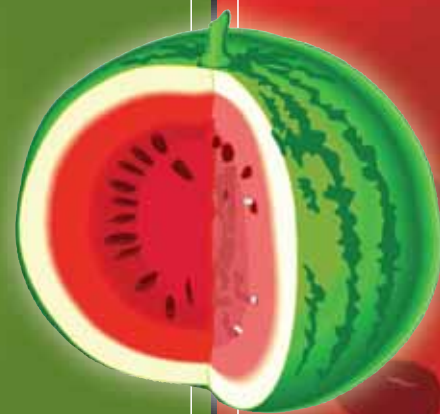


the
vineline

May/June 2007



Official Magazine of the NATIONAL WATERMELON ASSOCIATION

SUMMERTIME IS WATERMELON TIME!



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National Watermelon Association, Inc.
1305 West Dr. MLK Jr. Boulevard – Suite 1 Box 4
Plant City, FL 33563
813.754.7575 fax 813.754.1118
www.nationalwatermelonassociation.com



Executive Director
Bob Morrissey

Editor
Amanda Dixon

Layout & Design
www.rubberneckerdesign.com

Contributing Writers
Eleanor Bullock
Mark Arney

The Vineline is published bi-monthly by the National Watermelon Association, serving the industry Nationwide since 1914. All rights reserved, except where otherwise noted. Printed in the USA. To subscribe or to change the address of a current mailing, please call the NWA office in Plant City.

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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Full Page (Black & White).....	\$200.00
Half Page (Full/4 Color).....	\$350.00
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2007

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Since 1981



SUMMERTIME IS WATERMELON TIME!

Your NWA has a great deal of information to share with you, and we will do our best to update you through the next few pages. At any time, you can get updates on your website, www.national-watermelonassociation.com. Let's get started:

PMA - October '07 - Houston

The NWA has secured 70 rooms at the Intercontinental Hotel in Houston, Texas for the Fall Board meeting and the Produce Marketing Association (PMA) Fresh Summit.

Our nightly rate per room is \$159.00. The NWA Fall Board meeting will be held on Friday, October 12th. The PMA Show opens a day earlier this year, with the exhibit show floor open on Saturday, Sunday and Monday.

If you plan to attend PMA and need a room, please CALL THE NWA (813.754.7575) to make your hotel reservations. We have the rooms reserved and will be assigning them as we are contacted by our members. We hope to see you in Houston.



CAWA Reorganization

The California-Arizona (CAWA) Chapter of the NWA is in the midst of a reorganization with support from the NWA. We held a meeting a few months ago, and had over 30 people attend on the weekend to express their concerns, interest and desire to build a chapter that is representative of the region and the industry.

As a result, it is our pleasure to announce that the chapter has been officially renamed the "WESTERN WATERMELON ASSOCIATION" and will represent members from 10 western states plus the western portions of Mexico.

The chapter is in the midst of building its basic needs and membership, and will determine its leadership, Board of Directors, chapter programs, ByLaws and other key components when it holds its annual convention from January 18-19, 2008 in Las Vegas.

Many thanks go to Arnold Mack who put together 11 watermelon loads (donated by farmers and shippers who are all part of the team) and a retailer buyer (Walmart) that will generate thousands of dollars for the chapter, and posture it for success in the very near future. Many thanks to the donors, and to Walmart for all stepping up and lending a very helpful hand. Thanks to All!

Immigration Reform

The last time we saw any legislation dealing with immigration reform was the law signed by President Ronald Reagan in 1986. The NWA has been working on a weekly basis for the past couple of years alongside many other agricultural groups in an effort to encourage Congress and the Administration to formulate an immigration bill that will work for U.S. Agriculture. Agriculture has been carrying the water buckets on this issue for many years, and has spearheaded this effort and the subsequent debates with the leadership of 15 bi-partisan Senators who introduced (S. 1348), which includes the majority of the AgJobs bill.

The debate has many supporters and as many detractors, including the media who finds fault with almost everything to do with immigration. Your website will have weekly updates to this legislation, and you are encouraged to log on and see what is happening with the immigration debate. Also, you may be able to help by writing, faxing or calling your legislators to suggest their needed support for a guest worker program. Without migrant labor, we will not be able to farm, pack or ship. This is a critical debate and time in our history. We need to fight for our needs, and tell Congress what we expect.



NWA UPDATE



SUMMERTIME IS WATER



Fruit or Vegetable?

The debate over whether watermelon is a fruit or vegetable could go on beyond all of our years, but one State Legislature made the decision for their residents. Oklahoma already has Strawberry as its official fruit, so the State Senate followed by the House declared Watermelon as the State Vegetable!

Senator Don Barrington (Lawton, OK), who sponsored the legislation, determined that watermelon is a vegetable because it comes from the cucumber and gourd families, which are classified as vegetables. But he did concede that watermelon can be both a fruit and a vegetable.

