. Don't be afraid to mix it up – variety is what keeps people interested!!

These proven successes will make your meetings educational, exciting and fun:

1. Sponsor contests. Bribery works! Organize contests and offer prizes to encourage participation. A little friendly competition can bring great results.
2. Offer ribbon judging at the regular meetings. Reward members at the end of the year with trophies. This keeps the spirit alive with people constantly striving to produce the maximum potential of their orchids.
3. Orchid people love orchid sales. Set aside a table at a meeting where members can sell orchids and orchid-related items. This is a great way to pick up some excellent orchids from other enthusiasts at a very fair price.
4. Ask members to post photos of their blooming orchids in the newsletter or on the Website to share with others.
5. Vary the judging routine for your orchid display. Try a “Show and Tell”, where each member talks about the plants they brought and how the member grows them. Afterward, put a cup in front of each plant and give each member a marble to vote for their favorite plant. You can also give members marbles of different colors to vote for multiple categories. You might want to include a category for the funniest “Tell”.
6. Line the walls of the room with different problems for group members to solve, posed as "How can we..." statements. (e.g., How can we get more members? Get more involvement?)
7. Have mini classes prior to the main program so that members can learn how to repot an orchid, how to take orchids from a compot or a flask, or how to use the different chemicals made just for orchids.
8. Start your meeting on a positive note by asking participant to briefly about 30 seconds) share something positive, such as:
 - a) Name one orchid-related thing you've accomplished since the last meeting that made you proud.
 - b) Name a person who has helped you in an orchid-related way since the last meeting.
 - c) Mention one orchid-related thing you're looking forward to in the coming week/month.
 - d) Mention something interesting you've learned about orchids since the last meeting.



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9. Have a raffle table with nice plants, books, supplies, etc.
10. Give a free raffle ticket to members who are also AOS members.
11. A potting party is a great way for orchid lovers to try new varieties without spending a lot of money. The club would supply seedlings, potting mix, pots, and labels for members.
12. Have a Panel discussion with Q&A. Invite members to bring in questions and troubled plants for answers by experienced growers in the society.
13. Try small group breakouts as an alternative to a lecture format meeting. Break into topic-specific groups led by an experienced grower who discusses each topic and answers questions. Members can rotate among the various groups so they get a chance to have all of their questions answered.
14. Offer orchid culture demonstrations given by experts and timed to the season.
15. Field trips are fun and educational. Visit a grower or botanic garden, or tour members' greenhouses and growing areas. Encourage comradery by including a picnic.
16. Turn a meeting into a terrarium party! The club could supply (and perhaps request a donation to cover costs) an inexpensive glass globe, a small piece of wood, some Spanish moss, or similar supplies. The club could provide appropriate seedlings, or perhaps a member could donate small divisions for the project. Members could also provide their own supplies if some of them prefer. Begin with a demonstration, and offer prizes for creativity.
17. Show a digital virtual tour of members' growing areas and plants.
18. Include awards ceremonies for the best grown plants.
19. Sponsor an Outreach American Orchid Society Judging. Your local AOS judging center will hold a regular AOS judging at your club meeting. You should allow about six months after your request to get the judging scheduled and approved. This event will take the place of your regular program, and will be provided as an educational service by the AOS at no cost to your Affiliated Society. This popular program will be a great way for your members to learn how to evaluate plants and improve their collections.
20. No budget for nationally recognized expert 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. You will need a computer, a digital data projector and



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speakers. If you have internet access at your meeting place, you can select any of the webinar recordings:

- a) Go to www.AOS.org
- b) Click on WATCH NOW
- c) Register, and the program will be ready to use. Nothing is downloaded onto your computer; you are connecting to the recording through the link. [You](#) may receive the link ahead of time and also help in using the webinars by contacting the AOS Education Committee by e-mailing education_committee@aos.org.

If your meeting place does not have internet access, go to the Affiliated Societies webpage at www.AOS.org for a list of webinars that are available as files. These files will be sent to you through the internet before the meeting. You can copy the file to a flash drive or copy it to your hard drive and show the webinar at the meeting. Instructions and support are available by contacting the AOS Education Committee (education_committee@aos.org) and you be ready to begin using this wonderful resource for your society [available in fall, 2016].

