

the vineline

March/April 2006



Official Magazine of the NATIONAL WATERMELON ASSOCIATION

**2006
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WATERMELON
QUEEN**



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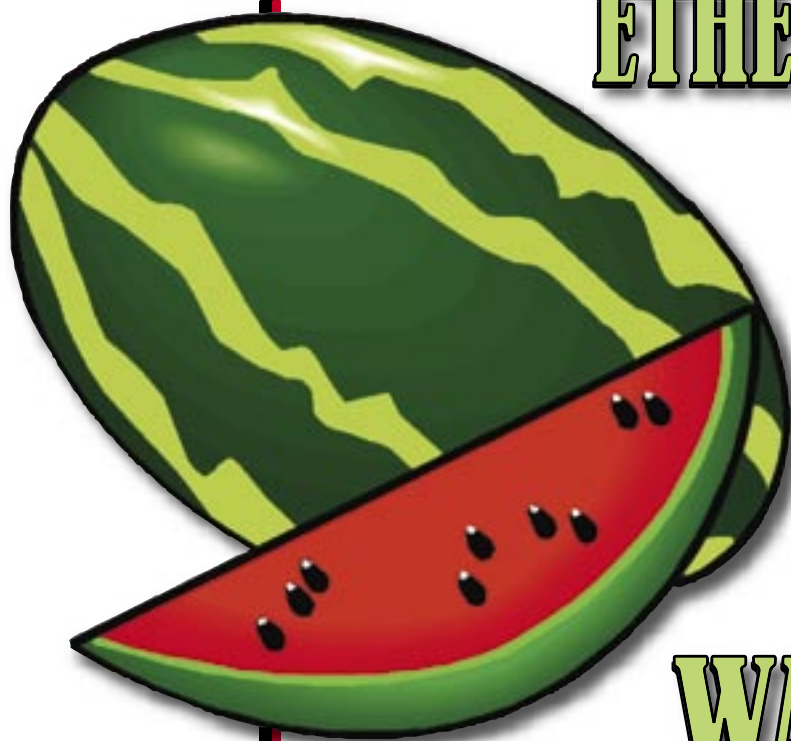
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What's Inside?

NWPB Update.....	7
NWA Update.....	8
Convention Pictures.....	12
National Report.....	15
State Reports.....	19

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President's Message

Greetings NWA members and Watermelon Family,

WOW! ...WHAT A CONVENTION!!!

Debbie and I cannot begin to express our appreciation for all of you who participated in the National Watermelon Association's 92nd Annual convention in Lake Tahoe, and if you couldn't attend we appreciated your thoughts during that week. As a lot of you are already aware it was the most attended convention in our recent history and by far the largest auction we have ever had. For not wanting to miss anyone, our thanks to everyone, who helped to make this, "the best convention ever".

I was really pleased at the progress we made in Lake Tahoe, our speakers were excellent and the work sessions seemed to have been well received. I thought our committee meetings went well and I think progress was made in streamlining our meetings, so that we were more productive with our time. Making our meeting time together more productive has been and continues to be one of my priorities, and I welcome your comments and feedback, not only on our committee meetings layout but the convention as a whole.


Debbie and I want to especially thank our 2005 Queen, Stephanie Duda, for a job well done and we welcome our 2006 Queen, Candice Fralish, to the NWA family. We also want to thank Bob, Amanda and Eleanor for their help and assistance this past year, and we look forward to another successful year in 2006. We all are really excited and looking forward to the 93rd NWA convention to be held at the Grove Park Inn, in Asheville, NC February 22 – 25, 2007. Debbie and others are already busy trying to make this convention even better than Lake Tahoe, and I am sure everyone will have a wonderful time in North Carolina next year. We hope all of you are making plans to attend, and we will keep you updated on the schedule and events in the coming months.

Until then, thank you all for your support of myself and the NWA, and lets all "keeping eating more watermelons".

Wishing all of us, a safe and successful growing and shipping season!

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.

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.

• 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. 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!





Mark Amey
Executive Director



News from the National Watermelon Promotion Board

Facts about Chef Harry and the Watermelon Bus

During the NWPB spring Board of Directors meeting we discussed the bus that Chef Harry uses to make watermelon-promoting appearances. One of our board members mentioned that there are some misunderstandings about the bus in the watermelon community and suggested that we should make sure everyone knows how the arrangement is set up. So we'd like to take this opportunity to clear up any misconceptions about the watermelon bus.

Here are the facts:

NWPB did not buy the bus. NWPB did not buy the bus for Chef Harry.

Nor did NWPB lease the bus. NWPB did not enter into any agreement tied in with a lease or ownership of the bus.

Chef Harry leases the bus from the bus company and his signature is on all documents related to the lease of the bus.

Chef Harry uses the bus to get to special appearances and media interviews arranged by NWPB, and for his book tour that promotes a healthy lifestyle for kids, including eating lots of watermelon.

He uses the bus instead of traveling by airplane, staying in hotel rooms, renting cars and eating meals in restaurants. When we added up travel costs for him two years ago it was much more than the cost of using a bus. He now stays in campgrounds, paying small nightly fees, and prepares most meals at his "home" on wheels.

The bus has four huge photographs of watermelon recipes and carvings on its sides and three huge photographs of Chef Harry in the kitchen with watermelon on the side and back. It also has the watermelon.org web address on it and the message "Watermelon. Health and Delicious. Everyday." on it so it's a rolling advertisement for watermelon.

The bus has served as a backdrop for many on-camera appearances as well as being a rolling billboard for watermelon seen by thousands of consumers as he's driven down the highway.

The Food Network program "Unwrapped" shot a segment with Chef Harry and the bus scheduled to air this April because they were so interested in the idea of a chef that traveled in a bus, promoting watermelon!

Chef Harry continues to do a great job for watermelon and the bus is one more way that we've worked together to promote watermelon.

BIG SECRETS!

The 2006 Watermelon Convention Season has come to an end. After attending 7 of the 9 state chapter conventions this year, I realized quickly that our chapters are doing some great things to raise donations and promote watermelon in their state(s) during the watermelon season. To varying degrees, there is success in every chapter that I visited this year, and have heard of the success in the two chapters that I will be with next year.

One may ask, "what did we learn from this year's conventions?" That question is one that hopefully many of you will ask of your fellow chapters. There are so many good things going on across the country, yet most seem to be a BIG SECRET!

Well, as the old adage states, "the cat's out of the bag". I am encouraging every chapter to talk with others to share ideas and successes, what worked and what didn't work, so that we can help one another to make the conventions work even better for all concerned. I for one will talk about this subject every place that I go this year to get the good news out, and hopefully get many of you to pick up the telephone and ask others how they did.

For instance:

--Ask MARDEL how they raised over \$30,000 in sponsorships for their convention in February before they even got to the convention site!

--Ask Florida about their promotion with the Department of Agriculture that included Billboard Advertising, Restaurant Placemats and much more!

--Ask North Carolina about their extensive advertising promotion with the Department of Agriculture that included Advertising on Radio, Buses, Tractor Trailers and Billboards!

--Ask Illiana about their investment in Disease Research at Purdue University, and how they designated watermelon loads at their convention auction to raise the needed funds.

--Ask Florida about their investment in Disease Research at the University of Florida, and what they are trying to accomplish for the entire NWA.

--Ask North and South Carolina how and why they are so successful in

bringing retailers into their conventions and auctions, and purchasing the loads at extremely high prices!

--Ask MOARK about their grower meeting in Kennett, Missouri the day before their convention begins, and what that means to their growth as a chapter.

--Ask about so much more of ANY CHAPTER. This is only the tip of the iceberg of the things that are working so well for the chapters, and could be duplicated with a high degree of success in all of them.

--Support MoArk by sharing insights that will help them in their efforts to rebuild a State Queen Program in their chapter in 2007!

NWA SUGGESTION

Would it be possible to share some of the ideas and promotional events that are working or being done by the chapters in The Vineline? I think so. Here's how:

Please consider carving out a "small" section of the 'free' state chapter page and add items of interest that talk about the promotions, the research investments, the convention ideas, etc. that your chapter is doing successfully. Adding the other elements of your chapter on to the Chapter Queen Report page will not take anything away from the Queen Program, but rather will complete the page to be representative of all that your chapter is doing each month/year, what your chapter should be proud of, and want to share.

