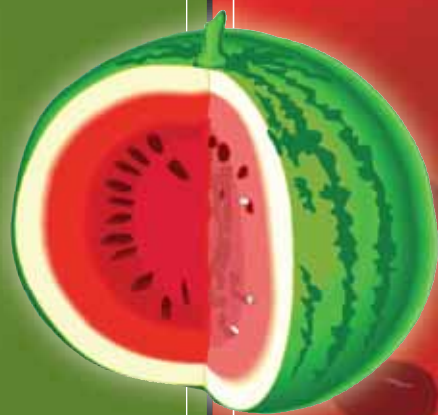


# the vineline

July/August 2007

Official Magazine of the NATIONAL WATERMELON ASSOCIATION



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Subscription rates: USA and Canada, no charge to NWA member. All others, U.S. subscriptions, \$30.00 per year (U.S. Dollars); Canadian Subscriptions, \$40.00 per year (U.S. Dollars); Other foreign subscriptions, \$50.00 per year (U.S. Dollars). Single copy price \$6.00 plus postage.

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# 2007

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# Important Information for Growers and Packer/Shippers 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.

***Developed in conjunction with Farm Bureau Federation***

It is my pleasure to announce that we have reached a milestone for the first time ever in the history of our country. Specialty crops (which include fruit & vegetables, nuts, nursery and landscape) have legislation within the U.S. House bill to provide over \$1.6 Billion in mandatory funding to encourage the "competitive-ness of specialty crops."

Bob Morrissey, representing the NWA, was one of 18 produce executives that worked in a unified front for the past two years with Congress, the USDA and the White House to craft a fairer and more equitable share of the next version of U.S. farm policy. "This is a historic occurrence for our industry, and one that we will talk about for decades to come" said Morrissey. "To go from the current funding level of about \$9 Million annually to over \$1.6 Billion across five years is an incredible jump, and a significant step for us to take as the overall reform of U.S. farm policy takes shape." Specialty crops have the same farm gate value as program crops, but have never been seriously considered in this legislation. Many thanks go to our 119 co-sponsors on Capitol Hill, and especially to Dennis Cardoza (CA), Adam Putnam (FL), John Salazar (CO) and Randy Neugebauer (TX). "Representative Cardoza was our shining star and prize fighter in this battle. One week we thought we were dead in

the water; the next week, we were celebrating after Dennis came to the fight and helped us win! Dennis has watermelon in his blood (from his grandfather in the 50s and 60s), and had the courage and tenacity to stand up for what is right. In American Agriculture"

The details of the House bill are posted on the NWA website for your review. Round One is completed; Now, on to Round Two. The fight will continue as we focus on the U.S. Senate during the summer, leading to their legislation and debate in September. Please stay posted to the NWA web site. We will need your help with the Senate.

## Immigration Reform

As you have most likely read or heard through the media, the U.S. Senate failed to consider any legislation that will provide a legal migrant workforce to U.S. Agriculture. There is a very slight possibility that something will happen during this legislative session, but the experts have predicted that the need will not be addressed by Congress until at least 2009 (following the 2008 Presidential elections and seating of a new Congress). We will post any updates to the NWA web site as they come about and you need to know. Until that time, we have published in this Vineline issue a recommendation on how to handle any raids or inspections by the Immigration and Customs Enforcement folks at your farm or packing facility. ICE is increasing their raids and is predicted to keep up the pace for some time to come. Be ready just in case. Inmates become Laborers?

Two test projects are being conducted on farms and in packing sheds in Idaho and Colorado with minimum security inmates handling potatoes. With the migrant labor shortage that our country is experiencing (and projected to tighten even further), this provides an interesting outlook into a possible new labor force (with very costs effective

(entry points) to supplement the migrant labor that we can get. We will provide as much information as we can gather about these two test projects in the near future.

## The Bachelor - The Farmer

We were asked a few months ago by the Sr. Casting Director for The Bachelor (reality t.v. series) to help them locate a few farmers or farmers' sons that would be interested in starring in the fall series. The Bachelor is a 10-13 week network show that has resulted in at least a couple of high profile marriages and successful relationships.

The NWA had member, Kevin Evans, from our MarDel Chapter, make it to the final three selection process. Unfortunately, Kevin was not selected for the show, but we are proud that he was willing to participate and made it to Hollywood. Kevin appears on his family farm daily (at no cover charge, I think!) Congratulations, Kevin. We are proud of you!

## CHEP Pallets Partner with NWA

*Would you please take a moment and read the following questions?*

- Are you a CHEP USA pallet customer?
- Do you use CHEP pallets for your shipments of watermelon (or other crops)?
- Would you like to see the NWA receive an incentive from CHEP for your pallet utilization?

If you answered "YES" top any or all of the questions above, then you can help us to help your organization. Here's how:

The NWA has been successful in negotiating the first ever "partnership"





program with a major supplier to our industry (CHEP USA). We have agreed to certain goal milestones to build their business, and once achieved, will result in a significant incentive payment to the NWA at next year's national convention, which will help us to build the NWA's business.

### *So, how can you help?*

If you are a current CHEP User, please continue to do so, and the NWA will be credited for all of your utilizations this year. We also encourage you to meet with your CHEP Rep to review other pallet utilization programs that they have to offer. And, if you utilize CHEP pallets for more than watermelon, the NWA will also be credited for those pallets as well.

If you are NOT a current CHEP USA customer, but can or are willing to use CHEP pallets, please meet with the CHEP Rep and sign up. EVERY NEW CUSTOMER COUNTS; EVERY NEW PALLET UTILIZATION COUNTS!

### *What is the Potential for the NWA?*

The incentive for the NWA starts at over \$25,000 and could exceed \$100,000 this year! Each goal milestone carries an incentive payment that starts at 8 cents per pallet and escalates up 12 cents at the higher levels. We build our business as we help them to build their business. A True Partnership!

This is very real, and an opportunity for us all to build a partnership with a major supplier while we help one another build our businesses. How big do you think the six foot presentation check will read at next year's convention?



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Mark Arney  
Executive Director

## News from the National Watermelon Promotion Board



### Farmers Market Consortium Takoma Park, MD

The Montgomery County Department of Health and Human Services provided the Crossroads Farmers Market Project with \$4,999 to pilot the Farmers Market Fresh Check Program. The funds will subsidize \$1 Fresh Check vouchers distributed as dollar-for-dollar matches to food stamp and WIC benefits spent at the farmers markets up to \$10. Customers can redeem Fresh Checks for fresh fruits and vegetables.

The program launched at the Crossroads Farmers Market and Takoma Park Farmers Market in Takoma Park, Maryland. The launch event generated media coverage on the front page of the Washington Post with a mention of the National Watermelon Promotion Board by the writer, even prior to the formal opening. The opening also attracted interest from leaders of Montgomery County, the Maryland State Department of Agriculture, the Takoma Park mayor and one of the Maryland cabinet members.

Former USDA Under Secretary Gus Schumacher spoke at length to the Washington Post (story in June 13th Food section with pictures). He mentioned the terrific contribution NWPB made of \$5,000 and also expanded upon the benefits of watermelon consumption to WIC pregnant moms (who'll be shopping at the market) and also chemo patients to minimize nausea. Although it is out of our control how interviews get interpreted into stories for publication, it is quite relevant to us that there were two senior Washington Post reporters on hand for the launch event. The story in the Food section, printed on Wednesdays, their most widely read day, is both very positive and valuable.



This photo (left) was taken at the Crossroads Farmer Market official opening in Tacoma Park, Maryland on June 20, 2007. Pictured left to right: Lloyd Day, USDA, Mark Arney, NWPB, and Nancy Montanez Johner, USDA. Under Secretary Johner and Mark Arney were on the program.

Nancy Montanez Johner was appointed by President George W. Bush as USDA Under Secretary for Food, Nutrition and Consumer Services (FNCS). As Under Secretary, Ms. Johner is responsible for the administration of 15 nutrition assistance programs with a combined budget of \$58 billion for the Food and Nutrition Service and the Center for Nutrition Policy and Promotion.

Lloyd C. Day is Administrator of USDA's Agricultural Marketing Service was appointed by Secretary of Agriculture Mike Johanns. Day is responsible for a wide range of programs that facilitate the domestic and international marketing of U.S. agricultural products. Day directs several marketing programs, including voluntary, fee-for-service, certifications of agricultural product quality; daily price reports on agricultural commodities in domestic and foreign markets; industry-funded, national research and promotion programs for over a dozen agricultural products; and regulatory programs that allow farmers to cooperate in the marketing of their products and ensure fair trading practices in the marketplace.