H-2A Program Grows

As a result of tightening security on our country's borders, migrant labor for our fields and packing facilities continues to dwindle. We are one of many crop industries that are suffering through this issue, and indications are that it may worsen in the near future.

H2-A workers certified by the Department of Labor in 2006 totaled 59,112, up from 44,629 in 2004 and 12,173 in 1994. Even with over 59 thousand certified, the H2-A program only accounts for about 2% of all labor needs in U.S. Agriculture.

Some farming operations are being forced into the program because there are not enough work-

ers available, and many crop industries are even experiencing a shortage of workers with fraudulent documentation. Until Congress and the President agree on a comprehensive immigration package, labor will continue to tighten and strain many more crop industries. Let us all hope that they do their job in Washington, and we can get the guest worker labor that we all need to survive; to farm; to grow; to pack; to ship; and to live!

Food Safety - Watermelon

The NWA is taking the lead to develop a Food Safety program to include a manual, bilingual posters for posting on the farm and in the shed, and eventual training sessions throughout the country. The USDA and United Fresh Produce Association have agreed to support this effort, and we also are holding discussions with other crop industries that have completed this lengthy process.

There is an un-established time-frame currently, as it will take time and energy to compile an effective

manual, create posters and determine the overall focus of the program. We do not want to leave any area untouched, but will be paying particular attention to GAP Certification of farms and sheds, Labor Hygiene, and Water Quality.

Once the program is completed and printed, the NWA will take the lead to share the program and educate our membership, followed by a hopeful joint effort with County Extension Agents throughout the country to help us get the word out to as many in our industry as we can.

We are excited about the prospects that this program can bring to the NWA and our Industry, as we continue to be proactive and ahead of the curve.

Where are the Bees Going?

Our industry predominantly uses bees to pollinate our watermelon plants throughout the country and Mexico. Bees continue to play a key role in that effort for crops like watermelon, almonds, citrus and many



WATERMELON TIME!

others. However, they are in trouble.

A disease called Colony Collapse Disorder (CCD) is destroying entire colonies of pollinating bees and depleting the supply.

This issue has become a very hot topic amongst the Agricultural Research Service, Environmental Protection Agency, Department of the Army, land grant universities researchers, industry and commodity groups and beekeepers. In fact, it is an international concern as well.

A meeting was held in late April to develop a game plan and the "best science" to pursue the cause(s) of CCD, which could be related to parasitic mites and pests, pesticides, pathogens & viruses, or stress issues. The best and brightest minds in the world are working diligently on this issue through analyses, investigations, hypothesis and preventative measures development in the coming months. Congress has been asked for emergency monies to help fund these efforts along with the USDA and other funding sources. We will keep you posted as new developments are unveiled.

Are you reading along with us?

This is a small but fun reading comprehension test for all readers of The Vineline. If you are one of the first ten people to call the NWA office (813.754.7575) and say, "I read the

article, and want my shirt", we will send you a watermelon shirt in your size as a reward.

Please also tell us your name, address and shirt size. This is a small, test to see who is reading the articles in The Vineline, and how quickly people will respond to a small offer like this. Have fun, and we look forward to hearing from you.

The Bachelor - The Farmer

We have had some fun with this last minute opportunity. We were asked 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.

At the time of this article writing, the NWA knew of two farmers that made it to the final considerations in Hollywood. We hope that one of them made it to the show, which would provide a number of watermelon mentions for our industry during the shops. We wish whichever farmer or farmer's son that was chosen tremendous luck during the taping in July.

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" to 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?

NWA UPDATE





National Watermelon Association Partners with CHEP to Promote Shipping Efficiencies



PLANT CITY, FLORIDA – May 30, 2007 – The National Watermelon Association (NWA) and CHEP, the global leader in pallet and container pooling, have joined forces to improve the way watermelon is transported from the grower to the retailer. CHEP is taking a vested interest in the trade group's many activities as CHEP customers in the NWA continue to see the value and benefits of the CHEP pallet pooling solution.

"This is revolutionary – it is changing a major supplier to our industry into a major partner. We're very excited about the relationship and the potential benefit for both organizations," said Bob Morrissey, Executive Director of NWA. "This partnership between our organizations will provide benefits to everyone involved as our participating members experience the value of CHEP's programs and service. We look forward to a long term program and partnership."

With CHEP's assistance, the NWA will fund research, lobbying and consumer promotion activities, as well as ongoing operations at the group.

"We're asking our members to talk with CHEP because of the benefits they will see as growers and because of the benefits that we will see as an industry. We use the CHEP program and see the benefits everyday," said Bradley O'Neil, President of NWA and Owner of Coosaw Farms, Fairfax, South Carolina.

The CHEP pallet pooling program provides growers with durable shipping platforms that improve productivity and lower product damage. CHEP's global reach also ensures a reliable supply of pallets.

"By becoming more involved with customers and their trade groups, like the NWA, CHEP will gain a better understanding of our customers' needs and concerns. We expect this to act as a template for the creation of partnerships with other trade groups in the USA and overseas," said Brian Malloy, Senior Vice President, Sales, CHEP.

