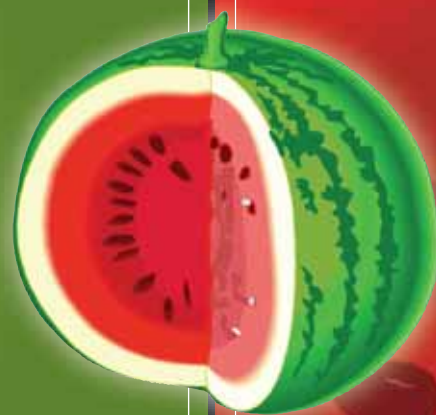


# the vineline

July/August 2006

Official Magazine of the NATIONAL WATERMELON ASSOCIATION



[www.nationalwatermelonassociation.com](http://www.nationalwatermelonassociation.com)

The screenshot shows the homepage of the National Watermelon Association website. At the top is a banner with watermelon slices and the NWA logo. Below the banner is a navigation menu with links: Home, Legislative Affairs, Research, Vineline Magazine, Queen Program, History, Conventions & Events, Chapters, and Contact Us. The main content area features a 'Welcome to National Watermelon Association' message, a 'Member Login' section with fields for login and password, and a 'Quick Links' section. The 'Quick Links' section includes links to '2006 Sponsors', 'Email Alert', 'NWA Queen', 'Legislative Affairs', 'Scientific Research', 'The Vineline magazine', and 'Promotional Items'. The footer contains copyright information and a disclaimer.

**Member Login**

Login:   
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Become a member >>  
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**Quick Links**

Click on **QuickLinks** to view all sites

**2006 Sponsors**

The List of **2006 Sponsors** of the NWA

**Email Alert**

Email Address:  **Submit**

**Welcome to National Watermelon Association**

The National Watermelon Association was organized in 1914. Originally it was called the "Melon Distributors Association," but as the organization grew and the goals became more defined, the name was changed (in 1945) to the "National Watermelon Growers & Distributors Association". In 1979, Growers & Distributors was dropped from the name, resulting in the current "National Watermelon Association."

NWA has members in 30 states and Canada - with chapters in Alabama, California-Arizona, Florida, Georgia, Indiana-Illinois, Maryland-Delaware, Missouri-Arkansas, North Carolina, South Carolina and Texas.

The purpose of the Association is to promote the best interests of the Watermelon Industry from production to consumption. NWA is constantly seeking improvements in the growing, grading, handling, transportation, distribution and sale of watermelon.

**NWA Queen**

**Legislative Affairs**

**Scientific Research**

**The Vineline magazine**

**Promotional Items**

**Convention**

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doing for  
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## General Ad Rates

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For more information call the NWA Office in Plant City, FL. 813.754.7575	



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 1981-2006





# President's Message



Greetings Watermelon Family,

You know, I have ridden some wonderful, exciting, and at times scary roller coaster rides at amusement parks over the years. But even the best of these roller coasters can't begin to compare to this year's watermelon growing and shipping season! What a RIDE! And it's not over yet! It appears from what I have seen and heard from other growers that it has been a good year so far. We realize that the weather has certainly played a major factor in the availability of product from several growing regions. Which has lead to some very unusual tight supplies, and hot markets, and it appears that this could continue through the Labor Day holiday. Hopefully though, when all is said and done everyone will have had a good year.

Bob and Amanda have been working very hard for us this summer planning for our Fall Board Meeting to be held in Washington, DC this September. They have planned what appears to be a very busy and productive agenda for our board members. Our meeting will start at the end of the UFFVA Public Policy conference, which is dedicated to keeping our folks in Washington informed on the issues that are important to our industry. Bob and Amanda have us set up to visit with key members of Congress, the USDA and even the White House on Thursday and Friday to discuss the issues that are important to us in the watermelon industry. This year we are involving the Queens and Promotion Coordinators in this special event as well. Then on Saturday we will finish with our Fall Board Meeting. I hope to see all of you there for this will be a very wonderful event.

Debbie, Bob, Amanda and I have begun working on making arrangements and plans for the 2007 NWA Convention to be held at the Grove Park Inn in Asheville, NC February 22 – 25, 2007. We know that this is going to be one of the most beautiful places we have ever been, and we are all trying to make it as memorable as well. I don't want to spoil the surprises to come at this year's convention, I will keep you in suspense for now. We are all very excited about this location and we believe everyone will have a wonderful time in the North Carolina Mountains.

Even though I haven't seen much of Eleanor and Candice this summer, I know they have been working very hard for us! I have been hearing good things from the places they have been about the work that they do. All I can say is Thank you and keep up the good work. Until next time, I wish everyone a Safe and prosperous Summer Season! Also don't forget to visit our new website which looks fantastic!! And "Let's all keep eating more melons"!

*Brent Jackson*



# NWPB Resources At Your Fingertips!

*food safety*

*industry news*

*research projects*

***Check Out the Industry Section of Your Web site, [www.watermelon.org](http://www.watermelon.org).***

Tuning in to the latest industry news, tools and resources is just a click away when you visit the password-protected industry section of your NWPB Web site at [www.watermelon.org](http://www.watermelon.org).

» ***Gain Marketplace Muscle***

Your NWPB has developed a category management section in the industry area where all the latest consumer research and data-supported merchandising tips are housed. Visit today to get a leg up on the competition.

» ***Access Voluntary Food Safety Guidelines for the Watermelon Industry***

These Guidelines serve to assure your buyers you are doing everything possible to ensure safe product. Did you know we have them in English and Spanish?

» ***Research***

In the industry area, you may access research reports and information that contributes to the long-term success of the industry, ranging from research into watermelon disease control and prevention, pest control and prevention, to food safety and nutrition research.

» ***American Heart Association Certification***

The NWPB has worked with the American Heart Association to create PLU labels for red seeded and red seedless watermelon that display the heart checkmark. According to the AHA, nearly 90 percent of consumers find the heart checkmark helpful when making purchasing decisions. The heart checkmark helps boost sales, which translates into moving more watermelons out of the growers' fields and into consumers' homes. From the main section, click on Resources to find out how you can use this tool in your own marketing materials.

***In the industry area you may also order free promotional materials, access shipping reports and provide feedback to the NWPB about your concerns, requests and questions.***

To log in to the industry section, simply go to [www.watermelon.org](http://www.watermelon.org). Look for the industry box on the lower left-hand side of the page and type in your password. If you have any questions about logging in to the Web site just contact the NWPB staff, toll-free, at 1-877-599-9595.

***get connected at [www.watermelon.org](http://www.watermelon.org)!***







Mark Arney  
Executive Director



## *News from the* National Watermelon Promotion Board

### **National Watermelon Promotion Board (NWPB) Goes to Costa Rica**

The NWPB is excited to travel to Costa Rica August 9th—11th to participate in the XIV Latin American Melon & Watermelon Growers & Exporters Congress.

NWPB President Brent Harrison will be presenting at this meeting discussing NWPB activities in Spanish. Bill Winsemann and Gordon Hunt will be joining Brent on the trip.

Two years ago NWPB current staffer Leslie Coleman and former staffer Bill McGinn were on the program and both felt it was a very worthwhile meeting, especially in view of the fact that U.S. imports continue to grow.

After being held in Honduras for 5 years, the Congress moves to Costa Rica. Last year with over 300 participants, the meeting was successfully carried out over three days with 32 exhibitors and 20 breakout sessions. The sessions covered important issues such as: food safety, new technologies, improving productivity while preserving quality, overseas marketing tips, transport issues, implementing strategic alliances, and much more.

The mission of the Latin American Congress of Growers & Exporters of Melon & Watermelon is to identify and to promote new markets, products, services and export businesses in a consistent, innovative and dependable manner.



Logo image from 2005  
expo in Honduras

### **Good-to-Grow: Summer Kid's Promotion**

This summer, the NWPB has teamed up again with Consumer Effects for a kid's promotional program called Good-to-Grow. The program dates are August 2nd through 29th.

That means that during those dates, keep your eyes open when shopping at your local Albertsons, Acme, Jewel and Shaw's stores.

The inclusion of watermelon in the recipes books, display signs, stand ups and handouts will be incorporated at 140 demonstrations in Dallas, Northern California, Southern California, the Midwest and in Shaw's Supermarkets. Watermelon materials and inclusion on in-store signage will additionally be featured in the following divisions: the East, Florida, Intermountain, the Northwest, the Rocky Mountains and the Southwest.

These divisions are available through our partner and this promotion is the "new" version of previous "Wacky Days of Summer" promotions from years past.

For more information, contact Gordon Hunt at [ghunt@watermelon.org](mailto:ghunt@watermelon.org).



# The Future

for the NWA with Congress, the USDA and the Administration.

Included in this section is a link to PMA's legislative contact information that will allow us (including you) to directly

simple click of the mouse, and get updated on key categories such as:

- Legislative Affairs
- Scientific Research
- Vineline Magazine
- Queen Program
- Conventions & Festivals
- Chapter Associations
- Promotional Items

Your NWA has completed the new website, [www.nationalwatermelonassociation.com](http://www.nationalwatermelonassociation.com), which is indicative of all that your staff is providing to our members in the U.S. Watermelon Industry. Please log-in to the site, and see for yourself what is happening today, and beyond.



The web site has been a labor of love for us to develop, and is truly representative of all of the programs that we are involved with at the NWA. We hope that you are as proud of the site as we are, and log on regularly to keep abreast of what is happening. Hopefully you will realize that we are doing much more than some may know of.