### Weight Watchers Pick of the Season – Launched!

The first of July marked the program launch of Weight Watchers "Pick of the Season" for watermelon! The recipe cards are being sent to every, single Weight Watchers meeting room in North America, and some cards you will see popping up in retail stores as we have made a small quantity available at the grocery store level.

The stickered fruit is a great eye-catcher for produce shoppers looking for a healthy, refreshing, natural summer snack! Below is some information from the Weight Watchers web site:

To champion the importance and the health benefits of fresh produce, Weight Watchers launched Pick of the Season, a public health initiative spotlighting seasonal fruits and vegetables, which includes nutrition information, meal planning tips, and delectable recipes incorporating a "pick of the season." As a part of Weight Watchers seasonal cornucopia of recipes featuring a select fruit or vegetable, this month's Pick of the Season is watermelon.

Don't forget to contact the NWPB if you need the CD with artwork, program guidelines, and other industry and program information.





Front panel of the 2007  
“Pick of the Season”  
recipe card by Weight  
Watchers. Photography  
provided by NWPB.

## Watermelon Tour in Full Swing!

The Chef Harry watermelon bus tour is going strong and has already had stops at a number of events and markets including Cincinnati, Philadelphia, Charleston and Savannah. Chef Harry’s bus has a great new look this year that will get the attention of kids and adults alike. It’s fun, bright and full of watermelon images. Chef Harry will be busy all summer promoting watermelon and something new this year – Ziploc products!



Front view  
of the tour  
bus

National Queen  
Jenna Stanford  
with Ziploc  
product demo



For the first time we’ve invited a partner to participate in the watermelon tour to help underwrite the costs in exchange for promoting their products. We are working with Ziploc from SC Johnson who are promoting their Twist’n Loc Containers and their Ziploc Storage Bags. They have contributed \$75,000 to the program that includes promotion by Chef Harry’s media appearances and events, web site and brochure exposure, retail promotions, and promotions by the industry’s wonderful, talented watermelon queens.

There’s another new twist on the tour this year. We offered Chef Harry’s promotional services to each state watermelon association promotional program. He will be attending an event that each association has chosen and will promote watermelon along with their queen. So far Chef Harry has appeared on behalf of the Georgia and South Carolina associations, with the rest on the schedule. To check his schedule visit [Watermelon.org](http://Watermelon.org) or [ChefHarry.com](http://ChefHarry.com).

Keep an eye out for the watermelon bus – it may be coming to your town!





“Liberty out-yielded anything I’ve had. I’ve never seen anything like it.”



**In North Carolina:** “We planted about half Nunhems’ Liberty watermelons and half of a major competitor’s popular variety on 20 acres. By the second week, the Liberty vines were already much bigger with about 25% more coverage than the others. Healthier and more vigorous. We harvested 62,000 to 64,000 lbs. an acre—and about two-thirds of that came from the Libertys!”

**In Georgia:** “One of our pieces of land was just an old 12-acre sand field. Never had a crop, never even had fertilizer on it, so poor it wouldn’t even grow weeds. We put in 1,728 Liberty plants per acre on plastic with drip irrigation and just granular fertilizer. The yield was fantastic, the best out of our 300 acres in Georgia!”

For additional information contact Nunhems USA customer service at 800.733.9505 or visit us at [www.nunhemsusa.com](http://www.nunhemsusa.com).

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# National Report

Since our last report Jenna has covered, thousands of miles, generated hundreds of smiles, and moved tons of watermelons! She has covered more than Dixie...like the dew, once on summer break from UGA! She's been working hard and going strong promoting our WATERMELONS!

## **Illiana Sponsors Runner-Up, Ali Vice**

While Jenna completed finals at the University of Georgia, runner-up Ali Vice filled in for her at the United/ FMI Show in Chicago. Ali was accompanied by Carrie Smith and the Illiana Queen Emily Frey. They were at the Hinkle Produce Booth with Dan Hinkle. They worked very hard and served watermelon to all the show attendees. Both girls did a great job representing Illiana and National. Ali attended the show for only one day, and Carrie and Emily worked the entire show. Carrie said she had never worked so hard! Thank you Ali and Carrie for your great representation and hard work! Thanks to Illiana for sponsoring.

## **Nowell Borders and Bradley O'Neal Sponsor in Baltimore**

May 9-12 found Jenna in Baltimore, MD for the Kids Being Healthy Expo. We exhibited at the National Watermelon Promotion Board's booth there. We were joined by Wanda Letson, and her Queen Kelly. Wanda supplied all the information contacts about the show. Thanks Wanda! It was successful with informative workshops! The focus was on childhood obesity, healthy eating and exercise. We were also joined by NWPB Retail Reprehensive, Shelia Carden. We all enjoyed the new information presented during the show. Richard Simmons was a guest of the Expo on the final day. Jenna and Kelly worked out with Richard Simmons. We thank Ms. Wanda for the information, NWPB for the booth, Shelia Carden for her help. NWA's First Vice-President Nowell Borders of Borders Melons and NWA's President, Bradley O'Neal of Coosaw Farms for your generous sponsorship. We certainly appreciate you.

## **Land Watermelon Sales, David Coates, Sun State Produce, Indian Hills Produce and Great Lakes Produce Sponsor**

Next stop, Chicago, IL for some very busy watermelon promotions! We were sponsored to the windy city area for three days of a Meijer Grand Opening in the Oswego, IL area. Jenna loved Chicago! She shopped on Michigan Avenue and took in the view from the John Hancock building. She also loved the Meijer stores. They are very unique. They had twelve bins of watermelons on the floor, priced to sell for this grand opening. Beautiful display and very busy! Thanks to Raymon and Jody Land, David Coates, Billy and Danny Jones, Josh Bailey, and John Toth for your sponsorship and support!

## **Land Watermelon Sales, David Coates, Sun State Produce, and Great Lakes Produce Sponsor in Detroit to another Meijer Grand Opening**

Almost the same sponsors, another Meijer, another city, and another successful grand opening! Jenna was sponsored to the Detroit area, for more exceptional watermelon promotions! She offered selection tips, recipes, stickers, coloring books, fun sheets and southern charm to the Meijer shoppers in the Detroit area. They loved her! It was another busy and beautiful store! She really moved the melons! Special thanks to all our sponsors!

## **Browning & Sons Sponsors in Georgia**

Thanks to Browning and Sons for some excellent watermelon promotions in our home state! Gareth Smith of Browning and Sons arranged for us to attend the second annual Harvey's and John Boy and Billy Backyard Grillin' contest, and watermelon extravaganza in the Valdosta area Harvey's store. Watermelon and grilling, what a team! We were set for lots of outdoor games and demos, but the much needed rain kept us inside the store. The grilling contest went on as usual, but the watermelon demo was moved inside. We were joined by Brittanie Faircloth, Georgia Watermelon Queen and Coordinator Julie Akins.

What a great team of people they have at Harvey's. They really welcomed the girls! Lisa Smith, Brand Manager for Harvey's did a super job with our promotion. The girls helped judge the contest and present the awards. We enjoyed a visit from Jamie Adams, of Southwestern Vegetable Seeds and his wife during the event.

The following week Browning and Sons sponsored us to Cairo, GA for a Harvey's grand opening! Another successful day! We were on hand for the ribbon cutting and VIP introductions. Again, Lisa Smith handled the promotion; she really does a fine job! Brittanie and Jenna met all the Harvey's VIP's and we were all presented with gift baskets. The girls were interviewed by Gulf 104 radio out of Tallahassee, FL... Great coverage! Thanks to Gareth Smith, and Browning and Sons for sponsoring us!

## **Billy Smith Watermelons Sponsors Chiefland**

Jenna was sponsored to Chiefland, Florida for the Festival pageant by Billy Smith. We were so excited to be included in the fun activities in the Trenton, Florida area, surrounding the festival. We arrived in time for a visit at Billy's office, where something good is always cooking in the gorgeous, kitchen! He and Corelis were celebrating the arrival of a brand new granddaughter! Congratulations! We were among several Queens and Coordinators invited to stay at the beautiful Gilchrist Club Lodge near Trenton by Billy. Rantz Smith was our guide to the beautiful lodge! It was like girls weekend. Cindy Vaughn, Alabama Coordinator, and Queen Katie; Florida Coordinator Debra Harrison and Queen Tara; Georgia Coordinator Julie and Queen Brittanie; Newberry Coordinator Lisa Hughes and Queen Jessica Stanford, Jenna and myself.