I challenge each chapter to consider how they can and will share their good ideas, and utilize The Vineline as a prime method to share them with your fellow chapters throughout the year.

Public Affairs

The NWA has sent a letter to every U.S. Senator and U.S. Congressional office in support of the Lane Agricultural Research Station in Lane, Oklahoma. The 2007 fiscal budget proposal arrived on Capitol Hill with some budget cuts for the USDA, including the closing of the Lane Research Station in the fall of 2006.

If we were to lose the Lane facility and the scientific team working on watermelon research, we would lose over 100

NW Upd



W ate

by
Bob Morrissey
NWA Executive Director



collective years of experience and take a giant leap backwards as a result. We can only hope at this point that our letters (and possibly some from individual members) may have saved the lab, and kept Dr. Benny Bruton and others on watermelon research at Lane in the future.

Additionally, the Association Health Plan (AHP) bill, which passed in the U.S. House late last year, is being debated in the U.S. Senate. The NWA joined with 120 other associations/organizations with over 80 million employees to send letters of support to every Senate office. The AHP bill will allow groups like the NWA to negotiate health care coverage plans similar to what large corporations and labor organizations can do.

We are hopeful that the Senate can work through the AHP bill, and pass it, awaiting the President's signature. AHP is part of President Bush's health care reform package, and was referenced during his last State of the Union Address to the nation. Any letters to your Senators in Washington in support of AHP (S.858) would be very helpful. The NWA office can provide a suggested letter if you would like to help.

Scientific Research

The NWA has invested in two scientific research projects for 2006. They are:

(1) Vine Decline research with multiple agencies and labs, especially the University of Florida Research Station in Immokalee, Florida. The field trials have been planted and will surround a field investigation of the newly identified virus as well as white fly management.

If your chapter has not invested into this project yet, please encourage your leaders to do so. This one disease has already caused grower losses in excess of \$25 million, and needs to be stopped before it spreads any further. Your help will allow us to accelerate the research and gain ground on this issue. Thank you to those chapters that have already supported the NWA in this endeavor.

(2) Phytophthora research will continue at North Carolina State University as a result of the positive feedback from last year's project and the use of Captan.

Although Captan is not an approved usage method for watermelon, we are hopeful that as the research progresses, and Captan is a method that will help as a cure, that we can gain that approval for watermelon usage.

Dr. Gerald Holmes and Dr. Bill Jester are determined and excited about this year's prospects in the expansion of their research.

Both of these projects will be expressed in detail later this year in future issues of The Vineline.

Membership Goals

Setting goals in our lives (whether they are personal; social or business) are what drives all of us. But, did you know that only 20% of goals are ever reached because they are NOT written down? Yet, if we write them down and put them in front of our eyes to see each day, we increase our odds of making the goal up to 49%!

What does that all mean? Well, I have established a WRITTEN GOAL for me (and the NWA). I look at it each day, and will talk about it constantly while working toward achieving it. It is an aggressive goal, and one that I MAY NOT BE ABLE TO DO ON MY OWN! That's right; I may not be able to do it on my own. But, I can easily do it WITH YOUR HELP! Do you want to know how?

Just ask your self how many growers, shippers, brokers, retailers, and suppliers (bins, seed, chemicals, irrigation, farm equipment, bankers, investors, etc.) that you know and/or do business with in the Watermelon Business. If you are doing business with them, or are friends with them, then you may have some leverage to get them involved with your chapter (and the NWA as a result).

For example, if you are a farmer/grower, you most definitely have leverage over great numbers of people/companies. Who do you purchase tractors, irrigation equipment, mulch beds/plastic, fertilizer, pesticides and other chemicals, trucks, trailers, and much more from? Every one of your suppliers is a potential member that maybe should be a part of this organization.

If you are a shipper, broker or supplier,

you may have some leverage as well, but more importantly you have a great many contacts. You have valued relationships that have the door open so that you can offer the opportunity for others to consider joining. Not everyone will join the chapter and/or NWA, but some will, I assure you.

The same goes for corrugated bin folks, and seed company folks and so many more supplier members. Your customer base is far more extensive than our membership lists currently are. If one of your customers is in the Watermelon business, why can't they be offered and encouraged to look at the opportunity as a member of the NWA?

CAUTION If we pass this responsibility off to others, then we may end up with very, very few people working on the goal at all. All that this effort will take is a few phone calls from you to others that you know. We all get busy during the season, and the effort will be passed over because of our other priorities. Please, please consider helping your chapter by making a few calls TODAY (at least one call), and helping us to EXCEED the GOAL of 200 NEW MEMBERS in 2006!

USDA GRANTS AVAILABLE

Attention all State Chapters. Secretary of Agriculture Michael Johanns recently announced the availability of \$7 million in specialty crop grants through the State's Departments of Agriculture. Each State is eligible to receive a minimum of \$100,000, and larger agriculture states are also eligible for amounts that are proportionate to the value of specialty crop production.

This Specialty Crop Block Grant Program is designed "to enhance the competitiveness of specialty crops", which are defined as fruits and vegetables, tree nuts, dried fruits and nursery crops.

Every Watermelon producing state in the country is eligible, and should be contacted ASAP to get Watermelon on their radar screen. And, for those chapters that have members in multiple states, you should contact each State's Department of Agriculture where you have members.

Watermelon should be part of this block grant program in most of the states

across the country, but it won't be if we don't ask. You won't get anything unless you ask for it. Let us know if you need the contact information in each state, and we'll provide that to you. Good luck!

Lake Tahoe Convention

The convention in Lake Tahoe, Nevada was one for the ages! What records were not set at the 92nd Annual National Convention of the NWA, may be the quicker question to ask. The results are:

- Largest Member Attendance ever!
- Largest Number of Sponsorships ever!
- Largest Number of Advertisers ever!
- Largest Number of Exhibitors ever!
- Largest Watermelon Auction ever!

Joining us this year as our keynote speakers were:

Bruce Peterson (Sr. Vice-President of Wal-Mart)
Lloyd Day (Administrator of the Agriculture Marketing Service - USDA)
A.J. Yates (Under-Secretary - California Food & Agriculture Department)

The research community was well represented in a Vine Decline workshop by:

Dr. Shaker Kousik, USDA Agriculture Research Service- Charleston, SC

Dr. Pamela Roberts, University of Florida/IFAS - Immokalee, FL

Dr. Scott Adkins, USDA Agriculture Research Service - Ft. Pierce, FL

Dr. Dan Egle, Purdue University Research Station, - Vincennes, IN

This year's convention was dedicated to our Friend and Associate, Vern Highley, who we lost earlier this year to cancer. Pat Highley accepted the Outstanding Service Award from the NWA on her husband's behalf at the convention.

Congratulations go to the following Award Recipients:

Watermelon King Buyer Award;

- Melon One and C&L Packing

Watermelon King Donor Award;

- Dulcinea & Syngenta Seeds

King Auction Buyer Award;

- Nowell Borders

The Marketing Award;

- Wal-Mart, accepted by Bruce Peterson

Membership Award;

- North Carolina Watermelon Association

The Young Ag Scholarship Award;

- Ms Maranda Serman (Delmar, MD)

Seed Spit Award;

- Darryl Duda

Queen Seed Spit Award;

- Candice Fralish

Miss Jubilee Award;

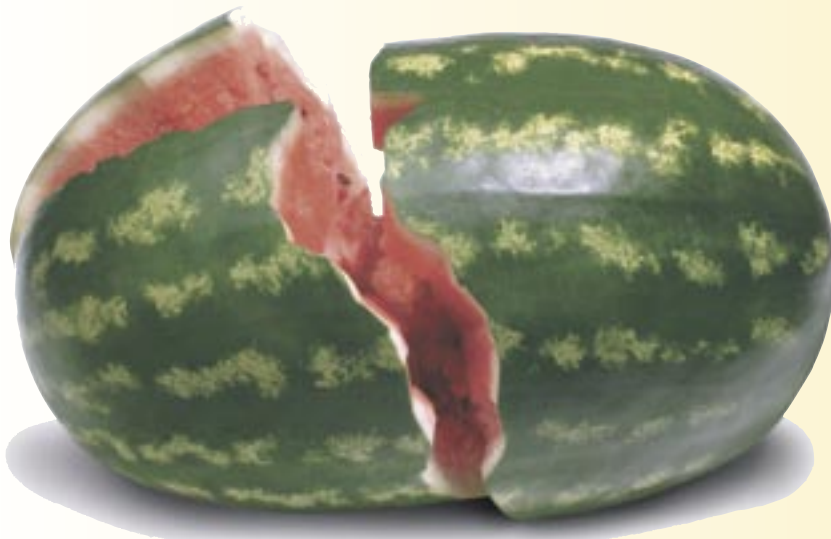
- Miss Lacy Jones

National Queen Award;

- Miss Stephanie Duda

We Congratulate Candice Fralish, 2005 Alabama Watermelon Queen, on being chosen the 2006 National Watermelon Queen!

