



# The Arizona Orchidist

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## NEXT OSA MEETING

Meetings are held at the  
Encanto Park Clubhouse  
2605 N. 15th Ave., Phoenix, Arizona  
North of Encanto Blvd., on 15th Ave.  
Phone (602) 261-8993

The next regular society meeting will be  
Monday, May 3, 2004 at 7:00 p.m.  
OSA meetings are open to all  
plant enthusiasts

Refreshments will be provided  
This month beverages will be furnished  
by: Marleny Castillo  
Edibles will be provided by:  
Joe Bacik and August Lorenzini  
Refreshment Coordinators:  
Julie Langston  
Ramona Jungwirth

## NEXT OSABOARD MEETING

The next OSA board meeting will be  
Sunday, April 25, at 1:00 p.m.  
Hosted by  
Mike and Sharon Davis

Please contact Sharon for directions to  
their home if you plan to attend:

The meeting is open to all OSA members

## GROWER ON CALL

Wilella Stimmell  
wilellas@worldnet.att.net



## May Program

### How NOT to Mutilate Plants in Need of Repotting and Answers to Culture Questions

Our May meeting will feature a repotting program and question - answer session. The program will be conducted by our 1<sup>st</sup> VP, Aaron Hicks.

For the first part of the program, members need to bring: no more than one plant that is "desperately" in need of repotting, their own pots, and fresh potting medium of their choice.

Newer members who have not yet repotted one of their plants, will be assisted **before** veteran growers. If possible, each grower with a plant to be repotted, should bring their own sterilized cutting tool.

The repotting session **will** end in time to answer culture questions that newer members have been saving to ask "later". **Later has arrived!** Don't forget to bring your list of questions to the meeting!

*W. Stimmell*

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# From the President's Desk

Norma Kafer

We were honored to have Chris Gubler, Gubler Orchids, of Landers, CA, as our April speaker. I know it sounds like an oxymoron, but Chris is an honorable businessman. He and his wife Debbie have been more than generous to us and we appreciate their generosity tremendously. Chris presented an entertaining and educational PowerPoint program of pictures taken during his recent travels to the Tokyo (Orchid) Grand Prix, Thailand, and Taiwan.

A HUGE thank you to Jennifer Schmitt, a Banquet Captain at the Royal Palms, for making the arrangements for Chris and Debbie to stay in a casita at the Royal Palms. Chris and Debbie thoroughly enjoyed their stay at the Royal Palms.

During intermission at our April meeting, the Easter bunny made an early visit and left an Easter basket for Chris and Debbie. Thanks to Julie Langston and Jennifer Schmitt for their collaboration on filling the Easter basket with goodies.

Many members and guests mentioned our festive table of refreshments. Julie Langston and Ramona Jungwirth, our refreshments coordinators, spent a lot of time creating our "Easter table". Ramona enlisted the help of her friend, Rene, who also assisted in laying out the array of foods brought by Barbara Parnell and Janet Jurn. Thank you, ladies! Julie would like everyone to know that it took THREE people to do the work that Janet used to do as a solo performance EVERY MONTH for NINE years!

It was great to see Jane and Pete Heckel at our April meeting. (A couple of months ago, Jane had foot surgery, and this was the first meeting Jane [and Pete] attended since her surgery.)

Lou Ann Remeikis, our perennially perky Past President, continues to recover from her recent surgery and plans to be at our show planning/board meeting on April 25. You can't keep a good woman down!

## NEW FEATURE

We are very pleased to begin a new feature with this issue. Ray Barkalow of First Rays Orchids (<http://www.firstrays.com>) has graciously consented to allow us to include excerpts from his "*Home Remedies and Treatments*". We will publish segments as space permits.

### **INSECTICIDES:**

Your choice of home-made insecticide should be based upon what you're trying to eliminate.

#### **Soft-bodied bugs, such as aphids & mealy bugs:**

1. Straight 70% or 90% isopropyl rubbing alcohol - touch insects with a soaked cotton swab, or for larger infestations, spray the entire affected plant, being sure to thoroughly wet all surfaces. Repeat every 3 days for about 2 weeks. (I have never experienced any problems with buds, flowers, or any part of the plant when using an alcohol spray.)