The site has major categories that you can access through a

All of our members will receive a mailing from the NWA office this summer with special user name and password information. This information will allow you to access:

- Membership Listings
- NWA Committee Meeting minutes

The NWA Executive Committee members will receive different log-in information in order to access key information such as:

- NWA Financial Reports
- NWA Executive Committee meeting minutes

Let's take a quick look at the highlights of each page within the new web site:

Legislative Affairs will bring you up-to-date on the major issues that we are working in Washington





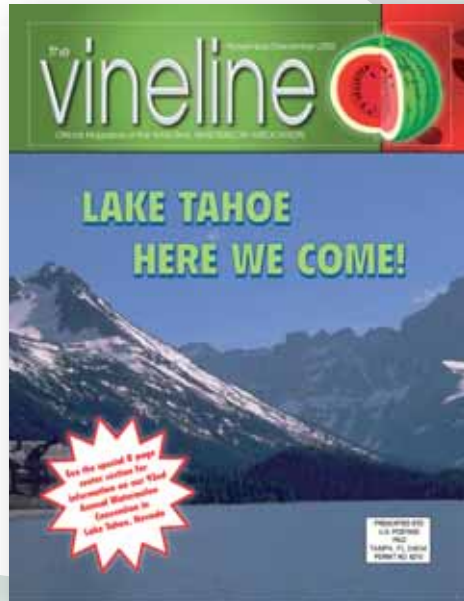
# re Begins Now

communicate with our Congressional leaders on key NWA issues. As soon as the NWA completes our own communications vehicle we will replace this link.



Research is an update on scientific research grants and initiatives that the NWA has financed in recent years, currently, as well as internet links to numerous research websites involving watermelon research.

Vineline Magazine is an opportunity to see the most recent issues of The Vineline, past feature story segments, the opportunity to complete an advertising agreement to promote your company, and the opportunity to recommend advertisers for the Vineline.



Conventions covers all of the chapter conventions, watermelon festivals, the NWA Convention and Current Weather Conditions. Log on to the weather and see what the current conditions are in your area, or wherever you may grow, pack or travel.

utilize their own page to promote their chapters through membership, convention, promotions, queen program, etc.

Additionally, you can review the numerous NWA committees, and consider joining any of them if you



Chapters provides a direct link to the seven chapters that currently have their own web sites, and the opportunity for the remaining three (Georgia, Missouri-Arkansas and South Carolina) the opportunity to

wish to get involved and contribute your time and expertise.

This section also includes valuable membership information and selling points (benefits of being a member of a chapter and the NWA).

The Queen Program used to be located at the previous web site, [www.nwaqueen.com](http://www.nwaqueen.com). You will see significant additions and changes to this page on the NWA site that compliment this program, and offer promotional opportunities for the entire year.





Promotional Items is an opportunity for everyone to purchase watermelon items from the NWA at everyday clearance prices. Support the NWA: proudly wear watermelon apparel, use watermelon-related items around the house, wear watermelon-related jewelry.

Other sections in the web site, just as important to us, are:

- Quick Links ..... (a link to key web sites for your use)
- 2006 Sponsors ..... (a list of our Sponsors for the 2006 Season)
- Email Alert ..... (sign up for periodic email alerts that need your attention or help)
- History ..... (brief background of the NWA and the Watermelon Story)
- Become a member ..... (opportunity to get people & businesses to join our family)
- Contact Us ..... (email, call or fax your staff at any time)

**[www.nationalwatermelonassociation.com](http://www.nationalwatermelonassociation.com)**

## ***Next Steps***

Did you ever wonder what to tell a grower, a shipper, a broker, or a supplier to encourage them to join your chapter or the NWA? Well, all that you have to do now is to direct them to this web site, and all of the questions can be answered in one visit.

Before the winter begins, the web site will include a chapter prospect section (accessible by members only). The listings will include thousands of people and companies that are involved in various ways in the U.S. Watermelon Industry. We will work with each chapter to encourage a significant drive to increase our member roles, convention attendance, and so much more. If anyone ever wanted to know what the NWA is all about, this tells the complete story! Please direct your friends, neighbors, suppliers, and others in the industry to the web site to see what we are all about, and doing for all in the industry.

Much credit for the development of this site goes to Laura Land and Brent Jackson, who led the effort to begin this development process. Thanks to both of you for your help. And finally, many kudos to Brad Oberwager of Sundia, who designed and developed this complete web site in "three weeks" (record time)! Brad's efforts and turn around of inputs and changes was very uncommon in that industry. He did an incredible job for us, and for that, I thank him on our behalf!

We hope that you like the website as much as we do, log on regularly, encourage others to visit it, and ask you to help us to make it better with your input in the months to come.

[www.nationalwatermelonassociation.com](http://www.nationalwatermelonassociation.com)



# National Report

## **Sundia Sponsors National and International Television Coverage**

National Watermelon Queen, Candice Fralish was sponsored to San Francisco, California, by Sundia Corporation, and CEO Brad Oberwager. We enjoyed lunch with Brad and Myrna of Sundia at "One Market" in the city. Candice was there for an Australian TV Production company, Beyond Productions. They were filming for a new show called, "What's Good For You," and wanted to include our own National Watermelon Queen in a segment. They produce shows for the Discovery Channel, such as "Myth Busters." This is very exciting! National and International coverage! When talking about our product, the title could not be more appropriate! We hope to see it on the Discovery channel in the near future; I will keep you updated as to the air dates.

Special thanks to Myrna Nickelsen of Sundia, for all her efforts in finding a location, and the leg work on the west coast. We loved the divine dinner at the Wentz Vineyard. Thanks Brad Oberwager and Sundia for sponsoring this awesome opportunity for national and international coverage! Thank You!

## **North Carolina Watermelon Association Sponsors to Food Lion**

Our next stop Front Royal, Virginia and Martinsburg, WV, sponsored to Food Lion by the North Carolina Watermelon Association. We were excited to have the opportunity to work with N.C. Queen, Katie Mills, and Promotion Coordinator Sandra Woodard.

Ruth Kouffman, store manager welcomed the girls with posters at the front of the store. The entire Front Royal Food Lion team showered us with hospitality! The shoppers loved having the girls assist with choosing the melons, their samples and recipes.

That evening, we treated Candice with a small belated Birthday celebration during dinner!

The Martinsburg store was just as gracious with their welcome! The girls also had autographed pictures for the shoppers, as well as stickers, recipes, and samples! We got great coverage from "The Journal," Martinsburg's area newspaper. Ron Agnir photographed them, and Melanie Friedman did a great interview!

It was an outstanding promotion! Thanks to Sandra Woodard for all her efforts in setting up this promotion! Candice and I both enjoyed the opportunity to work with Katie and Sandra. Thanks to the North Carolina Watermelon Association for sponsoring us!

## **Coosaw Farms and South Carolina Watermelon Association Sponsor Hampton Watermelon Festival**

We attended the Hampton County Watermelon Festival, in Hampton, SC, sponsored by Bradley and Louise O'Neal, Coosaw Farms, and the SC Watermelon Association. We were delighted to meet up with my 2002 National Queen Julie and mother Anne for lunch in Savannah before heading to Hampton.

Our first stop in Hampton was the Queen's reception at the home of Becky Young. All the visitors were greeted by Hampton Mayor, John Rhoden. There we met SC Queen Alison Cureton, and Mary Beth Hiers.

We were soon off to the street dance. There we found SC Watermelon Association President, Stevie Still, past President Rusty Kinard, and Freddie Ellis among the thousands of attendees! The grand parade was Saturday morning followed by the dignitary's luncheon. We were excited to have a visit from Lee and Nancy Harbor, following their vacation in Hilton Head! You never know where you might find Lee and Nancy! What a treat!

We headed to Coosaw Farms to tour Bradley and Louise's state of the art facility in Fairfax. She really got an education touring their business. Thank You both!

We were soon off to the culmination of the festival events, Miss Coastal Empire pageant. Thanks to all our great friends in Hampton for your hospitality and to Coosaw Farms and the South Carolina Association for sponsoring us to Hampton!

Until next printing!  
Eat More Watermelon!  
Eleanor Bullock  
NWA Promotion Coordinator  
229-273-8638 office  
229-322-9933 cell  
eleanor@websign.net



### **ANNOUNCEMENT:**

**Candice wishes to thank all the people that donated items to her at the NWA auction. The list got misplaced during convention. Thank You for your generosity!**





Candice at Fisherman's Wharf in San Francisco



Myrna Nickelsen of Sundia at the beautiful Wente Vineyards in Livermore, CA



Sponsor Brad Oberwager of Sundia in San Francisco



Katie and Candice show off the North Carolina Watermelon sign!



TV taping for, "What's Good For You"



Front Royal Food Lion team welcome the Queens!



Candice and the crew eating watermelon!



even welcome signs





Photographed by Ron Agnir of the "Journal"



Candice meets Stevie Still SC President in Hampton



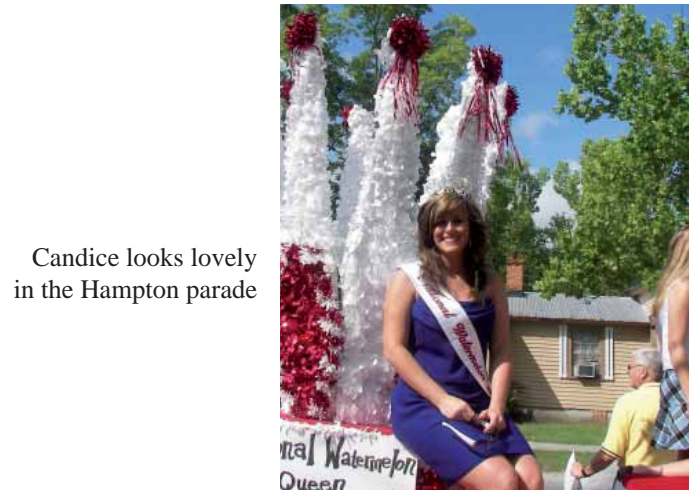
Interviewed by Melanie Friedman



Alison and Candice with Stevie, Rusty and Freddie at the street dance



Candice meets Julie, 2002 National Queen in Savannah!



