

# Western Region Cuttings

Spring 2015

Newsletter of the Western Region - International Plant Propagators' Society Vol. 6, No. 2

## 56<sup>th</sup> Annual Meeting September 23 - 26 in Modesto, CA

### Plant Propagation in the 21st Century

That's the theme for the upcoming Western Region Annual Meeting to be held at the DoubleTree Plaza Hilton in Modesto, CA. The local planning committee is in the process of organizing talks, poster sessions and tours of great scientific and educational value that will benefit all IPPS-WR members regardless of their individual interests.



DoubleTree Plaza Hilton



Downtown Modesto

The Central Valley of California is the agricultural powerhouse of the country producing almost every type of crop. Agriculture in Stanislaus County alone, where Modesto is located, contributed more than \$13 billion to the nation's economy in 2013. The bulk of the production comes from nuts, fruits, dairy and poultry. Stanislaus County has the largest winery, largest cheese factory and one of the largest poultry processing plants in the world. Several interesting sessions are planned focused on Genetics and Breeding, Cultural Practices, Plant Protection, Environmental Control and Regulations and Futuristic Technologies. The

organizers are putting together an exciting tour program to let you visit state-of-the-art nurseries, seed companies and rare germplasm resources.

The Pre-conference Tour will include stops at Poots Cactus Nursery, Colorspot Nursery, California Seed and Plant Lab, Sacramento Packing, Inc., Valley View Packing Company, USDA Clonal Plant Germplasm Repository and Four Winds Growers Nursery. Tours during the meeting (Thursday afternoon and Friday morning) will include stops at Dave Wilson Nursery, Westurf Nursery, Generation Growers,



Zaiger Genetics, Harris Moran Seed Company, Dry Creek Lab and Acclimation Facilities and Duarte Nursery.

*So come and experience the agricultural flavors of this great valley.*



#### Also in this issue...

President's Message - Valerie Sikkema  
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Bruce Briggs Memorial Scholarship  
In Memoriam

**Editor's Note:** Embedded hyperlinks work for web and email addresses.

## PRESIDENT'S MESSAGE

All my life I have loved springtime! The flowers blooming, the trees coming into leaf, the green grass and customers driving in one after the other (I grew up in a retail garden centre). Spring really is the time for us to get our work done, to ship what we grew last year and to start next year's crops. In such a seasonal enterprise as Horticulture, we sometimes get so busy with the urgent we forget the important. Well, I am here to remind you of the important. IPPS-WR exists for the members, to seek and to share. We have lots of opportunities to do that, most especially at area, regional and international meetings.

The Executive Committee is working on a proposal to share the work of the annual meetings more evenly across all areas of the Western Region. The local planning committee will still be responsible for the theme, location, tours, hotel and food, and the schedule. We are hoping to spread the workload of sponsorships, some of the speakers, posters, publicity and silent auction over a greater number of volunteers. The idea is that we won't have to reinvent the wheel for each new meeting and those with experience in one or more of these areas will be able to do this work year after year and train new volunteers when they are ready to pass the torch. We will have something more concrete to discuss at Modesto, but if you have skills in one or more of the areas I have mentioned, we would love to hear from you.

We are also working hard to ensure the long-term stability of the Western Region. Our finances depend considerably on income generated at annual meetings and if we get fewer than expected attendees a year or two in a row, it can put our organization on shaky financial ground. We would love to develop a bit of an endowment fund to help us with this financial stability. If you have ideas for sponsors (not just of the annual meeting, but for year-round sponsorship), please contact Melanie Miller at [MMiller@obcnw.com](mailto:MMiller@obcnw.com).

You will read more about the upcoming meeting in Modesto elsewhere in this newsletter, but may I encourage you now to take some time and put the meeting dates of September 22-26 in your calendar and set a reminder for June or July to register and reserve your hotel room. I am looking forward to seeing many of you there. In the meantime - Enjoy the Spring!

Valerie



President Valerie Sikkema

## UPCOMING AREA MEETING

INVITATION 18TH ANNUAL  
**FRIENDS DAY**  
Friday, May 1, 2015 9 a.m. - 3 p.m.

TOURS · TRADE SHOW · LUNCH

1555 Baldwin Rd.  
Hughson, CA 95326  
1-800-GRAFTED

RSVP to [marketing@duartenursery.com](mailto:marketing@duartenursery.com)

Friends Day at Duarte Nursery is approaching – Friday May 1st. This event also serves as an area meeting for the Northern California Area. The event will include indoor/outdoor exhibitors, lab and nursery tours. See the picture postcard (left) for more details. .

## UPDATES FROM IPPS INTERNATIONAL BOARD

### **Student Membership:**

International Student Membership will be free. Regions do not have to pay international dues for student members. Student members will have free access to the members-only area of the new website. They will have free and unlimited online access to the Proceedings as currently hosted on PubHort and soon also on the new website. A student may be a member in this category for a maximum of four years only. After two years the student will have to re-apply for another two-year period. Any person enrolled at a certified tertiary training institution in the fields of Horticulture, Plant Production or any related curricula, may apply for student membership.

