



orlandiana

**Newsletter of the
Bromeliad Society of Central Florida**
Volume no. 51, Issue no. 9

Next meeting: September 18, 2024

Where: Leu Gardens, 1920 N. Forest Avenue, Orlando, FL 32803

6:30 –7:00 is time for displaying and purchasing plants

Program officially begins at 7:00 pm

CONTENTS

President's Message	2
August Minutes	4
Guest Speaker	5
List of Upcoming Events	6
Plant of the Month	6
NEWS FLASH - BSCF AROUND THE WORLD	8
Pictures	9
Membership form	11
Officers	12

Visit the Bromeliad Society of Central Florida Website at:
www.bromeliadsorlando.com

You will find an activities page that lists our speakers for upcoming meetings, downloadable copies of newsletters, plant photos, a map to Leu Gardens, and more! This is a great place for the public to find out about our Society or send us a message. Check it out!

Cover Photo: Canistropsis 'Tangerine' Dennis Cathcart hybrid



President's Message

Every month our Treasurer reports on our finances. It is a happy picture. We have added to our reserves each year for quite some time. In fact, we have built up reserves that are about five times our annual operating expense. That means we could eliminate plant sales and dues, and be able to operate off our reserves for four or five years. That is a comfortable reserve for any organization. However, the raw numbers can create misconceptions.

Much of BSCF's financial health is due to the fact that Leu Gardens charges us only \$1,500 per year for our meeting space, and supplies the tables, chairs, audio-visual, etc. Plus, the Leu staff does the bulk of the manual labor setting up the chairs and tables we use. The staff also hauls all those tables and chairs to the storage room after we leave. What we pay approximates what Leu has to pay its staff to do all that work every month. If we were not a plant society, we would be charged \$11,250 per year for the same space. If we had to pay market rates for equivalent space at other venues, the cost would start at about \$6,500 per year to over \$15,000. We would go broke quickly even with all of our revenue-producing activities. And, at most venues we would need a bunch more volunteers every month to haul tables and chairs, set them up and put them away after the meeting. Most venues do not do all of that work without charging an arm and a leg on top of their base rental fees. To a great extent, our financial health is due to Leu Gardens' policy of fostering plant societies.

(We want to remain welcome. So, let's all follow the Gardens' rules and policies, even if something seems silly at times. And, let's all be friendly and smile when dealing with staff, even if you are feeling frustrated at that moment.)

Our only other major expenses are insurance (about \$1,000 per year), speaker fees and reimbursing members for expenses they incur doing work for the society, like buying beverages, table covers, paper plates, etc. for the meetings. We really are a low budget organization.

Another reason our reserves are healthy is because we have three major plant sales each year.... The Leu Gardens Spring Plant Sale, the Mother's Day Exhibition & Sale at Fashion Square, and the Mead Garden GROWvember Festival. We add to reserves about what BSCF nets off one of these sales each year. If any one of the sales was cancelled, we would add little or nothing to reserves. Anyone want to take a bet on how long Fashion Square will remain open to us? It no longer does much to provide general public outreach, but the space is free, which greatly enhances what BSCF nets from plant sales.

Since we are financially sound, we do splurge once each year with the holiday party. Come to the party and you receive a florist quality bromeliad as the Society's gift to you. The retail price of those gift broms is more than the dues paid to join. But, BSCF does not pay retail. We pay far less. Even with that once-a-year splurge, the pennies are pinched.

Being financially sound allows us to consider opportunities to undertake a new major activity. Since Fashion Square no longer functions as much of an outreach to the general public, it was suggested a few months ago that we participate in one of the area plant festivals. There are major spring plant festivals in Apopka (April 26-27, 2025) and Winter Garden (April 5-6, 2025). They draw tens of thousands of people. The Winter Garden festival claims that 60,000 people walked through last year. That's more than four times the size of the crowds at the Leu Gardens Spring Plant Sale! The Apopka festival has been historically bigger. However, unlike at Leu Gardens, most people who go to these festivals are not already plant addicts. Many go just for the fun atmosphere and strolling along. That means bromeliads not in bloom and lacking colorful foliage are not as likely to sell as at a 'plant addict' event. There is also a timing issue. The Seminole Society has its spring sale in April. Many of BSCF's regular sellers would not want to miss it.