Candice looks lovely in the Hampton parade



Mayor of Hampton, John Rhoden greets the girls in Hampton



A visit with Louise and Bradley





# 2006

## *National Watermelon Association* **Corporate Sponsors**

### ***PLATINUM SPONSOR***

Sundia, Alabama Watermelon Association, Florida Watermelon Association, Georgia Watermelon Association, Illiana Watermelon Association, Mar-Del Watermelon Association, North Carolina Watermelon Association, South Carolina Watermelon Association, Texas Watermelon Association

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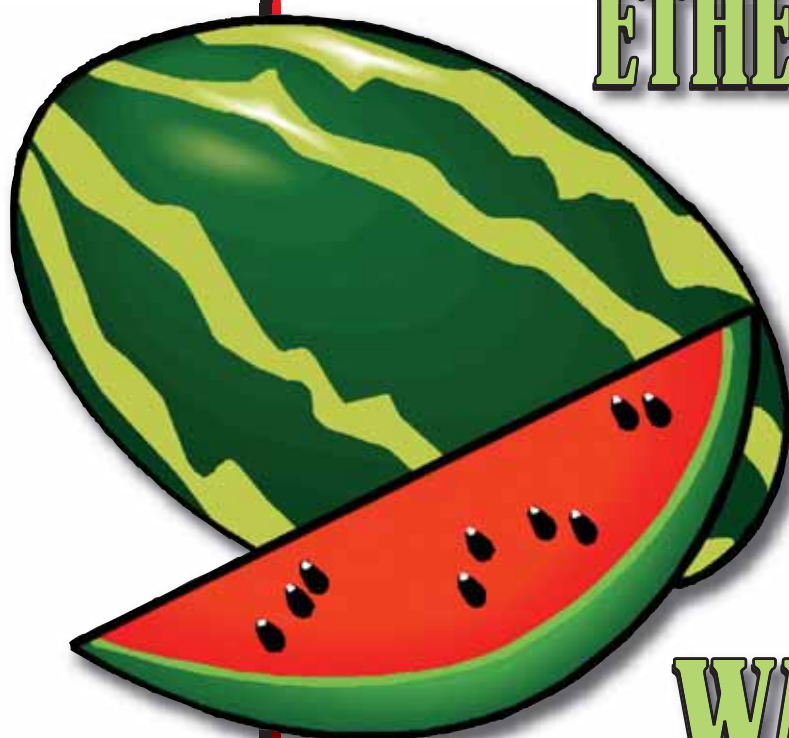
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# WATERMELONS

# Clearance Sale

Watermelon Ball Cap



**\$12.00**  
(includes mailing)

NWA Ball Cap



AVAILABLE IN RED OR  
BROWN BRIM

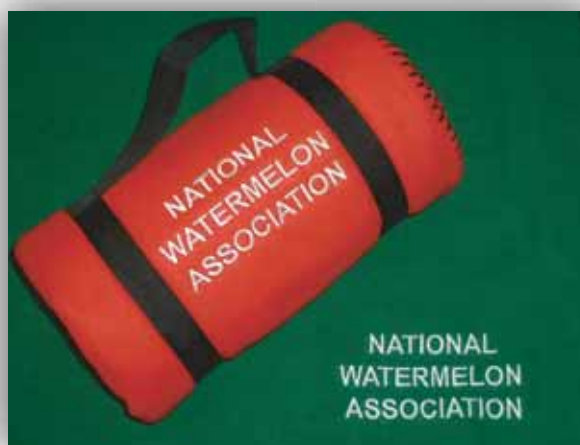
**\$15.00**  
(includes mailing)



**Golf Shirt:**  
Limited quantities  
in S, L and XL  
**\$25.00**  
(includes mailing)



**Watermelon Jean Shirts:**  
Regular and Button-  
Down collars available  
Regular collar in XL and XXL  
Button-Down collar in S, L, XL and XXL  
**\$25.00**  
(includes mailing)



**Stadium  
Blanket**  
(available in red or  
green)

**\$20.00**  
(includes mailing)

## Quantities are limited--



# Watermelon Promotional Items



**Watermelon Fun  
Tee Shirt:**

Adult and Youth sizes available  
in limited quantities  
Youth sizes in S, M, L, and XL  
Adult sizes in S, M, L and XL

**\$10.00** (includes mailing)



**Tie-Dye  
Shirt:**

Limited quantities in  
XL and XXL

**\$20.00**

(includes mailing)



**Watermelon Tee  
Shirt:**

Adult and Youth sizes available in  
limited quantities  
Youth sizes in S, M, L and XL  
Adult sizes in XL and XXL

**\$10.00** (includes mailing)



**Baseball  
Shirt:**

Limited quantities in  
M, L and XL

**\$20.00**  
(includes mailing)



**Ladies T-Shirts:**

Limited quantities in white and red  
White includes S, L and XL  
Red includes M, L and XL

**\$20.00**  
(includes mailing)

# - Everything Must Go!

# Important Information for Growers on Labor Audits and Raids

The Bureau of Immigration and Customs Enforcement (ICE) is currently conducting audits and raids across the country. This agency has the authority to investigate the possible employment of undocumented workers, or to look for undocumented workers within constitutional parameters (i.e. reasonable search considerations). For more information on the agency's activities, go to: <http://www.ice.gov/graphics/news/factsheets/EnforcementFS.htm>

The Department of Homeland Security has also recently indicated that they will begin a similar process across the country.

IF ICE or DHS wanted to come on to a grower's or packer's property to conduct a search or check for I-9s on employees, here are the two options that they have:

1. "Routine" Audits (by ICE, DHS or Department of Labor)
  - a. Require the inspecting agency to give three (3) days notice
  - b. Do not require a search warrant
  - c. Employer is required to provide a list of employees and social security numbers for up to three (3) years
  - d. Agency is entitled to examine and copy I-9 forms and copies of any attached documents used to complete the I-9 form.
2. "Raids"
  - a. Require a search warrant
  - b. Do not require advance notice
  - c. Agency entitled to all records and other property covered by the warrant

To prepare for either of these possible events, we recommend the following:

- Have growers/packers review their I-9 procedures to verify that proper protocols are being used.
- Confirm that documents used to verify employment eligibility upon initial date of hire that may have had expiration dates are being followed up on with renewal documentation.
- Review record retention practices to ensure compliance with applicable state and federal laws.
- Designate a company representative who is authorized to meet and talk to Department of Labor and/or ICE personnel.
- Educate employees to refer I-9 inquiries to the designated company representative.
- No management employee should submit to an interview or provide documents to the government before conferring with the designated company representative.

If ICE shows up to a grower's/packer's office with a search warrant, the grower/packer should have a protocol already in place to alert senior management and legal counsel. The warrant should be carefully reviewed for what records are being requested, and remain mindful that criminal prosecution for immigration law violations may result if seized records reflect violation of IRCA's criminal statutes.



## *In Memory of...*

*The National Watermelon Association Officers, Members and Staff wish to extend their sympathy and warmest regards to the family, friends and colleagues of:*

**National Watermelon Association Lifetime Council Member  
Grover Ford Bowers, Jr.  
Estill, South Carolina**

Mr. Bowers was born November 20, 1919, in Luray, a son of the late Grover Ford Bowers, Sr. and Corinne Fitts Bowers. He graduated from Estill High School and the University of South Carolina. He was a member of Luray Christian Church, where he served as finance chairman, was a member of Estill Masonic Lodge and the Society of 1824. He was a United States Marine Corps veteran of World War II, having served on the Island of Tinian in the 18th anti-aircraft artillery, and being honorably discharged with the rank of Captain. He was co-founder of Harper and Bowers, Inc. in 1947 and, after retirement in 1976, Mr. Bowers remained actively involved in agri-business and politics.

Mr. Bowers served in the South Carolina Senate from 1962-1966 and was the last Senator from Hampton County. He served as a member of the Board of Visitors of Clemson University and The Medical University of S.C., as well as various state commissions including: State Ethics Commission, State ASCS Commission, S.C. Highway Commission, State Transportation Commission and State Forestry Commission.

In 1978, he was conferred the Order of the Palmetto by then-Governor James B. Edwards.

Mr. Bowers is survived by his devoted wife of 56 years, Macie Tison Bowers; three children, seven grandchildren and one great-grandson.

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# Alabama Report

Greetings everyone from our Alabama Watermelon Association,

Our AWA Queen Catherine began summer with sponsorship to the Newberry Watermelon Festival by Rose Elliotte and Ronda Elliotte. Catherine did an awesome job representing our AWA as she greeted many people with her warm personality and beautiful smile. This is always a fun festival for our queen, so thanks again Rosie and Ronda.

Monday, May 15th, Catherine began her first Florida Tour. Our first stop was with Arnold Mack. As always, it is vital for our queen to develop a friendship with Arnold, Chandler, and Jon David in order for her to understand their packing house process. Arnold, thank you for our delicious lunch and the tour of your beautiful facility.

We next visited with Kelly and Jean Marinaro. Jean treated Catherine to a wonderful afternoon of shopping at Pineapples on Hutchinson Island. Please ask Jean and Catherine about the hail storm we were caught in on our way home! Thank you to Kelly and Jean for our lovely Italian dinner and for opening your home to us.