2. Garlic/pepper spray - liquefy 2 bulbs of garlic and 2 hot peppers in a blender 1/2 to 2/3 full of water. Strain to remove the solids and add enough water to the garlic/pepper juice to make 1 gallon of concentrate. Use 1/4 cup of concentrate per gallon of spray. To make garlic tea, simply omit the pepper and add another bulb of garlic. Add two tablespoons of blackstrap molasses for more control.

*more on page 5*

## MY MOTHER KEPT A GARDEN

My Mother kept a garden,  
a garden of the heart,  
She planted all the good things  
that gave my life it's start.

She turned me to the sunshine  
and encouraged me to dream,  
Fostering and nurturing  
the seeds of self-esteem...

And when the winds and rain came,  
she protected me enough-  
But not too much because she knew  
I'd need to stand up strong and tough.

Her constant good example  
always taught me right from wrong-  
Markers for my pathway  
that will last a lifetime long.

I am my Mother's garden.  
I am her legacy-  
And I hope today she feels the love  
reflected back from me

~Author unknown~

## HONOR OUR VETERANS FLY THE FLAG ON MEMORIAL DAY MAY 30

As many members are aware, OSA supports the  
NAVAHCS in Prescott and the ASVH in Phoenix.

Please take a moment and remember our veterans  
and those currently serving in our Armed Forces at  
home and abroad.

**New email address**  
**Please note the new email address for**  
**Julie Rathbun**  
**jandfent@aol.com**

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Direct Inquiries to our website at:  
<http://welcome.to/orchidsocietyaz>  
Or to any of the Board Officers or Trustees

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(C ) (3) organization dedicated to community service  
and the study of orchids. It is affiliated with the Ameri-  
can Orchid Society, The Orchid Digest Corporation, the  
Arizona Federation of Garden Clubs, Inc. The Nature  
Conservancy, and Biosphere 2 Center

## COMMUNITY SERVICE REPORT

by Wilella Stimmell, CSP Coordinator

On **Saturday, May 8**, from 9:00 a.m. to 5:00 p.m., OSA will present an orchid information kiosk at the **Home Depot, Scottsdale Pavilions** location, **9170 E. Indian Bend Rd., Scottsdale**. We will have free culture information available for Home Depot's orchid buying customers. **We need volunteers** to be on hand for either a morning or afternoon time slot. We need at least 4 members for the morning shift and 4 for the afternoon shift. A sign up sheet will be circulated at our May 3 meeting. (The Home Depot at the Scottsdale Pavilions is located on the north side of E. Indian Bend Rd. just west of the 101 freeway.)

May 8 is the day before Mother's Day. We can use the assistance of our newer members, too! Anyone who doesn't feel "qualified" (hasn't killed as many orchids as some of us who have been growing orchids for a long time, have killed!) is free to point out one of our veteran growers as being more likely to answer a culture question! **NO** grower has ALL the answers to culture questions! We operate as a team of orchid "consultants". It's a learning experience for both the public and the OSA members who volunteer.

On Tuesday, **May 18**, I will represent OSA at the **International Orchid Conservation Conference II** which will be held at **Selby Gardens, Sarasota, FL**. **I will be presenting a hands-on workshop and will outline the programs we have presented during the past nine years. Our record of community service speaks for itself, but until now, has not had international exposure.**

It has been my pleasure to serve on the IOCC National Advisory Committee. As the lone female serving on the committee, I felt an obligation to be fair in all regards, thorough when I was assigned a task, and to suggest names of a variety of internationally known scientists who should be invited to participate in the conference. The identity of the person who suggested that I do a presentation at the conference remains a mystery!

My report on the conference will appear in our July newsletter.



### APRIL RAFFLE TABLE DONATIONS



Our **April meeting raffle ticket sales set at all-time high record!!!** due in large part to the **gorgeous, blooming plants donated by Chris Gubler!** Thanks to **Jennifer Schmitt** for helping **Julie Rathbun** with the drawing. There were many happy growers who went home with beautiful plants! Some of the plants Chris brought for use during his presentation were placed on the silent auction. Chris wanted OSA to maximize the amount we received from the donated plants, so we placed half of them on the raffle table and half of them on the silent auction table.

#### SPECIAL THANKS TO:

Ken and Judy Vincent, Chris Gubler, Cynthia Schnitzer, Wilella Stimmell,  
One of the Target Garden Centers (donation obtained and delivered by OSA member Pamela Albright),  
And OSA

## From Your Orchid Digest Representative

Karen Muir, Affiliated Societies Chair, has requested that two summer events that will be hosted by The Orchid Digest, be announced in our newsletter. For subscribers to Orchid Digest, you will also find this information in the next issue of Orchid Digest.