### **Introductory Membership:**

The Board would like to give Regions an incentive to recruit new members. IPPS International will offer Regions a 50% discount on the international dues for any first-time member recruited during the next two years. The discount is valid for the first membership year and does not apply to any person with a lapsed IPPS membership. This offer is valid until the end of 2016, after which the success of the action will be reviewed. Regions may decide on the regional dues they wish to charge first-time members.

### **New Website Development:**

The Board approved the development proposal and quotes by the South African company, Aftershock Visual Communication (Pty) Ltd. Hans Sittig, the head of communication and marketing for the International Board, has been appointed as project manager. The project should be completed by the end of July 2015. There will be no web hosting fees payable by the Regions until the end of 2016, after which the funding of these fees will be reviewed. The sponsorship committee, under leadership of Rick Crowder, international director for the Southern Region, will investigate and solicit potential sponsors to cover the annual hosting fees of about US\$13,000. IPPS International will fund the once-off development costs from existing restricted fund reserves. The cost estimate is US\$18,000. An additional 20% has been budgeted for any possible cost overruns. The project manager has to seek approval for any items not within the budgeted cost estimate.

### **Website Administration:**

The web pages of the new websites will be administrated in-house. Regions will have to plan and make provision for this new responsibility and will have to review the roles of their secretaries and editors. The designated webpage administrators of each region will receive training once the website development is complete. A basic user manual and online training and support will be available.

### **The Proceedings and ISHS Relationship:**

The existing agreements with ISHS and International Editor, Dr. Charles Heuser Jr., remain. The Proceedings will continue being hosted on PubHort. The Black Book will be printed for as long as there is demand and it can be done in a cost-effective way. Parallel to the above, the past and current Proceedings will be uploaded to the new website's document management system.

### **Review of the Societies SOPS**

The Society's standard operating procedures were last updated in 2006. As part of the new strategy, these procedures will be reviewed and updated during the course of this year. The roles of the society's secretaries, officers and directors will also be reviewed on the basis of trying to achieve greater efficiencies across all the regions. Mike Norris, head of the strategic committee, will contact the regional leaders in this regard.



## BRUCE BRIGGS MEMORIAL SCHOLARSHIP

Bruce Briggs Memorial Scholarships are offered each year to help students attend the IPPS Annual Meeting. Applications are now available on the IPPS Western Region website: <http://ippswr.org>. Please help spread the word to college or university students about this program.

### For more information:

Laurie Rogers-Roach

Grant Committee

503-628-8685 ext. 18

Laurie@eshraghinursery.com

## IN MEMORIAM

Don Floyd Dillon Sr. died peacefully at the age of 93 on February 9th.

In 1960, he was a Charter Member of Western Region and then served as its President and also International President. He embraced the IPPS motto "Seek and Share". He became President of Saratoga Horticulture Research Foundation. He was a big supporter of California Association of Nurseries and Garden Centers, enjoying meetings at Peninsula and Central Chapters. His advice to all gardeners was rather than "talking" to plants, to "listen" to them.

He is survived by his wife of 71 years, Mary Ann; his children and their spouses: Mary Helen and John Seeger, Debbie Dillon-Adams and Warren Adams, Don Jr. and Donna Dillon, 6 grandchildren and 7 great grandchildren and other extended family.



Don Floyd Dillon Sr.

Don was born in El Centro, California, the only child of Floyd and Mildred (Shawver) Dillon. He graduated from Stanford University, married his college sweetheart, Mary Ann Walker. He was in the US Navy, in WWII and Korea aboard Destroyer Escorts in the Atlantic and the Pacific. He served in the reserves and retired as a Commander.

He joined his father, Floyd, in the nursery business in the early 1950's and moved their citrus nursery to Mission San Jose in 1954. While President of Four Winds Growers, the nursery developed 3 locations and a wider product mix. He was pleased that the nursery continues to grow, under the leadership of the third (Don Jr.) and fourth (Aaron) generation.

Don also made time to be actively involved with many other pursuits. He was known for his energy, enthusiasm, and consensus building. He was into "social networking" before the term was ever coined.

He wanted to be remembered as the "Formerly Honorable Mayor of the City of Fremont" where he served as Mayor for 5 years, as well as 16 years on the Fremont City Council. He served as President of the Association of Bay Area Governments and served on the Alameda Creek-Coyote Hills Joint Agency and the Metropolitan Transportation Commission.

Don inspired many with a smile and a phrase he would use in parting, "Have a POW-ER-FUL- DAY!"

# HUGGING

(In honor and on behalf of Don Dillon)

Hugging is the original miracle drug.

Hugging is healthy, reduces stress and induces sleep.

Hugging is invigorating, rejuvenating and cures depression.

Hugging strengthens the body's immune system.

Hugging is all natural, no pests, no pesticides, no preservatives,  
no artificial ingredients, and 100% wholesome.

Hugging is practically perfect!

Hugging comes with inexhaustible moving parts.

Hugging has no batteries to wear down,  
low energy consumption,  
inflation proof, non-fattening.

Hugging requires  
no monthly payments,  
no insurance payments.

Hugging is a no-deposit  
theft proof,  
tax exempt  
non-polluting,  
environmentally sound  
renewable resource.

Hugging is fully returnable even when overused.

Satisfaction guaranteed.



## **Western Region Cuttings**

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