Tuesday we began our day with David Coates, then we were off to Valrico Elementary School to visit with 150 first graders. Thank you to Eric Hammons of Southwestern Vegetable Seed, LLC, for sponsoring this school promotion. Tuesday afternoon Tom Holbert gave Catherine an in depth tour of the Wal-Mart Distribution Center in Winter Haven. Our AWA President Jim Mastropietro and his terrific wife Terri opened their home to us Tuesday evening. Thank you Jim and Terri for everything!

Wednesday morning, Eugene Tolar of Red Star Farms, gave Catherine a tour of his watermelon fields and packing house facility. What an education! Thanks, Eugene. Wednesday afternoon and evening Catherine spent with Tommy Smith. She met Jim Leathers, Chuck Stout, Ray Gilliland and many others while touring LaBelle with Tommy.

Catherine had a "day off" on Thursday and spent it at Sea World, Orlando! We ended our first Florida Tour on Friday by visiting with Rose Elliotte. Rosie always has encouraging words for our queen.

Wednesday, May 24th, Catherine was on news station WKRG in Mobile, Alabama. While there, she had 10

inches of her hair cut off to donate to the Locks of Love campaign for cancer stricken patients. This is the third time Catherine has donated her hair for this extraordinary cause. What a selfless young lady we have.

June 2nd-4th Billy Smith sponsored Catherine for the Chiefland Watermelon Festival. The weather did not accommodate the festival, but our housing arrangements were incredible. Thank you Billy for securing the Gilchrist Club for Catherine and I. A special thank you to Rantz and Trey Smith for giving Catherine, FWA Queen Katie, Florida Coordinator Sharon McCall and myself a tour of the hunt club. Wow! Sunday Catherine handed out watermelon slices to the residents of the Ayers Health and Rehabilitation Center in Trenton.

June 5th-7th Catherine was given her second Florida Tour by Doyle Bennett of Lithia Farms and Bill Johnson of Shamrock Seed Co. While in the Florida Panhandle, Catherine toured the watermelon fields with concentration on irrigation systems. She was also able to meet Clyde Ware and Doug Dickerson and tour their facilities.

Tuesday morning Catherine held an in-store promotion at Winn-Dixie in Marianna, where she handed out watermelon slices to both young and old! Thank you Doyle and Bill. Catherine and I had a great time and look forward to seeing each of you again soon.

I would like to personally thank all of our fantastic sponsors for their support of our AWA Queen Catherine during her Florida Tours this summer. All of you have made Catherine confident in her knowledge of the watermelon family and the responsibilities her role carries. Until next time, we hope all of you have a successful watermelon season!

Cindy Vaughn, AWA Promotion Coordinator  
352-314-5988 home 407-448-3780 cell ncv57@earthlink.net







AWA Queen Catherine and FWA Queen Katie having a good time at the Newberry Watermelon Festival.



Catherine spent a delightful lunch and afternoon of shopping with Jean Marinaro.



Queen Catherine and newly crowned Newberry Watermelon Queen Crystal Black. Such pretty young ladies!



Catherine spent a few minutes with David Coates before he went back to the phones...the phones never stop, do they



Hey Arnold, we know about your watermelons but check out those potatoes!



Catherine entertained over 150 students at Valrico Elementary School. Thank you Eric and Shelley Hammons with daughter, Sloan, for a fun filled afternoon. We had a great time!

Chandler Mack having fun "crowning" our new queen.



Our annual tour of the Wal-Mart Distribution Center is certainly educational. We have AWA President Jim Mastropietro, Queen Catherine, Steven Brown, Tanya Rhonemus and Tom Holbert to thank for making our tour successful.





Yes, Catherine had a great time teasing with Robert Tolar. It is always a pleasure to see Robert year after year at Red Star Farms.



Thank you Eugene Tolar for taking the time to show Catherine the process you go through to get your watermelons to market. We had a blast on our "golf cart" tour of your farm!



Tommy Smith toured Catherine all over the LaBelle area visiting with so many people. Not only do we always have lots of fun with Tommy, we also learn so much about our watermelon industry.



Check out our queen in this watermelon load...is she having fun getting dirty or what?!



Watermelon grower, Jess Locke, gave Catherine so much of his time when we toured his facility in Wildwood, Florida.



Billy Smith took time from his busy schedule to give Catherine a tour of his hunting camp in Trenton. Thank you Billy for our fantastic accommodations during our stay with you and Corlisse.



Bill Johnson treating our queen with delicious watermelon directly in the field. Thank you Bill for being our "chauffeur" during Catherine's 2nd Florida Tour.



Sarah Hayes, Doyle Bennett's granddaughter, did a fantastic job helping Catherine during her Winn-Dixie in-store promotion. Thank you, Sarah!





**Greetings from the West!**

**The California – Arizona Watermelon Association  
Is alive and  
“Kickin’”**

**Our membership is made up of industry leaders from many of the western states including New Mexico and Oregon. We are in place to assist these members, and the industry, in circulating pertinent information and can be contacted at the addresses/numbers shown below if we may be of assistance to any of you.**

**Have a Wonderful Season!**

**Dana Abercrombie  
Director**

**California – Arizona Watermelon Association**

**Phone: 661-269-0788**

**Fax: 661-269-0812**

**Email: [CAWAmelon@sbcglobal.net](mailto:CAWAmelon@sbcglobal.net)**

**Website: [H2Omelon.com](http://H2Omelon.com)**

**2006-2007 President - Eric Champion**

**Annual Convention held the third weekend of January (dates may vary)  
Contact the CAWA office for exact dates**

# Florida Report

Watermelon Greetings from the Sunshine State!

“Watermelon Time is FUN Time” here in Florida, as the 2006 Florida Watermelon Queen Katie Grantham travels through the state promoting our favorite product. It all began in Leesburg, where we stopped by the First Academy on the way to the National Watermelon Promotion Board Marketing Seminar in Orlando. At First Academy, Katie joined Lindsey Shurley and her classmates for a fun watermelon party, and ended the visit by reading one of her favorite stories. We then visited Leesburg Memorial Hospital, where we were among the first to meet Little Miss Elizabeth (Lizzie) Reece Shurley, the new daughter of Matt and Shawn Valentine Shurley. A special thanks to Ellen Valentine for joining us for the promotion and preparing the cold watermelon for the party.

We were then off to the National Watermelon Promotion Board Marketing Seminar, and were joined there by First Runner-Up Katie Hunt. This intense training provided the queens with knowledge that will prepare them for their busy schedules. Thanks to Mark Arney and the NWPB Staff-Leslie, Rebecca, Gordon, and Stephanie for an awesome job of explaining how to get the message out!

The Arcadia Watermelon Queen Pageant was on our agenda for the next weekend. The hometown crowd cheered when their Arcadia Watermelon Queen Katie Grantham appeared on stage as the newly crowned Florida Watermelon Queen. As judges, 2004 FWA Queen Courtney Davis and I can attest of the very difficult task of selecting Katie’s successor as Arcadia Watermelon Queen. Thanks to our sponsors, Phil Turner Farms and C & L Packing.

The next week is a busy and exciting trip to South Florida for the annual Training Tour, sponsored by S & O Farms, Paul Sawyer, Bayshore Farms, Leathers Melon Sales, Sexton Produce, Eugene and Jane Tolar, and Bruce Hanshaw. Upon arrival Wednesday, we joined Tommy Smith for a working road trip to Okeechobee to check the watermelon fields and a farm tour, before joining Eugene, Jane and Ashley Tolar for dinner in LaBelle. Thursday morning, Paul Sawyer picked us up early for a full day of farm tours. We began with a stop by Siegers Seed Company, where Paul explained the beginning process of our product. Immokalee was very busy as we made our way through the community, market, and farms. We also visited with Patty Swilley at the FWA Office. As the sun was setting, we arrived at The Everglades Farm Equipment Customer Appreciation Day. Katie spoke and visited with many from the farming industry at the event. Thanks, Eugene and Jane for the invitation. Friday was another busy day, which included Community Christian Academy in LaBelle, where we visited Little Bruce Hanshaw’s class, gave out stickers, coloring books, and watermelon. Thanks to Jessica Hanshaw for the new water-

melon books and setting up the promotion. We also visited Country Oaks Elementary School, LaBelle City Hall, Flora and Ella’s, The Caloosa Belle, and the Winn Dixie. The busy tour ended as we attended the National Wild Turkey Federation Auction with Tommy Smith, what a treat! Thanks to all of our sponsors who make this tour possible, it is such a great way for our queens to begin their year.

A promotion at Sam’s Club in Fort Myers was on our agenda for the next day. Katie and I were joined by Alicia Lapide and Hammy Dicks of Melon 1. The consumers were educated about the nutritional values of watermelon, as well as receiving brochures with recipes and carving ideas, along with tips on selecting watermelons. Lines formed quickly to purchase a watermelon selected by the FWA Queen. Thanks to our sponsor, Melon 1.

The Newberry Watermelon Festival, held on May 12-13 was a great success. The festival began Friday evening with the Queen Pageant. The activities Saturday included a parade, luncheon, contests, a concert and crowning of the queen. We were joined there by Alabama Queen Catherine Odom and Coordinator Cindy Vaughn. We all had the opportunity to meet country music singers Mark Copeland and Andy Griggs, and enjoyed front row seats at the concert. Thank you to our sponsor, Don Green Melon Sales.