"The 2004 Summer Institute will again be at the beautiful Huntington Botanical Gardens in San Marino, California June 26th and 27th. It will cover the genus Phalaenopsis. This will be two half days of lectures presented by Drs. Paul and Ann Tuskes and Dr. Harold Koopowitz, along with two afternoons of hands-on lab work. It will include Saturday and Sunday lunch. The cost for Orchid Digest members is \$150 and non-members \$250. Contact Mrs. Simone Friend, orchidsimonef@aol.com for further information if you plan to attend. Seating is limited to 40 people. Those who are interested should sign up as soon as possible.

Our second event is our Speaker's Day, 'New Ways of Growing Orchids for the 21st Century', to be held Saturday, July 17th, 1:00 PM, again at the Huntington Botanical Gardens in San Marino, California. The speakers will include Alan Koch of Gold Country Orchids...and Dr. Harold Koopowitz, Editor of the Orchid Digest. Pieces from the [Mickey Nax] orchid jewelry collection will be available for sale with some of the proceeds going to the Huntington. Following the cocktail hour will be a dinner. Our major guest dinner speaker will be Dr. Kingsley Dixon of Australia. Tickets for this full program, including dinner, are \$50 per person. If you would like to attend the afternoon lectures only, the ticket cost is \$40... Get your ticket early as this Speaker's Day is limited to 100 people. Contact Mrs. Simone Friend at the e-mail above."

W. Stimmell

*More Home Remedies and Treatments from page 2*

### **Insects that have hard shells, such as scale, and thrips:**

Mix 1 teaspoon (5 ml) each cooking oil and liquid dishwashing soap or detergent in a quart (liter) of water. Concentrations are not critical - some recommend a tablespoon (15 ml) of oil be used. Shake well, and spray the plant, being sure to thoroughly wet all surfaces. Repeat every 3 days for about 2 weeks. (The soap breaks down the waterproof, waxy coating on the insects' shells, and the oil will smother them.)

### **General-purpose insect spray:**

One cup (250 ml) each Formula 409 or Fantastik household cleaner/degreaser and isopropyl rubbing alcohol and 2 cups water, making a quart or liter of spray. Use the same as the formulas above. (I've not tried this one.)

1. Orange Plus, a household cleaner made from byproducts of orange juice production, can be sprayed directly on plants to eliminate insects. (I suspect other concoctions made using citrus oils may also be effective, but have no knowledge or experience concerning them.)

2. In a 1 quart spray bottle mix 1 tsp Murphy's Oil Soap, 1 tsp Sunspray (or cooking oil), 1tbs lemon juice, and fill the rest with 1/2 water and 1/2 alcohol.

### **Ray's Disclaimer**

*These are a number of concoctions that come highly recommended, but please remember that you're using them at your own risk, and that of your plants, and that I can take no responsibility for the outcome.*

## HISTORY OF GUBLER ORCHIDS

Heinrich Gubler always had a love for plants and began growing them commercially in 1918. His nursery was located in the small town of Pfaffikon, near Zurich, Switzerland. He grew many different plants: tropicals of all sorts, cactus, geraniums, and of course, orchids. The business rapidly grew, and the Gubler Nursery was one of the largest nurseries in Switzerland.

In 1928, Hans Gubler was born. The second of two sons, Hans traveled extensively throughout Europe, visiting nurseries in Denmark, Holland, Sweden, Belgium, and England. Through his travels, he had met Mr. Fred K. Sander, who developed the SANDER'S LIST OF ORCHID HYBRIDS. (The original reference and subsequent volumes of the list are used by most orchid hybridizers throughout the world.) As Hans traveled through England, he was given the pleasure of meeting Queen Elizabeth (wife of King George VI). Hans also had earned a scholarship to Shaw School of Botany at Washington University in Missouri. Hans arrived in Missouri in 1949. He worked at the Missouri Botanical Gardens during his free time.

In an effort to double the chromosome count and produce larger flowers, Hans began experimenting with colchicine on Cattleyas. His studies included chromosome counting of Cattleya and Cymbidium Orchids. His efforts were successful, and in 1952, he moved to Los Angeles and set up a laboratory program for Armacost and Royston Nursery. Two years later Hans was contacted by famous movie producer, Arthur Freed, to set up an orchid nursery in Malibu, California. He became close friends with Hugo Freed (Arthur's brother), who was one of the best Phalaenopsis hybridizers in the world. This nursery later became Zuma Canyon Orchids.

