

achieve its full branching potential also has desirable implications for crop quality and value. And learning how to use Florel to more accurately time crop flowering results in additional control over the crop and its environment.

#### **11. Explain what you did in your outreach program.**

Outreach for this project consisted of several day long Florel workshops, publication and distribution of my newsletter, and continued transfer of my workshop slide set onto CD-ROM for future use in published material.

The Florel Workshop has evolved into a six hour session dealing with all aspects of the research project that date back to 1984. The program is usually held at either my or another grower's greenhouse in order to avoid costs associated with renting a conference facility. The program runs from 9:00am to 3:00pm and includes an hour break for lunch. Live plant material, slides, and overhead transparencies are used at different times to break up the day.

Registration includes a loose leaf notebook which includes reprints of every trade magazine article on Florel that I have published since 1986 as well as all back issues of my newsletter which was started in 1993. There are currently about 100 pages of information in this notebook. Attendees also receive a one year subscription to the newsletter as well as telephone support when needed. At the end of the year they have the option of subscription renewal. The workshop registration fee and newsletter renewal fee both contributed, where appropriate, to the matching funds requirement of this grant.

#### **12. Slide descriptions.**

**Slide # 9.** Impatiens plants two weeks after Florel treatment. Clockwise from upper left; control, no wash (full exposure), eight hour exposure, and seven hour exposure. Notice that both limited exposure treatments are reflowering before the full exposure treatment indicating that "full exposure" is more than eight hours.

**Slide #26.** Garden mum plants receiving various Florel treatments showing ethylene's effect on flowering. Picture taken on September 17.