About National Watermelon Association

The National Watermelon Association is a voluntary trade association made up of watermelon farmers, shippers, packers, brokers, suppliers (pallets, produce bins, seed, plants, chemicals, fertilizer, farm equipment, labels, machinery, agricultural labor, etc.), retailers, wholesalers, researchers and many others that have an interest in the watermelon industry throughout all 50 states and Mexico. Our main priorities focus on scientific research for disease solutions, lobbying in Washington D.C. in grading, transportation, immigration and other vital issues affecting the industry, promotions through our national Watermelon Queen program, investigating new market development through new uses for watermelon, partnership programs with key member corporations and much more.

About CHEP

CHEP is the global leader in pallet and container pooling services serving many of the world's largest companies. The company has more than 7,700 employees and operates in 44 countries. Combining superior technology and an asset base of more than 280 million pallets and containers, CHEP offers its customers exceptional value, a platform that enables reduction in customer product damage, and an environmentally sustainable logistical solution. Supply chains served include consumer goods, produce, beverage, and the automotive industry. With global partners that include Procter & Gamble, SYSCO, Kellogg's, Kraft, Nestle, Ford and GM, CHEP is known for *Handling the World's Most Important Products. Everyday.* For more information about CHEP, please visit: www.chep.com.

For further information, please contact:

Robert Morrissey
Executive Director of NWA
813-754-7575
bmorrissey@tampabay.rr.com

Per Ohstrom
Director, Marketing - CHEP USA
+1 407 355 6491
per.ohstrom@chep.com



Mark Arney
Executive Director

News from the National Watermelon Promotion Board



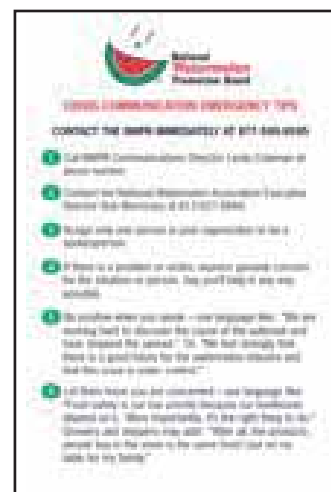
Crisis Training Workshop

The National Watermelon Promotion Board (NWPB) held a crisis training workshop with Clarence Jones on April 10th for a group of board members. Clarence, a former investigative reporter, has been our crisis trainer in the past and does an excellent job. He is the only reporter for a local TV station to ever win three DuPont-Columbia Awards (broadcasting's equivalent of the Pulitzer Prize).

During the session, we reviewed the updated Crisis Plan and studied the role of the media and its powerful use as an instrument of change. The session also included mock interviews with on-camera review. There will be another training at the fall board meeting for the other board members.

As the National Watermelon Association is taking the lead in developing a program that focuses on food safety initiatives, the NWPB is rounding out its crisis preparedness program and updating core facilities. Some of our efforts include adding 3rd party experts to the crisis plan, adding an 800-number for 24/7 access to a staff member, developing a crisis readiness page for the website, adding video messaging capability to the website, developing safe food handling information for consumers, adding food safety questions to consumer research, and distributing crisis tip cards to all industry members.

You should be receiving in the mail the tip cards mentioned above. Please contact the NWPB if you would like more for your organization.



Best of NAMA Winner

At the annual National Agri-Marketing (NAMA) show in April, the Communications program won a first place award against some heavy hitters in the advertising industry!

In the category of Producer-Funded Public Relations Program to Consumers, the National Watermelon Promotion Board took home a First Place award, beating out the Council for Biotechnology Information, the National Cattleman's Association, and 4-H Canada—all of whom use outside advertising agencies. Considering that the NWPB does all its work in-house, this is a very special accomplishment! The entry form was submitted representing the entire communications program to consumers, including a press kit and CD Rom. The message: to promote the consumption of watermelon in the U.S. and Canada. The audience: Women 35-54; cooking enthusiasts; health enthusiasts; health-related diet modifiers; children; nutrition and health care professionals; teachers; foodservice professionals and Hispanic groups.

Queen Media Seminar



In April the NWPB held the annual Queen Media Seminar in Orlando, Florida. The queens, the coordinators, and a few of the first runner ups attended a very full one-day session to punctuate interview tips, key messages, and have on-camera interview practice.

- Lycopene Leader Among Fresh Fruit and Vegetables
- Good Health Through Watermelon—including vitamin and mineral content
- Health Information and Recipes on the Website
- Wash All Fruits and Vegetables Following FDA Guidelines—simple instructions to safe eating from FightBac.org

This day is designed to help the queens take on the mission of selling watermelon by using their knowledge, energy and charisma. We cover a thorough review of interview preparation and media background, appropriate dress, attitude and body language, and how to make it through the best interview with focus and concentration.