Watermelon was an added treat as visitors met the Florida Watermelon Queen at the Florida Folk Festival in White Springs. We were joined by the Florida Department of Agriculture, as we served watermelon, educated consumers about health benefits of watermelon and hosted a huge seed spitting contest. Thanks to the sponsors of such a great promotion, Etheridge Produce, Gordon Etheridge and Mike Caruthers. Also, thanks to Browning and Sons for donating watermelons for the promotion.

At the 52nd Annual Chiefland Watermelon Festival, FWA Queen Katie participated in the parade, attended the queen luncheon, festival activities, pageants, and visited area farms and the Trenton Farmers Market. The rainy day concluded with a nice dinner out with sponsor Murray Tillis, FWA Board Chairman Mike Caruthers, Bob Gibson of Southern Corporate Packers and several local growers. Thank you, Murray Tillis Melons and Southern Corporate Packers for sponsoring the promotion.

For the fourth consecutive year, Florida Governor Jeb Bush has proclaimed Florida Watermelon Week, which is June 4-10, 2006. Activities began in early April with a state poster contest, recording a record number of entries. The first, second, and third place state winners in each grade level, Kindergarten-5th received beautiful trophies. The posters were displayed during the week at the State Capital and various points throughout Florida and will be viewed at the 2007 FWA Convention.

... more on Florida Watermelon Week in the next issue. We wish you all a very prosperous season.

Sharon McCall, Promotion Coordinator  
Florida Watermelon Association  
4898 SW County Road 300  
Mayo, FL 32066

(386)294-2616 Cell - (386)590-4834 FAX: (386)294-2646





Thanks NWPB for educating our queens about watermelons!

Bruce Hanshaw  
invited the Queen  
to visit his class  
at the Community  
Christian School in  
LaBelle.



Paul Sawyer explains germination to FWA Queen Katie Grantham during the tour at Siegers Seed Company.



Thanks Mr. Tommy, for inviting us to join you at the National Wild Turkey Federation Auction!



Sampling watermelon at the FWA Office with Patty Swilley.

Katie stops by  
Bayshore Farms  
for a visit with  
Steve and Heidi  
Singletary.



Katie visits with Eugene Tolar of Red Star Farms.



Thanks Paul and Tommy for always planning a great Farm Tour! They joined us at the Winn Dixie promotion.





"I'll take two!" was the response of many customers at Sam's Club in Fort Myers during the FWA Queen's visit.



The Florida Folk Festival was an excellent opportunity to share the watermelon word, Thank You Mike and Gordon (Etheridge Produce) for sponsoring the promotion!



Katie visits with John Lapide and Rich Chastain at C & L Packing (Melon 1) ...



FWA Queen Katie meets Murray and Karen Tillis in Chiefland.



and Phil and Shirley Turner at the Arcadia Watermelon Auction.



Florida Watermelon Week Capital Seed Spitting Champion Jeffrey Winsemann and his father, Bill (NWPB).



26 "It's YELLOW!" Katie cannot believe her eyes when John Toth (Indian Hills Produce) slices a watermelon for her.



Katie visits with Southern Corporate Packers of Immokalee.



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# Georgia Report

Jenna Stanford, our 2006 Georgia Watermelon Queen has been extremely excited to promote our product and we are excited to share her summer tour with you!

Starting in May our first stop was in Jenna's hometown of Cordele to participate in the Sail Plane Convention held at The Retreat at Lake Blackshear. Jenna cut the ribbon for this event to begin. The turn out for the Sail Plane Convention was fantastic and everyone was proud to see their local Watermelon Queen.

Our next event was held in Ft. Benning, GA at The Ft. Benning army base. This visit was our second one this summer to the schools on the army base. We visited two class rooms and the children were extremely interested in the Watermelon Queen and all her demonstrations with watermelons.

The following week Jenna interviewed with W M A Z television to announce the upcoming Watermelon Festival to be held the week of the 4th in Cordele. We are always proud to have Jenna represent us on television for we are confident she is never shy of words.

We began the month of June back at The Retreat for the opening of the marina ribbon cutting. The city of Cordele is so proud of Jenna and we appreciate the city for their southern hospitality.

The second weekend of June we were double booked and we appreciate the help of our 1st runner-up Heather Hall of Eastman for stepping in and helping. Heather Hall and I sliced watermelons in Eastman at The Aviation College air show to over 1000 people. THANKS to Southern Corporate Packers for the bins of watermelons they delivered to the school for us to hand out. The people at the air show were so thankful for the delicious watermelon on this particular hot June day. Jenna was proud to MC at the Cordele Capitol Pageant this same day in Cordele.

The following weekend Jenna attended the Kiwanis Fish Rodeo in Cordele to hand out stickers and greet everyone. We were then off to Atlanta for Browning & Sons and Delta Fresh for two Sam's stores. Both stores were busy, busy and melon was selling left and right. Jenna did a great job attracting customers for samples of watermelons. Thank you, Browning & Sons and Delta Fresh, for the fantastic promotions.

Next, Jenna interviewed with Bob Rawlins on the Ruthie Garner Show in Cordele to broadcast the event dates for the festival and remind everyone the fun with watermelons during this hot summer we all have had.

Next was our annual trip to the Savannah Farmer's Market. Thank you GA Dept of Ag. for joining Jenna at the watermelon eating contest. The children had a really good time getting their faces dirty in watermelon fun.

The last weekend of June Jenna interviewed with W A L B Channel 10. Watermelon recipes rambled out of her mouth to remind everyone to eat more watermelon!

On July 4th we visited our annual promotion at the Agri-ama where Jenna hosted the seed spit and watermelon eating contest and entertained with a few country songs. Later, on the 4th Jenna experienced a memory of a life time. She opened for The Drifters at The Retreat as she sang 6 songs and talked a lot about watermelons in between songs.

Our festival began the first week of July and our next issue will have all the exciting details.

Until Next Time,  
Julie Akins  
Sec.Treas/Promotion Coordinator  
P. O. Box 2278  
Dalton, GA 30722  
T#770.842.3309  
F#706.279.3667  
akinsjulie1@alltel.net







The queens love the support of our watermelon family!



Phil always does a great job interviewing the queens every year during the festival in Cordele.



Jenna enjoyed all the children while promoting in Sam's grocery store.



The queens enjoyed meeting our watermelon family at the Cordele Farmers' Market.



This customer was proud of the watermelon Jenna hand picked for him.



Davis Hobbs enjoying this day in the office.



Thanks for the melons SCP!



Lots of watermelon love in this picture.





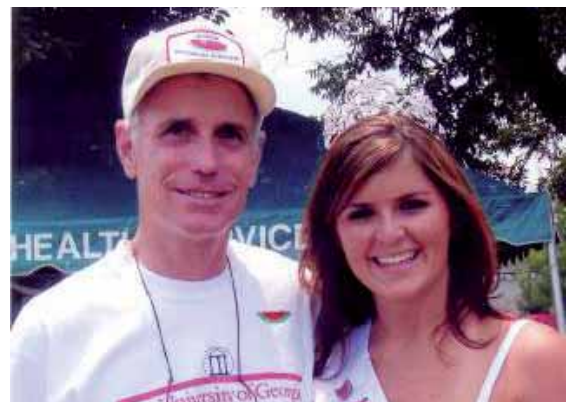
C & L taking it easy in the office in July.



Mr. Buddy and Margie with Jenna and Gary Black's excellent help at the Farm Bureau Luncheon in Cordele.



Jenna loves watermelon any time –anywhere.



Thanks Ken for the 4-H Big melon contest help.



Visiting our friends while in Cordele.



Bob Rawlins and Jenna at Watermelon Park.



We love our Georgia Watermelon!!



Thanks Mitch for all you do at our Big Melon and Seed Spit Competition.



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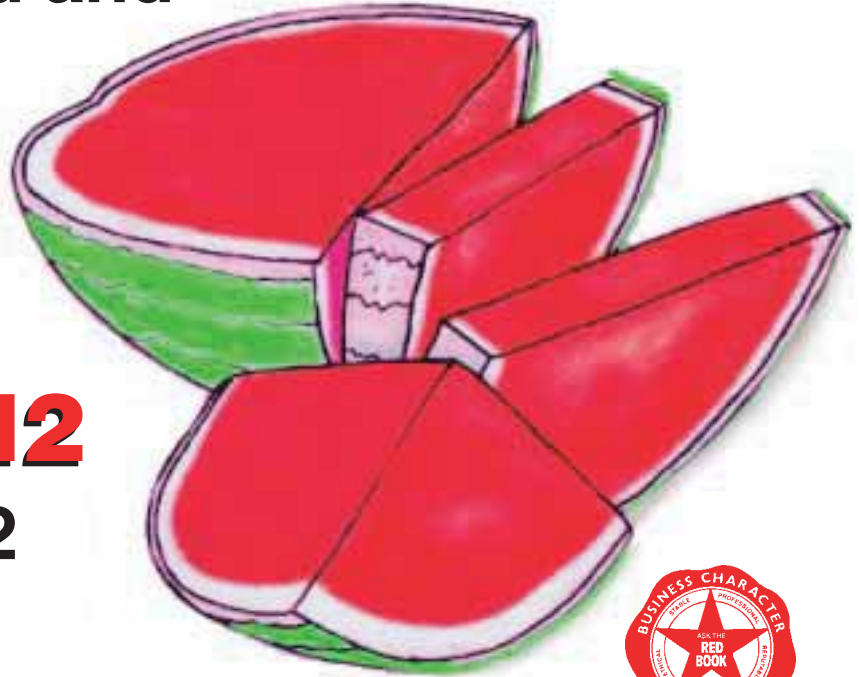
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Chandler Mack  
Terry Jones  
Jason Turner**



# Illiana Report

What a busy start to the 2006 Queen Tour! The promotional season has been non-stop, since the 2006 Illiana Watermelon Convention. Queen Ali has made several appearances at elementary schools, food shows, radio interviews and much more! We look forward to the busy summer season and the sweet juicy Indiana watermelons.