Congratulations to Allison Castellana, 2005 Mar-Del Watermelon Queen, for First Runner-Up, and to Elizabeth Coffman, Illiana Watermelon Queen, on being chosen Second Runner-Up.



Special thanks go to our Sponsors, Advertisers and Exhibitors for making this convention the largest and best yet. We are truly grateful for your support, and hope that you will continue to support our future conventions. Your partnership with the NWA is truly appreciated by all! Thank you!

Special thanks go to all of the Auction Load Donors and Buyers. Without you, we would not be able to hold the auction that we do (and need), and would not be able to execute and plan the programs and projects that we do each year for our members. Thank you so much from all of us!

We cannot forget all of the volunteers that helped us throughout the convention as ticket takers, auction item organizers and donors/buyers, auction floor bid takers, raffle drawers, auction bid sheet runners, and so much more. We cannot do it without your volunteer support. Thank you, thank you!

To Eleanor and her cast of supporters, Great Job and what a Queen Competition! We do not envy the job that the judges had this year. Great job to all of the contestants, and from what I have seen in the state conventions this year, next year's competition is shaping up to be even tougher. Good luck to all!

A special note of thanks and appreciation to Brent & Debbie Jackson. As Host and Hostess of the convention, thank you for all of your support and behind the scenes work. Thank you, thank you, from your team! We appreciate all of your help very much!

A very special thanks to my side-kick, Amanda Dixon. We both put a lot of hours and weekends into organizing this convention, as I am sure that we will for Asheville and others in future years. Your support and dedication was always there, and I know that I can count on it. Thank you so much for being there when we may have been frustrated at times, and got through any issues together to make this year's convention the best ever. Now we go to work on next year's convention to make it better. Thank you, Kiddo. I truly appreciate You!

Make Your Plans!

Next year, the 93rd Annual National Convention will be held from February 21-25, 2007 at the Grove Park Inn in Asheville, North Carolina. In the NWA's 93 year history, this will be the first national convention ever to be held in North Carolina.

The Grove Park Inn is a magnificent hotel resort set amongst the Blue Ridge Mountains of Western North Carolina. Grove Park has the Number One rated Health Spa in North America located within the mountain that the resort sits on. A 104 year old Donald Ross golf course rests at the base of the mountain, and will challenge all that play.

On the other side of town is the famous Biltmore House, a magnificent Vanderbilt Mansion that encompasses thousands of acres. Venture through the mansion and see how they lived in yesteryear, tour the winery, or try your hand at the Land Rover Driving Experience on the grounds.

In addition to the spa and golf, the Asheville area offers antique shopping, the beauty of the Blue Ridge Mountains, the famous Blue Ridge Parkway leading over to Gatlinburg, hiking, biking, waterfalls, white water rafting, skiing/snow-boarding, and the Harrahs Casino in Cherokee, NC.

Please take a look at www.groveparkinn.com to see how beautiful the site will be. Then, mark your calendars to join us for a once-in-a-lifetime convention, North Carolina-style!

Fall Board Meeting

The 2006 Fall Board Meeting of the NWA Executive Committee will be held in Washington, D.C. beginning on Thursday, September 14th through Saturday, September 16, 2006. Plans are being made and will include scheduled Congressional visits on Capitol Hill and the USDA on Thursday afternoon and all day Friday, followed by the Board meeting on Saturday morning.

Board members, please mark your calendars to attend this important trip for the NWA and participate in the visits and Board meeting. We are asking the State Chapter Queens and their Coordinators to attend with us (if they can) in the scheduled visits to Capitol Hill and the USDA on Thursday and Friday.

More information about the hotel and meeting plans will come in the next few months. Please make your calendar plans now, and help us make this major visit to D.C. a productive one for the NWA!

Have a Great Watermelon Season!

NWA Update

by
Bob Morrissey
NWA Executive Director



Convention Host & Hostess, Brent & Debbie Jackson



Pat Highley accepts the Outstanding Service Award for her husband, Vern Highley



Lloyd Day, Administrator of USDA Agricultural Marketing Service



John Lapide and Hamilton Dicks receive the King Buyer Award.



A.J. Yates, Under-Secretary of California Department of Food and Agriculture



Gloria Richardson, President of NCWA, accepts the NWA Membership Award



Stephanie Duda, 2005 National Queen, and the Queen of the Tour Sponsors



Maranda Serman accepts the 2006 Young Ag Spokesperson Award



Josh Jackson presents Candice with the Adam Jackson Memorial Scholarship.



Bruce Peterson, Sr. VP of Wal-Mart, accepts the NWA Marketing Award



Stephanie Duda congratulates Candice Fralish, the 2006 National Queen.



Stephanie places the crown on Candice, the 2006 National Watermelon Queen.



Second Runner-Up, Elizabeth Coffman from the Illiana Chapter.



The Queen contestants send their thanks to Billy Morrissey for his help. What a ham!



Allison Castonella, First Runner-Up from the Mar-Del Chapter.



Your NWA Team...Bob Morrissey, Candice Fralish, Amanda Dixon and Eleanor Bullock.

2006 Lake Tahoe Convention Advertisers & Exhibitors

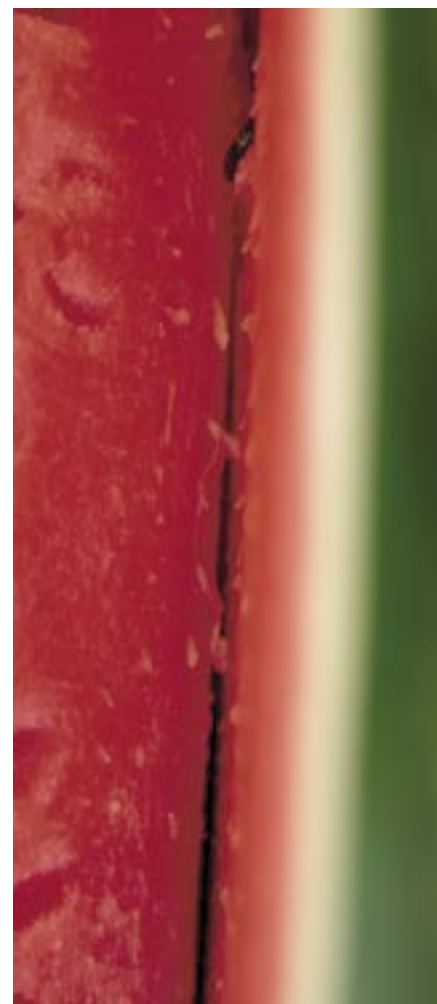
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Your support of the NWA Convention in Lake Tahoe made a huge difference,
and we truly appreciate your support.

THANK YOU, THANK YOU, THANK YOU!!!



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National Report

On behalf of the National Watermelon Association, I would like to express our sincere appreciation to Stephanie Duda for the excellent manner she represented our association, her sponsors and our industry this past year. Thank You Stephanie!

STEPHANIE SPONSORED TO TX-OK CONVENTION

Stephanie Duda, 2005 National Watermelon Queen was proudly sponsored back to her home state of Texas for their annual convention in San Antonio, Texas. It was a pleasure to be back with our Texas watermelon family. President Paul Bowling and his wife Missy certainly had a successful convention, and auction.