All the visiting Queens and Coordinators attended the Cheifland Watermelon Queen pageant. Jenna entertained us with a song, during the pageant. We congratulate Chiefland on another successful Queen pageant, even if the parade and festival were rained out! We all returned to Billy's for a great dinner and entertainment! Jenna and Billy sang together and kept us all well entertained. It really was a fun evening! The following morning we all visited the Ayers Health and Rehabilitation center. All the lovely Queens visited the residents, and delivered a watermelon treat, compliments of Billy. Thank you Billy and Corelis for sponsoring us and for your warm hospitality!

We have so many more promotions to share with you. We continue to have a busy schedule, and are looking forward to all our upcoming promotions. If there is anything Jenna and I can do to help you with promotions, please give me a call!

Until Next Time  
Eat More Watermelons!

Eleanor Bullock  
NWA Promotion Coordinator  
229-273-8638 office  
229-322-9933 cell  
eleanor@websign.net







Wanda, Kelly, Jenna & NWPB's Shelia Carden at Kids Being Healthy Expo



Jenna enjoys the view from the Top of the Hancock in Chicago



Holly, President of Kids Being Healthy Expo and husband Owen Snyder



These Meijer shoppers love Watermelon!



Jenna and Kelly visit with Richard Simmons



These Oswego, IL firefighters love our Jenna!



This group loved meeting our Queens!

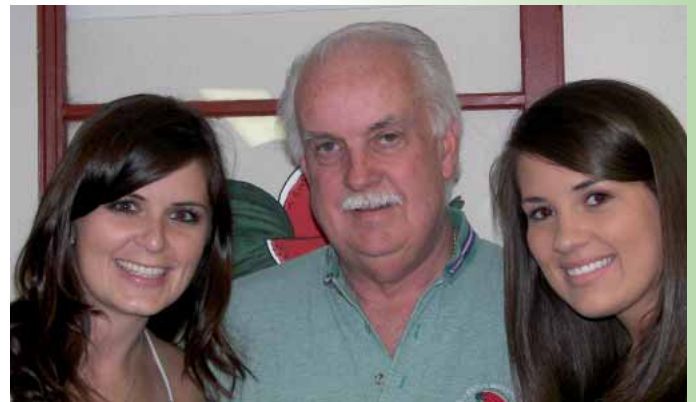


helping the customers in Detroit





Brian Danner, Meijer Store manager, welcomes Jenna to Detroit



Sponsor, Billy Smith poses with Jenna and Brittanie



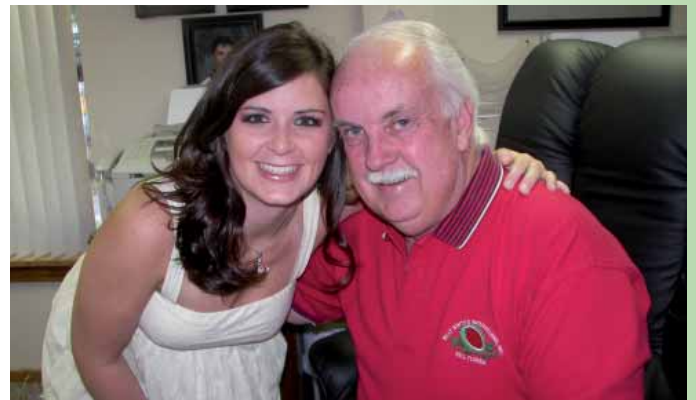
How to pick out a delicious watermelon!



These ladies ready for Chiefland, pose in front of the beautiful Gilchrist Lodge



"A Rainy Day in Georgia", Brittanie and Jenna with Lisa Smith and daughter, Valdosta, GA Harvey's



Thank You Billy!



Girls presenting the trophies for the John Boy and Billy, Grillin' Contest



Rance Smith and Jenna



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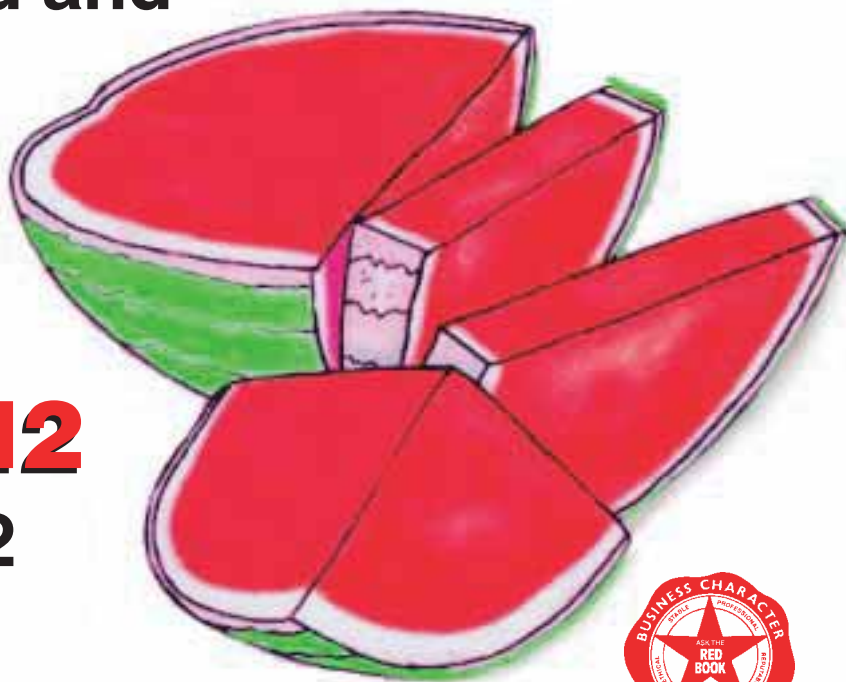


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# Alabama Report

Greetings everyone from our Alabama Watermelon Association,

Wow! Katie has been very busy this past May and June. Katie finished her spring semester at Troy University-Dothan in early May then was off meeting all of our AWA Board Members. We began our tour on Friday, May 11th, entertaining over 100 kindergarteners from Rimes Elementary School, Leesburg, FL. Katie loved handing out delicious watermelon slices to each child and they in turn loved having their pictures taken with our queen. After the school promotion we headed to the Newberry Watermelon Festival sponsored by Billy Smith. Katie did an awesome job representing our AWA as she greeted many people with her warm personality and beautiful smile. We saw many of our old friends and certainly made new ones while in Newberry. A special thanks to Corlise Smith for opening her home and making Katie feel welcome.

Monday, May 7th, Katie held a special three hour promotion at Beverly Shores Elementary School for the 3rd & 4th grade honors class. She read books, prepared the famous Breakfast A Go-Go, handed out juicy watermelon slices, held a seed spit contest, judged a coloring contest...needless to say each student had a fantastic watermelon day! Tuesday we officially began our Florida Farm Tour. Our first stop was with Arnold Mack. As always, it is important to develop a friendship with Chandler, Jon, Arnold and Brenda in order to understand their packing house process. A special thanks to Chandler for taking the time tour Katie around their facility. Wednesday we were treated to a day with Tommy Smith. Tommy chauffeured Katie around visiting farm fields, packing houses, brokering offices, you name it, Katie saw it! Thursday Katie started her day by touring The Plant Farm with Wendy Cohen. It is rare to find someone who can explain the seed for a seedless watermelon but guess what...Wendy did an excellent job in that department. Next we were off to Nelson Elementary

School to entertain over 120 3rd graders. Eric Hammons of Southwestern Vegetable Seed, LLC, along with his wife Shelley, and their daughter Sloan, helped Katie hand out stickers, coloring books, and delicious watermelon slices to each student. What a morning so far! Thursday afternoon Tom Holbert gave Katie an in depth tour of the Wal-Mart Distribution Center in Winter Haven. Thursday evening Katie met with Jimmy Deese of Pratt Industries and toured his box bin storage facility. Thank you Jimmy for an educational afternoon and delicious dinner. Friday Katie visited with Jess Locke of Wildwood and toured his farm fields and packing facility.

Friday and Saturday, June 1st-2nd, Katie was sponsored to the Chiefland Watermelon Festival by Billy Smith. A special thanks to Billy and Rantz for securing the Gilchrist Hunt Club for our stay during this promotion. Not only did Katie get to enjoy this outstanding lodge, FWA Queen Tara, NWF Queen Jessica, GWA Queen Brittanie and NWA Queen Jenna also enjoyed staying with us! Even the coordinators, NWA Eleanor, GWA Julie, FWA Debra, NWF Lisa and I were impressed! Sunday, June 3rd, the residents of Ayers Health and Rehabilitation Center were treated to a morning with our five watermelon queens. Each queen personally spoke with each resident, handing out stickers and watermelon slices. Needless to say the center was abuzz with excitement when we left for the day.