Still, participating in one of the festivals would provide outreach at minimal cost. At the Winter Garden festival a 10' x 10' space costs \$200. For \$375 a space could be 10' x 20'. It might not be a revenue source for BSCF, but just \$2,000 in plant sales would cover the cost. Just a few sellers could sell that much. Being a part of either festival would primarily serve to increase community awareness of BSCF by distributing information. We just might attract some new members. The real investment would be the time and energy of those setting things up, staffing the booth and breaking it all down. We have a tough time getting weekend volunteers who are not selling plants. Is anybody ready to commit to participate? If so, let your willingness be known. We can look at the details of what is involved and how we might make it work for BSCF.

While you think about that, is there something else you would like to see us doing? Imagine what you would like. We are going to keep pinching pennies, but we are sufficiently comfortable to look at possibilities. From little acorns mighty oaks grow.

Mike McMahon

**BROMELIAD SOCIETY OF CENTRAL FLORIDA, INC.****Draft Meeting Minutes****August 21, 2024****Will be approved with potential corrections at the September 18, 2024, meeting**

Meeting was called to order at 7:05 p.m. by President Mike McMahon at Leu Gardens Orlando, Florida.

Program: Vice President Tim Dreggors introduced guest David Sands speaking on, "Mistakes: A review of Wrong Turns on the Road to Becoming Experienced."

Announcements: Mike McMahon announced that plants are still for sale; check-out Plant of the Month table: Hybrids by Michael Kiehl and Lisa Vinzant; silent auction continues and drop by the Advice Table.

Meeting break for refreshments from 7:48 p.m. until 8:07 p.m.

Business Meeting; was called to order at 8:07 p.m. by Mike McMahon. Mike announced that raffle tickets could still be purchased.

Membership Secretary: Pam Marion reminded members who are selling at the GROWvember Festival at Mead Gardens can get their member number from her.

Minutes: The draft minutes of the July 17, 2024, meeting were published in the August 2024 *Orlandiana* with no corrections. ***A motion to accept the minutes as written was made by Susan and seconded by Karen Steinberg. The motion passed unanimously.***

Treasurer's report: Joyce Gibault reported that the organization was financially stable. Income and expenses were presented.

President's Report: Mike McMahon announced that the Nominating Committee members are the following: John Boardman as chairman, Cathy Schubert and Steve Beudoin. They will announce the slate in September.

Some members have recently been having difficulty receiving emails with attachments from the BSCF website (www.bromeliadorslando.com). This mainly has to do with the newsletter, but it also gets posted on BSI and FCBS websites. Although this is an alternate place to see the newsletter it is not posted as quickly as on the BSCF website. This problem has to do with the carriers and hopefully it will be straightened out soon. In the meantime, the BSCF newsletter is posted on the BSI website.

Committee reports: Holiday Party- Chairman Paula Edwards announced that members can sign up to help with food, decorations and more. The theme is a Tropical Florida Holiday Party and will take place on November 20, 2024, here at Leu Gardens.

GROWvember Festival at Mead Gardens will start Friday, November 8, 2024. Members that participated last year will be contacted to see if they want to participate again. It was the most profitable plant sale last year.

Old Business: None.

New Business: None

Show & Tell: Numerous interesting specimens were shown and explained by various members.

Door Prize/Raffle giveaways: President Mike McMahon announced that participants that brought in a Plant of the Month can go up to pick a plant, then, ticket numbers were drawn. Meeting adjourned at 8:45 p.m.

Respectfully submitted,

Dr. Telka diFate
Recording Secretary
Bromeliad Society Central Florida

Date Approved



Dennis and his wife Linda own and operate Tropiflora, established in 1976, which remains one of the largest collector-oriented exotic plant nurseries in the United States. Tillandsias and other bromeliads are a specialty as well as a wide assortment of rare succulents, myrmecophytes, aroids, orchids and more.

“Through our publication, the 'Cargo Report', we stay in touch with our customers throughout the world and try to bring them into the world we know, a fascinating one of adventure and beauty”, Dennis explains. “Our work with exotic plants, collecting, studying, photographing, writing and speaking about them has taken us to many countries around the world. Exploring for new plant varieties is still one of our favorite activities, and we have made over 100



collecting trips to more than twenty seven countries from the Caribbean and Latin American to South East Asia, Africa and Madagascar. Linda often is a part of these travels and has been in many different countries, roughing it along side of me. Our explorations have resulted in the introduction of a number of new species of bromeliads to science and cultivation. Three species of bromeliads, an Aechmea, a Neoregelia and a Vriesea, carry the specific epithet cathcartii."