Hans met Esther Rudemann in 1954, and they were married later that year. Two years later, they had saved up \$300 and started Gubler Orchids (USA) in Altadena, California. At that time, they sold orchids from the back of their station wagon. Business was booming, and in 1958, they were able to move to Pasadena, California and lease a 1,200 sq. ft. Greenhouse.

With business growing, their family also grew. In 1959 H. Christopher Gubler was born (Lc. Christopher Gubler). In 1961, Hans and Esther purchased from Norris Powell, a 5,000 sq. ft nursery in Temple City, California. In December of the same year, their first daughter, Karin-Ann (C. Karin Ann Gubler), was born. The business kept expanding at a healthy rate, as did the Gubler family. And in 1964 Heidi was born (Pot. Heidi Gubler).

In 1965, Hans developed the concept of a packaged orchid seedling. Complete with full growing instructions, Hans revolutionized the merchandising of plants in the horticulture industry. In ten years Gubler Orchids' sales quintupled. The need for a larger nursery was more than evident. In 1975, Hans and Esther found a wonderful location in the high desert community of Landers, California. The area, with its four seasons, provided the best location for growing orchids: clean air, one of the sunniest locations in the US, and excellent water quality. This location was over 10 times the size of the Temple City nursery. Gubler Orchids sold orchids all over the world, and to major retailers in the United States.

With a degree in Ornamental Horticulture and a minor in Botany and Marketing, Chris Gubler joined the family business in 1981. Chris brought new ideas to the thriving Gubler Orchids business, and the company continued to grow.

*Continued on Page 7*

*Continued from Page 6*

Once again, Gubler Orchids needed more growing space. In 1986, they purchased another nursery in Lucerne Valley, California, about 30 miles from Landers. The nursery was about two and a half times the size of the Landers operation and was larger than the original operation in Switzerland.

In November of 1988, Hans passed away. However, he was able to see the beginning of his last project: a solar prototype greenhouse. A solar greenhouse was a revolutionary concept developed and built by Optimum Greenhouses.

Chris then took the helm of the company. Esther was still very active in the business and was vital to its future success. In the early hours of June 28th, 1992, disaster struck. A 7.8 magnitude earthquake occurred within one mile of the Landers nursery. The nursery suffered extensive damages. Faced with huge repair costs and inventory losses, Chris sought the experience of his mother, Esther, as to what they should do. She wanted to rebuild. Although the repairs took over 3 years, it was an opportunity to modernize the facility. During that time there were no new orchids in production, and Gubler Orchids was selling inventory from their Lucerne Valley location.

In September of 1995, the Landers nursery was formally reopened. The remaining inventory in Lucerne Valley was moved to Landers, and the Lucerne nursery was closed.

In January, 1999, Esther Gubler passed away. She was the matriarch of the family and will always be missed.

In July of 2000, Gubler Orchids reopened the Lucerne Valley location and began to modernize that facility which has increased the amount of growing space and efficiency. That same year, Heidi Gubler Brodeur joined the company. She had received her degree in Small Business Management. Heidi works on product development, corporate sales, and training.

Today Gubler Orchids has over 120,000 square feet of greenhouses in production. Additional expansion plans are to increase the square footage of greenhouse space, in increments of 5,000 square feet, to 135,000 square feet.

Orchids are now shipped primarily in the United States and to Canada. A complete line of orchid products has been developed that is consistent with the materials used to produce Gubler-quality Orchids. The tissue culture laboratory at the Landers' facility, is limited to producing new hybrids.

*Many growers know that Gubler Orchids is one of the largest growing facilities in California and a major provider of orchids in North America. However, not many newer orchid growers know that ours is a third generation orchid nursery. Because we have had many inquiries about the history of our company, we decided that a chronicle of Gubler Orchids was not only appropriate, but also long overdue.*

Chris Gubler, President  
Gubler Orchids  
April, 2004



# OSA May 2004 Calendar



Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Fred Stimmell
2	3 OSA Meeting 7:00 PM	4	5	6	7	8 Barbara Parnell Home Depot Kiosk
9	10	11	12 Wilbur Chang	13	14	15
16	17	18	19	20	21	22 David Wehrli
23 30 Memorial Day	24 31 Mike Davis	25	26	27	28	29 Arch McGill



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