

FLORIDA WEST COAST BROMELIAD SOCIETY

1954-2015

Celebrating over 60 Years in Bromeliads



April 2015 Newsletter

NEXT MEETING

Date & Time:

Tuesday, April 7, 2015

Doors open at 7 pm; meeting starts at 7:30

Location:

Good Samaritan Church

6085 Park Boulevard

Pinellas Park, Florida 33781

Program

Larry Sousa and Gary Lund will tell us all about the recent World Bromeliad Conference held in 2014 in Hawaii. They and their wives, Susan and Judy, respectively, attended the event and had glowing things to say about it, as did so many others who were also there. They will have abundant pictures to show and no doubt some great stories to tell about the places they visited and the people they met.

Plant Sales

All members are welcome to sell bromeliads at the meeting. Sellers are requested to donate at least one plant to the evening's raffle table.

LAST MEETING HIGHLIGHTS

Program--*Preparing Bromeliads for Sale*

With a number of spring sales coming up, Larry and Susan Sousa displayed techniques for preparing bromeliads for sale. Dave Johnston and Marty Baxley (our Sales Committee Chairman), both commercial growers and sellers, provided marketing tips. Below are some highlights of their guidance.

- All plants should be clean, insect-free, and labeled.
- Plants should be well rooted in their pots. If they are not, then sell them bare rooted.
- Pots should be clean, and pot size should complement the plant size.
- If you have pups on a mother plant, remove them and sell them separately. Many people like to buy pups at a price less than the cost of a larger plant.
- If you have a clump of multiple bromeliads and they are each a great sale quality, split them up and sell as singles. If they are not great sale quality, keep them together and sell as a clump.
- Sell multiples in odd-numbered clumps (it is a marketing visual-mental thing, we are told.)
- Consider leaving stolons on stoloniferous plants to show their growth habit.



Larry and Susan demonstrating pup removal.

- Plants with color sell best but don't discount those less colorful. If the plant is plain green and without a bloom stalk, or if it is a pup or young plant and not yet in full color, have a picture of the inflorescent and/or mature plant to show customers how the plant will eventually develop.
- If leaf edges are brown or ragged, trim them using a razor blade or small fine scissors. Trim them to match the general shape of the other leaves on the plant. A bit of aloe gel applied to the raw edges will reduce the likelihood of the newly cut edges turning brown.
- Price plants appropriately; do not sell yourself short but don't overprice, either. Know your buyers and the locale and price them for the community in which you are selling. Buyers in some areas are willing to pay more for plants than buyers in other areas.
- To avoid dealing with loose change, price your plants in whole numbers. If the sales event requires sales tax, round your prices up to include tax. This also helps avoid dealing with loose change.
- Use a water proof marker or, better yet, pencil when labeling plants.
- Use two tags, one for the plant name and the other for both the plant price and your vendor number. Note: place the vendor tag with the price on the top end so that buyers can readily see the plant cost, and place the vendor number on the bottom end of the tag that sticks into the soil.
- Display your plants for maximum visual appeal and visibility. Place them at varying heights and do not crowd them.
- As you go through the preparation and display process, put yourself in the buyer's role and ask yourself these questions: "Would I buy this plant?" "Does it appear healthy?" "How much would I pay for this plant?"
- At the sale, have fun. Be accessible to and engaged with customers. Make it easy for them to make a purchase and enjoy it.