Lacy Jones did an awesome job representing that Association all year and they were Texas proud of her! Congratulations Lacy on your promotion filled year! We congratulate their new Queen Emily on being selected their 2006 Texas Queen. You are sure to have a great year! Thanks to Wanda, Paul, Missy, Nowell, Ranell and Lacy for all you did to make our visit so special! Thanks to the TX-OK Watermelon Association for sponsoring us!

STEPHANIE ATTENDS MISSOURI-ARKANSAS CONVENTION

We were sponsored by the Missouri-Arkansas Association to their annual convention in Memphis, TN. Special thanks to their President Rich Novak, his wife Karen and son Jake for your warm hospitality! Stephanie and I enjoyed the chance to visit with members during Rich's reception. It was a pleasure to renew acquaintances, and make new friends. Karen treated a group of visitors to a tour of Graceland. We were joined by TX-OK Queen Lacy and newly crowned Queen Emily. The girls worked the auction, and enjoyed a beautiful carriage ride after dinner. Thank You Rich and the MO-AR Assn. for sponsoring us to Memphis!

TRI-WALL SPONSORS

We left Rich one day, and he is back with us the next. We were sponsored to Butler, Indiana, by Tri-Wall, a Weyerhaeuser company. Rich greeted us at the airport in Indianapolis, and we headed for Ft. Wayne. We were joined by Randy Lillie and Ken Mears for dinner. The following morning Stephanie spoke at their plant-wide meeting, where she was welcomed by Plant Manager John Chambers. We enjoyed a very enlightening tour of

the plant. We applaud you, your team, and your operation! Stephanie was interviewed, and photographed by Lynda Wolfe, with a local paper, "The Evening Star." We were entertained with a delicious dinner at the Cork n Clever, by John Chambers, and the Tri-Wall group. Thanks to Tri-Wall for your hospitality and for sponsoring us to your facility. Thanks to Rich Novak for escorting us!

TEMPLE-INLAND SPONSORS IN INDIANAPOLIS

We were soon off to Indianapolis for two great Temple-Inland promotions. Our first stop was the Marketing and Technical Center. Stephanie was welcomed with a beautiful poster. We really enjoyed the tour. It is hard to comprehend all the testing that a product goes through before it reaches the consumer. Thanks Cathy Shoaf, John Rutherford, Kerry Roseman and Dave Boarman for the tour. They test different humidity levels, simulated rides in trucks, drops etc. You leave with a real appreciation for all that goes into making a box.

Our next stop was the Temple-Inland Graphics Resource Center. Here we were greeted by Terry Ong, General Manager, and an awesome graphic banner of Stephanie! Michael Daum, Marketing Manager gave us the grand tour of the center. What an interesting experience! We saw rolls of paper that were five miles long, the entire graphic tour was captivating. The exposure to both plants was very insightful! Thank You Temple-Inland, Marketing and Technical Center and Graphics Resource Center for sponsoring us! Special thanks to Michael for the beautiful Sponsor poster for National convention. We appreciate you!

Until Next Time,
Eleanor Bullock
NWA Promotion Coordinator
229.273.8638 or 229.322.9933
email Eleanor@websign.net





Stephanie chats with TX-OK President, Paul Bowling and his wife Missy



President Rich Novak , and wife Karen chat with Emily, Stephanie and Lacy



Stephanie and Lacy welcome Elizabeth and Candice to Texas



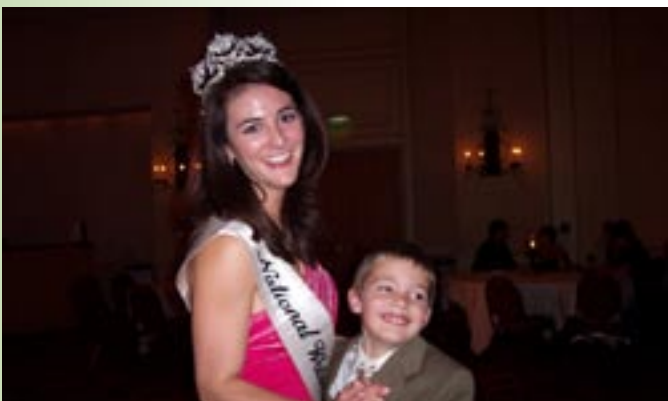
The Missouri-Arkansas Group



Ranell Borders and Texas girls Congratulate Emily



Thanks for the Carriage Ride Rich, Christy Clark Neely, '99 National Queen stops for a visit



Stephanie enjoys a dance with Dalton Borders



Stephanie thanks Jake and Rich



Dinner with Rich, Randy, and Ken



Angie Ridgeway, Cathy Shoaf, and John Ruterford give Stephanie a tour and demonstration at the Temple-Inland Marketing and Technical Center



Touring the Tri-Wall Plant



Kerry Roseman explains the design side of the boxes



Meeting Tri-Walls General Manager, John Chambers



Michael Daum, Marketing Manager at Temple-Inland Graphics Resource Center, shows Stephanie her Welcome Banner

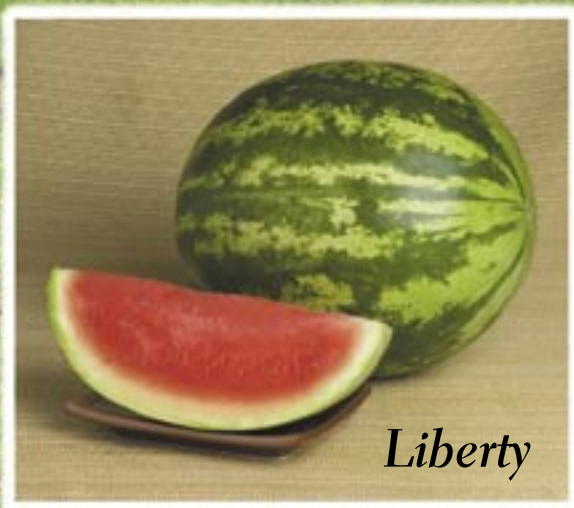


Thank You Tri-Wall



Michael explains some interesting facts on graphic design

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Alabama Report

Greetings everyone from our Alabama Watermelon Association,

WOW! What a year for our 2005 AWA Queen Candice C. Fralish. Congratulations, Candice, on becoming the 2006 National Watermelon Queen. Our AWA is so very, very proud of you and we certainly know you will represent the NWA with the utmost respect and dedication as shown this past year for your AWA.

January 20th-22nd Candice attended the TX/OK Watermelon Convention held in San Antonio, Texas. We enjoyed our time with Lacy and Wanda and congratulate the 2006 Texas Watermelon Queen Emily Laferre. We know Emily will have a great year in front of her. Candice and FWA Queen Kelly were able to tour The Alamo, Downtown Riverwalk, and Riverboat Cruise. Thank you to our sponsors for this unbelievable and exciting memory: Jim Mastropietro, Cheryl Hicks, David Coates, Ken Mears, Billy Smith and Rosie Elliotte.

February 3rd-5th Candice attended the Mar-Del Watermelon Convention held in beautiful Ocean City, Maryland. Allison and her association were so welcoming and had Candice and me feeling right at home immediately. Congratulations to Kathryn Ann Onken on becoming the 2006 Mar-Del Watermelon Queen. Thank you to Harry Vaughn, Gulf Seed, Inc., for your sponsorship as Candice will have everlasting memories from attending this convention.

Our AWA Convention was held February 10th-12th at the Riverview Plaza Hotel in historic Mobile, Alabama. Our theme this year was Mardi Gras and everyone attending had a blast watching the Conde Cavalier Parade Friday evening. Congratulations to our new 2006 AWA Queen Catherine Grace Odom, sponsored by Arnold Mack, McMelon, First Runner-Up Jennifer Brooke Himburg, sponsored by Jim Mastropietro, International Paper,

and Second Runner-Up Katherine Lynn Strickland, sponsored by Bill Johnson, Shamrock Seed and Harry Vaughn, Gulf Seed, Inc. Also, congratulations to Jennifer on being chosen as our Miss Jubilee. There are so many people to say thank you to and I would like to bring attention to two such deserving people. Thank you Rosie and Ronda for all the "behind the scene" work you both so tirelessly gave for our association to make our convention the huge success that it was. Queen Catherine, everyone in our AWA is looking forward to getting to know you this year. You will have an unforgettable year as queen, just ask Candice!

