

# **WESTERN PLANT GROWTH REGULATOR SOCIETY**



January 19 & 20, 2010  
Veterans Memorial Center Theater  
Davis, CA

## **22<sup>nd</sup> Annual Conference**

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

This meeting was approved for 2 CE units of Law and Regulations and 4 CE units of Other by the California Department of Pesticide Regulation

**Tuesday, January 19, 2010**

8:00 AM Registration Desk Opens  
9:00 AM- 12:00 PM Pre-Conference Session  
1:00 PM – 5:30 PM General Session I

**Pre-Conference Session, Tuesday, January 19**

Moderator: Holly Little, Acadian AgriTech

- 9:00 AM Peter Petracek**  
Valent BioSciences Corporation  
Introduction to Commercial Uses of Plant Growth Regulators
- 9:30 AM Tim Spann**  
University of Florida  
University Extension Research with Plant Growth Regulators
- 10:00 AM Jerome Pier**  
Crop Production Services  
Agronomic Plant Growth Regulator Research
- 10:30 AM Break**
- 10:45 AM Holly Little**  
Acadian AgriTech  
Corporate Research with Plant Growth Regulators
- 11:15 AM Michel Castanger**  
AgroFresh  
Agricultural Marketing of Plant Growth Regulators
- 11:45 AM Question and Answer**
- 12:00 PM Adjourn**

**Tuesday, January 19, 2010**

8:00 AM Registration Desk Opens

9:00 AM- 12:00 PM Pre-Conference Session

1:00 PM – 5:30 PM General Session I

**Session I, Tuesday, January 19, 2010**

Moderator: Jim Hansen, Valent BioSciences

- 1:00 PM David Sugar**  
Oregon State University  
Sizing Pears with Plant Growth Regulators
- 1:45 PM Holly Little**  
Acadian AgriTech  
Commercial extracts of *Ascophyllum nodosum*:  
Improved Water Use and Drought Stress  
Resistance in the Greenhouse and Field
- 2:30 PM Break**
- 3:00 PM Tim Spann**  
University of Florida  
The effects of plant growth regulator  
applications to citrus on the fitness of the Asian  
citrus psyllid
- 3:45 PM Sergio Tonetto de Freitas and Elizabeth Mitcham**  
University of California, Davis  
Effects of growth regulators on calcium  
deficiency disorders
- 4:30 PM Business Meeting**
- 5:30 PM Adjourn**
- 6:00 PM Evening Social**

**Wednesday, January 20, 2010**

8:00 AM Registration Desk Opens

8:00 AM – 12:00 PM Session II

1:00 PM – 5:00 PM Session III

**Session II, Wednesday, January 20, 2010**

Moderator: Jim Hansen, Valent BioSciences

- 8:00 AM Carol Lovatt**  
University of California, Riverside  
Avocado Physiology and Phenology: The  
Basis for Commercial PGR Strategies
- 8:30 AM Max G. Villalobos Acuña, William V. Biasi, and, Elizabeth J. Mitcham**  
University of California, Davis  
Fruit Temperature and Ethylene Presence  
Modulate 1-MCP Response in Bartlett pears
- 9:30 AM Matthew Fidelibus**  
University of California, Davis  
Effects of ABA on berry physiology, quality,  
and postharvest storage of Crimson Seedless  
table grapes
- 10:00 AM Break**
- 10:30 AM Jennifer Hashim**  
University of California, Cooperative  
Extension, Kern County  
Influence of gibberellic acid applied at bloom  
and berry set on fruit quality of 'Sweet Scarlet'  
and 'Scarlet Royal' table grapes
- 11:00 AM Frances Rond**  
University of California, Davis  
Effects of phytohormones on seed treatment
- 11:30 AM Thomas Deckers**  
P C Fruit Research Station, Fruittuinweg  
Fruit set improvement on pear trees with  
gibberellin GA<sub>3</sub>, GA<sub>4/7</sub> and GA<sub>4/7</sub> +BA  
treatments
- 12:00 PM Adjourn**

**Wednesday, January 20, 2010**

8:00 AM Registration Desk Opens

8:00 AM – 12:00 PM Session II

1:00 PM – 5:00 PM Session III

**Session III, Wednesday, January 20, 2010**

Moderator: Jim Hansen, Valent BioSciences

- 1:00 PM Pam Marrone**  
Marrone Bio Innovations  
Role of the Biopesticide Industry Alliance
- 1:45 PM Dan Fay**  
Valent USA Regulatory  
Maximum residue limits (MRLs): An introduction
- 2:30 PM Irvin J Mettler**  
Office of Technology & Licensing, University of California, Berkeley  
[Intellectual property, patents, licensing, publishing, and technology transfer](#)
- 3:15 PM Break**
- 3:30 PM Renee Pinel**  
President and CEO, Western Plant Health Association  
Emerging CA environmental regulatory initiatives impacting the future use of crop protection products
- 4:00 PM Corporate and Label Updates**
- 5:00 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 has arranged for preferred room rates at the Hallmark Inn in Davis, CA for conference participants.

To obtain this rate you must make your reservation directly, by phone (1.800.753.0035), and tell the reservations center that you are attending the conference. The cutoff date for these room rates is December 28, 2009.

For general information about the hotel, see their web site at: [www.hallmarkinn.com](http://www.hallmarkinn.com)

**Questions:** Contact Steven Morrison, Business Manager  
WPGRS  
PO Box 189029  
San Diego, CA 92117  
619.507.0600 Mobile  
[slmorrison@earthlink.net](mailto:slmorrison@earthlink.net).

**The WPGRS expresses gratitude to the following sustaining members of the Society:**

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