



The Newsletter of the Delaware African Violet and Gesneriad Society

Volume XIII, No. 2

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Media Contacts Needed

Successfully growing an organization really isn't unlike growing an award winning plant. Both need to be nurtured. The Society is growing thanks to a new and larger meeting location, a new website, plant sales with broader member participation, a supply table, a monthly raffle and a new brochure as well as the newsletter. While Delaware is a small State, it always amazes me how challenging it can be to "get the word out" even to target audiences. The Society offers a wonderful selection of programs and benefits, and yet we really need to try harder to publicize our organization.

In an effort to enhance the Society's outreach, the Society is developing a list of media contacts which include printed media like newspapers and magazines as well as broadcast media resources like television and radio. In order to complete this data base, members are asked to e-mail suggestions to Quentin Schlieder at qcsjr@comcast.net, or to give him suggestion in writing at an upcoming meeting. The goal is to compile the data base by the January meeting and to begin implanting the list for our upcoming Show and Sale in April.

The listing should include the name of the outlet, an e-mail contact or mailing address and a contact person, if possible.

September Judging School

Seven AVSA members from the Springfield and Delaware African Violet Society participated in a very informative and successful AVSA Judging School at Carol Callaghan's home. Thanks Carol for your gracious hospitality and presentation!



Nancy Murray, Brenda Nye, Tea Gallela, Quentin Schlieder and Joan Santino at the September 2010 Judging (Photo courtesy of Mary Schaeffer)

Convention Opportunities

With the Gesneriad Society Convention coming to Philadelphia this coming July, there is a great opportunity for the Chapter and members to grow and sell plants. Mary Schaeffer presented information about this opportunity at the September meeting and a vote will be taken in the near future.

Basically anyone can be a vendor at Convention by offering a minimum of fifty plants. However, if a member is a vendor, the member is responsible for making the arrangements for getting the plants to the Convention. Under this plan, the Gesneriad Society retains 30 percent of the revenue, with the grower receiving 70 percent of the income generated from the sale of the plants.

An alternative which we are proposing, which also is used by other Chapters, is for DAVS to be a vendor with an aggregate sale of fifty plants, therefore an individual member does not need to meet the fifty plant minimum and the Chapter arranges to bring the plants to the Convention. Under this plan, The Gesneriad Society retains 30 percent of the sale revenue, DAVS retains 20 percent, and the grower receives 50 percent. For example, if a plant is priced at \$6.00, \$1.80 is retained by the Gesneriad Society, \$1.20 is retained by DAVS and the grower receives \$3.00.

Needless to say, this is a fantastic opportunity for both the grower and the Chapter to generate revenue. We are fortunate that Gary Hunter and Mary Schaeffer will be chairing the Convention Sale.

Also, Paula Bal, the Vice-President of the Garden State African Violet Club in Robbinsville, NJ notes that her club is planning to set up an information table at the African Violet Convention in Cherry Hill in 2011 to provide the public with information on the violet clubs in the region. They were planning to have brochures and information available as well as sign up sheets for as many clubs in the area as possible. She asks that we let her know if our club will be interested in participating in this project. It is not necessary to attend the convention to participate; however, she would need our club information brochures and sign up sheets prior to the convention. After the convention she will provide you with a list of prospective members

Growing Media Ingredients

by Kyoko Imai

This is the second part of an article reprinted with permission from May 2009 newsletter of the National Capital Chapter of the Gesneriad Society, "Petal Tones." The first part of the article was published in the September newsletter.

Diatomite is a porous rock that is made from fossilized remains of diatoms. It is high in silica, very porous and lightweight. Diatomite is very absorbent and has uneven shape and size which resists over compaction.

It can be used in a semi-hydroponic setup, but is much more water retentive than LECA. However, Repotme notes that the September 2006 issue of the American Orchid Society's Orchids magazine noted that diatomite absorbs salt and reportedly does not respond to conventional leaching/rinsing techniques. Long-term use of diatomite should incorporate testing for excessive salt build up.



©repotme.com. Diatomite.



©repotme.com. Metro Mix 380 (with coir).

Metro Mix 380 (with coir) is formulated with coir, bark, Canadian sphagnum peat moss, perlite, dolomitic limestone and a starter nutrient charge.

Pumice Rock is rock that is formed when lava cools quickly above ground creating a unique rock with many air pockets.



©repotme.com. Pumice.



©repotme.com. Stalite

Stalite Slate is an all natural medium mined in the United States from volcanic slate, which is rotary kiln-fired to over 2000 degrees and turned into sterile granules or pieces that are extremely porous. It is pH neutral and has the ability to aerate and also hold moisture and nutrients. Because it is essentially a type of lightweight rock, it is extremely durable, and

will not compress. It is reportedly used at Busch Gardens, Mount Vernon and the Jefferson Memorial.

Surface is pure calcinated clay sold under the brand name of Surface MVP. It is used on baseball fields to increase aeration of the soil, but is also used as a growing media amendment for orchids and bonsai.



©repotme.com. Surface.



©repotme.com. Rockwool.

For more epiphytic mixes, some of the following might be interesting. (By the way, there is a nice clump of *Lysionatus* at the Botanic Garden upstairs with the epiphytes.) I should note, though, that I find growing in a epiphytic mix to be tricky during our dry winters unless you have a humidity controlled growing area (or a greenhouse).

Rockwool should need little introduction. It is made from basalt rock and chalk, heated to the melting point and then blown into fluffy fibers resembling cotton candy - some 37 times its original size. Rockwool is inert and does not break down, and retains a lot of moisture.

Chopped sphagnum moss has come up a few times recently at our meetings. It is airy and moisture retentive, and reportedly helps prevent damping off. (Given the right conditions, it will also grow.) Finely chopped, coarsely chopped, and long fibred sphagnum all have their uses.