Dennis will be sharing his experiences with Ray Coleman, who created many wonderful Neoregelia hybrids. The program will include collecting trips when Dennis was accompanied by Ray as well as a focus on Coleman's hybrids.



GROWvember Festival at Mead Garden

BSCF is once more participating in Mead Botanical Garden's Fall Festival. It is a fun, casual event with dozens of vendors selling all sorts of plants, from begonias and orchids to blooming annuals for Fall planting. And, of course, there will be bromeliads. All members are able to sell bromeliads at this event. (Only bromeliads may be sold at the BSCF booth.) If you are interested, contact Mike McMahon so the society space can be laid out. He will send you the rules for the sale. Each seller provides their own tables, chairs, tent and whatever else they need. All sales are through the central society check-out, with BSCF retaining 20%.



Everyone will want to check out the sale. There will be more bromeliads available than at any other BSCF sale, literally thousands! And, folks save some special ones just for this event. Plus, there are all sorts of garden plants available from other participants. It's a fun event.

Officially, the festival opens to the public at 2:00 PM on Friday, November 8. But, brom-crazies from as far away as Jacksonville, Tampa, Ocala and Vero Beach will be coming, and they arrive early, usually by 1:00 PM. So, to allow BSCF members a chance to be 'first', BSCF will be ready by Noon. Even if you work, you have a chance for a lunch hour visit.

WHERE: Mead Botanical Garden, 1300 S. Denning Drive, Winter Park, FL 32789

WHEN: Friday, November 8 (officially, 2:00 PM to 6:00 PM) and Saturday, November 11 (8:00 AM to 4:00 PM).



Plant of the Month

Any bromeliad registered by Dennis Cathcart, or named after Dennis or Linda Cathcart, or a species cathcartii is a bromeliad to bring for the September 2024 Plant of the Month. Dennis has at least one hundred cultivars and hybrids recorded; many were created or discovered by others, but he made them available to the public and registered them. Dennis was the one who registered several of the Coleman hybrids. Most members' gardens will have at least one of these plants.

Below is a list of a few of the stunning bromeliads that Dennis has introduced to the world. By visiting bsi.org, choosing "Bromeliads" from the top tabs, and then choosing "Bromeliad Cultivar Register" from the drop-down list, you can search the complete list of bromeliads registered by Dennis. Thus, kindly don't forget to bring one or more bromeliads for spectacular show on the Plant of the Month table for September. - Cathy

[AECHMEA Gold Tone](#)
[AECHMEA Good Bands](#)
[AECHMEA Ice-T](#)
[AECHMEA Raspberry](#)
[BILLBERGIA Dennis Cathcart](#)
[BILLBERGIA Lyn Wegner](#)
[BILLBERGIA Puerto Rico](#)
[CANISTROPSIS Tangerine](#)
[CRYPTANTHUS Dennis Cathcart](#)
[GUZMANIA Jungle Man](#)
[GUZMANIA Nangaritz](#)
[NEOREGELIA Aussie! Aussie! Aussie!](#)
[NEOREGELIA Brown Recluse](#)
[NEOREGELIA Christmas Lights](#)
[NEOREGELIA David & Sherlette](#)
[NEOREGELIA Donna O'Toole](#)
[NEOREGELIA Dorothy Howson](#)
[NEOREGELIA Dr. Ken Lawson](#)
[NEOREGELIA Ed Ladores](#)
[NEOREGELIA Forget Me Not](#)
[NEOREGELIA Fruit Salad](#)
[NEOREGELIA Heat Wave](#)
[NEOREGELIA Ivory](#)
[NEOREGELIA Lady Linda](#)
[NEOREGELIA Leopard Ray](#)
[NEOREGELIA Linda Cathcart](#)
[NEOREGELIA Little Louie](#)
[NEOREGELIA Not Franca](#)
[NEOREGELIA Obsidian Ice](#)