Retail Merchandisers Meet in Orlando

At the same time that the regional and national queen came to Orlando, the NWPB hosted the Regional Retail Merchandising Reps for an annual program briefing and to set the tone for the upcoming peak season and import season.

These reps include the following: Marcia Adler, Texas and Wal-Mart; Sheila Carden, Mid-Atlantic; Cece Krumrine, Northeast and Eastern Canada; Jim Hager, Midwest, Brad Brownsey, Canada, and the newest hires Kenton Kidd, California and West and Neil Gordon, UK.

Left to right: Stephanie, Jim, Marcia, Gordon, Cece, Sheila, Kenton and Brad



The National Watermelon Association wishes to extend their sympathy and warmest regards to the family, friends and colleagues of the following:

Gene Browning – Gene Ray Browning, age 69, of Madison died Friday, March 2, at his home in Madison. Gene was a native of Tampa, living most of his life in Madison, where he was a watermelon shipper/broker for many years. He was a member of the Florida Watermelon Board of Directors and Executive Committee; Board of Directors for the National Watermelon Association since 1978, and was recently appointed a lifetime Council Member. He was appointed by the Secretary of Agriculture to the National Watermelon Promotion Board during 1995, serving until 1997. He was a member of the First Baptist Church in Madison and attended Fellowship Baptist Church in Madison. He was a devoted husband, father, grandfather and friend; he loved fishing, golfing, dancing, and the company of good friends and family.

He is survived by his wife, Kay Browning, of Madison; mother, Mildred Browning, of Madison; three sons: Ray and Debbie Browning; Mike and Brandi Browning; and Mark and Jennifer Browning, all of Madison; three daughters: Sabrina and Todd Whitaker, of Madison; Andria and Randy Blitch, of Gainesville; and Kim and Alan Whigham, of Madison; one sister-in-law, Lavaughn Browning, of Madison; 16 grandchildren and five great-grandchildren. Those who wish may contribute to: Big Bend Hospice 1723 Mahan Center Blvd., Tallahassee, FL 32308, or American Cancer Society 241 John Knox Rd., Tallahassee, FL 32303.

John Hastings – John J. Hastings, 59, of Laurel passed away Friday, March 30, 2007, at Nanticoke Memorial Hospital in Seaford. Born in Laurel, he was a son of the late James and Virginia Collins Hastings. Johnny was a farmer, operating his farm on Hastings Drive in Laurel. He was vice president of Mar-Del Watermelon Association and a member of Mount Pleasant Church, Delaware Farm Bureau, Mid-Atlantic Farm Credit director and chairman of its auditing committee. He was also president of Laurel Grain, a member of Delaware Vegetable Growers and director of Laurel Auction Market. He was a graduate of the University of Delaware with a degree in agriculture. His wife, Patricia Hastings, survives him, as does his son, Travis Hastings, and wife, Kim, of Laurel; a daughter, Tracy Adams, and her husband, Ken, of Millsboro; a brother, George K. Hastings, and wife, Rose Ann, of Laurel; and sisters, Jan Conaway and husband, Norman, of Salisbury and Phyllis Wimbrow and husband, Harry, of Whaleyville. He is also survived by his grandson, Hayden Hastings of Laurel; a sister-in-law, Harriett Joyce of Bethel; an uncle, Paul Collins of Delmar; and three nieces. Contributions may be made in his name to the John J. Hastings Sussex County Agriculture Scholarship Fund, 16483 County Seat Highway, Laurel, Del. 19956.

John Livacich - LIVACICH, JOHN R. Age 76, of Rialto, passed away May 1, 2007 in Placentia Linda Hospital, surrounded by his loving family. He was born August 16, 1930 in San Bernardino, California. He is survived by two daughters, Cathy Catsouras (Pepi) of Laguna Niguel, and Lori Ann Livacich (Art) of Los Angeles; two granddaughters, Anastasia Catsouras, and Lindsey Livacich Nigorizawa; one brother, Frank Livacich (Gaynell) of Riverside; nephew, John A. Livacich of Loma Linda; a special cousin, Joe Anticevich (Teri) and Marisa and Luka of Riverside. John graduated from St. Bernardine's High School in San Bernardino in 1948 and from San Diego State University with a Bachelor Degree in Business Administration in 1953. He was owner of John Livacich Produce, Inc. for over 50 years. John spent his life pursuing his passion for farming. His ventures made him one of the largest farming operations in the United States. He was past president/officer/partner of these California subsidiary companies: Grand Central Produce, San Bernardino; Vista Sales, Vista; C & R Farms, Hemet; All Fresh Produce, Los Angeles; Rancho Packaging, El Centro; D & D Farms, Holtville, Brawley Co-op Cooling and Saikhon Farms, Brawley; and High Low Nurseries, Susanville. He was also CEO of J A Wood Company, Phoenix, Arizona. His farming ventures were mainly in strawberries, lettuce, watermelons, cantaloupes, and tomatoes in California, Arizona, Texas, and Mexico. He was a member of Western Growers Association, National Watermelon Association, National Potato Board, and the California Strawberry Advisory Board. He was a founder and board member of the Bank of San Bernardino and a life member of San Bernardino Elks Lodge #836. Donations can be made to City of Hope, Central Processing, 1500 E. Duarte Rd., Duarte, CA. 91010 or online at cityofhope.com.