I would like to personally thank all of our fantastic sponsors for their support of our AWA Queen Katie during her Florida Tour this summer. Katie is looking forward to the Washington, DC, trip in mid September and the PMA Convention in early October. Until next time, we hope each of you have a successful watermelon season!

Cindy Vaughn  
AWA Promotion Coordinator  
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407-448-3780 cell  
ncv57@earthlink.net







FWA Queen Tara, NWF Coordinator Lisa Hughes, sponsor Billy Smith, and AWA Queen Katie. Thank you, Lisa, for welcoming us to your Newberry Watermelon Queen pageant. Our Alabama queens always have a fantastic time during the festival activities.



Thank you Chandler Mack for touring Katie throughout your packing house facility and WOW what a facility it is!



What a treat for Tara and Katie...a limousine ride all around town! I think they are having a blast!



Our AWA Queen Katie's Florida Tour would not be complete without spending time with Arnold and Brenda Mack. We welcome Brenda into the Queen Committee for our AWA.



Queen Katie entertained the 3rd and 4th grade Honors class from Beverly Shores Elementary School with a seed spit contest, coloring contest, juicy watermelon slices and lots of "queen" pictures. Just ask her how many boys wanted to have her crown placed on their head!

We never know who we will meet when we spend time with Tommy Smith. Here we have two beautiful young ladies, Hannah Mace and Madison Franco. When Tommy told Hannah and Madison he had a surprise for them after their kindergarten graduation they had no idea they would be meeting a QUEEN!



I'm not sure which young lady is more pleased to meet the other. I do know Queen Katie spent a wonderful afternoon getting to know Emily Grace and Laura Lee Turner.



Katie was able to spend a few minutes with Ray Gilliland. We did get a hearty laugh over this funny looking watermelon... how did this happen?!





Thanks to Eric Hammons, his wife Shelley, and their daughter Sloan, for inviting Katie to entertain the entire third grade at Nelson Elementary School. Katie handed out coloring books, stickers and autograph cards to over 120 students while Eric and Shelley did the "hard" work...cutting and handing out delicious watermelon slices to each student!



There is a trick to telling when a watermelon is ripe...all you need is straw! Jess Locke told Katie an old wise tale. Ask Katie to tell you the entire process...it works! Thanks, Jess,



Our annual tour of the Wal-Mart Distribution is certainly educational. We have Yasheira Hall, Steven Brown, Tanya Rhonemus and Tom Holbert to thank for making our tour successful.



AWA Queen Katie and FWA Queen Tara are getting ready for the Arcadia Auction. Thanks to FWA Coordinator Debra Harrison for inviting us to participate. Katie had a blast!



Our AWA is pleased to welcome our new member Jimmy Deese, Pratt Industries. Thank you, Jimmy, for touring Katie around your box bin facility. I don't believe we will forget the big BOOM during the thunderstorm when the facility went completely dark!



Katie and Rantz Smith. Hey Rantz, we really like your hat!



Nice looking watermelon field does compliment our pretty queen!



Jay Mac Matthews is having quite a fancy lunch with these beautiful young ladies. Here we have AWA Queen Katie, NWF Queen Jessica, GWA Queen Brittanie, FWA Queen Tara and NWA Queen Jenna. I do not believe a man could ask for a more enjoyable lunch!



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# Florida Report

Watermelon Greetings from the Florida Sunshine State:

Watermelon time is here in the Sunshine State. Tara and I have had a busy month, traveling all over the state promoting our favorite product...WATERMELONS!

Tara started in her hometown, along with our first runner-up, Lynn Zee Webb, passing out watermelon promotional items for a day filled with "Ag in the Classroom". A big thank you to our sponsors, Browning and Sons.

Our Next weekend, we traveled to West Palm Beach for a beautiful two day promotion with the National Watermelon Promotion Board at the "Our Kids World Family Fun Festival". We had our first experience in cutting up watermelon slices for a ton of kids. It was a fun-filled weekend with slicing watermelons, passing out coloring books, and of course the watermelon eating contest.

Our month was just beginning; on May 7 we took a journey down to South Florida for an exciting trip to the annual "Farm Tour" sponsored by Siegers Seed Company. Tara started out early with Mr. Paul Sawyer and Mrs. Patty Swilley with a day of traveling and sight seeing to watermelon fields, markets, and throughout the community of Immokalee. Later that afternoon, Tara and I visited the Natures Choice and Florida Watermelon Association offices and were treated to a wonderful home cooked meal created by Kay Dickerson. The next day, we stopped in at the Community Christian Academy, where we visited Little Bruce Hanshaw's class and gave out watermelon, coloring books, stickers, etc. We also took a journey to the Country Oaks Elementary School in Labelle and Tara had the honor of reading the children a story called "Watermelon Day." Thanks to Jessica Hanshaw for setting up the promotion and treating us to a magnificent lunch at Michelle's. We would also like to thank Henry and Patty Swilley for their hospitality during our two day visit. Patty is a true watermelon collector, her home was stunning. Thanks to everyone who made this Farm Tour a wonderful visit.

Our next event was in Leesburg where we stopped in at the First Academy School. Lindsey Shurley and her class threw a watermelon party and ended the day with eating watermelon on the playground. Lindsey's classmates enjoyed coloring and reading the story of J-Slice. A special thank you goes out to Mrs. Ellen Valentine and her daughter, Shawn for this amazing day. From there we met up with the Alabama Queen, Katie and her Coordinator, Cindy Vaughn to travel to the Newberry Watermelon Festival.

The festival began on Friday evening with the Queen pageant, won by Jessica Southard of Bronson. Congratulations to Jessica! Lisa Hughes deserves a huge "Thank You" for a job well done with the pageant. The activities for Saturday included a parade, queen luncheon, festival, and the grand slam concert where we enjoyed meeting Chris Young. Tara and I would like to give an enormous thanks to our sponsors, Don Green and the hospitality of Mr. and Mrs. Billy Smith for such wonderful weekend.

Our next stop, my home town, Arcadia, Florida! The Arcadia Watermelon Festival began early with a pancake breakfast with the Arcadia Watermelon Queen, Katie Bryan and Coordinator Katie Grantham. Tara judged the Sugar Babe pageant with tons of cute kids in "Arcadia designer" watermelon attire. That afternoon Tara toured the farms of Phil Turner. She got a chance to pick her very own watermelon. Mr. Turner showed Tara how the operation works from the field to the wheel and loading deck. We would like to thank Mr. Phil Turner and his family for a fantastic day and his continued support. Nighttime came and Tara and I had the honor of attending the Watermelon Auction/Dance. A great time was had by all and thanks again to our sponsors, Phil Turner Farms and Melon 1.

Finally, our last event of May consisted of traveling to Fort Myers and visiting Scott and Anna Smith. We spent the day at Canterbury Middle School. Tara received the chance to talk about the nutritional value of watermelons to all the seventh and eighth graders. The day retired with a famous seed spitting contest.

More pictures on the Farm Tour in the next issue. Tara and I are looking forward to traveling to Indiana and Washington DC in the next few months. Hope everyone is having a successful and prosperous season. Until Next Time!

Debra Harrison  
Florida Watermelon Promotions Coordinator  
Email: [debrathreel@earthlink.net](mailto:debrathreel@earthlink.net)  
Home Phone: 863-494-1163  
Cell Phone: 863-990-0675

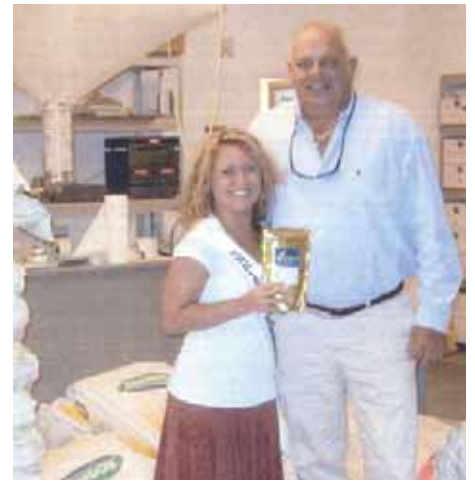






Thanks to Mark & Mike of Browning & Sons for sponsoring  
"Ag in the Classroom"

Posing for a  
picture with Mr.  
Paul Sawyer at  
Siegers Seed  
Company during  
Farm Tour 2007



What an awesome group of people for National Watermelon  
Promotion Board. Gordon, Jason and Our Queen Tara



A day in the class room at Country Oaks Elementary



Tara and Gordon Hunt having fun slicing Watermelons.