21. Set up plant swap tables so that members can exchange orchids.
22. Have an exhibit-building contest. Divide the members into teams, and provide each team with a card table, stackable boxes, a tablecloth, and similar supplies. Offer prizes for best display, funniest display, most creative display, etc. Try to plan so that each team will win a category.



ORCHIDOPHILIA
OTTAWA ORCHID SOCIETY

35th ANNUAL ORCHID SHOW
APRIL 16 & 17, 2016
ORCHID DISPLAYS * ART GALLERY * ORCHID VENDORS

35^e EXPOSITION ANNUELLE D'ORCHIDÉES
LES 16 & 17 AVRIL 2016
EXPOSANTS * OEUVRES D'ART * VENTE D'ORCHIDÉES

PHOTOGRAPHERS: TRIPODS WELCOME SUNDAY 9-11AM
PHOTOGRAPHES: TRÉPIEDS AUTORISÉS DIMANCHE (9-11 H)

Saturday: noon to 5:00pm
Sunday: 9:00am to 5:00pm
General admission: \$12
Seniors (60+): \$10
Children (8-12): \$10

Samedi: de 12 h à 17 h
Dimanche: de 9 h à 17 h
Entrée: 12 \$
Ainé(e)s (60+): 10 \$
Enfants (8-12): 10 \$

NEW LOCATION Centre RA Centre
2451 prom. Riverside Dr. Ottawa, ON
www.ottawaorchidsociety.com



Saginaw Valley
Orchid Society
51st Annual
Show and Sale

Kochville Veterans Hall
3265 Kochville Rd.
1 Mile North of Fashion Square Mall off Bay Road
Saginaw, MI 48604

Saturday
November 26, 2016 11 a.m. - 5 p.m.
Sunday
November 27, 2016 11 a.m. - 4 p.m.

General Orchid
Culture Classes
Saturday & Sunday at 2 PM

FREE ADMISSION
www.sagvalleyorchids.org

Programs ~ Programs ~ Programs

What to Do When the Speaker Cancels

Sometimes it's unavoidable. Your speaker has to cancel at the last minute. What can you do to present a good program in the clutch?

1. Play an American Orchid Society webinar! Other societies already have, and it is a wonderful resource to allow you to hear the experts. You will need a computer, a digital data projector and speakers. If you have internet access at your meeting place, you can select any of the webinar recordings:
 - a. Go to www.AOS.org
 - b. Click on WATCH NOW
 - c. Register, and the program will be ready to use. Nothing is downloaded onto your computer; you are connecting to the recording through the link. [You](#) may receive the link ahead of time and also help in using the webinars by contacting the AOS Education Committee by e-mailing education_committee@aos.org.

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2. Plan some “how-to” programs in advance (perhaps several members could each volunteer to have one program ready):
 - Growing tips and tricks
 - Growing mounted orchids
 - Culture 101 (water, feed, light, temperature, humidity)
 - Pests and disease
 - Orchid show exhibits made easy



Projects

Club projects foster interest, camaraderie and education. Try one of these:



**Orchid Symposium
& Plant Sale**

Saturday, April 5, 2014
Sunshine Mall, Frederiksted
St. Croix, US Virgin Islands
9:00am—4:00pm

Featured Speakers

Native Orchids of Puerto Rico & the Virgin Islands
Jose Fernandez, Puerto Rico

Orchids for Landscaping in the Virgin Islands
Duncan Bass, St. Thomas

Orchids not Suited for the Usual Pot
Ricardo Valentin, Puerto Rico

Shombo Love 101
Paul Storm, Meke Aloha Orchids, Florida

Registration fee — \$30

Reserve your space in advance
(340) 514-5349
or
stcroixorchidsociety@yahoo.com

Presented by
The St. Croix Orchid Society, Inc.

Sponsor
Barry University Physician Assistant Program

Speakers Day

Feature lectures by orchid growers, raffles, plant sales, and culture demonstrations.

