

# Ornamental Research News

## Central Florida Research and Education Center

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### ON CENTER

#### Accountability

C.A. Conover, Ph.D., Center Director

We all have to be accountable for our actions; whether in private business or the public sector. In business, when an individual, partnership or corporation is not accountable, it loses business or may even go bankrupt. In the public sector, organizations that are not deemed accountable may have their budgets and/or programs cut when the legislature needs funds for other programs such as prisons, law enforcement, or H.R.S.

For example, during the 1988-89 fiscal year, we received just over \$300,000 in operating funds to operate three research centers. For fiscal year 1995-96, our budget was \$197,250, a decrease of \$102,250, not including seven years of inflation. Allowing for 25% inflation over those seven years, our \$197,250 for 1995-96 is worth about \$147,937 compared to 1988-89, or less than 50% of our budget of seven years ago.

The obvious first question is, how can we continue to operate with such a drastic reduction in funds? In addition to becoming more efficient, we have recognized that some research we used to do will go undone because of cost. Also, since our research must be accountable, we have to apply a value test. How does one apply a value to horticultural research? It is easily done for some types of research and extremely difficult for others. For example, if we find that 200 pounds less nitrogen can be used annually to grow a crop, and that nitrogen has a value of \$1.00 per pound, we can claim a savings of \$200.00 per year/acre. If we extend this to 5000 acres, we can claim a savings for industry of one million dollars annually.

On the other hand, if through the same research we find that a crop requires the same nitrogen level, there is no savings. Was the study less valuable because there was no savings? What if there is no savings in the amount of nitrogen applied, but by changing the application method we can reduce leaching and thus prevent groundwater contamination. Certainly, there is a great value to this, but how do we apply the value test so that we can claim accountability? We know that our research is vital to the industry and the state, but we need to develop a better measure for accountability before our entire budget disappears.

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## **ON CENTER II**

### **Open House**

An open house will be held at The University of Florida's Central Florida Research and Education Center-Apopka (CFREC) on Saturday October 21, 1995, in conjunction with an FNGA nursery tour from 8:00 am until 10:00 am, and for the public from 10:00 am to 12:00 noon. The research center, part of the University's Institute of Food and Agricultural Sciences, is located on Binion Road just northwest of Apopka. Established in 1968 in Apopka, the Indoor Foliage Capital of the World, research at CFREC focuses on solving problems associated with the commercial production of indoor foliage plants and cut foliage. Exhibits and discussions regarding indoor foliage and cut foliage research will be presented. For more information or directions call (407) 884-2034.

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## **COMMUNICATIONS**

### **The Internet and You**

L.S. Osborne, Ph.D., Entomologist and  
W.C. Fooshee, Programs Coordinator

Everywhere you look there are references to the Internet and what it can do for you. There are regular newspaper columns talking about various addresses on the "World Wide Web" (WWW) from which "important" information can be obtained. Many companies advertise that you can get more information by connecting to them via the Internet. During hurricane Erin, radio and television stations frequently announced that you could get the latest information by accessing their address on the internet. The opportunities appear to be endless, but for a neophyte, it is equally confusing as to how one goes about extracting the information that is useful. If you have a computer and a modem you can, for a reasonable monthly fee, have access to a wealth of information on any subject you can imagine.

America Online, CompuServe, Delphi, GENie, and Prodigy are among the most prominent of the online computer services. Each has its own features and shortcomings, but Internet access is now available on

most. Of course, hardware limitations may result in a slow connection or restrict your ability to receive complex graphics, but most 386-based computers are adequate for most of the popular services. Direct Internet access providers, which provide direct internet links, are springing up in almost every city and town across America.

Among the widely known services provided with internet access are E-mail and numerous bulletin boards. However, the World Wide Web, which encompasses many of the tools and utilities of the internet, is becoming one of the most popular methods of utilizing the Internet, in spite of the requirement for a 486 or Pentium computer. The ability to easily use the HyperText links on the World Wide Web is one of the beauties of the system. You can easily jump to related topics by using a mouse to click on the references within the text. Returning to the original document or subsequent documents is just as simple.

While there are several locations on the World Wide Web that have something to offer those of us interested in plants and insects, the most obvious location is through IFAS at the University of Florida. There are a number of places to begin or home pages that are maintained by the University of Florida. For example, the entomology department home page can be accessed by typing:

<http://ifas.ufl.edu/~entweb/entomolo.htm>

when prompted for the address by the WWW software. This home page is organized to let you quickly reach the information offered. Some of the main topics you will find include: Academic Programs, Facilities, Personnel, and Insect & Nematode Information. Under the Insect & Nematode Information topic, many sub-topics are available:

- Insect information,
- UF Apis a monthly beekeeping newsletter
- Software development and availability
- UF Book of Insect Records
- Florida Insect Control Guide
- Pest Alert: Entomology, Nematology, Plant Pathology
- Pesticide Poisoning Handbook
- Beneficial Insects
- Pests In and Around Florida Homes
- Insect information, other
- USDA Insect Attractants Laboratory
- USDA Medical & Veterinary Entomology Research Laboratory
- Florida Dept. Agriculture & Consumer Services,
- Division of Plant Industry
- Florida Entomologist (An International Journal for the Americas)
- Discover Entomology
- Entomology Index of Internet Resources

- Nematode information:
- Nematode Control Guide (UF)
- The "Beneficial Insects" heading contains information and pictures of a predatory mite and many other biological control agents.
- The Insect Control guides were generally available only for county extension offices, but can now be found under the control guide heading. The control guides available include: Field Crops & Pastures, Forest & Shade Trees, Fruits & Nuts, Household Pests, Livestock, Peanuts & Stored Products, Poultry, Turf & Ornamentals, and Vegetables.

Within any one of these sub-categories, hyperlinks to other documents can provide an unending source of information. Universities and corporations nationwide have placed information on every topic imaginable. It is there for the asking.

In future issues of this newsletter we will point out interesting places to explore on the Internet. We would also like to encourage our readers to share with us their experiences with this technology. You can E-mail Lance Osborne at [LSO@ifas.ufl.edu](mailto:LSO@ifas.ufl.edu) or Chris Fooshee at [WCF@ifas.ufl.edu](mailto:WCF@ifas.ufl.edu).

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