And here we go! The 92nd Annual NWA Convention was held in beautiful Lake Tahoe, February 22nd-26th. Every aspect of the convention was perfect from the beginning to the ending and that being our very own AWA Queen Candice chosen as the new National Watermelon Queen! (Oh yes, Candice won the queen seed spit contest, too!) Candice, once again, your AWA is so very proud of you. Each of our association members have the confidence in you and know that you will make a superb National Queen. You will be meeting many new people during your promotions, grand openings, festivals, television, radio and newspaper appearances so stay true to yourself and loyal to those around you. We wish you the best year of your life! Congratulations, Candice!

Our new Queen Catherine is anxious to begin promotions so please let us know what we can do for you. We wish every one of you a successful watermelon season!

Cindy Vaughn

AWA Promotion Coordinator

ncv57@earthlink.net

352-314-5988 home 407-448-3780 cell





Thanks John and Lisa Lapide for the watermelon shirts from the auction at the TX/OK Watermelon Convention.



Michael Bunch, Will Hales, Craig Mathis and Tim Cohen presenting Candice with the watermelon bowling ball given to her during the Mar-Del Watermelon Convention.



Candice had a great time touring the Alamo in San Antonio, Texas.



What fun! Jennifer Jones Abney, WKRG News Anchor, and Candice after her live television interview in Mobile. Ask Candice about her watermelon pie!!!



What a beautiful picture of our watermelon queens: NWA Stephanie, Iliana Elizabeth, Florida Kelly, Incoming TX Emily, Alabama Candice and Outgoing TX/OK Lacy.



Candice, Jennifer Himburg, Katie Strickland, Catherine Odom, Rosie Elliotte, Ronda Elliotte and Cindy enjoying our Mardi Gras themed AWA Convention.



Allison and Candice playing around at the Mar-Del Watermelon Convention.



Thank you to each of our queen tour sponsors this past year. Each of you gave so much to Candice and me. Without our sponsors we would not have had the tremendously successful year that we truly did have. Thank you...thanks to each of you.



Our 2006 AWA Queen, Catherine Odom, with her parents, Frankie and Cathy Odom. We are all looking forward to working with Catherine this year. Congratulations, AWA Queen Catherine!



WOW! Look at our AWA beauties! We have Queen Catherine, Queen Candice, Queen Megan and past AWA Queen and NWA Queen Jennifer Jones Abney.



At the NWA Convention in Lake Tahoe AWA President Jim Mastropietro and AWA 2nd Vice President Rose Elliotte give encouraging words to Candice.



Thanks to Bob Miller and Richard Wojciak of Nunhems USA, who donated the Dell laptop computer to the incoming NWA Queen. Also thanks to Harry Vaughn for being high bidder. Candice LOVES her new laptop computer!

Our new 2006 NWA Queen Candice with her proud father, Kevin Fralish.



Candice and Ms. Eleanor having their first breakfast together. Take great care of our Alabama Queen, Ms. Eleanor!!!



Yes, Bob Morrissey, NWA Executive Director, is already busy "shaping our new queen"!



Candice taking in the sights of Reno on our way home from beautiful Lake Tahoe.

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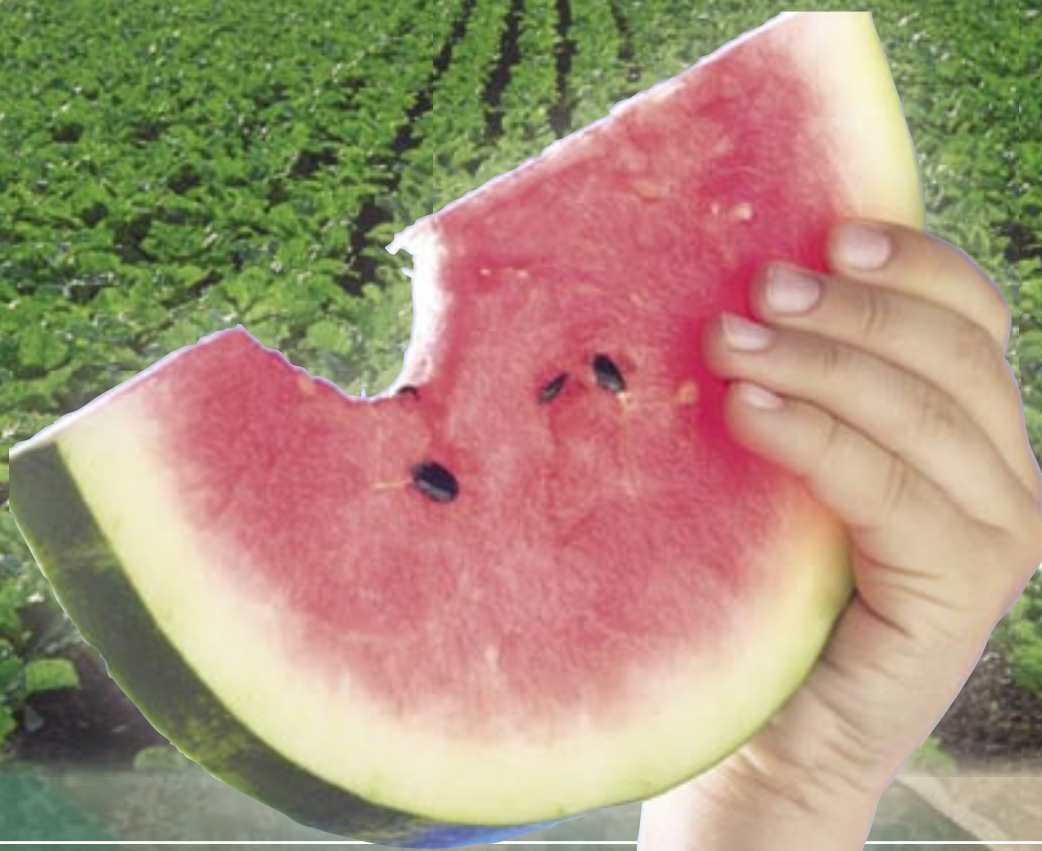
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Greetings from the West!

**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

Website: H2Omelon.com

2005-2006 President – Eric Champion

**Annual Convention held the third weekend of January (dates may vary)
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Florida Report

Watermelon Greetings from The Sunshine State!

Florida Watermelon Queen Kelly Addison attended the Georgia Convention in January. Kelly, along with chaperone Patty Swilley had a great time. This year the weather at Lake Blackshear was much better than last year -no ice storm. Thanks to Cheryl Hicks for driving them to and from Georgia, they really enjoyed the tour of Cordele. Thanks to GWA for your hospitality and a great convention.

Mardi Gras in Mobile, Alabama was something to see, floats throwing beads and moonpies. The Alabama Watermelon Association made us feel very welcome at their Annual Convention in February. Kelly enjoyed singing with the Bad Box Boys, when they provided entertainment. It was great to see so many members from our FWA family at the convention.

A special thanks to the sponsors who supported us to these conventions: Billy Smith's Watermelons, Cheryl Hicks-PCA, McMelon, Sun State Produce, C & L Packing, International Paper, Tri-Wall, Sunny Fresh, and Browning & Sons.

Then it was off to Lake Tahoe, Nevada for the National Convention. This is such a beautiful place, snow on the mountains and all the watermelon queens. Congratulations to the 2006 National Watermelon Queen, Candice Fralish (and Coordinator Cindy Vaughn). We know you will do a great job!

See you all at the Florida Watermelon Convention in Sarasota, March 31-April 2.

Sharon McCall, Promotion Coordinator
Florida Watermelon Association
4898 SW CR 300
Mayo, FL 32066
(386)294-2616





FWA Queen Kelly Addison meets Bob Morrissey.



Who is behind the mask? Does the "A" represent Alabama or Arnold???



Bad Box Boys joined on stage in Alabama by the watermelon queens.



Jim Mastropietro, AWA President and FWA Board Member.



