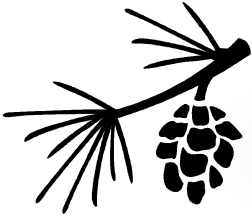


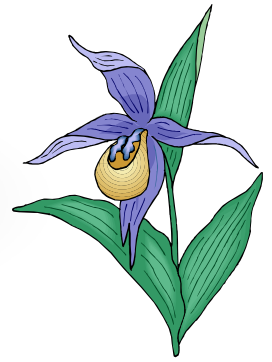
October 2008



# Pinelands Orchid Society

[www.pinelandsorchidsociety.org](http://www.pinelandsorchidsociety.org)

P.O. Box 954 - Voorhees, NJ 08043



## Pinelands meets at Medford Leas

At our September meeting, we made the announcement that our society was looking into an alternate location for our monthly meetings. The decision to make this change after so many years of meeting at our current location was made by the Board this summer after reviewing the challenges we have faced with the availability and conditions at the Woodland Fire Hall during the past two years.

Beginning with our October 7th orchid society meeting, Pinelands will be assembling at Medford Leas. Medford Leas is a continuing care retirement community located off Route 70 in Medford, NJ. Our regular meeting day and time, the first Tuesday of the month at 7:30 p.m., will not change, and we shall no longer be affected during months when there are general elections.



Medford Leas is an ideal meeting place for our society. As many of you know, the 168-acre Medford Leas campus is a designated arboretum and nature preserve. Visitors to the Arboretum can view one of the most extensive plant collections in all of Southern New Jersey by exploring the 33 different and expertly-designed "courtyard" gardens. Medford Leas maintains strong ties to the horticultural community by hosting the Master Gardeners of Burlington County and programs through many local garden clubs.

Please see Page 2 of this newsletter for detailed driving directions and Page 3 for a map of the Medford Leas campus.

We are excited about our new meeting location and for the opportunity to welcome members of the Medford Leas community to our meetings each month!



September Show Table:  
*Cadetia taylorii*  
Grown by John DeGood

## October's Monthly Meeting



The next meeting of  
Pinelands Orchid Society  
will be held on  
**Tuesday, October 7th, 2008**  
at 7:30 p.m.,  
at Medford Leas,  
1 Medford Leas Way,  
Medford, NJ 08055

**Doors will open to accept  
Show Table  
Plants at 7:00 p.m.**

### Please Remember:

Show Table plants, along with their  
Completed Show Table slips, must be  
on the Show Tables  
by **7:30 p.m. sharp** in order to be  
eligible for judging!

## Pinelands Orchid Society Monthly Meeting Time Schedule

7:00-7:30 Arrival of Show Table  
Plants

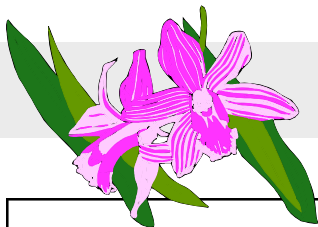
7:30 Business/Announcements

7:45 Refreshments/Social Time/  
Culture Corner

8:15 Program/Speaker

9:00 Show Table Critique

9:30 Raffle



# The Orchid Calendar

- **Friday, October 3rd & Saturday, October 4th**—Fall Sale at Waldor Orchids in Linwood, NJ. 20% off on all plants and supplies. Go to [www.waldor.com](http://www.waldor.com) for more information or call 609-927-4126.
- **Tuesday, October 7th** — Pinelands Orchid Society’s monthly meeting at 7:30 p.m., our new location at Medford Leas. Our speaker for October will be David Off from Waldor Orchids. His program will focus on orchid virus detection, testing, and prevention. Members are encouraged to bring suspect plants for diagnosis / testing. David will bring plants for sale as well.
- **Saturday, October 11th**—Deep Cut Orchid Society’s Annual Auction, 10:00 a.m.—3:00 p.m. at the Colts Neck Fire Company. For more information, contact [LarryDesiano@verizon.net](mailto:LarryDesiano@verizon.net).
- **Friday to Sunday, October 17th to 19th**—Thanks to the leadership of Longwood Gardens and the DuPont family, the American Orchid Society will be returning to Longwood Gardens for its 2008 Members Meeting. The meeting will take place at the Hotel Dupont in Wilmington, DE, and Longwood Gardens, Kennett Square, PA, a distance of only 10 miles. It has been more than 60 years since the AOS last met at Longwood and everyone involved is excited, not only about October, but for the relationship and bond these two great organizations are developing for the future. Go to the AOS web site to register for this event.
- **Tuesday, November 4th**—Pinelands Orchid Society’s monthly meeting at 7:30 p.m. at Medford Leas.
- **Sunday, December 7th** — **Save the date!** Pinelands & South Jersey Orchid Societies will hold their 2nd Annual Joint Holiday Party at the Wyndham Hotel in Mt. Laurel, NJ, from 6:00 to 10:00 p.m.