[NEOREGELIA Oy! Oy! Oy!](#)
[NEOREGELIA Peregrine](#)
[NEOREGELIA Pink on Black](#)
[NEOREGELIA Rafael](#)
[NEOREGELIA Raspberry Ripple](#)
[NEOREGELIA Sun Devil](#)
[NEOREGELIA Sweet Thing](#)
[NEOREGELIA Terrie Bert](#)
[NEOREGELIA The Auctioneer](#)
[NEOREGELIA Tiger Head](#)
[NEOREGELIA Valentine](#)
[NEOREGELIA Victoria Red](#)
[PORTEA Helga Tarver](#)
[TILLANDSIA Biscayne](#)
[TILLANDSIA Coconut Grove](#)
[TILLANDSIA Hand Grenade](#)
[TILLANDSIA Linda Cathcart](#)
[TILLANDSIA Love Knot](#)
[TILLANDSIA Steve](#)
[TILLANDSIA Sunglow](#)
[TILLANDSIA Tom Thumb](#)
[TILLANDSIA Triflor](#)
[TILLANDSIA Tropiflora](#)
[VRIESEA Tepuy](#)
[xANAMEA Raspberry Ice](#)
[xENCHOTIA Ruby](#)
[xNEOMEA Flame](#)
[xNEOPHYTUM Burgundy Thrill](#)
[xVRIESGOUDAEA Stolen Glory](#)



NEWS FLASH - BSCF AROUND THE WORLD

By: Mike McMahon

During the last week of August Facebook reported that the BSCF Facebook Group had grown to 8,000 members! Who are all those people? They are bromeliad crazies from all around the world. The top 10 countries where they reside:

United States - 4,776
Malaysia - 390
Philippines - 287
Puerto Rico - 278
Thailand - 230
Trinidad and Tobago - 164
Australia - 137
Brazil - 122
Indonesia - 109
India - 101

Even more interesting is the top cities where they live:

Orlando, FL - 211
Tampa, FL - 88
Jacksonville, FL - 67
Saint Petersburg, FL - 59
Cape Coral, FL - 58
Bangkok, Thailand - 52
Port Saint Lucie, FL - 52
Lakeland, FL - 50
Palm Coast, FL - 46
Saint Cloud, FL - 44

Bangkok? Wow! And, note: There are twice as many members of our Facebook Group in Orlando and St. Cloud than our society membership. If we could get all of them to join, we would more than double in membership. (And, that does not count all the other towns in our service area, like Winter Park, Kissimmee, Windermere, etc.) And, we know that many of our dues paying members are not on Facebook. We have real opportunities to grow.

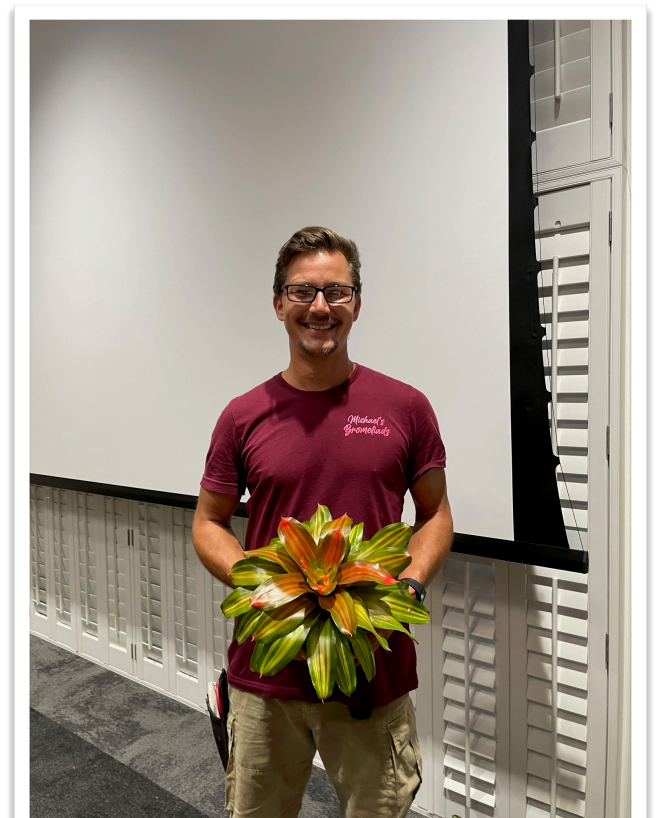
The reach of the BSCF Facebook Group is even greater than its 8,000 members. Members often 'share' a post with their friends on Facebook or to another FB Group. Facebook

algorithms can also place a public post in the newsfeed of someone identified as having interests matching a post. All these folks can then share it further. One post made in the BSCF FB Group during the last week of August reached over 75,000 people around the world in six days. It is still gathering more views every day.