©repotme.com. Chopped sphagnum.

Repotme.com is an internet store. Arrangements can be made to pick up purchases in Gaithersburg, Maryland. 301-315-2344. Check out their website at <http://www.repote.com/>.

September Workshop

The September Workshop seemed very popular with an opportunity to divide, plant and take home plantlets separated from a mother leaf to grow on for members own enjoyment or the plant sale. Below are the varieties which were offered.



Ballet Snowcone (A. Fischer) Double white. Heart-shaped. Miniature



Blue Blazes (9361) 08/16/2004 (D. Harrington) Semidouble blue pansy/thin white edge. Medium green, heart-shaped, pointed, quilted/red back. Miniature



Jolly Orchid (H. Pittman) AVSA Registration: 9719 Double orchid and white pansy. Medium green plain quilted foliage. Miniature



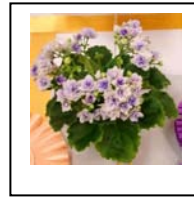
Little Lizzy (P. Tracey) Single pink. Variegated dark green and pink. Miniature trailer.



Mac's Glacial Grape (9476) 09/29/2005 (G. McDonald) Semidouble-double purple pansy/white edge. Medium green, plain, scalloped. Semiminiature



Optimara Little Amethyst (6937) 11/19/1988 (Holtkamp) Semidouble-double purple-red/thin white edge. Black-green, ovate, pointed, hairy, glossy, serrated/purple-red back. Miniature



Optimara Little Moonstone (7352) 04/11/1990 (Holtkamp) Double white/blue-tinged center. Light green, cupped, hairy, ruffled. Miniature



Orchard's Bumble Magnet (8479) 08/21/1996 (R. Wilson) Double pink star. Medium green, plain, pointed. Miniature



Persian Prince (8266) 07/28/1995 (S. Sorano) Semidouble medium blue pansy. Medium green, ovate, scalloped girl foliage. Miniature



Rob's Fuddy Duddy (7886) 06/02/1993 (R. Robinson) Semidouble dark mauve-purple sticktight pansy. Dark green, quilted. Semiminiature



Rob's Shadow Magic (6802) 01/04/1988 (R. Robinson) Semidouble dark blue. Crown variegated medium green and gold, pointed, glossy, serrated. Semiminiature



Tiny Moon Goddess (Unknown) Double purple/pink fantasy. Medium green, pointed. Miniature.

September Sales and Raffle

Thank you to all who supported the September sales and raffle! We raised \$20 from the raffle and \$102 from plant and supply sales. Thank you to Bobbie LaFashia, Quentin Schlieder, Libby Behnke, Barb Borleske and Nancy Murray for contributing sales plants and cuttings. Also, through the efforts of Anne Petrucci we raised \$25 from Boscov's discount coupon sales. Thanks Anne!

Upcoming DAVS Meetings...

Tuesday, October 12, 2010 – 7:30 p.m.

**Rockland Place, 1519 Rockland Rd, Wilmington,
DE 19803**

Hostesses: Beverages – Barbara Borleske
Snacks – Carol Moody

Program: “Tales of Goldfish and their Kin” –

Discover the wonderful world of the Goldfish plant and its kin! *Nematanthus* and *Codonanthe* are native to South and Central American and are fabulous gesneriads which flower almost continually even in natural light. Not only do they make great specimens in small pots, they are useful in dish gardens and terrariums and make spectacular hanging baskets. We will have complimentary cuttings for you to root and grow at home! You won't want to miss this special evening! A clinic on removing suckers from African Violets will follow the program. A plant sale will conclude the evening. If you have surplus plants to share, bring them. Don't forget to bring plants for the Little Show or Show and Tell!

Tuesday, November 9, 2010 – 7:30 p.m.

**Rockland Place, 1519 Rockland Rd, Wilmington,
DE 19803**

Hosts: Beverages - Quentin Schlieder
Snacks – Geno Iubatti

Program: “Gesneriads...My Way”

Charlene Marietti, an award winning grower and hybridizer as well as Chairperson of the upcoming 2011 Gesneriad Society Convention in Philadelphia will be our guest.

The Delaware African Violet and Gesneriad Society Newsletter

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Upcoming Shows and Sales...

November 6 and 7, 2010 (See times below)

The TriState African Violet Society will present "Violets in the Moonlight" in the Haggerty Education Center at The Frelinghuysen Arboretum, 53 East Hanover Avenue, Morristown, NJ 07960 on Saturday 1:30-4:30 and Sunday 11- 3:30. Plant Sale. Free parking and admission. Information: Jan Murasko at jmurasko@comcast.net.

Upcoming Trip

Monday October 18, 2010 – 8:45 a.m. – 5 p.m.

An excursion with stops at Tinari Greenhouses, Meadowbrook Farm, Primex Garden Center, lunch at Otto's (a great and reasonably priced German restaurant whose Oktoberfest should be in full swing!) and culminating with a stop at Ott's Exotic Greenhouses is planned for October 18th. Meadowbrook Farm, Tinari's, Primex and Otto's are located relatively close to each other. I did a “dry run” on October 5, 2010 and I think you will find something of interest at every stop. Each shop is a little unique. The drive out to Ott's Exotic Greenhouses takes about a half hour, and some may choose not stop there, but rather return to Wilmington after lunch. We can discuss this at the October meeting.

We plan to depart from the ACME Parking Area at the Fairfax Shopping Center at 8:45 a.m. and depending on traffic, weather, etc. should return to the Fairfax Shopping Center by 5:00 p.m. If you plan to participate and did not register at the September meeting, please register at the meeting on Tuesday evening.

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