Little Bruce Hanshaw enjoyed spending the day with the wa-  
termelon queen



There's never a dull moment at Melon 1 with John Lapide!  
– Farm Tour 2007



Lindsey Shurley and her classmates made a watermelon  
bulletin board





Thank you Don Green for a wonderful weekend in Newberry!



Mr. Phil Turner and his son Phil with Tara



Tara and her favorite country singer Chris Young



A family tradition goes on with the Turner Family, Brad and Bailey



A day of fun at the Newberry Watermelon Festival



Tara visiting Richie Chastain and Steve Singletary at the Arcadia Watermelon Auction/Dance



Riding in style for Newberry Parade, thank you to Billy & Corliss



A good looking Family "Scott and Anna Smith and there boys Wyatt & Morgan"



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# Georgia Report

With the summer beginning to slow down, we hope everyone has had a productive season!

Picking up our tour on May 22-The Cordele Chamber of Commerce held a news briefing to announce their new brochure. The brochure is extra special this year with our GA Queen Brittanie's picture along with National Jenna's picture as well. We appreciate the Cordele Chamber for being so supportive of our program.

**May 25-26**-Brittanie and I traveled to Murfreesboro, TN to join the Illiana Association at a two day Kroger grand-opening. This happened to be Memorial Day weekend and the store was packed with happy customers. A lot of watermelons were sold!

**May 31**-Brittanie participated in a ribbon cutting for the Watermelon Days Festivities kick-off in Cordele.

**June 2-3**-Thank you Browning and Sons for sponsoring our Harvey's in-store promotion. The day was hosted by John Boy and Billy Grilling contest. Queen Brittanie and National Queen Jenna handed out a lot of watermelon! The day was complete with a visit by Jamie and Rachael Adams. After the store promotion we headed off to Chiefland, FL and appreciate Mr. Billie Smith for the wonderful food, singing, lodging and fellowship! While in Chiefland the girls attended the Chiefland Pageant and visiting a nursing home.

**June 5**-Brittanie interviewed with W A L B Channel 10 to announce the Watermelon Festival in Cordele.

**June 6**-Again, thank you Browning and Sons for sponsoring us to another Harvey's in-store promotion. This grand opening was in Cairo, GA and we were excited to have Eleanor and Jenna join us again for this promo!

**June 9**-Brittanie rode in the Mushmelon Parade and later attended the Cordele Capitol Pageant. Congratulations to our first runner up Jessica Thompson for winning the Capitol Pageant.

**June 11**-Georgia Tourism brought thru around 5,000 bicycle riders. The Chamber and Brittanie served watermelon to the thirsty riders.

**June 16**-Cordele Festival began and Brittanie attended

the Kiwansis Fishing Rodeo and later the Annual Street Dance. Thank you Mr. Larry Bullock for the tickets!

**June 19-23**-We were busy in the heat! The week began with the Taste of Melon with Phil Streetman, A Slice of Talent, Reading with the Queens at the Library, WALB Show, WSST w/Chef Harry, the Baptist and Methodist daycares, Cordele Recreation Department, Big Melon and seed spit, Watermelon Parade and Harvey's in-store promotion along with Chef Harry. We truly enjoyed Chef Harry and his wife Lori and welcome the two back to Georgia anytime. Thank you NWPB and Chef Harry!

**June 29**-Brittanie attended the grand opening of the Cypress Grill at Lake Blackshear.

**July 4**-Brittanie along with the Commissioner of AG rode in the largest 4th of July parade in the country. The annual parade took place in downtown Atlanta. After the parade, Brittanie headed back down to Cordele to join the Chamber at the Lake Blackshear 4th of July celebrations.

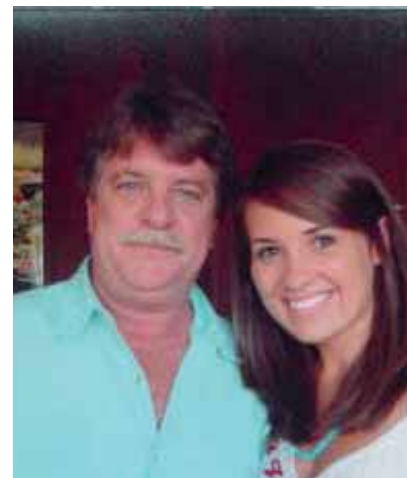
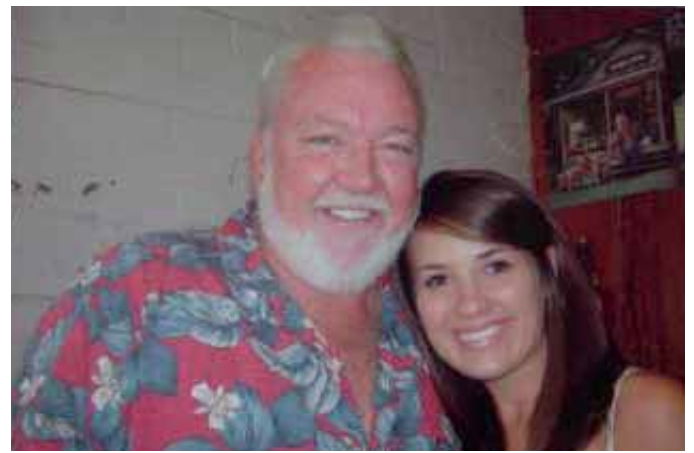
**July 11**-Mr. Rusty Autry (Seminis Seed) took Brittanie on an interesting Field Day. There visits included: Seminis Feed-Chrissy McCuiston, Rusty Hogan's Farm, Alan Parrish and Ricky Tauzer's Farm, Borders Melon East-Barry Plotnick, L & M-Kenny Bennett, Lewis Taylor Farms-Dale Brim, Neal Kicklighter and Ed Wallor. Thank you Mr. Rusty for this educational day!

Please note: G W A will be hosting our 2008 Convention January 25-27th at The Lake Blackshear Resort in Cordele.

Sincerely,  
Julie Akins  
Sec Treas/Promo Coord.  
P. O. Box 2278  
Dalton, GA 30722  
770-842-3309  
akinsjulie1@alltel.net









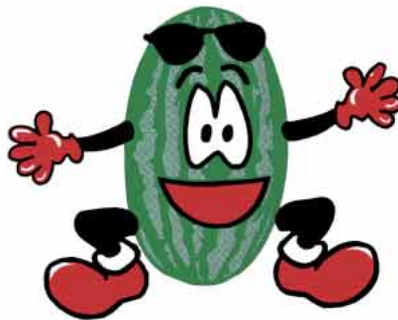




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# Illiana Report

The midwest is gearing up for a great watermelon season. The good Lord has finally blessed us all with some rain! Emily is doing her best to promote watermelons in as many locations as possible. She was very busy during the months of May and June. She visited elementary schools, nursing homes, grand openings and much more! She has a busy summer tour ahead and looking forward to every minute.

May 1, 2007- Doris Nowaskie and myself attended the Vincennes YMCA annual Weigh Down. Approximately 500 people gathered together individually or with a team to work on getting healthy and losing weight. Everyone had a month to slim down and get healthy. The event is sponsored by the Vincennes Sun Commerical. The individual or team losing the most weight at the end of the competition won several prizes from local businesses. The Illiana Watermelon Association provided watermelon samples and education on how to lose weight by eating watermelon!

May 3, 2007- Emily visited the Purdue Ag Center for the annual Day on the Farm in Vincennes, IN. Emily spent the day educating local 3rd graders on the production and importance of watermelon. Every student was provided with a watermelon plant to take home.

May 4-7, 2007- Emily traveled with Carrie Smith to Chicago, IL. for the United Fresh Produce Summit. It was a very large food show and thousands of people were served watermelon for two days. This was Emily first time to cut and serve watermelon to a large crowd. She was overwhelmed by the 700+ pounds of watermelon that was cut and served!! Thank you to the sponsors Hinkle Produce, Double T LLC, Melon Acres, Mouzin Brothers Farms, Midwest Marketing and Wabash Valley Growers.

May 8, 2007- The Good Samaritan Hospital in Vincennes, IN. held their annual Employee Health Fair. The Illiana Watermelon Association provided watermelon slices for the employees. Emily handed out brochures and signed autographs.

May 10-16, 2007, Emily kept busy visiting elementary schools in Indiana and Illinois. She visited her elementary school, Franklin Elementary in Vincennes, IN. The 1st grade was very excited to have Emily as a special guest. Emily's sister Rachel is a 1st grade. Rachel was very proud to tell everyone about her sister... the queen! The 1st graders enjoyed fresh watermelon samples and autographs from Emily.