Floral Design Workshop

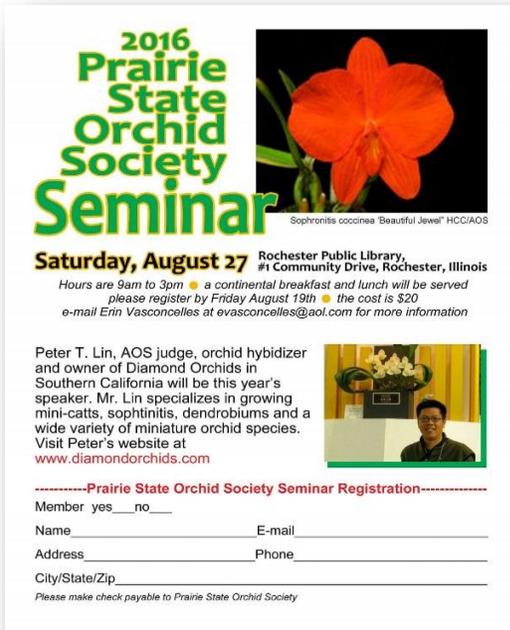
A club member who has a talent in floral designs can conduct a workshop for members. The workshop provides an opportunity for less experienced members to learn the elements and principles of design and to participate in creative floral arranging.

Exhibit Design Workshop

The Workshop can provide an opportunity to learn the elements and principles of designing and creating exhibits.

Orchid Auction

Offer interesting hard to find plants.



**2016
Prairie State
Orchid Society
Seminar**

Sophronitis coccinea 'Beautiful Jewel' HCC/AOS

Saturday, August 27 Rochester Public Library,
#1 Community Drive, Rochester, Illinois

Hours are 9am to 3pm • a continental breakfast and lunch will be served
please register by Friday August 19th • the cost is \$20
e-mail Erin Vasconcelles at evasconcelles@aol.com for more information

Peter T. Lin, AOS judge, orchid hybridizer and owner of Diamond Orchids in Southern California will be this year's speaker. Mr. Lin specializes in growing mini-cattis, sophinitis, dendrobiums and a wide variety of miniature orchid species. Visit Peter's website at www.diamondorchids.com

-----Prairie State Orchid Society Seminar Registration-----

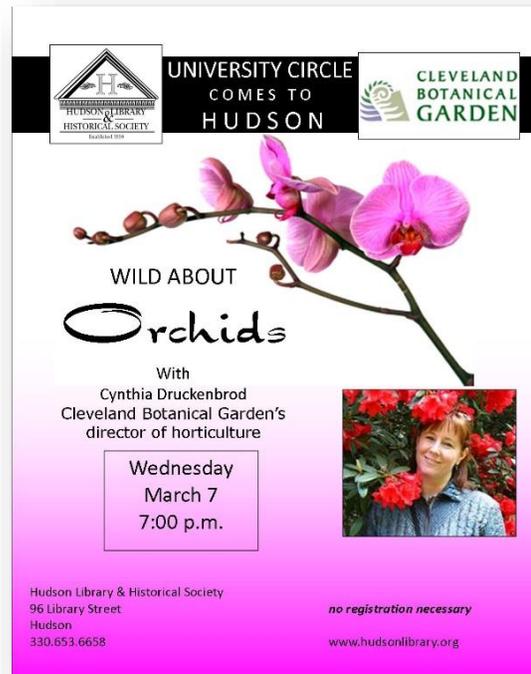
Member yes ___no ___

Name _____ E-mail _____

Address _____ Phone _____

City/State/Zip _____

Please make check payable to Prairie State Orchid Society



UNIVERSITY CIRCLE
COMES TO
HUDSON

HUDSON LIBRARY & HISTORICAL SOCIETY

CLEVELAND BOTANICAL GARDEN

WILD ABOUT
Orchids

With
Cynthia Druckenbrod
Cleveland Botanical Garden's
director of horticulture

Wednesday
March 7
7:00 p.m.