Facebook has allowed the Bromeliad Society of Central Florida to become known across continents and oceans as a source for information. BSCF was created 52 years ago to promote bromeliads and educate about bromeliads. Imagine what Brian Wood would have thought back in 1972, when he was hoping to get a few bromeliad-lovers to meet for the first time, if he had been told... "Some day people in Indonesia are going to know your club in Orlando as a great source for learning about bromeliads." Brian thought getting a half-dozen people in the same room would be quite an accomplishment.

It goes to show, all sorts of things are possible when you give it a try.

Pictures





Bromeliad Society of Central Florida

MEMBERSHIP FORM

_____ NEW MEMBER _____ RENEWAL

PLEASE PRINT CLEARLY

Name (s) _____

Address _____

City, State Zip +4 _____

Phone/Email _____

\$15 for one member, plus \$5 for each additional family member at the same address.

Name Tags are optional. The price for a name tag is \$8 per member.

If so desired please insert number ordered _____ \$ _____

AMOUNT ENCLOSED \$ _____ Make checks payable to BSCF

Either bring payment to the next meeting, OR If mailing please send to:

Bromeliad Society of Central Florida, PO Box 568872 Orlando, FL 32856-8872.

Meetings are held at Leu Gardens, 1920 N Forest Ave, Orlando, FL 32803.

On the 3rd Wednesday of every month, from 6:30-9:00 pm. Buy plants from the speaker between 6:30-7pm. The meeting starts promptly at 7:00. You'll enjoy informative programs, Show & Tell, plant sales, door prizes and raffles. Members also receive a monthly newsletter. Please come join us!

Date _____ Check # _____ Cash \$ _____

www.bromeliadsorlando.com



President: **Mike McMahon**

Vice-President: **Tim Dreggors**

Treasurer: **Joyce Gibault**

Recording Secretary: **Dr. Telka diFate**

Membership Secretary: **Pam Marion**

Immediate Past President: **Mike Saunders**

Florida Council Reps: **Mike Saunders & Mike McMahon**

POSITIONS

Meeting Layout Coordinator: President.

Meeting Hospitality Coordinator: **Kathy Hancock** (Beverages); **Peggy Bohl** (Snacks)

Welcome Table/Raffle Coordinator: **Robin Norton** Helpers: **Katherine Vaccaro, Kathy & Phil Hancock.**

Recycling Coordinator: **Dan Sawyer**

Meeting Breakdown Coordinator: **Pam Marion** Helpers: **Tina Self, Karen Steinberg, Robin Norton, Katherine Vaccaro & others who pitch in.**

Secret Bid Auction Coordinator: **Phil Wright**

Plant Of The Month Coordinator: **Cathy Schubert**

Speaker Helper: **Bonnie Friedrich**

Librarian : **Dan Sawyer**

Newsletter Editor: **John Vecchitto**

Newsletter Proofreader: **Marty Folk, Katherine Vaccaro, Robin Norton, Destini Coiner**

Audit Committee: **Bob Johnson, Dan Lott and Tim Dreggors (Chair).**

PLANT SALES -

Plant Sale Chair for Leu Gardens Spring Plant Sale: **Mike Saunders.**

Plant Sale Chair for Mother's Day Show: **Mike McMahon**

Plant Sale Chair for Mead Garden Fall Plant Sale: **Mike McMahon**

Field Trip Organizer: **Karen Steinberg**

Holiday Party Coordinator: **Paula Edwards**

Webmaster: **Greg Kolojeski**

Permission to reprint is granted with acknowledgment. Please send all correspondence to the address below:

Bromeliad Society of Central Florida, Inc.

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facebook.com/BromeliadSocietyOfCentralFlorida



BSCF is a nonprofit Florida corporation recognized by the IRS as a 501(c)(3) organization.

Donations to this society are tax deductible in accordance with IRS regulations.

BSCF is an affiliate of the Bromeliad Society International, Inc., and a member of the Florida Council of Bromeliad Societies, Inc. and the Cryptanthus Society.

If you have something in your garden you would like to share please take a pic and tell about it then email it to John Vecchitto <Orlandiana@gmail.com> and he'll put it in the newsletter.