Ali had to jump right into the watermelon industry during the month of April. Ali's first promotion was on April Fools Day! It was no joke, but we attended the Miss Vincennes University Pageant. The Illiana Watermelon Association sponsored Ali and the 1st runner-up Lindsay Owens to the NWPB's Queen Workshop, which was held April 21-23, 2006. It was a big success and very educational for all in attendance. The girls learned a great deal about watermelon and the best techniques for promoting the product throughout the year. Thank you to the National Watermelon Promotion Board for a spectacular workshop! We ended the month by attending the Marsh Food Show on April 26, 2006. Ali was sponsored to the show by Sun State Produce. Thank you to Sun State for a wonderful promotion!

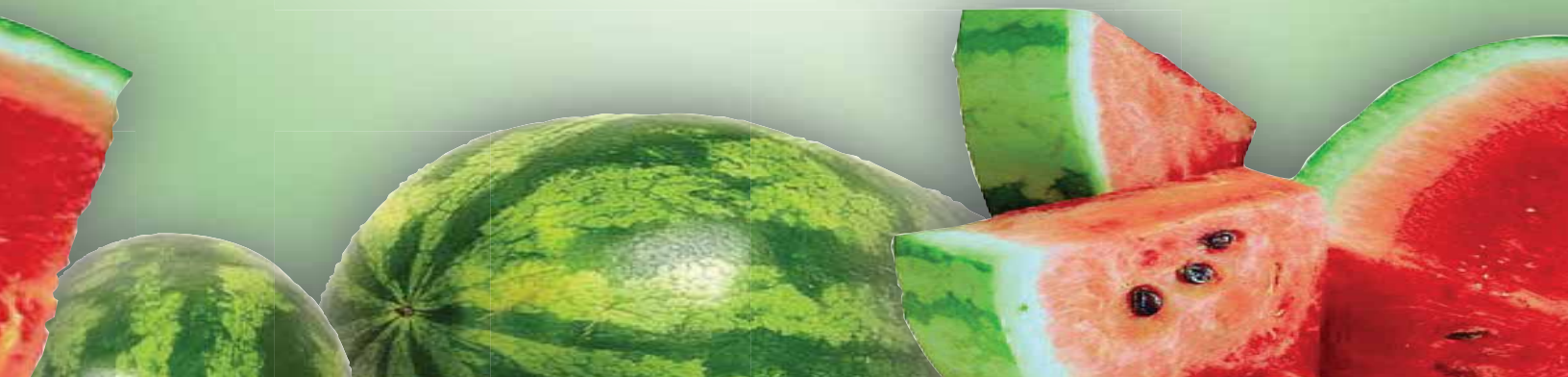
The month of May was a whirlwind of promotions. Ali started the month off by attending the annual Day on The Farm on May 4, 2006. She passed out watermelon plants to the area 3rd graders and discussed the watermelon production from the greenhouse. Ali visited her first elementary school on May 5, 2006. We traveled to Flaget Elementary in Vincennes, IN. Ali met with the 2nd grade students outside and served watermelon. The Illiana Watermelon Association participated in the Weigh Down sponsored by the YMCA of Vincennes, IN. Teams joined together to compete in losing the most weight. We advertised the importance of watermelon and its health benefits. Ali spoke at the TOPS meeting in Ft. Branch, IN. on May 11, 2006. The group invites the queen to come and speak about nutrition each year.

The annual Good Samaritan Hospital Health Fair was held on May 12, 2006 in Vincennes, IN. Ali passed out watermelon samples and brochures. 2nd Vice President Carrie Smith organized another team to participate in the

Knox County Relay for Life the weekend of May 20-21, 2006. The team won a Gold Award for money raised by the team. Team members consisted of: Carrie Smith, Ali Vice, Kristy Cardinal, Doris Nowaskie, Jean Nowaskie, Sheila Everett, Barb Johnson Amber Everett and William Cardinal. The South Knox 3rd grade invited Ali to be a part of their nutrition week on May 22, 2006. Ali educated the students about watermelon and made "Breakfast A Go Go" parfaits for all the students. The Knox County Chamber of Commerce awarded the Illiana Watermelon Association the award of "Business of the Year" on May 23, 2006. President Dennis Mouzin accepted the award on behalf of the association. The Illiana Watermelon Association hosted the dinner. The Good Samaritan Hospital invited the association back to the Women's Health Fair on May 24, 2006. Ali visited with many women attending the health fair and encouraged them to eat more watermelon. During Memorial Day Weekend, Ali participated in the annual Vincennes Rendezvous in historical Vincennes, IN. Ali worked with Carrie Smith, Anita Field, Angie Toney, Mr. & Mrs. Dan Egle and many more from the IWA association. They sold watermelon to the crowd.

I will have to stop here telling everyone about our start to the promotional season. We will pick up next time with the month of June! Thank you again to all our supporters and sponsors. Good luck to all during watermelon season. You can call and book Ali for a promotion at 812-882-3570.

Sincerely,  
Kristy L. Cardinal  
Promotion's Coordinator  
Illiana Watermelon Association  
2408 E. Henry Rd.  
Vincennes, In. 47591  
812-882-3570  
[melons@vincennes.net](mailto:melons@vincennes.net)







JoAnn Frey visits with Ali at Day on The Farm.



People can't get enough of the watermelon samples at Good Samaritan Hospital.



2nd graders from Flaget Elementary love getting their picture taken with Ali.



William Cardinal enjoys some watermelon at the Relay for Life.



Ali educates one of the Weigh Down teams about the watermelon.



Carrie Smith's grandson is going to be a good watermelon picker some day!

Ali talks about the importance of Lycopene to the Tops group.



Ali, Carrie and Jim Smith show our participation certificate at the Relay for Life.





Congratulations to the Illiana Watermelon Association Relay for Life team.



Dan Egle and his wife love the watermelon juice!



Ali passes out the "Breakfast A Go Go" to the South Knox 3rd graders.



Ali gives watermelon advice to the ladies at the Women's Health Fair.



Dan Ravellette wants to know which flavor of watermelon juice to sample.



Ali took time out for another juicy snack!



34 Nancy Whitehead and Angie Toney enjoy Brad Johnston's watermelon salsa.



Carrie, Anita, Ali and Angie work at the Rendezvous.



# Mo-rk

---

We're Still Here!!!

The Mo-Ark convention, held during the first weekend of February was a huge success!



Special thanks to all of you who were able to join us in February! Our auction, Beale Street and Graceland would not have been the same without you!

Contact:

President:

Rich Novak  
Phone/Fax: (314) 835 - 0027  
Email: [richnovak@sbcglobal.net](mailto:richnovak@sbcglobal.net)

Queen Coordinator:

Summer Keylon  
Phone: (918) 258 - 8321



**"Walkin' In Memphis"**

The purpose of the Missouri-Arkansas Watermelon Association is to promote the best interest of the watermelon industry from production to consumption. The Missouri-Arkansas Watermelon Association, in conjunction with The National Watermelon Association, is constantly seeking improvements in the growing, grading, handling, transportation, distribution and sale of watermelons. We request that you join us in this endeavor by becoming a member of our association.

# Mar-Del Report

I hope everyone's summer is going well! I would like to thank everyone who has assisted Amanda and myself with the queen program so far this year. As many of you know, Amanda has taken on a new job this year and as always has remained a very busy bee. However, due to her new time restraints, she has recently resigned as co-coordinator for MarDel. Everyone in the association would like to thank her for her years of hard work and dedication and we wish her the best of luck! I would like to extend my contact information to everyone; I can be reached at 443-783-2871 or lebeth14@aol.com. Please feel free to call or email me with any comments or suggestions. Thank you!

Watermelon Wishes!  
Lani Kennedy

What a summer! The past two months have been filled with tons of great experiences and exciting promotions. I thought that it might be fun to share a couple of them with you:

In June I had the opportunity of visiting Legislative Hall in Dover, Delaware. Not only was I introduced on the floor of the House of Representatives, but even received a tribute from House Majority leader Representative Biff Lee. It was an honor to be able to represent Mar-Del at such an occasion!

The Delmarva Chicken Festival was my next event, where I spent the day at the stand of Public Landing Produce with Coordinator Lani Kennedy. Not only did we hand out recipes and nutritional information, but met tons of Delmarva Watermelon lovers in the process! Everyone at the festival was pleased to see us, with the main topic of conversation being "when will those local watermelons be ready?"!

July 4th brought me to the Laurel Independence Day

Parade and Festivities, where I had the honor of accompanying Sussex County Councilman Vance Philips to his annual Mayor's Seed Spitting Contest. There were a total of 7 local mayors who participated in the event, with Georgetown Mayor Michael Wyatt finishing first with a spit of 31.6 feet! I even presented the trophies to the winners, who all had a blast. I couldn't have asked for a better group of people to have spent the day with!

Ag Day at the Delmarva Shorebirds, a local baseball league, was my next summer promotion. I was fortunate to be accompanied by Jimmy Lee Goslee, his daughter Amanda, Dosse Givens and Molly Givens. This group made the day a blast, as we hosted a seed spitting competition and handed out brochures and slices. They even cheered me on as I threw out the first pitch of the game!