BE PREPARED

Important Information: Labor Audits and Raids

The Bureau of Immigration and Customs Enforcement (ICE) is continuing to conduct 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 begun 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

National Report

Illiana Association Sponsors

Our newly crowned National Queen, Jenna Stanford was sponsored by the Illiana Watermelon Association to their annual convention two short weeks after the National convention. We were in Vincennes, Indiana. The Association was exhibiting at the Agriculture Appreciation Day expo at Vincennes University, and enjoyed an excellent turnout. Ali and Jenna passed out samples. We joined IWA President Dennis Mouzin, Vice-President and acting Coordinator Carrie Smith, and Angie Tony for the event.

Friday Ali and Jenna both did a fine job speaking during the growers meeting.

The girls were then treated to lunch at the Amish style restaurant, The Black Buggy, and treated to a real Amish buggy ride, by Brad and Angie Tony and their beautiful little granddaughter.

We all enjoyed President Dennis Mouzin's Dinner Reception later that evening. It was complete with dancing.

We loved the warm fellowship of the Illiana members. The following day they celebrated a record breaking auction. Jenna was spoiled with so many gifts from the auction! To all of you that purchased items for Jenna, thank you for your generosity and kindness, she was truly overwhelmed! Thanks to John Nowaskie for purchasing the beautiful quilt for me and to Jim and Randy Smith, Midwest Marketing Company for the great watermelon picture!

We congratulate Emily Frey, the 2007 Illiana Watermelon Queen! You are sure to have a great year! Special thanks to the Illiana Watermelon Association for your hospitality, and for sponsoring us!

Florida Watermelon Association Sponsors

In two weeks we were off to Sarasota, Florida for the FWA convention, where we were sponsored by the Florida Watermelon Association.

We arrived in time for President David Coates reception. Sarasota is the home of Ringling Brothers Circus, and the reception was held at the Ringling Brothers museum. What a delightful evening.

We were all escorted by elegant new coaches, compliments of Ray Land. The attendees enjoyed touring the museums and a fun reception! The following day was filled with meetings and the auction.

Our National Queen Jenna, entertained everyone with a song prior to the auction. Great job Jenna! Jenna thanks Paul Teague and Delta Fresh for the beautiful necklace.

This year's auction was another record breaker! Congratulations! We enjoyed the Queen pageant, where Mrs. Alisa Lapide, did an outstanding job as Coordinator. We congratulate Tara Mashburn on being selected 2007 Florida Watermelon Queen. A great year awaits you!

We welcome Ms Debra Harrison, as FWA Coordinator! Thanks to FWA for sponsoring us to your convention, and for your hospitality!

NWPB Training

We were in Orlando for the NWPB training Seminar April 14, 2007. It was an information-filled day for all of our newly crowned Queens. We thank Mark, Leslie, Gordon, Stephanie, and Rebekah for having us, and for all your hard work! The girls will find this experience very helpful, throughout the year.

We have a busy schedule shaping up for the Summer, and will share more next printing. If you would like to sponsor Jenna, please give me at call or email at the information listed below.

Best of the Season to Each of You!

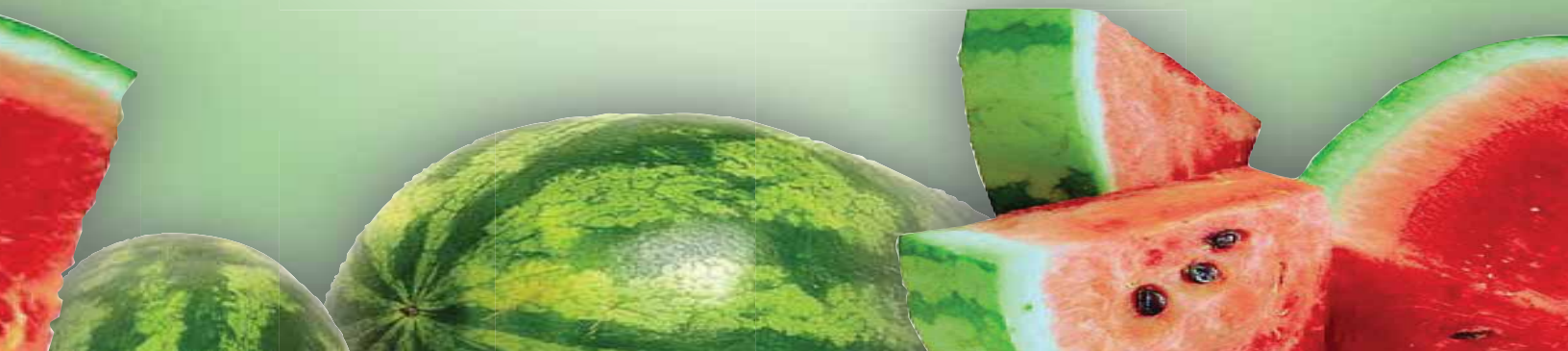
Eleanor T. Bullock

NWA Promotion Coordinator

229.273.8638

229.322.9933

Email eleanor@websign.net





Ag Day in Vincennes, Indiana



Ali and Jenna pose with the contestants



Check out these cuties...they love Watermelon

Dennis you
paid HOW
MUCH for
this shirt for
Jenna?