Parside Elementary in Lawrenceville, IL. was delighted to listen to the watermelon queen. Emily discussed the importance of eating healthy and including watermelon in your daily diet. The entire 2nd grade enjoyed watermelon samples.

North Knox Central Elementary School in Bicknell, IN. enjoyed having Emily visit their 1st and 2nd grade classes. North Knox Central is always happy to have the watermelon queen. They always make us feel right at home!

May 19-20, 2007- Knox Co. Relay for Life took place at Gregg Park in Vincennes, IN. This year the Illiana Watermelon Association teamed up with Good Samaritan Hospital. Several different departments along with Emily set up booths for people

to get information on health related topics. Thank you to Caito Foods for the pre-cut watermelon donated to Relay for Life.

May 22-24, 2007- Mary Smith accompanied Emily to a Kroger grand opening in Murfreesboro, TN. The Georgia Watermelon Association also helped with the grand opening. Everyone welcomed Emily and Mary with open arms. They were so pleased to have Emily's expertise in helping the customers pick the best watermelon! Thank you Mary for accompanying Emily. Thank you to the sponsors Mouzin Brothers Farms, Midwest Marketing, Wabash Valley Grower's, Leger and Son and Great Lakes Produce and Marketing.

May 26-27, 2007- The Illiana Watermelon Association along with the Lincoln High School Band sold watermelon at the annual Vincennes Rendevous in Vincennes, IN. It was a great fund-raiser for the Lincoln Band. It was a hot weekend and watermelon was a hot seller! Thank you to Caito Foods for pre-cut watermelon and for 3 bins of watermelon from H.C. Schmieding Produce, Co.

June 6, 2007- The annual Women's Health Fair was held at Good Samaritan Hospital in Vincennes, IN. It was a wonderful evening filled with 2 floors of booths regarding health screenings and local businesses that provide health/beauty items for women. The Illiana Watermelon Association booth was a hit and people loved the samples.

June 11 and 21, 2007- The Illiana Watermelon Association visited the Knox Co. and Lawrenceville Public Library summer reading program for the first time. It was two great first time promotions. Emily read several watermelon related books to the children. She also read the new book by Mary Beth Heirs!! Emily told the children about the importance of watermelon and her duties as queen.

June 12, 2007- Eastgate Nursing Home gladly welcomed Emily to visit with the residents in Washington, IN. Dennis and Cathy Mouzin sponsored Emily to the nursing home. Residents gathered around Emily to hear about her duties as Illiana Watermelon Queen. All residents enjoyed samples of watermelon and also had seconds!! Thank you to Dennis and Cathy Mouzin for sponsoring the visit.

June 24, 2007- Emily was a favorite of everyone at the Old Oaken Days in Oaktown, IN. Norm and Avis Lamb sponsored Emily to the festivities. Emily helped with serving watermelon at Town Hall, seed spit contest and watermelon eating contest. She also participated in the parade. Thank you to all who helped organize this event- Norm and Avis Lamb, Brad and Angie Toney and Kim and Tammy Cardinal.

We will have a lot more exciting promotions to report from Illiana in July and August. Best of luck in the watermelon season! Sincerely,

Kristy Cardinal

Illiana Watermelon Association Promotions Coordinator  
2408 E. Henry Rd. Vincennes, IN. 47591  
melons@vincennes.net





Emily takes time to thank Michelle for a great time at Day on the Farm.



Emily takes time to thank Michelle for a great time at Day on the Farm.



Emily and her sister Rachel at Franklin Elementary School.



Parkside Elementary School welcomed Emily to the 1st grade.

Jean Nowaskie  
(cancer survivor)  
and Emily and Relay  
for Life.



Emily signed autographs for the children at South Knox Elementary.



Thank you to everyone who helped  
at the Vincennes Rendezvous.



Emily passes out literature at the Women's Health Fair.





The library was glad to have Emily help with making watermelon crafts!



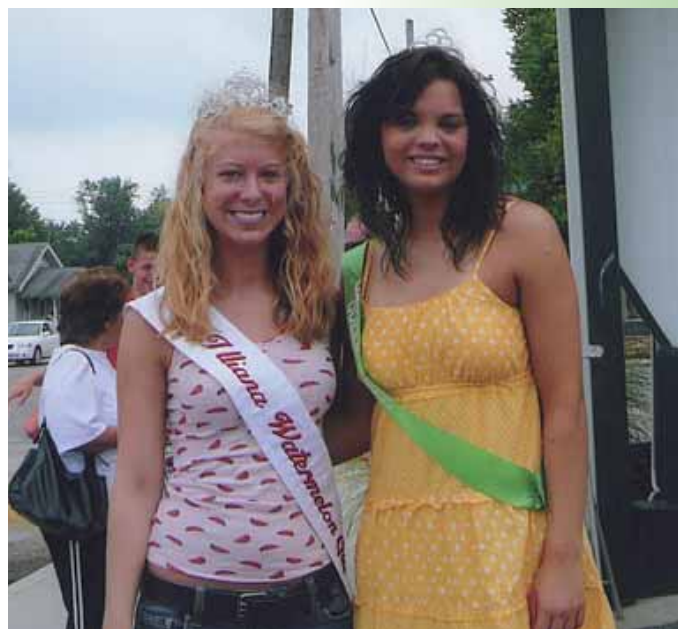
The activities director at Eastgate Nursing Home thanks Emily for her presentation.



The women at the Lawrenceville Library were very appreciative of Emily reading to the children.



Emily poses with her new friend Abby at Old Oaken Days.



Emily had the pleasure of meeting Miss Oaktown- Heather Thomas.



Thank you to Brad and Angie Toney for their hospitality and ride in the parade!



Thank you to Norm and Avis Lamb for sponsoring Emily to Old Oaken Days.

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# Mar-DEL Report

It's our favorite time here in MAR-DEL! The watermelons are coming off and Stephanie and I are hitting the promotion circuit hard. With assistance from the Maryland Dept. of Ag. And the Delaware Dept. of Ag., we're about to begin our estimated 40 store MAR-DELicious campaign. The past few months have proven to be a fantastic "warm-up," for Stephanie and she has become an awesome queen and ambassador for the Association.

Early in June, we packed our bags and headed out for five days. Our first stop was at the Central Delaware Relay for Life at Delaware State University. Watermelon slices were a feature, compliments of Will Hales, at the traditional Relay snack-attack. Stephanie placed a heavy focus on promoting watermelons as the lycopene leader, and the importance of a well-balanced diet in preventing cancer. Stephanie also joined the walkers, heels and all, for a few laps around the track. Next stop, Delaware's Kid's Fest at the State Fairgrounds. Queen Stephanie handed out slices, hosted a seed-spit, and we were delighted when we looked up to see Ms. Ruthie Jones coming over to visit! Then, we headed across the bay to a Mar's Grocery Store. We were joined by Don Hiller of Class Produce who scheduled the promotion, and Mr. Pete, it was great time. A big "thanks," to Don and Mary Hiller for the warm hospitality and the best crab cakes we've ever eaten—we really enjoyed ourselves! Next, Stephanie was invited to take part in the culminating event for the Univ. of Maryland's "Fresh" test program at Baltimore Highlands Elementary. Stephanie was busy promoting watermelons but took a few minutes to join in on a game of kick-ball with the kids; again, heels and all! Last stop, another Elem. School to play watermelon jeopardy, makes shakers, and talk about watermelons.

We didn't stop there! Queen Stephanie also got the opportunity to visit with the inpatients at John Hopkins's Children's Oncology Unit and kick off the t-shirt contest to be unveiled at John's Hopkins Camp Sunshine in

August—what a special time! It was a heartfelt day for us both and we were glad to be able to bring a little happiness to their day. Up next was the Grand Opening for the Harris Teeter store in Bristow, Virginia. Special thanks to Adam Lytch of L&M for sponsoring the promotion, what a beautiful store! And of course, it can't be the Forth of July in MAR-DEL without riding through the Laurel Parade. Stephanie was a big hit and successful in spreading the watermelon cheer with her slice decorated car. In addition, Stephanie has entertained a large group of little 4-H campers by making the watermelon shakers and handing out slices. Our favorite country station invited Stephanie to be a judge at their annual "Gong Show," a talent exhibit at the Nanticoke Riverfest. And, may I inform you that Stephanie is no easy judge, she even gonged a person right off the stage! Queen Stephanie also visited the seafood lovers at the Tawes Crab and Clam Bake in Crisfield, Maryland. We handed out koozie cups, fans, both popular on that hot July day. It was a beautiful day and we loved seeing so many farmers and MAR-DEL members!