Hudson Library & Historical Society
96 Library Street
Hudson
330.653.6658

no registration necessary
www.hudsonlibrary.org

Ideas for Advertising for Events

Great advertising is the secret to successful club events. The following strategies were used by the Ottawa Orchid Society to bring over 2000 people to their 1½ day orchid show in 2016:

1. Place poster in libraries, community centers and other public areas across the city.
2. Distribute book marks to specific interest groups and give the holder a discounted entry price if the bookmark is presented at the door. Each bookmark is coded in the lower right hand corner to reveal the source of attendees (codes F= florists, P= photographers etc.), and this tells how to target your audiences to get the best attendance. Do specific bookmarks for the non-English speaking communities (e.g. Spanish, Chinese, English and French), florists, photography clubs, art associations, garden and horticultural centers, other orchid societies and seniors. Seniors are the fastest growing group of attendees for this show.
3. For groups of over 15 or more, give a significant discount on the entry ticket and provide a cafe where they can have refreshments after they have seen the show. This has become a popular outing for groups from Ottawa's senior residences.
4. Write special letters of invitation to these groups. (See Appendix: Sample Invitation Letter)
5. Place short advertisements in community papers.
6. Write and distribute articles of interest about orchids.



35th Annual Orchid Show

DISPLAYS, ORCHID SALES AND SUPPLIES, ARTWORK AND MORE

April 16 & 17, 2016
 Sat. noon to 5:00 p.m.
 Sun. 9:00 a.m. to 5:00 p.m.

NEW LOCATION

RA Centre
 2451 Riverside Drive, Ottawa Ontario

General admission: \$12
Seniors (60+): \$10
Children (8-12): \$10

\$2 OFF ONE ADMISSION WITH THIS COUPON
(Not valid in combination with any other coupon)

Learn more at www.ottawaorchidsociety.com

Alamo Orchid Society 2016 Show & Sale

Spring into Orchids

April 15th-17th, 2016
San Antonio Garden Center
 3310 North New Braunfels Ave.
FREE ADMISSION
 (Donations accepted)

• VENDORS •

Clown Alley Orchids
 Ecuagenera
 E.D. Humington Orchids
 LA Orchid Connection
 Miller's Tropicals of Texas
 Orchids & Tropicals
 Spring Orchids
 Stoneware by Ann



Friday, April 15th 12:00 noon to 4:00 p.m.	Saturday, April 16th 10:00 a.m. to 5:00 p.m.	Sunday, April 17th 10:00 a.m. to 4:00 p.m.
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7. Invest in 45 second videos for local TV stations (which are always shown).
8. Post road signs on the street at the exit to suburban housing estates. It is best if they are colored and put on coroplast plastic so that they can be used again the following year by just changing the date.
9. Use social media, including Facebook and Twitter.
10. For the week before the show, feature the commercial growers that will be selling plants at the Show. Needless to say, vendors love free publicity.



Please Stay In Touch With The AOS!!

Your society's AOS representative is your club's primary point of contact with the AOS. Please be sure to let us know if you change your representative or if your representative gets a new email address, phone number or address*!

Otherwise, you could miss out on your club's copy of Orchids magazine, the monthly AOS Corner email newsletter, and important news about the free AOS webinars and many other benefits available to AOS members and AOS affiliated societies.

AOS representatives keep their club informed about AOS shows, judgments, and events near you and available online! Let's grow together!

*** Please call the AOS office at (305) 740-2010 or email Bwalsh@AOS.org to keep the AOS up to date on any changes in the identity or contact information for your society's AOS representative.**

Resources

"Membership and Program Guide", Oleander District of the Garden Club of Georgia, Inc., October 12, 2012

Cover Painting by Phyllis Charles, www.phyllischarles.com, St. Croix, US Virgin Islands

Guide on How to Have a Thriving Orchid Society

Sample Membership Form

FOOTHILLS ORCHID SOCIETY MEMBERSHIP APPLICATION OR RENEWAL

Name Address Postal Code Telephone Email Date

(Email required for receipt of monthly newsletter & other Society communications)

I am a... (please check one) o New Member o Renewing Member

Membership fee: \$30 (all memberships renew in September. We do not pro-rate fees).