Amish Buggy Ride



Jenna Congratulates Emily!



Raymon, Laura, and Jody Land visit with Jenna



The ladies thank Mark for Dinner



Thank You NWPB!



Jenna entertains at the FWA convention



Jenna chats with FWA President David Coates



Hot off the treadmill, Jenna thanks Betsy and Bob Morrissey for the watermelon pen they purchased at the silent auction



Jenna and Katie visit with Ms Jean Marinaro



FWA President with his Mom, Sister and Jenna



Who are these clowns?



All these visiting Queens Congratulate Tara



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



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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!”

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Alabama Report

Greetings everyone from our Alabama Watermelon Association,

Our 2007 AWA Queen Katie is off to a great start! Katie attended the FWA Convention held in Sarasota at the beautiful Hyatt Resort and Spa March 23rd and 24th. This was Katie's first state convention and she had a blast! She met many new people and rekindled friendships with our AWA members. Congratulations to Tara Nicole Mashburn on being crowned the 2007 FWA Queen. We look forward to seeing you over the next year! Katie and I would like to thank the following people for sponsorship to this convention: Terry Jones, Arnold Mack, Kelly Marinaro, Jim Mastropietro, Cheryl Hicks, Billy Smith, Tommy Smith, Harry Vaughn and Jay Jones. Thanks to each of you for getting Katie off to a great start for her 2007 AWA Queen reign.

Our AWA sponsored Queen Katie to attend the annual NWPB Meeting held in Orlando on Saturday, April 14th. Mark Arney, Gordon Hunt, Leslie Coleman, Rebekah Dossett and Stephanie Simek did an awesome job explaining in detail exactly how to get our message out...EAT MORE WATERMELON! Katie left the in-depth training seminar armed with the knowledge to handle in-store promotions, television, radio, magazine, and newspaper interviews. After an intense day of learning we were treated to a wonderful dinner at Houlihan's. We enjoyed having the time to meet each association's new queen. Thank you to the AWA for sponsoring Katie. She now has the confidence and tools to promote our association for the year ahead.

Katie has endured devastating news since becoming our 2007 AWA Queen. On Thursday, March 1st, her hometown of Echo, Alabama, was hit by a tornado

system that destroyed much of her hometown. Her childhood friend, Stacy Phillips, home was totally destroyed. I asked for a statement from Katie to include in this Vineline article. She responded with this statement, "When I heard the news of the tornados devastation so close to my home I knew it was my calling to make a difference. Stacy and her husband, Andy, along with their two daughters, ages 5 and 18 months, were in their home when the tornados came through Echo. Everything they had was gone, destroyed. Amazingly, they sustained only minor injuries. I donated my AWA Queen scholarship money to their family to help them start over." What an amazing young lady we have as our AWA Queen. I am overwhelmed by her unselfish gift. Thank you, Katie.

On a much lighter note, Katie is being sponsored to the Newberry Watermelon Festival this year by Billy Smith. This will be followed with her first Florida Farm Tour to include seeing Arnold Mack, Tommy Smith, Harry Vaughn, Eric Hammons, Jimmy Deese, Rosie Elliotte, Tom Holbert, Rich Chastain, John Lapide, Ray Gilliland, and Tim Cohen. What an exciting first tour! We will then follow with the Chiefland Watermelon Festival and our second Farm Tour to include Doyle Bennett, Bill Johnson, Steve Barnes and Jay Jones. We are off to a fantastic summer!

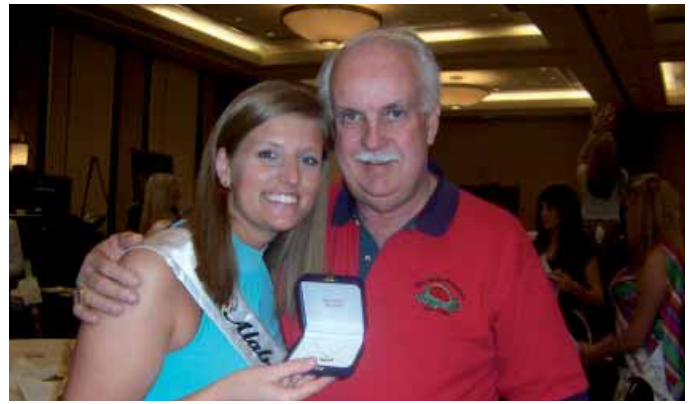
Katie is looking forward with great eagerness to meeting with each of you. Please keep in mind: we would like to set as many promotions as we can, so help us continue being busy promoting watermelons for you! Good luck to everyone for a productive and successful summer of delicious watermelon.