Show and Tell

By Helga Tarver

Marty Baxley	<i>Neoregelia</i> 'Little Rose' x 'Screaming Tiger', three unnamed and unregistered clones (pictures below)
Alton Lee	<i>Guzmania</i> 'Claire', unregistered Grant Groves hybrid (picture below) <i>Guzmania</i> 'Rana', variegated form Three <i>Vriesea</i> x <i>Guzmania</i> bigeneric cross. These unnamed and unregistered plants were grown in tissue culture by Herb Hill for commercial growers in The Netherlands. Two of these plants are samples of ones rejected by the Dutch growers based on the preferences of their customers and what they will buy. The third plant (with the yellow inflorescence pictured below) was among those the Dutch considered desirable and sellable.
Alvaro Maranhao	x <i>Androlaechmea</i> 'O'Rourke' (picture below)
Franne Matwijczyk	<i>Neoregelia</i> 'Mendoza' (picture below) <i>Neoregelia olens</i> 'Vulcan'; cultivar of <i>olens</i> X <i>Neophytum</i> 'Firecracker' <i>Guzmania</i> hybrid
Kathy Risley	<i>Neoregelia</i> 'Autumn Leaves' (picture below)

Linda Sheetz

x *Vriecantarea* 'Seeger' (*Vriesea* 750-1 x *Alcantarea nahoumii*; Herb Hill hybrid); (picture below). Herb says he named it 'Seeger' because he had a fondness for the singer Pete Seeger.

Susan Sousa

Quesnelia liboniana (picture below)

Show and Tell plants



Three clones of *Neoregelia* 'Little Rose' x 'Screaming Tiger'



Guzmania 'Claire'



Vriesea x *Guzmania* bigeneric cross (Herb Hill)



x *Androlaechmea* 'O'Rourke'

Neoregelia 'Mendoza'



Neoregelia
'Autumn Leaves'





Quesnelia liboniana

x *Vriecantarea* 'Seeger' –just beginning to show its inflorescence, which will ultimately be spectacular and tall. Additional pictures will be provided when that happens.

THIS AND THAT

New Member

Please welcome our newest member, young Abdul Vactor. He has been coming to our meetings for some time now as a guest with his mother Sal Vactor (our current secretary), and officially joined in February.

Correction to Last Newsletter

Labeling for the *Billbergia* (picture on right) that was pictured in last month's newsletter was incorrect. The correct spelling is *Billbergia* 'Windii' and it is a hybrid and not a species (i.e., the second part of the name should have been capitalized, placed inside quotes and not in *italic* font.)

Billbergia 'Windii'



Blooming this Month



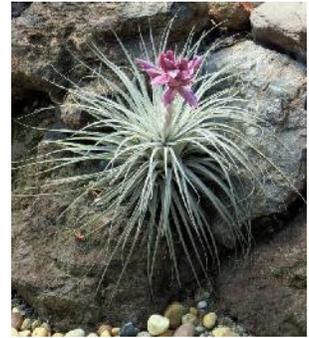
Aechmea bromeliifolia
Submitted by Marilyn and Dan
Michalec

Aechmea floribunda
Submitted by Nicole Matwijczyk-
leaves are 5 to 6 inches wide and
over 3 feet long; measures 7.5 feet
across; bloom stalk can be 6 feet
and taller; native to Brazil.





Billbergia brasiliensis
Submitted by Alton Lee



Tillandsia tectorum
Submitted by Meredith Corey in Quito, Ecuador.
Native to high mountains and associated fog belts of the Andes of Ecuador and Peru; saxicolous (lithophytic); grows in large populations on rock outcroppings and cliff faces.



Aechmea "Raspberry"



Tillandsia ionantha 'Druid'

UPCOMING EVENTS, 2015

April 11-12, USF Botanical Gardens Spring Plant Sale

University of South Florida, Tampa, FL (cas.usf.edu/garden)

April 16-19, Bromsmatta, 18th Australasian Bromeliad Conference

Parramatta, Australia, hosted by the Bromeliad Society of Australia (www.bromeliad.org.au)

April 25-26, Green Thumb Festival

Walter Fuller Park, St. Petersburg, FL (stpeteparksrec.org/greenthumb)

August 15-16, Seminole Bromeliad and Tropical Plant Society Sale

The Garden Club of Sanford, Sanford, FL (Ben Klugh at Klughka@yahoo.com)

September 26, Bromeliad Extravaganza, *Bromeliads in the Magic City*

Hosted by the Bromeliad Society of South FL (<http://www.bssf-miami.org>)

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