Please make cheque payable to the Foothills Orchid Society

May we make your contact information available to other members? o yes o no

How many years have you grown orchids? _____

What are your favourite genera? _____

What are your growing conditions? (check any that apply)

o Greenhouse (sq. footage) _____ o House o Windowsill o Lights o Fluorescent o HID

Are you a member of the American Orchid Society? o yes o no

Are you a member of the Orchid Digest? o yes o no

For New Members:

How did you hear about the Foothills Orchid Society ?

o TV o Radio o Newspaper o Vendor o Website o Member

Other _____

Please bring form and fees to next meeting or mail to:

Foothills Orchid Society, P.O. Box 22111, Bankers Hall, T2P 4J5

www.foothillsorchidsociety.com

Follow us on Twitter & Facebook!



@FoothillsOrchid



www.facebook/FoothillsOrchidSociety/

As a Member, I would be available to: o Host visiting speakers o Bring snacks o Assist directors w/their duties o Phone Committee o Assist w/Shows/Displays o Other _____

Guide on How to Have a Thriving Orchid Society

Sample Welcome Letter



Welcome to the Alamo Orchid Society!

We're so glad you joined us. We hope that you'll find spending time with others who share your interest in orchids adds another dimension to your enjoyment of them.

We have some free resources for you that offer valuable, downloadable information on orchid culture and Alamo Orchid Society events.

Publications

- Monthly newsletter – This includes all the news about the Society's upcoming activities.
- www.alamoorchidsociety.org – Please bookmark our Website, where you will find complete information on our programs and events.
- www.facebook.com – Check out the Alamo Orchid Society on Facebook for event info, too.
- www.aos.org – The American Orchid Society Website is chock full of articles about culture, growing tips and orchid pests and diseases.

Events

There are many ways for you to get involved in the Society and increase your orchid enjoyment.

- Monthly meeting – Each month we have a different speaker represent one of the many facets of the orchid world. We encourage members to share their growing success by bringing their blooming plants to the meetings. The meetings are held on the first Friday of the month.
- Growers group meeting – On the third Sunday of every month, we visit a member's greenhouse (or windowsill as the case may be) to learn how they grow their plants. We always pick up a tip or two.
- Society orchid show – Every 18 months the Society hosts an orchid show with exhibits, vendors and judging. There are lots of learning and volunteering opportunities during a show.

We know that life gets busy, but we hope you will come to our monthly meetings. Our members are gracious, welcoming and down-to-earth. We are eager to share our orchid-growing experiences and how-to advice to help novice growers and old timers alike grow the best orchids they can.

It is our sincere wish that you enjoy the time you spend as a member of the Alamo Orchid Society. We've included our member directory for your reference. If you have any questions, just pick up the phone or send an email. And please know that we look forward to getting to know you better.

Guide on How to Have a Thriving Orchid Society

Sample Show Invitation Letter



The Ottawa Orchid Society is pleased to announce that its 35th annual show will be held on April 16 and 17, 2016 at our new location at the RA Centre, 2451 Riverside Drive in Ottawa.

We would be appreciative if you would share this event information with your customers by displaying our poster and distributing our \$2 off admission coupons to your customers. More information on the show and extra discount coupons can be found on our web site at www.ottawaorchidsociety.com.

This show is one of Eastern Ontario's largest annual floral events with more than 35 displays of live plants and over 600 different orchids from around the world. It's the best opportunity in the region to experience the colour, fragrance and beauty of the world's most exotic flower. It brings together growers and hobbyists from Eastern Ontario, as well as from the U.S., Quebec and throughout Ontario.

Besides the many orchid exhibits, there are Ikebana floral arrangements, a gallery of orchid-inspired art works, crafts and photography. Volunteers will host educational tours; expert growers from the Society will be on hand to diagnose pests and diseases and provide advice on growing healthy plants. The sales area will feature more than 25 vendors, including international orchid breeders offering a range of outstanding plants and supplies. Orchids are a preferred subject for photographers. Tripods are welcome on Sunday morning of the show, from 9:00 a.m. to 11:00 a.m.

Show hours are 12-5 p.m. on Saturday and Sunday 9-5 p.m. Admission is \$12 for adults; seniors and children over 12 are \$10. Admission will be reduced by \$2 on presentation of the discount coupon at the door.

Thank you for your help. We look forward to seeing you this year.

David Cooper
Show Co-chair, Ottawa Orchid Society