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





At the FWA Convention we have Iliana Queen Emily, AWA Queen Katie, TX Queen Kelly, and Mar-Del Queen Stephanie.



It appears that Mr. Billy Smith loves donating watermelon necklaces to our AWA Queens! In this photo he is presenting our new Queen Katie with her "beginner" watermelon slice necklace.



The FWA Convention was held at the beautiful Sarasota Hyatt. The hotel grounds were stunning as you can see in this photo of Queen Katie.

Congratulations to the new FWA Queen Tara Mashburn. I am sure you will have a very exciting reign as the Florida Queen!



Nancy Harber and Katie got to know each other during our AWA Convention as Nancy judged our queen program. It is always a treat for our queen to "hang out" with Nancy!



Katie and Harry clowning around. (Yes, this is Harry Vaughn's son...go figure!)



Katie and GWA Queen Brittanie are having a blast during the FWA Convention auction.

Katie's trip to Sarasota, FL, would not have been complete without a trip to the beach. What fun!





The NWPB Meeting was held in Orlando at the Hampton Inn & Suites on April 14th. This seminar is extremely educational and gives our queens the confidence and knowledge each will need as they go through the year promoting watermelons. Everyone is waiting for the meeting to begin!



After an intense 8 hour seminar our queens enjoyed a relaxing dinner at Houlihan's restaurant in Orlando. Thank you to Mark, Gordon, Rebekah, Leslie and Stephanie for putting on a fantastic queen training seminar again this year.



A big heartfelt thank you to Leslie Coleman, Stephanie Simek and Rebekah Dossett for all the hard work they put into the successful NWPB training seminar.

Our Queen Katie attended the Miss Ozark Pageant, preliminary to Miss Peanut, and could not resist having her picture taken with Miss Hayden Sessions, Future Little Miss Dale County. What a cutie!



AWA Queen Katie and NWA Queen Jenna...what a great year ahead for each of you!



Katie with lifetime friend, Stacy Phillips. Stacy, her husband Andy, and their two daughters lost their home in Echo, Alabama, due to tornadoes that swept through the area in early March. Please read paragraph 3 for further information.



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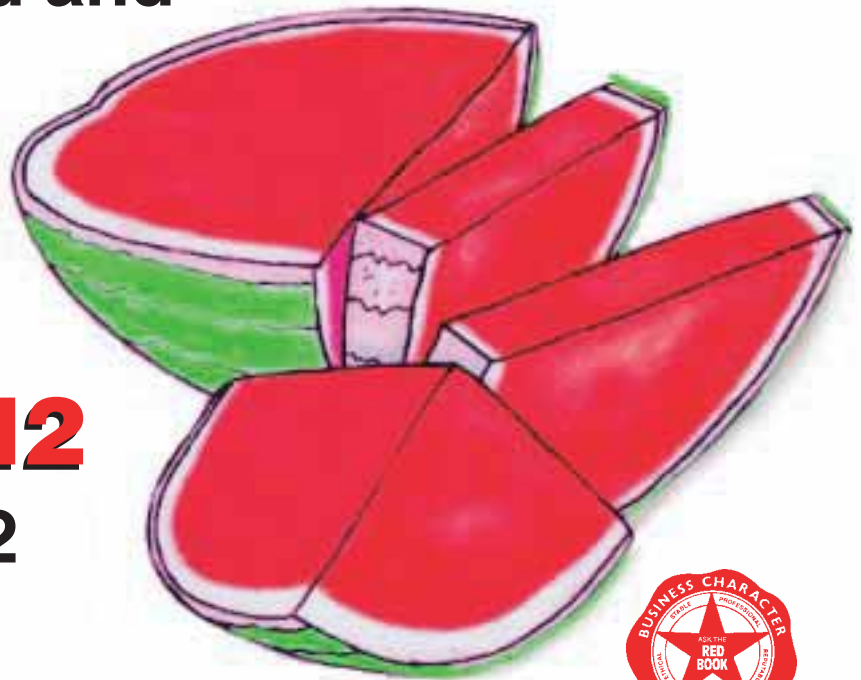


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Terry Jones
Jason Turner**



Florida Report

Greetings from the Florida Watermelon Association!

A lot of exciting and new things have been going on in the Sunshine State over the last few months.

I would like to start out by introducing myself. As of April 4, 2007, I am your new Florida Watermelon Promotions Coordinator, Debra Harrison. I have been the coordinator for the Arcadia Watermelon Association for the past nineteen years. I live in Arcadia, Florida and have two grown children, Cristinia and Chase Harrison. I am looking forward to working with all of you and making this year a great one! I would like to thank the Florida Watermelon Association Board for giving me the opportunity to be the Promotions Coordinator.