Whew! That's about all for now. Thank you to all the members who have made a point in coming out to one of our promotions and to those of you who have been an integral part in making everything a success—you are appreciated! And remember, if you're driving in Maryland or Delaware, crank up the radio, you may hear Stephanie's commercial spreading the word about delicious, nutritious, MAR-DELicious watermelons—the original summertime treat!

MAR-DELicious Wishes!

Allison Castellana

Mac0912@ecu.edu

443-783-5553

Lani Kennedy







I believe this pick-up belongs to Mr. Don Hiller and we LOVE the MAR-DEL logo on the back! Thanks for all of your support of the association and queen program.



We got a visit from Don and Pete of Class Produce at the Mar's Grocery store. Thanks for coming out guys!



Stephanie had an AWESOME interview on Froggy 99.9 at the gong show!



Stephanie told Froggy listeners that she brought fans...in more than one way! It was great to see Jay Rider, Doug Corey, and Ward Harris.



Thanks to Adam Lytch of L & M for sponsoring Stephanie at the Grand Opening of the Harris Teeter store in Bristow, Virginia. She sure loved promoting watermelons and zip-lock to a new audience.



Stephanie spotted a MAR-DEL T-shirt at the Clam Bake and when we took a closer look, we were very surprised when we saw Josh Rowe and Steve Crowder of Tri-Wall enjoying themselves in MAR-DEL!



Sweet Miss Stephanie sharing a little sparkle with a cutie at Kid's Fest. Everyone likes to feel like a queen once and a while!





Stephanie enjoying a juicy slice of watermelon with two cute kids at Delaware's Kid's Fest-- what fun



Three pretty blonds! We love Ms. Pat Hastings and her sister Harriet.



Nothing goes together like watermelons and the Fourth of July! Stephanie in the Laurel, DE parade, home to many of growers.



It was great to get a visit at Kid's Fest from Ms. Ruthie Jones!



These fine melons are what brought us to the J. Millard Tawes Crab and Clam Bake. They sure were refreshing on that hot July day!



It's always a nice time with one of our favorite past-presidents, Mr. Charles Wright and his lovely wife Michelle.



# North Carolina Report

## Watermelon Greetings from North Carolina

Stephanie McLamb, North Carolina Watermelon Queen is excited about the 2007 Queen Tour and we are pleased to share her watermelon promotions with you.

On April 18th, Queen Stephanie attended the NC Agricultural Products Dinner in Raleigh. Stephanie was welcomed by Commissioner of Agriculture Steve Troxler and she also met many members of the NC General Assembly and NCDA. Numerous NC Commodity groups served their products at the dinner and watermelon was a big hit with those attending.

Wal-Mart Grand Opening in Mount Olive on May 9th was an exciting time for the residents who proudly shopped at the new store, met Queen Stephanie and tasted watermelon in the produce department. Thank you to Store Manager Mark Della Ratta and Market Grocery Manager Vernice Moore for a great visit. Thanks also to NCWA members Mike Page and Johnny McCullen who visited during the promotion.

Ingles extended a warm welcome to Queen Stephanie at the Grand Opening of the Granite Falls store on May 12th and the Asheville store on June 16th. Queen Stephanie met Mr. Robert Ingles and learned first hand the history of the Ingles Market and their commitment to freshness, variety and service. Stephanie enjoyed greeting customers and promoting watermelon as a great food choice for the summer. Thanks to Ingles Granite Falls Store Manager Jonathon Stiles and Ingles Asheville Store Manager Tony Huntsinker, Jim Ray and the Ingles Market family.

During National Tourism Week, Queen Stephanie visited I-85 Welcome Center in Norlina and I-95 North Welcome Center in Roanoke Rapids and had the opportunity to meet and serve healthy and delicious watermelons to visitors stopping by the Welcome Centers. Thanks to the staff members at the I-85 and I-95 Welcome Centers for the wonderful visits and to Frances Bunch, NCWA member and NCWA President Floyd Taylor and Brenda McLamb, Queen Stephanie's Mom for their assistance at the promotions.

"Glory Days" is a special celebration held each year on Memorial Day in Fayetteville. Stephanie was given a Queen's welcome as she greeted residents, Fort Bragg Military Soldiers and their families and visitors at the NC Watermelon Booth. Stephanie enjoyed the special horse ride as well as working at the Glory Days Auction. Many thanks to Fayetteville Downtown Alliance for the visit and to Joe Jones for his support of Glory Days and the NC Watermelon Queen Tour.

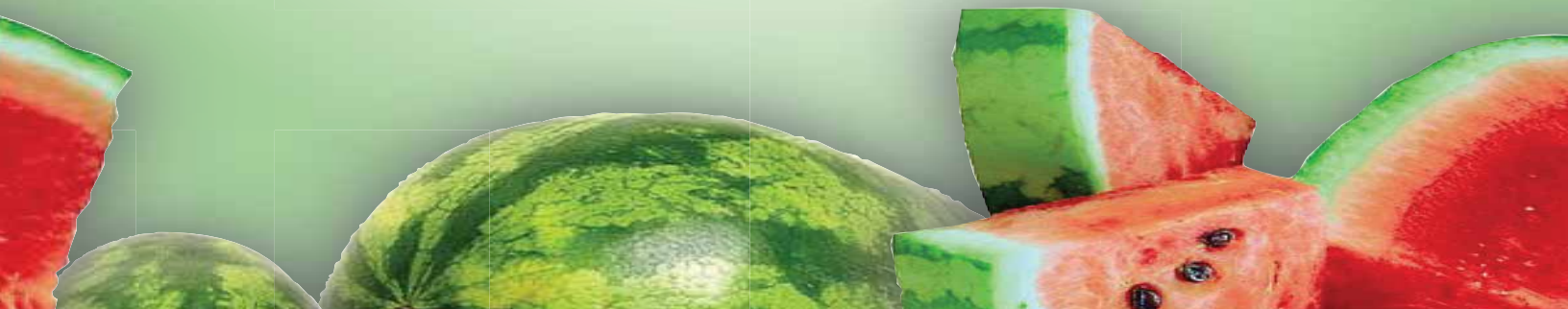
On June 1, Frances and Percy Bunch and Mike and Vanessa Bunch welcomed Stephanie for a visit to Murfreesboro for lunch and a tour of Murfreesboro Farms on her way for a special afternoon with 2nd Grade students at Gatesville Elementary School. Students gave Stephanie a royal welcome and shared their watermelon knowledge through dance, video, artwork, watermelon recipe samples, a special picture with the watermelon Queen and a seed spitting contest. Thanks to teacher Ervina Bunch and Gates County Superintendent Dr. Zenobia Smallwood for the fantastic visit with the students.

Onslow County Farmers Market Annual Grand Opening was held on June 9th in Jacksonville. Queen Stephanie was delighted to be a part of the celebration event with area dignitaries. Watermelon contests, autographed photos, coloring books, recipes and promoting Ziploc and watermelon as portable partners were highlights of the promotion.

Stephanie was present for the Harris Teeter Grand Opening on Lawndale Drive in Greensboro on June 20th. She enjoyed greeting customers, invited them to sample watermelon, handed out recipes and assisted in helping them buy that perfect melon. Thanks to Store Manager Bob Wilson, District Produce Specialist Debra Vernon, Produce Manager Randy Atkins and Armon Lansing for the Harris Teeter visit.

Remember to visit our web site at [www.ncmelons.com](http://www.ncmelons.com).

Sandra Woodard, NCWA Promotions Coordinator







North Carolina Commissioner of Agriculture Steve Troxler greets Watermelon Queen Stephanie at the NC Agricultural Products Dinner in Raleigh on April 18.



Two Queens pose while promoting watermelon at Granite Falls Ingles Grand Opening.



Queen Stephanie presents autographed photo to Mount Olive Wal-Mart Store Manager Mark Della Ratta.



I-85 Welcome Center staff at Norlina welcomes Queen Stephanie on May 14th for a visit to promote melons during National Tourism Week.



NCWA members and supporters stop by to visit Queen Stephanie during Mount Olive Wal-Mart Grand Opening on May 9th.



Queen Stephanie greets a visitor with Edith Jenkins of I-95 North Welcome Center on May 18th.



Robert Ingles greets Queen Stephanie during her visit to Granite Falls Ingles Grand Opening on May 12.



Families are a special part of "Glory Days" held on Memorial Day in downtown Fayetteville.





Thanks to the Fayetteville Downtown Alliance for the “Glory Days” visit and the opportunity to promote watermelon to those attending the event.



Queen Stephanie shares with family members how watermelon and Ziploc are perfect partners during Onslow County Farmers Market visit on June 9th.