My most recent event was an in-store promotion for G & E Grocery Store in Clarksville, DE. Store owner Gerald Hocker, and his entire produce department, welcomed me with open arms on the afternoon of July 16th. I arrived at the store to not only find my name on their marquee out front, but also to hear that my appearance had even been advertised in the local newspapers! Produce Manager Gerald White even contacted me the day after the promotion, to thank me for helping him move so many watermelons through his store! It was a fun in-store promotion that I am sure to never forget.

So far my summer has been better than I could have ever imagined! I just would like to thank everyone from Mar-Del, and especially those I have met along the way at various events, for an enjoyable past few weeks. I am looking forward to what the month of August will bring!

Watermelon Wishes!  
Kathryn Onken







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# North Carolina Report

## Greetings from North Carolina

Katie Mills, NC Watermelon Queen is excited about the 2006 Queen Tour and her role representing the Association and promoting Watermelons. May began for Katie with a visit to the I-95 NC Welcome Center. The same day, Stephanie McLamb, North Carolina Queen Pageant Runner Up visited the I-85 NC Welcome Center. Both Welcome Center promotions during NC Tourism Week were an opportunity to meet and serve healthy and delicious watermelons to visitors from across the United States and abroad.

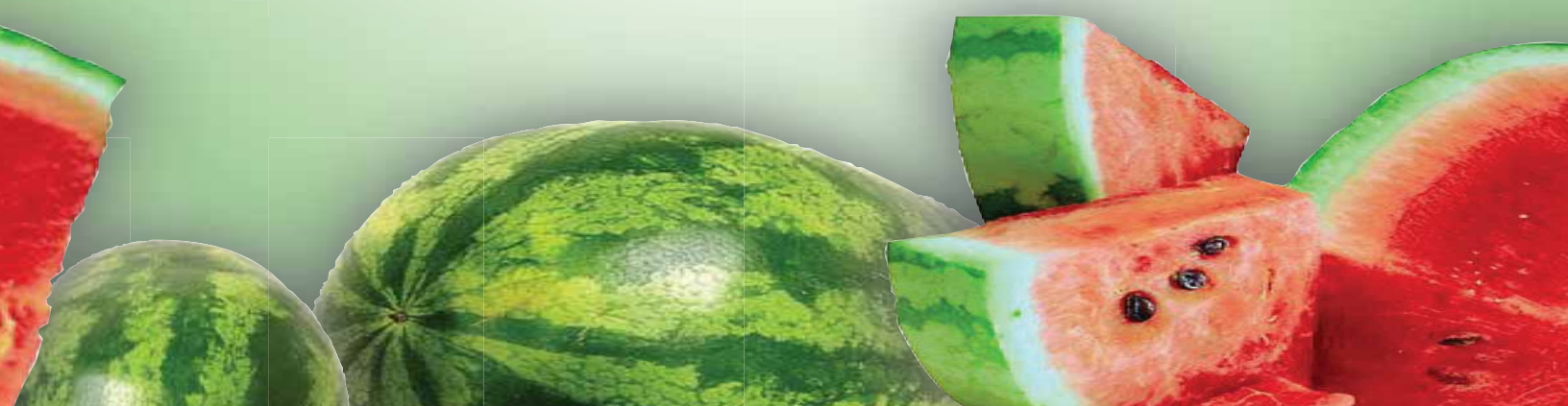
The Memorial Day holiday brought a special celebration called "Glory Days" in Fayetteville, Queen Katie's hometown. Katie was given a Queen's welcome as she greeted hometown residents, Fort Bragg military soldiers and their families and visitors at the NC Watermelon booth. Katie enjoyed meeting Miss North Carolina, Miss Fayetteville, Miss Dogwood and Miss Teen Dogwood Queens as they worked together at the Glory Days auction.

Katie was honored to visit Jackson Farming Company and meet Brent Jackson, National Watermelon Association President and a North Carolina watermelon producer/businessman and his wife Debbie. They warmly greeted Katie and gave her first hand experience in planting watermelon seedlings. Katie is even trying her hand at growing watermelons this summer. Queen Katie visited Mike and Vanessa Bunch, Frances and Percy Bunch and toured Murfreesboro Farms on her way for a special day with students at Gatesville Elementary School on June 2. Students gave Katie a royal welcome and shared their watermelon knowledge through dance, video, watermelon recipe samples, artwork and a seed spitting contest. Katie's first in-store promotion was "Goodness Grows in NC" promotion at Food Lion store #1490 on North Main Street in Cornelius on June 17th. Watermelon slices, recipes, stickers and autographed queen photos were available to customers shopping during this promotion.

With our watermelons ready now, Katie will be busy representing the North Carolina Watermelon Association on the Queen Tour. If you or any of your customers would like for Katie to do a special promotion, contact Sandra Woodard, NCWA Promotions Coordinator at 252-585-1125 or our watermelon office in Raleigh at 919-790-7099. Remember to visit our website at [www.ncmelons.com](http://www.ncmelons.com).

Wishing each of you a wonderful watermelon season.

Sandra Woodard  
NCWA Promotions Coordinator







Watermelon Queens getting to know each other at National Watermelon Promotion Board Queen Media Training in Orlando, Florida.



Edith Jenkins of I-95 NC Welcome Center greets Katie for Tourism Week promotion.



Watermelon Queens with Mark Arney at NWPB Queen Media Training.



Queen Katie greets Bryan Gupton and Dale Hopkins from NC Tourism office at I-95 Welcome Center.



Brent Jackson, NWA President and Queen Katie planting seedlings at Jackson Farming Company.



Stephanie McLamb, NCWA Queen Pageant 1st Runner Up is greeted by I-85 NC Welcome Center director.



Brent Jackson and Queen Katie holding one of North Carolina's finest watermelons.



Smokey the Bear and Stephanie McLamb during NC Tourism Week at I-85 Welcome Center.





Queen Katie awaits her first Radio Interview by local station at Glory Days in Fayetteville.



Arlene Bass, Ervina Bunch and Karen Williamson welcome Queen Katie to Gatesville Elementary School.



Queen Katie and Miss North Carolina make a grand appearance at Glory Days on Joe Jones' horse drawn carriage.



Gatesville Elementary School students pose for a special photo with Queen Katie.



Donald Barrett and Mike Bunch of Murfreesboro Farms show Queen Katie how to operate a forklift to move bins of watermelons.



Thanks to Kevin Grant, Assistant Store Manager and Bill Barker, Store Manager for a great Food Lion "Goodness Grows in NC" promotion in Cornelius.



Katie tries her hand at grading melons at Murfreesboro Farms.



Mike Downey, Food Lion Produce Category Manager and the Food Lion LION stop by to visit Queen Katie at "Goodness Grows in NC" promotion.

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# South Carolina Report

Hello and Happy Summer from the Palmetto State! Watermelons are now in full swing and from what I can tell everyone seems to be doing great. That's wonderful news and I hope it remains that way.

Alison and I kicked off our summer tour in beautiful Myrtle Beach, SC. She was an honored guest at the Sun Fun Festival. Alison had a wonderful stay with other visiting queens. They did lots of fun things—I believe her favorite was going to the beach for the Banana Boat ride. She rode down the Grand Strand in a cute little red car. Alison thanks the Myrtle Beach Chamber of Commerce for inviting her. While in Myrtle Beach, Alison also attended the Surfside Kids Fair. Here she signed autograph cards, gave out many coloring books, and assisted Piggly Wiggly in handing out slices of fresh SC watermelon. It was indeed a fun trip!

The next day we visited Gary Harned at Smurfit-Stone in Columbia, SC. Gary gave us a tour of the Smurfit-Stone plant. Alison learned a lot about bins and how they are made. She was able to see Coosaw Farms bins being made. Alison and I learned how to put a bin together! I think we could go to work. Thank you Gary for the fabulous tour.

Our next promotion was at a Food Lion Grand Opening in Lyman, SC. Wow! What a beautiful store. Alison did such a good job at this store. She sold most people two watermelons at a time. Alison did a super job of explaining how to pick out a good watermelon. The consumers were learning a lot from her. The managers were so impressed they asked her to come back that following weekend.

At the end of June we began our farm visits. We started out at Rusty Kinard's farm. He sponsored Alison at our convention. Rusty showed Alison around his farm and explained to her the picking, loading, and shipping process. Alison thanks

Rusty for his time and interest in what she is doing. We went from Rusty's to Williams Farms. Here we visited with Mr. and Mrs. Jimmy Williams and Mark Williams. Alison was amazed at Williams Farms! We thank them for allowing us to visit. From there we went to Delk Produce in Blackville, SC. We thank Jay, Stevie and Freddie for the great lunch. Alison was able to experience some good country cooking. Next we visited F.H. Dicks, Inc. in Barnwell, SC. It was so good to visit with Mr. Hamilton, Hamie, Allison, and the rest of the clan. Queen Alison loved their produce stand and enjoyed her visit with everyone.

The next day we were off to the Hampton County Watermelon Festival. We had a wonderful time in Hampton. Alison enjoyed spending time with Eleanor and Candice. We thank Eleanor and Candice for the precious watermelon serving trays. It was great seeing you guys! Alison attended a queen's reception at the home of Mr. and Mrs. Frank Young. She had a blast at the Street Dance on Friday night. The next day she was in the parade and also was an honored guest at the Dignitary's Luncheon and Miss Coastal Empire. We thank my parents, Mr. and Mrs. Buddy Hiers, Sr., for allowing us to stay with them. We also thank Hampton County for a wonderful festival and outstanding hospitality.