American Orchid Society

*Longwood Gardens*

## Driving Directions to Medford Leas:

From the Cherry Hill area, go east on Route 70 and on to the junction of Routes 70 and 541 (Medford-Mt. Holly Road). Continue past 541 and past the “Indian Chief” on Route 70. Take the next “jughandle” turn (Medford Leas Drive). After entering the property, turn right at the fork onto Woolman Haddon Way. Follow this road which will end at a parking lot behind the Community Center. Enter through the back door of the building and take the elevator up to the Main Floor. After exiting the elevator, turn right a short way to the auditorium.



September Show Table:  
*Cattleya Bactia* ‘Grape Wax’  
 Grown by Kathleen Harvey



## Our Program for October:

**David Off  
of Waldor Orchids**

**Orchid Virus Detection,  
Testing and Prevention**

An excerpt from the September 2008 issue of the Waldor Orchids Newsletter:



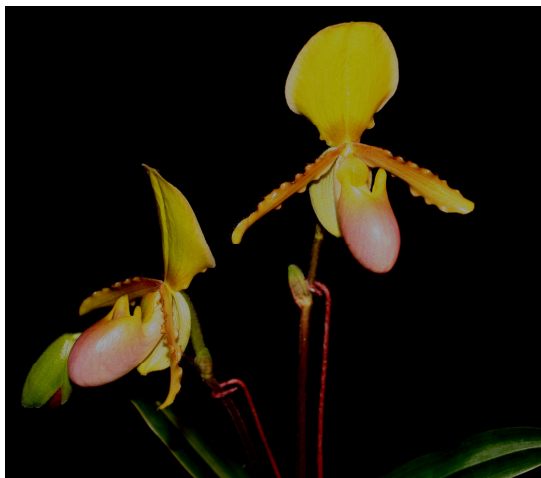
Family members and employees at Waldor Orchids include (top, from left) Debbie Off, Bill Off, William Robinson, Walt Off, Amy Off, Elizabeth Off, Angelica Mendez (center) and David Off (bottom).

The origins of Waldor Orchids reach back to the 1920's, but the family business is well-rooted in the 21st century. Walt Off, co-owner of Waldor with his brother Bill, explains that the hottest trend at the Linwood, NJ, company is its online component. The web site, [www.waldor.com](http://www.waldor.com), was developed in 2005, and Internet sales have increased steadily ever since. He estimates that 10 percent of overall gross sales now come from online orders, and predicts it will reach 26 percent in the near future.

"A lot of people are looking for the old-time cattleyas," Off says, but Waldor's special orchid potting mix and fertilizer are also selling well on the web. The orders come from throughout the U.S., including a strong contingent in California, and from South America. "We have a very good customer in Chile buying our very finest."

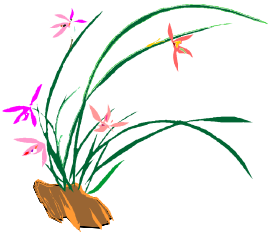
"Sales to flower and plant stores in the Philadelphia, Wilmington, and South Jersey region still make up the biggest part of the business, which was started by Walt's father, George, in the mid-1920's. George's father, Frank B. Off, owned the Brighton Hotel and operated the Strand Hotel in Atlantic City. George started the flower business to supply the hotels, and developed various hybrids of his beloved orchids.

The Off family has been displaying orchids at the Philadelphia Flower Show since the 1930's. With three generations now taking part in the business, Waldor Orchids will create a Showcase Garden for the 2009 Flower Show theme, "Bella Italia." Waldor is planning to interpret the ambiance of the Italian Riviera. "We're looking at hotel lobbies," Off says. "We're thinking of creating a hotel interior overlooking a swimming pool on the Riviera." They are also contemplating a trip to Italy as part of the research.