Gates County Superintendent Dr. Zenobia Smallwood poses with Queen Stephanie during her visit to Gatesville Elementary School on June 1.



Stephanie is greeted by Store Manager Tony Huntsinker during the Asheville Ingles Store Grand Opening on June 16th.



Queen Stephanie enjoys visiting with 2nd Grade students at Gatesville Elementary School as they share what they learned in a Watermelon unit.



Queen Stephanie gives pointers and assists customers in selecting a perfect melon at Harris Teeter Grand Opening in Greensboro on June 20th.



Queen Stephanie poses with dignitaries and Onslow County NC Cooperative Extension Director following the Annual Official Opening of the Onslow County Farmers Market.



Queen Stephanie poses with Store Manager Bob Wilson, District Produce Specialist Debra Vernon and Produce Manager Randy Atkins at Greensboro Harris Teeter Grand Opening.



# South Carolina Report

Hello and Happy Summer from South Carolina! I hope that all of you are having a prosperous watermelon season. Christina and I have sure been seeing lots of watermelons and lots of people eating watermelons.

We began our summer in Myrtle Beach, SC where we attended the Sun Fun Festival. We made it through the first tropical storm of the year and luckily it did not rain the entire time. We needed the rain badly and were happy to see it. Christina attended the Miss Sun Fun USA pageant and was an honored guest there. She also participated in other events being held during the festival such a Watermelon Eating Contest and the Surfside Kids Fair.

In mid-June we blitzed the entire state of South Carolina on a media tour. We started out with a bang in Hampton, SC at the Opening Ceremonies for the Hampton Watermelon Festival. Here we met up with Chef Harry. We had a fabulous day promoting watermelons to 500 + people. Next we were off to Florence, SC where Christina was interviewed on the radio by Tom Kinard. We then went by the Pee Dee Farmers Market on the way to Cheraw, SC to appear on another radio program with Jane Pigg. Jane also interviewed Christina for the local newspaper entitled "The Link." On Tuesday, we were back to Hampton, SC for the Kids Day in the park. Christina signed autograph cards and passed out balloons to all of the children. It was a lot of fun! Christina also read "Watermelon ABC's" at the Estill Library to a group of watermelon loving children. Wednesday, we were in Spartanburg where Christina interviewed with Bill Drake on the radio. We then went over to Greenville, SC where Christina appeared on Peggy Denny's TV Show. Christina prepared 4 different recipes on

this show! Whew—she did a great job! After this show we went up to Clemson, SC and she was an honored guest on the "Living Southern Style" TV show with Bob Shuster. On this show she did two more recipes. On Thursday we were in Columbia, SC where she appeared on WLTX Ch. 19 TV. We then went over to 103.1 to speak with Woody Wyndam on the radio. After the radio show, she was interviewed by Allison Askins at "The State" newspaper. We then went to North Augusta, SC to appear on Ch. 12 where Christina was interviewed by Tom Campbell on TV. On Friday, we headed to Charleston, SC for a newspaper interview at the "Moultrie News." Our Midday Show at Ch. 5 was canceled due to the Memorial Service being held for the fallen firefighters in Charleston. That afternoon we headed to Hampton, SC where Christina participated in the Hampton Watermelon Festival. I will tell you about the Watermelon Festival in the next issue.

I want to personally thank Donna Bundrick Griffin for setting this media week up for us. She did a fabulous job and the word of watermelon is now floating around our state. Thank you Donna!

Please do not hesitate to contact us if you need us. I hope that the rest of your watermelon season is fantastic! Until next time...

Watermelon smiles,

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





Peggy Denny tastes  
some of Christina's  
Peach Passion Water-  
melon Tea.



Tom Kinard interviews Christina on his show in Florence, SC.



I precious lover of watermelon at the Kids Fair in  
Surfside Beach.



Curtis Wilson and Christina talk watermelons on Channel 19.



Bob Shuster watches Christina prepare Breakfast-A-Go-Go in  
beautiful Clemson, SC.



Christina congratulates the new Miss Sun Fun USA.



Chef Harry comes  
to Hampton, South  
Carolina!



Jane Pigg interviews Christina on her radio station in  
Cheraw, SC.





Christina meets my two nieces, Mary Hanna and EmilyAnn, at the Kids Day in Hampton, SC.



A radio interview with Bill Drake in Spartanburg, SC.



The Woody Wyndam Show—Do any of you recall the fun we had after the SC Convention with Woody? He is soooo much fun!



Christina interviews at the Moultrie Newspaper in Mt. Pleasant, SC.

The Mayor of  
Surfside Beach  
thanks Christina  
for participating in  
the Kids Fair.



Tom Campbell, Channel 12 in N. Augusta, interviews Christina.



Allison Askins interviews Christina at THE STATE newspaper.



Christina reads Watermelon ABC's to a group of children and adults in the Estill library.

# Texas Report

HELLO ALL,

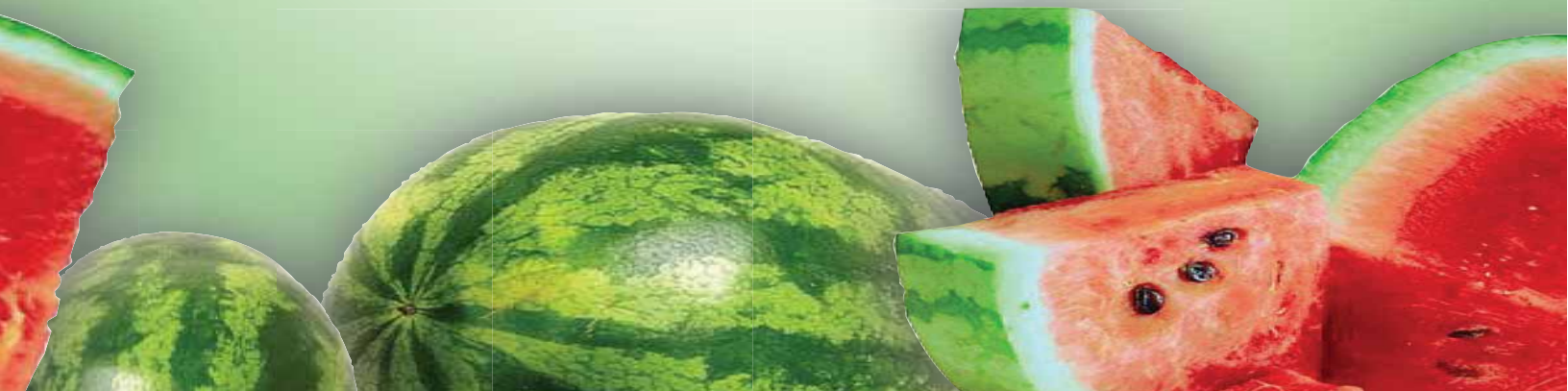
My letter this month is very short and sweet, Hope all of you are having a great watermelon season.

Queen Kelly is loving her job as watermelon queen and so excited about everything she does. She has spirit and wonderful work ethics. In June, Kelly, accompanied by her parents, attended the Stockdale, Texas Festival. She rode in the parade in a great car provided by the Festival. Thanks, Mr. Gene. She also autographed pictures and looks like she maybe had some hands on experience with watermelons. The next weekend she attended the Luling Watermelon Thump, where again she rode in the parade in her Uncle Glenn Rotzler's red mustang. She attended the Mayor's luncheon after the parade and then autographed pictures and visited with the watermelon thumpers.

In July, Kelly will attend the Valliant Watermelon Festival in Valliant Oklahoma. We will report more on that next time.

Please feel free to come by our booth and rest your feet while at the PMA Show in Houston.

Wanda Letson  
Secretary/Queen Coordinator  
Weatherford, Texas  
817-596-0927  
[melonred@sbcglobal.net](mailto:melonred@sbcglobal.net)







Queen Kelly enjoys her ride in the Luling watermelon parade in her Uncle Glenn's car. Thank you Mr. Rotzler.



Kelly says check my ride out.



Kelly enjoys signing pictures and visiting everyone.



Thanks to these fellows for taking the time to make this a great day for Kelley.



Check out that building...Stockdale is a very old town.

Kelley and Little Mr. Stockdale.



Thank you Stockdale for inviting our Queen Kelley.



Busy, Busy



Kelly visits  
with everyone.



Kelly said they had some great watermelons.



Just enjoying the watermelon festival.



Maybe 15 pounds.



See you later.



Watermelon cake.



And there is always a little time for shopping.

Happy Birthday  
Kelly.....





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*Si Señor*

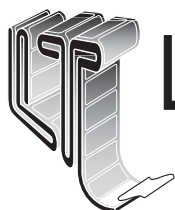
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