The queens enjoy visiting with Billy Smith. Thanks for the watermelon sweaters!



Visiting queens congratulate the new Alabama Queen.



FWA Board Members at the Alabama Convention.



FWA Queen Kelly Addison appears on the Oldies 108 Radio Show in San Antonio.



A Texas Ranger welcomes the Florida Watermelon Queen to Texas.



Girls just wanna have fun!



Visiting state queens congratulate the new Texas-Oklahoma Queen.



Who will be the next ambassador for the National Watermelon Association?



The world of watermelon queen traveling!



Kelly is ready for her favorite competition ... the seed spit.



State Queens meet in Lake Tahoe for the National Watermelon Convention.



Kelly congratulates Candice on being selected as the National Watermelon Queen.

Georgia Report

Georgia is excited to introduce our 2006 Georgia Watermelon Queen Jenna Stanford and report our 2006 Convention reports.

Georgia has a dynamite new Queen this year Miss Jenna Stanford of Cordele, GA. Jenna is a 21 year old junior at The University of Georgia in Athens majoring in Biology. Jenna is not only smart, talented, and personable but also anxious to begin her journey as our state representative. Georgia proudly welcomes Jenna aboard!

Jenna shines wherever she appears. She joined The Cordele Chamber of Commerce in Atlanta at The Georgia Freight Depot for the famous Cordele Fish Fry. She also joined The Cordele Kiwanis Club with the honors of judging their talent show in her hometown of Cordele.

Jenna competed against 12 other fantastic contestants during our 2006 Convention held at The Retreat at Lake Blackshear in Cordele. Thanks to Borders Melons East, Mobley Greenhouse, King Door Co., Larry Collins, Billy Smith's Watermelons, Leger and Son, Dan King, Tom Sprouse, Johnny Veazey, Craig Mathis, Rawlins Farms, Coates Farm Produce and Gary Stafford for sponsoring our 2006 contestants. Our 2nd runner-up was awarded to Miss Ashley Summers of Atlanta and 1st runner-up awarded to Miss Ashley Edge of Grayson, GA. Miss Jubilee awarded to Miss Heather Hall of Americus and Queen Seed Spitting champ Miss Jessica Gordon of Cordele. Georgia congratulates Chris Bloebaum for the Adult Seed Spitting award. C & L Packing was awarded 2005 King Buyer Award and Leger and Son proudly awarded 2005 King Donor Award.

Georgia greatly appreciates our scholarship donors: Memorial Scholarship presented by Larry Collins donated by Sue Childers in memory of "The Wonderful" Oren Childers. Thanks Ms. Sue-we love you! An anonymous memorial scholarship awarded in honor of Oren Childers presented by Larry Collins. Ken Mears/Tri Wall presented our 1st runner-up and 2006 winner with scholarships; Bank of Dooley, Senator Joseph Carter, Rooney Bowen Chevrolet, Community National Bank, Planters First, Gary Black and Mr. Freddie Dwozen donated scholarships during our 2006 Banquet.

Thanks to Mitch Mitchell and Rusty Autry for coordinating the Annual Golf Tournament during our convention and thanks to all the players and hole sponsors. Thank you Georgia members, everyone that attended the Georgia Convention, Amanda Dixon for working Registration, Larry Bullock and Russ and Jarret Barnes for helping with Queen video, last but not least our judges Monica Simmons, Greg Peacock, Wendi Wolffe, Bobby Groves and Eddie Corbitt.

We had a record breaking convention and look forward to all upcoming events. We wish everyone a blessed year!

Pictures of our 2006 Queen Jenna Stanford and 2006 Georgia Convention Captions will be printed in the next issue

Please note office information below if you would like to book upcoming promotions.

Julie A. Akins
Sec Treas/Promotions Coordinator
P. O. Box 2278
Dalton, GA 30722
770.842.3309
akinsjulie1@alltel.net





2006 Georgia Watermelon Queen ... Jenna Stanford.



Auction Fun for Everyone!



2006 Georgia Watermelon Queen Contestants are all smiles after their judges' interviews.



The sweetest part is ALWAYS the heart!



Craig Mathis enjoys dancing with the contestants at the GWA's Friday night dinner and dance.



"Miss" June and Mr. Tommy make a purchase at the Auction for the Georgia Queen.



All of the Georgia Watermelon Queen Contestants are ready for the Seed Spit and Auction.



Samantha presents Mr. Buddy Leger and Leger and Son with the 2005 King Donor Award.



Rich Chastain and his son accept the 2005 King Buyer Award from Samantha.



Bob Rawlins presents Jenna with a portion of her scholarship money.



The 2006 Service Award is presented with the G W A Board to Julie Akins for all of her hard work and dedication.



Greg and Cole Leger keep Jenna's prizes coming.



The Judges have spoken...Jenna poses with the panel that selected her. Eddie Corbitt, Bobby Groves, Jenna, Monica Simmons, Greg Peacock, and Wendi Youngblood Wolfe(96 GA Queen).



The "Has Beens" start the initiation process. On hand to welcome Jenna is Jaye Frazier Bacon ('99), Jarret Watson Barnes ('88), Fallon Garrett ('04), Laura Bland ('03), Audrey Barrett ('01), Marci Dwozen McCranie ('98), Niki Jernigan Watkins ('95), Wendi Youngblood Wolfe ('96), Allison Hutto ('02), Julie Akins ('97), Trina Papel Peacock ('00), and Samantha Stephens ('05).



The Winners' circle ...2nd Runner-Up, Ashley Summers; Georgia Watermelon Queen, Jenna Stanford; 1st Runner-Up, Ashley Edge; and Miss Jubilee, Heather Hall.



It's official,,,,,sealed with a kiss.....THE KISS!

Illiana Report

The Groundhog may have seen his shadow, but the Illiana Watermelon Association is still hurrying to get to spring. We are ready to start the New Year and anxiously awaiting the 2006 Illiana Watermelon Convention. The convention will be the weekend of March 10-11, 2006 at the Vincennes Quality Inn. 2005 Illiana Watermelon Queen Elizabeth Coffman will crown her successor at the banquet. For convention registration or questions, call Stephanie Nowaskie, secretary/treasurer, 812-886-1051. We would love to have everyone there!

Elizabeth has been a wonderful ambassador for the Illiana Watermelon Association. She has worked very hard since her crowning last March 2005. Elizabeth has kept very busy this past year promoting the watermelon in a large variety of places. December 1, 2005- Elizabeth spoke at the Southwest Purdue Melon and Vegetable meeting held at their office in Vincennes, IN. They treated us to a wonderful dinner and allowed Elizabeth to speak. This group was the first to hear her present her Nationals speech. Elizabeth got a lot of good feedback. Thank you to Dan Egle and the rest of the gang at the Southwest Purdue Melon and Vegetable Growers. December 14, 2005- Elizabeth began her promotion of the 2006 Illiana Watermelon Convention by talking to Kevin Watson at Hot 96 WFML in Vincennes, IN. Kevin helped Elizabeth promote the job of Illiana Watermelon Queen and they discussed all the places she has visited. December 27, 2005- Elizabeth traveled to Terre Haute, IN. to be on the channel 10 WTHI mid-day show. It was a nice interview and Elizabeth spread the watermelon word. She encouraged girls to take interest in this wonderful opportunity of being public relations ambassador for the Illiana Watermelon Association.

The watermelon word kept going through the month of January making appearances on television, radio stations and speaking at organizations. January 4, 2006-Elizabeth appeared on the evening edition of channel 2 WTWO. She was interviewed on the many things that she did this past year as Illiana Watermelon Queen, her upcoming trip to apply for the job of 2006 National Watermelon Queen and the 2006 Illiana Watermelon Convention. January 12, 2006- Elizabeth received a call from the Kiwanis Club to speak at their noon luncheon. Elizabeth met with Kiwanis at Charlie's Smorgasbord in Vincennes, IN. She spoke to the audience about the importance of watermelon and the versatility of watermelon. She also told them the importance of watermelon in Knox County. January 19-21, 2006- Elizabeth traveled to San Antonio, TX for the 2006 Texas Watermelon Association Convention. We received great hospitality from the people of Texas and Oklahoma.

