

The Orchid Conservation Alliance
564 Arden Drive
Encinitas, CA 92024



July 29, 2010

Dear OCA Member -

My my, how time flies. This was supposed to be the spring newsletter. However, in the spirit of 'better late than never,' let me bring some things to your attention:

The OCA has a very simple form of business plan. Find orchid rich habitat, find money, bring the two together in such a way that spending the money conserves the habitat. However, it seems that a more formal, extensive business plan would be more useful in helping to find the money, if not also the orchid rich habitat. **To this end, I need the help of someone with experience in writing business plans.** I know how to write a grant application, probably very similar to a business plan, for the National Institutes of Health in my job as a working basic scientist. But I would be very grateful if one of you, our members, could help formulate the OCA's business plan. Please contact me at peter@orchidconservationalliance.org.

In the meantime ...

The Orchid Gap Analysis project for Ecuador is off and running. The goal of this project is to identify areas in Ecuador that have high levels of orchids that are not yet in a conserved area. Identifying these areas will allow us to target our conserved area development efforts for Ecuador in the most efficient way. The OCA has provided \$15,000 for this project.

Also in Ecuador we have offered to help with acquisition of a parcel of land adjacent to the El Pahuma Reserve (<http://www.ceiba.org/elpahuma.htm>), about an hour northwest of Quito. The principal group behind the acquisition is the Quito Orchid Society. This is a rare opportunity to purchase a biologically important forest near a major urban area. Because of its proximity to Quito, we believe that this forest, with its many endemic species, will be under intense human pressure in the near future. If it is not bought now, it is likely to increase in value beyond the reach of conservation organizations. The Quito Orchid Society has applied to the Netherlands chapter of the International Union for the Conservation of Nature (IUCN) for the bulk of the funding. Of the total cost of the project, which is \$146,750, the Quito Orchid Society is requesting \$91,550 from the IUCN, which is close to their maximum grant. The OCA has pledged to raise \$25,000 for land acquisition and \$10,000 for other expenses.

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We evaluated an application for funding of a project in Brazil to help establish a conservation easement on a property adjacent to that of the Rio Atlantic Forest Trust, also known as David and Izabel Miller (<http://www.riotrust.org>). This could have expanded the contiguous protected area. However, when our directors Rosario Braga and Ron Kaufmann visited the property, they felt that it did not have the orchid biodiversity that would warrant expenditure of our funds for the conservation easement.

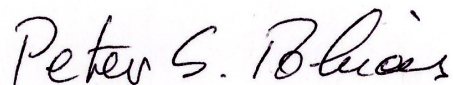
We have received a proposal from the Cali Botanical Gardens in Colombia to help with acquisition of a parcel of land along the Pichinde River near Cali. The property is about 360 acres, of which 240 is said to be good forest. In August our director Steve Beckendorf will visit to have a look at the property. After that we will decide whether to support this proposal or not.

Newly on our website are two Powerpoint slide shows, one on our past trip to Brazil and one on our projects. Please check these out. They each take a few seconds to download to your computer.

My impression of the projects side of our activities is that we are starting to see a number of interesting proposals. Clearly we cannot support all of them.

The counterpart to the proposals is generating the funds to enable them to come to fruition. As many of you know from personal experience I travel around the US giving talks to explain our activities and asking for donations. Also we organize fund raising trips to see orchids in the wild. Note that there are still two spaces available on our October, 2010, trip to Brazil - see our website for the itinerary (www.orchidconservationalliance.org). However, to date, the fund raising is well behind the need for funds. Please, consider whether you can make an extra donation this year. Alternatively, visit our website and see if there is something you would like to purchase. The book published by the Millers on the Organ Mountain Range in Brazil's Atlantic rainforest has excellent reviews and will be a wonderful addition to your library. The Quito Orchid Society project in Ecuador will cost about \$260 per acre. Yes, unfortunately, the days of \$100 an acre orchid rich land are history. Any dollar you can spare for this important purchase will be well spent.

Best regards,



Peter S. Tobias



Ida longipetala in the El Pahuma Reserve, Ecuador.