

# **WESTERN PLANT GROWTH REGULATOR SOCIETY**



**“Nature or Nurture: Plant Growth Regulators and Their  
Modification of Plant Form and Function”**

**January 30 & 31, 2008  
Portola Plaza Hotel in Monterey  
Monterey, CA**

## **20<sup>th</sup> Annual Conference**

**Western Plant Growth Regulator Society  
Register at [www.wdgrs.org](http://www.wdgrs.org)**

7.5 Continuing Education Hours are Requested for CA, and CCA

**Wednesday, January 30, 2008**

11:00 AM -5:30 PM Registration and General Session

5:30 PM- 7:30 PM Poster Session/Reception

### ***General Session, Wednesday***

Moderator: Michael Rethwisch, University of Nebraska

- 1:15 PM Michael Rethwisch**  
Welcome and introduction
- 1:30 PM Dr Ron Salzman**  
Texas A&M University  
Plant gene expression responses to stress-related PGRs
- 2:15 PM Dr Kent Bradford**  
University of California, Davis  
Plant genome project: Improving seed germ and quality
- 3:00 PM Mr. Michael Devencenzi**  
Agricultural Consulting, Woodbridge, CA  
Thinning of apples using new combinations of PGRs
- 3:30 PM Dr Jeff Rosichan**  
AgroFresh Corporation  
Suppression of ethylene action by 1-MCP in plants
- 4:00 PM Mr Blake Covert**  
California Data Management Systems, Inc  
A new tool to manage agronomic and crop input data
- 4:30 PM Eric Lauritzen**  
Monterey Agricultural Commissioner  
Trends in pesticide regulation and enforcement in Monterey County
- 5:00 PM TBA/Sustaining members**  
Label updates and new product announcements
- 5:30 PM Adjourn**  
Poster Session and Reception

**Thursday January 31, 2008**

7:00 AM Breakfast

7:15 Business Meeting

**Session I, Thursday, Trees and Vines**

Moderator: Mr Tino Lopez, Valent USA

- 8:30 AM Mr Don Elfving**  
Washington State University  
Stimulation of branching in young apple trees using cyclanilide
- 9:00 AM Dr J Burns, L Ferguson, K Glozer B Krueger and R Rosecrance**  
Univ. of Florida and Univ. Calif, Davis  
Adapting black-ripe table olives for mechanical harvest-the need for abscission agents
- 9:30 AM Dr Kitren Glozer, J Grant and L Beem**  
University of California, Davis and Beem Consulting  
Reduction of rain-induced cracking in sweet cherry by glycine betaine (Bluestim)
- 10:00 AM Break**
- 10:30 AM Dr Matthew Fidelibus**  
University of California, Davis  
Use of ABA to improve the color of table grapes
- 11:00 AM Ms Kathleen Kelley Anderson**  
University of California Cooperative Extension  
ReTain aerial trials in San Joaquin and Stanislaus Counties
- 11:30 AM Mr Robert Beede**  
University of California Cooperative Extension  
Chile: Development of a walnut industry and application of ReTain on walnut production
- 12:00 PM Adjourn**

**Thursday January 31, 2008**

7:00 AM Breakfast

7:15 Business Meeting

**Session II, Thursday, Turf and Ornamentals**

Moderator: Ms Erin Nachbar, Valent USA

- 8:30 AM Ms Bonnie Marquardt**  
Takii Seeds, Salinas California  
Industry trends for annual color production
- 9:00 AM Mr Todd Mayhew**  
Valent, USA  
Using all your PGR tools for success
- 9:30 AM Mr David Barcel**  
OHP Corporation  
Cyclanilide PGR research and control of branching in ornamental production
- 10:00 AM Break**
- 10:30 AM Mr Jim Synder**  
Visions Group LLC  
Production of ornamentals using ABA
- 11:00 AM Dr Roch Gaussoin**  
University of Nebraska  
Turfgrass PGRs for stress tolerance
- 11:30 AM Dr. Stephen Cockerham, S.B. Ries, G. H. Riechers, J. S. Hartin, R. A. Khan, and V.A. Gibeault**  
University of California, Riverside  
Green Waste Compost as a Soil Amendment for Turf Under Traffic and Non-Traffic
- 12:00 PM Adjourn**

**Thursday January 31, 2008**

7:00 AM Breakfast

7:15 Business Meeting

**Session III, Thursday, Vegetable/Transplant Production**

Moderator: Dr Lisa Baird, University of San Diego

- 8:00 AM Dr Elizabeth Mitcham**  
University of California, Davis  
A Fresh Look at Control of Calcium  
Deficiency Disorders
- 8:30 AM Rebecca Sisco**  
University of California, Davis  
Current and recent past “Plant Growth  
Regulator” projects in IR-4
- 9:00 AM Dr Daniel Leskovar**  
Texas A&M University  
ABA to enhance environmental stress  
tolerance in vegetable transplants
- 9:30 AM Dr. Deirdre Holcroft**  
AgroFresh Corporation  
Application of 1-MCP in vegetable production
- 10:00 AM Break**
- 10:30 AM Dr Jiyoung Oh**  
North Carolina State University  
Protection of watermelon seedlings from  
chilling injury with ABA
- 11:00 AM Dr Jiyoung Oh**  
North Carolina State University  
Conversion of cucumber sex expression with  
aminovinylglycine (AVG)
- 11:30 AM Mr Lance Beem**  
Stoller Enterprises  
Cucurbit production without bees; the role of  
plant hormones
- 12:00 PM Adjourn**

To register for the meeting online, reserve a hotel room, or for more information about the Conference, go to [www.wpgrs.org](http://www.wpgrs.org) and “click” on the appropriate link.

The WPGRS is holding several rooms “TBD” at the conference rate for the evening of January 30, 2008. If you need a room for the conference please contact the Business Manager, or Tino Lopez, Valent USA.

**Questions:** Contact Steven Morrison, Business Manager  
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**The WPGRS expresses gratitude to the following  
sustaining members of the Society:**

**Valent BioSciences  
Valent USA  
Fine Americas, Inc.  
BASF  
OHP, Inc.  
Stoller Chemical, Inc.**

The WPGRS welcomes our newest sustaining members for 2008, **OHP, Inc.**, and **Stoller USA Inc.**