After the festival we stopped in and visited with Bradley, Louise, Angela and Brad O'Neal (Coosaw Farms). They served us a wonderful Sunday lunch. It was great—thank you Bradley and Louise! Bradley gave Alison a tour of his packing shed. Alison was absolutely astonished by what she saw! Thanks Bradley for your time.

We have had an exciting summer so far and look forward to doing many more electrifying promotions. Please let us know if we can be of any help to you. Until next time...

Watermelon smiles,

Mary Beth Hiers  
404 N. Trenholm Road  
Columbia, SC 29206  
803-331-3362  
mbh615@earthlink.net







Alison works at the Food Lion in Lyman, SC.

Alison sold many watermelons at Food Lion.



Mark Williams and Alison



Gary Harned and Alison at Smurfit-Stone



We enjoyed our lunch in Hampton with Eleanor, Candice and Mrs. Maxine.

Alison met Congressman Joe Wilson in Hampton.



F.H. Dicks, Inc.—Mr. Hamilton, Queen Alison, Allison, and Hammie



Alison loved her ride down the Grand Strand in Myrtle Beach, SC.





These two precious children loved the watermelon at the Kids Fair.



A beautiful picture of Candice and Alison in Hampton.

Rusty Kinard and Alison at Rusty's farm.



Alison enjoyed her visit with the guys of Delk Produce.



Miss Bikini Wahine and Alison met at the Kids Fair.



Lasting friends made in Myrtle Beach, SC.



Alison learned so much from Gary—even with the goggles and hat!

Alison enjoyed spending time with NWA VP, Bradley O'Neal.

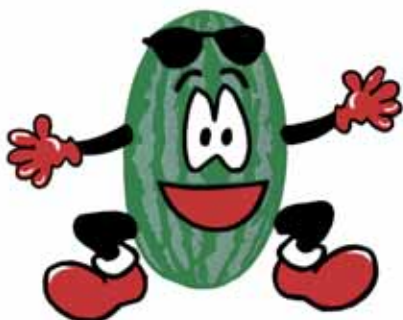




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# Texas Report

## HELLO EVERYONE:

Here we are in the midst of watermelon season and they are so good and sweet this year, I hope you all have had and are having a great watermelon year. I have heard pros and cons but I will remain positive with my expectations for the rest of the year.

I visited several school districts in May before school was dismissed for the year. Emily could not attend as she was also still in school. The students at one of the grade schools in Weatherford was so pleased and happy to receive coloring books. Next we gave coloring books to the Millsap, Texas grade school with the help of my grandson Rayne, he said, 'why can't the watermelon queen be here?' I said "SORRY, Rayne it will have just have to be Nana this time." Also, at the request of a teacher in the Pottsboro Texas school district, we sent 500 of our coloring books. It sure would be nice if we could just sweep all of the schools in the country with coloring books. The students are interested and I would say that they take them home to their parents and tell them about watermelon.

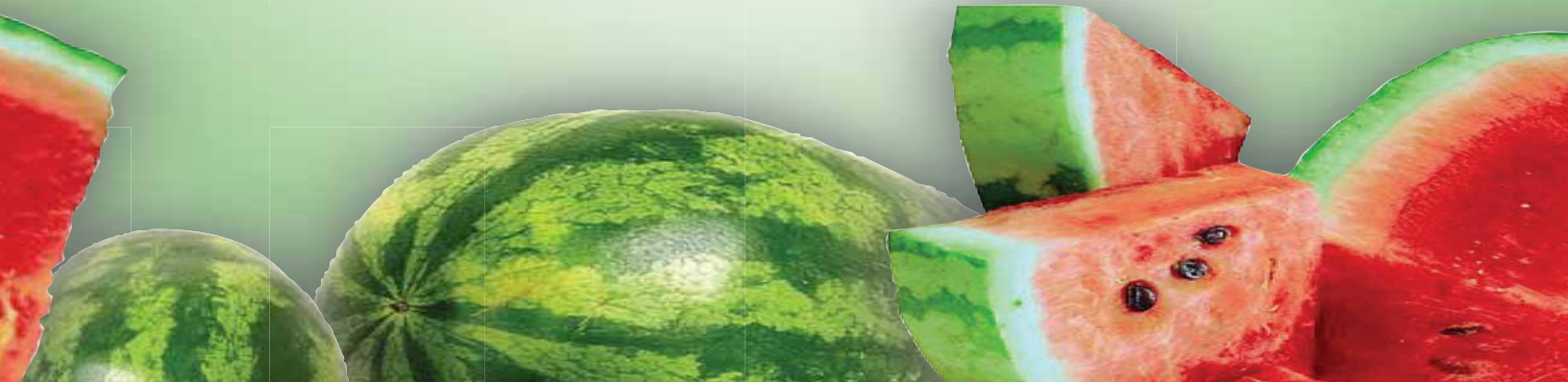
Emily went to the Stockdale, Texas WATERMELON ROUNDUP the 3rd weekend in June, she was accompanied by her brother, Thank you. She called me on the way down and said it was pouring down rain, but we decided she should keep going to Stockdale and sure enough the rain stopped so that they could get the parade underway. Emily was the Grand Marshall of the Stockdale Parade.

The next weekend she attended the Luling Watermelon Thump accompanied by her parents Dan and Mary Sue Laffere, she also rode in the parade here. Thank you to her family for attending these 2 parades with her. I do not have the pictures from these two festivals but they will be in the next bulletin. Our next trip took us to Cordele, Georgia for the Crisp County Watermelon Festival, I believe this festival takes place for almost a month but we attended 3 full days. Our pictures give you a pretty good feel for what all we did in Cordele.

On Thursday morning we went to the Library and visited with children, at noon we went to the Kiwanis Luncheon invited by Larry Bullock and Dean Smith. After lunch we went to the Recreation Center and a Nursing home where everyone was glad to see the watermelon queens. It is a joy to see the happiness the girls bring to the folks in the nursing homes. On Friday morning we went back to the library for a watermelon seed spit contest, everyone had a great time there. At noon on Friday we went to WSST Television station and all the girls were interviewed by Host Phil Streetman. The parade lineup started at 8:00 am Saturday, Emily rode in the parade and then attended the festival on Saturday, we had dinner on Lake Blackshear on a dinner cruise sponsored by the Resort and Tourism committee. Chris Greene bought our dinner at the resort. Thanks you Chris! Also, thanks to Julie and Eleanor for making us a part of your watermelon festival.

Until Next Time.

Wanda Letson, Sec.Treas./Promotion Coordinator  
P. O. Box 903  
Weatherford, TX 76086  
817-596-0927  
fax 817-594-1045  
melonred@sbcglobal.net  
[www.texasoklahomawatermelons.com](http://www.texasoklahomawatermelons.com)







The girls enjoy a pizza and watermelon lunch at the Promotion Board training class.



All the young ladies are interviewed by Mr. Phil Streetman with WSST Television.



Thanks to the NWPB for the great dinner after the training class.



Emily takes a picture with one of the entries in the watermelon art contest.



Emily just clowning around.



Emily visits with a young lady at the library.



We gave 400 coloring books to one of the grade schools in Weatherford, Texas, the children enjoyed them.



My grandson Rayne gave 300 coloring books at his grade school in Millsap, Texas, he said it would have been better if I could have brought the Queen, but they loved the coloring books also.





Thank you so much Mr. Larry Bullock our hotel sponsor for the Cordele Festival and also Mr. Dean Smith for the invitation to the Kiwainas Luncheon.



Emily gives this young lady some tips on spitting a watermelon seed.



Emily introduces herself and thanks everyone for the invitation and tells everyone she is enjoying the hospitality of Cordele, Georgia.



We enjoyed visiting with Shawn with HI-C Transportation in Cordele.



Emily visits with some Texans of sorts, Mr.& Mrs. Tommy Green



Emily awaits the start of the parade.



Just a quick shot of Candice the National Watermelon Queen and the State Queens.



Now those are some big watermelons.





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# Watermelon Growers Symposium

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November 14<sup>th</sup> & 15<sup>th</sup>, 2006  
Scottish Rite Auditorium  
San Antonio, Texas

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## Event Schedule

Tuesday November 14<sup>th</sup>, 7 – 9pm

**Emily Morgan Hotel**

Welcome reception with the National & Texas/Oklahoma watermelon queens.

Wednesday November 15<sup>th</sup>

**Scottish Rite Auditorium**

Registration: 8:00 – 8:20 am

Registration Fee: \$50

**Guest Speakers**

All lectures in English with simultaneous translation in Spanish

- |               |  |
|---------------|--|
| 8:20 – 9:00   | <b>Gilbert Miller</b> , Clemson University<br>Growing techniques and variety overview of “mini” watermelons. |
| 9:00 – 9:45   | <b>Dan Sosebee</b> , Netafim USA<br>Selecting drip irrigation equipment.                                     |
| 9:45 – 10:15  | <b>Tony Keinath</b> , Clemson University<br>Update on Gummy Stem Blight Control.                             |
| 10:15 – 10:30 | Coffee Break   |
| 10:30 – 11:15 | <b>Keith Delaplane</b> , University of Georgia<br>Pollination and fruit set. Update on bee attractant study. |
| 11:15 – 11:40 | <b>Eliezer Zuckerbraun</b> , Zeraim Gedera Seed Co.<br>Grafted watermelons to combat soil diseases.          |
| 11:40 – 12:00 | <b>John Gilmore</b> , Albertsons, Inc.<br>Retailers’ expectations and latest consumer trends                 |
| 12:00 – 12:30 | <b>Russ Wallace</b> , Texas A&M University<br>Weed management  |
| 12:30 – 1:30  | Hot lunch – Door prizes  |
| 1:30 – 2:30   | Pesticide label updates  |

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