Elizabeth participated in their annual fund-raiser auction, where they raised a substantial amount of money for their organization. Thank you to Irv Willman and his partner Don for giving us a tour of San Antonio. We had a great time. Thank you to everyone that made the trip so memorable. January 27-29, 2006- Elizabeth was pleased to join the fine people of Georgia for their 2006 Georgia Watermelon Convention held in Cordele, GA. Everyone from Georgia made Elizabeth feel at home. She was able to participate in their annual fund-raiser auction. They also did a great job at raising money for their organization. Elizabeth met a lot of new people and look forward to seeing them all again in Lake Tahoe, NV. Thank you to Julie Akins and Samantha for letting Elizabeth participate in their big weekend. January 30, 2006- Elizabeth spoke to the Knox County Extension Board at their annual dinner held at the First Christian Church in Vincennes, IN. Elizabeth spoke about her upcoming trip to Lake Tahoe, NV. for Nationals and the 2006 Illiana Watermelon Convention. She explained how important her community was to her and how great everyone has been to her this past year. Thank you to President, Bobe Coffman and Rene Darkis for allowing Elizabeth to be an honored guest.

It was a great winter and now we are looking forward to the spring. Spring always means the start to the watermelon production. We look forward to seeing everyone in Lake Tahoe the last week of February. We also want to invite everyone to mark you calendar for the 2006 Illiana Watermelon Convention. The Illiana Watermelon Association would like to personally thank 2005 Queen Elizabeth Coffman for a job well done this past year. We wish you the best!!

Watermelon Wishes,
Kristy L. Cardinal
Promotion's Coordinator
Illiana Watermelon Association
2408 E. Henry Rd.
Vincennes, IN. 47591
812-882-3570
melons@vincennes.net





Kevin loves having Elizabeth on the radio.



Thank you to Irv and Don for breakfast.



Elizabeth visits channel 10 WTHI.



Thank you to Irv and Don for taking us sightseeing in San Antonio.



Elizabeth prepares for her interview on channel 2 WTWO.



Elizabeth and the girls enjoy the Texas Watermelon Convention.



Elizabeth takes time for a photo with Craig Stokes.



Candace and Elizabeth enjoy getting their picture made with this cutie!



Thank you Lacey for a great time in Texas.



Thank you Browning and Son for the gorgeous watermelon necklace.



Thank you to the Texas Watermelon Association for the beautiful roses.



It was a pleasure meeting the Leger family in Georgia.



Elizabeth adores the huge watermelon outside the Georgia Watermelon Convention.



Elizabeth and her mother Brenda prepare for the banquet in Georgia.



Thank you Craig Mathis and Nowaskie Melons for the beautiful necklace.



Congratulations to the new 2006 Georgia Watermelon Queen.



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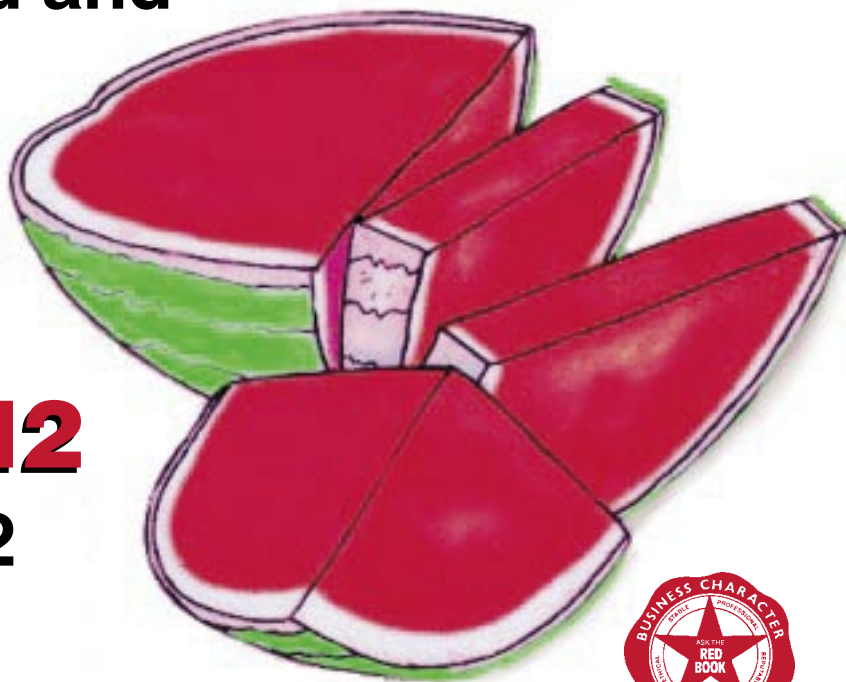


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Mar-Del Report

Greetings from the MAR-DEL Watermelon Association,

We recently completed our 41st Annual Convention in Ocean City, Maryland. Wow, what a huge success! We had an overwhelming response to our first ever corporate sponsorship program, thank you to the 57 companies that participated. The weekend kicked off with our first ever President's Reception where old friends gathered and new friends were made. Afterwards, guests had the chance to go out on the town to catch a glimpse of what Ocean City had to offer. Saturday started off with our annual membership meeting followed by the seed spitting contest. We didn't realize there were that many people in the watermelon industry so full of hot air. The bidding began after lunch and when it was all over we had raised the most money in the history of our auction. Later that evening, our banquet began with a few words from our National Watermelon Association President, Mr. Brent Jackson. Next our professional speaker, Glen Ward, entertained the crowd with songs, impersonations, and stories everyone could relate to. Shortly after the laughter subsided, MAR-DEL President Dosse Givens presented The Outstanding Service Award to Jay Rider followed by The Lifetime Achievement Award received by a well deserved Donald Hales. The evening concluded with the crowning of our 2006 queen, Miss Kathryn Onken. We would like to thank everyone who attended and made our 41st Annual Convention an event we will always remember.

In closing, the MAR-DEL Watermelon Association would like to express it's gratitude to Miss Allison Castellana, our 2005 queen, for a job well done. You have truly earned our respect and we are proud to have you as part of our family.

We're on the grow,

MAR-DEL Convention Committee

Jay Rider

Will Hales

Travis Hastings



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2005 MAR-DEL Queen Allison Castellana 2006 MAR-DEL Queen Kathryn Onken and 2005 Alabama Queen Candice Fralish



A thorn between two roses NWA President Brent Jackson receives a kiss on the cheek from Queen Allison and Queen Candice



2005 MAR-DEL Queen Allison Castellana finally gives in to Will Hales and let's him get in a picture



Donald Hales gives his acceptance speech after receiving THE 2006 Lifetime Achievement Award

2005 MAR-DEL Queen Allison Castellana takes her final walk



Glen Ward entertains the crowd with a Willie Nelson impersonation



Incoming MAR-DEL President Jimmy Lee Goslee with newly crowned 2006 MAR-DEL Queen Miss Kathryn Onken



MAR-DEL President Dosse Givens presents The 2006 Outstanding Service Award to Jay Rider



Incoming MAR-DEL President Jimmy Lee Goslee presents outgoing President Dosse Givens with a gift for a job well done



NWA President Brent Jackson addresses the crowd



Josh Rowe presents newly crowned MAR-DEL Queen Kathryn Onken with scholarship money on behalf of Tri-Wall



Ruthie Joseph shows off her new watermelon purse with Michael and Vanessa Bunch

North Carolina Report

Greetings from North Carolina

The North Carolina Watermelon Association has been honored to have Amanda Wilson serve as their 2005 Watermelon Queen. She has represented North Carolina and our Association in watermelon promotions throughout the year.

As Queen Amanda's reign came to a close, we traveled to attend the 92nd Annual Watermelon Convention February 22-26, 2006 at Harvey's Resort and Casino in beautiful Lake Tahoe, Nevada. Amanda enjoyed five days filled with meeting new watermelon friends and family, renewing friendships, sightseeing and competing with six other state Watermelon Queens for the National Watermelon Queen title. Amanda even celebrated her 20th birthday while attending the National Convention.

Our 2005 Queen Amanda represented our North Carolina Watermelon Association well as she competed in the National Queen Pageant. We were extremely proud of her as she participated in the Speech, Interview, Sportswear and Evening Gown competition. Thanks Queen Amanda.