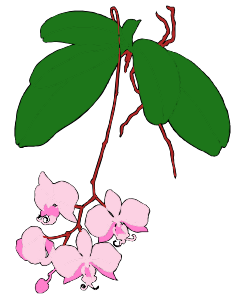


September Show Table:

*Paph. Pinocchio*  
Grown by  
Ty Triplett



**Pinelands Orchid Society**  
**2008—2009**  
**Membership/Renewal Form**



Names(s) \_\_\_\_\_  
Last Name(s) First Name(s)

Address: \_\_\_\_\_  
 \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Please send my newsletter by USPS

**September 2008 to June 2009 Membership Dues:**

Category (check one) **Single \$20.00**  **Family \$25.00** (2 + members at same mailing address)

We could not function without the volunteerism of our members. We ask that you volunteer to help out on **at least one** of our committees. It is the best way to advance your orchid-growing knowledge, have fun, and make new friends who share the love of orchids!

We welcome your help on any of our committees that you are interested in. Just ask!

**Monthly Meeting:** **Welcome Visitors/Interview New Members**  **Assist with Raffle**

**Hospitality/Refreshments:** **Set Up (7:00-7:30)**  **Clean Up**

**Speakers/Programs:**  **Sell Supplies at Monthly Meetings:**

**Show Table:** **Set Up (7:00-7:30)**  **Assist Judges**  **Photography**

**Library:**  **Longwood Gardens Show:**  **Holiday Banquet Planning:**

Please make checks out to **Pinelands Orchid Society**.

You can bring them to the meeting or mail to:

**Betsy Sullivan, Membership Secretary**  
**122 W. Maple Ave., Moorestown, NJ 08057**

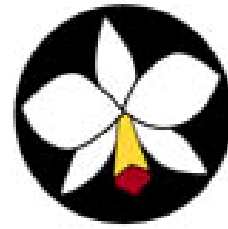


## Newsletter Reminder

This is the last issue of the newsletter that you will receive by regular mail! Our newsletter will be sent to everyone by email each month. (Except for those members who do not have email/computer access who will still receive the regular mail version).

We wanted to make sure that everyone received this issue which contains the directions & map to our new meeting location, Medford Leas.

If you would like to continue receiving a regular mail version of the newsletter each month, please contact Christine Jacoby (if you have not already done so) to be placed on the mailing list. It is also important that we have your current email address so that you will continue to receive newsletters each month.



## OrchidWiz Group Discounts Now Available

**OrchidWiz** Encyclopedia is now discounted for volume orders from orchid societies, clubs, and other organizations. Discount levels available for groups of 5, 10, or 20+. Discounts apply to new programs only. If you are interested in purchasing the **OrchidWiz** program through our society, please contact Christine Jacoby at:  
roji@comcast.net  
856-273-6547

### Pinelands Orchid Society Officers, Trustees, and Committee Members 2008-2009

#### President

Bayard Saraduke  
bayard1@comcast.net  
856-303-1662

#### Vice President

Mike Scott  
856-547-0386  
mscott48@comcast.net

#### Secretary

Betsy Sullivan  
betsyander@gmail.com  
856-234-8608

#### Treasurer

John DeGood  
(609) 324-4448  
jdegood@comcast.net

#### Trustees

Ro Hill  
Marie Wann  
Christine Jacoby

#### Newsletter

Christine Jacoby  
Betsy Sullivan

#### Show Table

Donna Boyle  
dnnboyle@yahoo.com  
Bob Taylor  
orchidman@comcast.net  
Lee Renner  
laluren@comcast.net  
Mike Scott/Photography

#### Members' Sale Plants

Delores Collier

#### Monthly Meeting Raffle

Florence Lon

#### Web Site/Library/ Name Tags

John DeGood

#### Orchid Supplies

Vacant

#### Sunshine Broker

Anita McGann  
(856) 779-0643

#### Meeting Site Coordinator/ Audio-Visual Mgr.

John Ceresani  
ceresani@comcast.net

#### Hospitality/ Refreshments

Christine Jacoby  
Anita & Bob McGann  
Bob & Myrna Bookbinder



#### Sunshine Broker

If you know of any member who would appreciate receiving a "get well" note or condolence card during the year, please let Anita McGann know.

Anita can be reached at  
(856)779-0643.  
rcm51402121@yahoo.com