

# **WESTERN PLANT GROWTH REGULATOR SOCIETY**



February 1, 2011  
Embassy Suites  
Monterey, CA

## **23<sup>rd</sup> Annual Conference**

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

*Tuesday, February 1, 2011*

11:00 AM Registration Opens

1:00 PM – 5:00 PM General Session

### *WPGRS General Session, February 1, 2011*

Moderator: Holly Little, Acadian AgriTech

- 1:00 PM Holly Little, Acadian AgriTech**  
Opening Remarks
- 1:15 PM Paul Silverman**  
**Valent BioSciences Corporation**  
Gibberellins: What is new is old and what is old is new
- 1:45 PM Glenn Wright**  
**University of Arizona**  
Mode of action of GA in plants and some practical applications in citrus
- 2:15 PM Holly Little**  
**Acadian AgriTech**  
Commercial extracts of *Ascophyllum nodosum* increase growth and improve water status of potted citrus under deficit irrigation
- 2:45 PM Break**
- 3:15 PM Robin Ross and David Holden**  
**Acadian AgriTech**  
Commercial extract of the brown seaweed *Ascophyllum nodosum* (Acadian LSC) enhances growth and yield of celery
- 3:45 PM Michael Devencenzi**  
**University of California**  
ReTain PGR assurance guarantee for California Serr walnut, a harvest evaluation
- 4:15 PM Michael Devencenzi**  
**University of California**  
Chemical thinning of pink lady using MaxCel (6-BA)
- 4:45 PM** Concluding remarks and 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 meeting will be held in conjunction with and following the AAIE Ecological Pest Management Conference in Monterey, CA, February 1, 2011

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

For information about the AAIE, go to their web site at: [www.aaie.net](http://www.aaie.net)

**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.

## How to get to the WPGRS meeting in Monterey, February 1, 2011

### From San Jose Airport:

1. Travel northeast on Airport Parkway toward Technology Drive
2. Turn right onto Old Bayshore Highway
3. Merge onto US-101 south towards Los Angeles
4. Take exit 336 onto Highway 156 toward the Monterey Peninsula
5. Merge from Highway 156 onto Highway 1 south
6. Take exit 403 onto Highway 218 toward Seaside/Del Rey Oaks
7. Take a slight left turn onto Canyon Del Rey Blvd/Hwy218

### From Salinas, CA north on Highway 101

1. In Salinas, take exit 326C toward the Monterey Peninsula
2. Turn right at S Sanborn Road
3. Continue onto East Blanco Road
4. Turn left at Highway 68 west/Canyon Del Rey Blvd

### From Sacramento/Fresno/Highway 5 north

1. Take exit for Highway 152 west from Highway 5 or 99
2. At the junction of Highway 152 and 156 bear left onto Highway 156
3. At the Highway 156/101 interchange take Highway 101 south
4. Take exit 336 and Highway 156 toward the Monterey Peninsula
5. Merge from Highway 156 onto Highway 1 south
6. Take exit 403 onto Highway 218 toward Seaside/Del Rey Oaks
7. Take a slight left turn onto Canyon Del Rey Blvd/Hwy 218