We would also like to thank all the sponsors for making Nationals so enjoyable and successful. Thanks to Mrs. Eleanor and Queen contestants for a wonderful National experience.

The North Carolina Watermelon Association's 25th Annual Convention was held March 3-4, 2006 at the Wilmington Hilton Riverside in Wilmington, NC. Look for highlights of the 25th Annual North Carolina Convention and introduction of our newly crowned 2006 North Carolina Watermelon Queen in the next issue.

Best wishes for a great watermelon year.

Sandra Woodard
NCWA Promotions Coordinator
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State Queens get together in Mrs. Eleanor's suite for orientation in Lake Tahoe.

Amanda exhibits her Queen smile as she models for the Sportswear competition.



Practicing for the opening dance routine at the 92nd Annual Watermelon Convention.



Wouldn't you like to bid on this beautiful set of watermelon dishes?



Queen Amanda anticipating her interview in National competition.



It's Queen Amanda's turn at the Seed Spitting Contest.



Queen Amanda with other state Queens awaiting Speech competition.



Queen Amanda and Mar-Del Queen Allison take a break to look around Lake Tahoe and its famous ski slopes.



Amanda takes a break and talks to Lee Harber and Scott Williamson of Temple-Inland as they check out Queen portraits embellished on their container bin.



Amanda with Josh, Debbie and Brent Jackson, NWA President from North Carolina.



Amanda and her Mom enjoy the view from top of a ski slope.



Gloria Richardson, NCWA President with Amanda following closing Banquet.



The North Carolina Ladies of the Night with Queen Amanda.



A special duo- Queen Amanda and Percy Bunch.



North Carolina men congratulate Amanda for a job well done.



Amanda's birthday celebration following the NWA Convention Banquet.

South Carolina Report

Greetings from the Palmetto State! The birds are chirping and the weather is warming up—spring is in the air! Watermelons are going to be here before you know it. I wish all of you a wonderful watermelon season.

We had a very successful convention. I would like to thank all of our sponsors and everyone who attended. We really have a fun convention and I enjoy getting to see my SC watermelon family. We had seven lovely contestants. A new, beautiful queen was crowned. Her name is Alison Cureton. I know that all of you are going to enjoy getting to know Alison. Alison, I'm looking forward to traveling and working with you this year.

The weekend after our convention Anita, Alison, and I went to Cordele, GA to the GWA Convention. I would like to thank the GWA for inviting us. We enjoyed a beautiful weekend at The Retreat. Anita and Alison were happy to meet all of the GWA family. Julie, we're so excited about your new queen. She is so beautiful and sweet! We look forward to spending time with you guys this year. Julie, great job/convention as always!! Anita and Alison had fun with Queens Sam, Elizabeth, and Kelly.

Please do not hesitate to call me for promotions. We are always ready to promote watermelons!

Until next time...

Watermelon smiles,

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





The 2006 SCWA
Queen—
Alison Cureton



Haley and Holly congratulate Alison.



Alison's lovely parents—Mr. and Mrs. Melvin Cureton



We thank Tri-Wall and Steve Crowder!



Martin adds
another beautiful
queen to his list.



I love my girls!

Rusty Kinard was
proud to sponsor
Alison.



What an honor—NWA President and Vice President at our
convention!



SCWA Has Beens and Queen Alison.



A wonderful group of queens at the GWA Convention.



Little Jarett Barnes and Anita



Myron Harrison wishes Anita and Alison the best of luck.



We love Harry's watermelon shirt!



Craig Mathis welcomes Alison into the watermelon family!
Thanks Craig!



It was great seeing Eleanor and Larry Bullock at the GWA Convention.



Alison congratulates the new GWA Queen!

Texas / Oklahoma Report

Hello to everyone, it really is the growing season for our great watermelons and a real busy time for all of you growers and shippers and everyone involved in the watermelon growing season, we wish you all success and a whole lot of good luck.

By the time you read this I believe all the State Conventions will be over and we all looking forward to another great year in watermelons.

First of all I would like to congratulate our new 2006 Texas & Oklahoma Watermelon queen Emily Laferre, she is excited about her new job. She has attended 4 conventions thus far and looks forward to getting down to her real purpose - promoting your watermelons.

I want to thank our 2006 Convention sponsors:

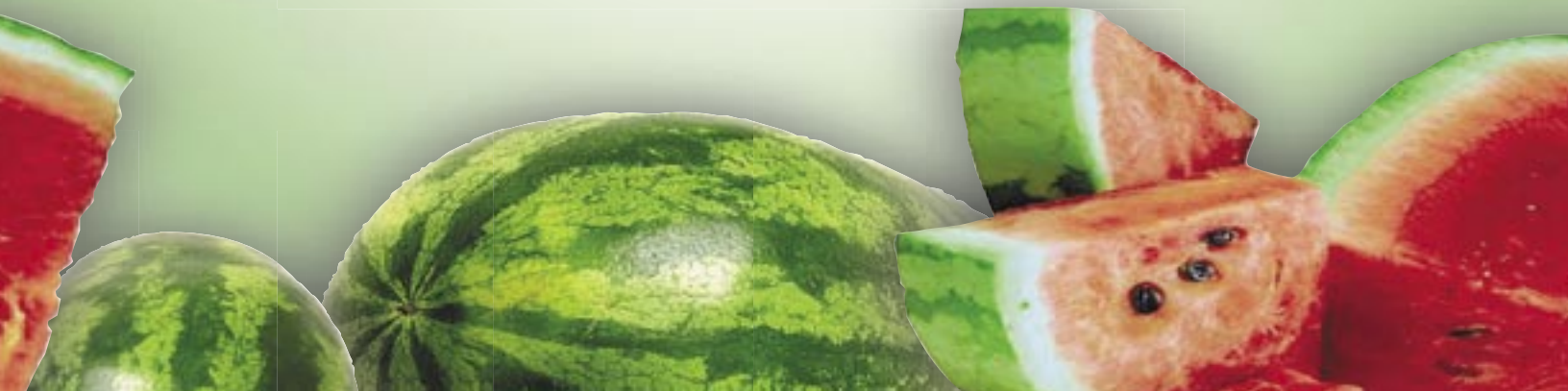
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Thank you many times over.
Until next time.

Wanda Letson
Sec.treas./Promotion Coordinator
P. O. Box 903
Weatherford, Tx 76086
817-596-0927
Fax 817-594-1045





Thanks to Temple Inland for sponsoring our Thursday night Barbecue at the Texas & Oklahoma Watermelon Convention.



Paul, Missy, and Eleanor enjoy lunch in San Antonio.



Clegg Smith with Syngenta Seeds clowning around a bit with a little encouragement from everyone.



Lacy and grandparents Deroy and Gerry Anderson and cousin Tiffany Anderson.



Thanks to Dr. Benny Bruton from the Lane Research Center for speaking on growers day ,John Lapide visiting with Benny.



Our beautiful 2006 contestants, Carly, Emily, Ashlee, and Jordan



Dalton Borders and his girls.



Ramming accepts the \$100.00 door prize from Mike Key with Baxter Seed Company., Drawn by Illiana Watermelon Queen Elizabeth.



Guy Jones, Macky McWhirter, Dero Anderson, Gerry Anderson, and Tanya enjoy the Seed spit contest.

Our 2006 Texas & Oklahoma Watermelon Queen Miss Emily Laferre from Uvalde, Texas.



This young man seems to be pretty happy to be here.



Thanks, to Ken Mears with Tri- Wall-A Weyerhaeuser Company for the 2006 Queen award to Emily Laferre.



NWA Queen Stephanie, Judi Marshall, Macky McWhirter, and Queen Lacy visit with Judi, Thank you Judi for taking time to speak at our Growers day.



Also thanks for the 1st runner up award to Carly Christopher from Tri-Wall-A Weyerhaeuser Company.



President Paul Bowling seems pretty sure of himself at the seed spit, oops Paul that was a rock.



A lot of Texas & Oklahoma Queens both present and past, Emily, Lacy, Stephanie, Jennifer, Tiffaney, Sarah, Kristi, and Rachel. Thank you all so much for all that you do.



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