The Florida Watermelon Association held its 39th Annual Florida Watermelon Convention on March 22-25, 2007 at the Sarasota Hyatt in Sarasota, Florida. The convention was dedicated to June Smith, Gene Browning, and W.W. "Coonbottom" Glenn. They will truly be missed by all of us. A special thanks goes out to our president, Mr. David Coates, for a wonderful convention "Under the Big Top".

After an exciting weekend of competition, Saturday evening's banquet ended with the crowning of Miss Tara Mashburn, daughter of Scott and Laura Mashburn, of Chipley, Florida. Tara attends Chipola College in Marianna, Florida where she is majoring in Communications. Tara also received the Miss Jubilee award which was voted on by all of the contestants. LynnZee Webb of Chipley, Florida was chosen as the first runner – up and Crystal Black of Newberry, Florida as the second.

Thanks to all of the sponsors who made it possible for these women to compete:

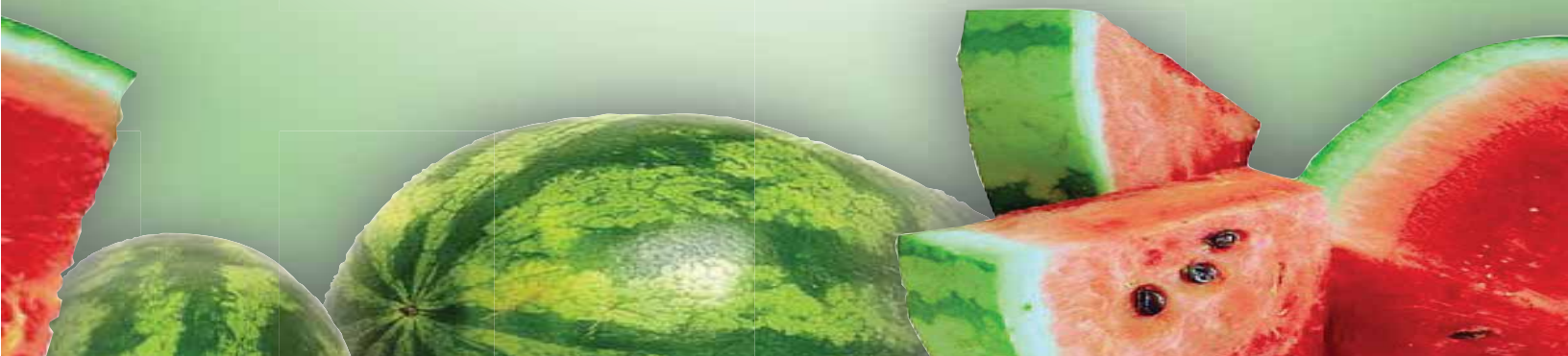
- Arcadia Watermelon Association
- Mr. Jim Barfield of Wolf Island, Inc.
- Global Produce Sales
- McMelon, Inc.
- Newberry Watermelon Festival

On March 28th, Tara had her first promotion at the State Capital in Tallahassee. She handed out watermelon slices and stickers during the launch of the "Fruit & Veggies More Matter" Campaign. The event was sponsored by the Florida Department of Agriculture and Tara had the chance to meet with the Commissioner of Agriculture, Charles Bronson. The event was well attended by all of the Florida Agriculture Commodity Groups as well as several state legislatures. Thanks again to Yolonda Roundtree and Terri Fishman for a great event!

Tara is excited and looking forward to promoting the watermelon industry and representing the Florida Watermelon Association.

Until next time!!!

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





Thanks to Ray Land for transporting the Florida Watermelon Association in style.



What a cute watermelon couple. Rhonda & Rich Chastain



Our Queen Contestants having FUN at the Sarasota Hyatt

Everyone enjoys the seed spitting contest, check out Wyatt Smith



President David Coates and his lovely mother



Thank you Lisa for all your hard work during convention

Good looks run in the Hicks Family!



Our 2007 Watermelon Court, Crystal Black 2nd runner-up, Tara Mashburn 2007 Florida Watermelon Queen, LynnZee Webb 1st runner-up



We would like to welcome the Mashburn Family to Florida Watermelon Association



NWPB and our girls. Leslie, LynnZee, Tara, Rebekah & Stephanie.



Our dearest "has beens", Shay, Heather, Karen Ann, Jenny, Katie, and the newest edition, Tara!



Our 2007 State Watermelon Queens at the Orlando Training



2007 Florida Watermelon Association Officers (As you can see FWA is in good hands)



Tara and Terri Fishman at the State Capitol



National Watermelon Promotions Board Queen Training 2007. Orlando, Florida



Commissioner of Agriculture Charles Bronson and Tara at the State Capitol in Tallahassee

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Georgia Report

Hello from Georgia! The weather is getting hot and we're warming the Georgia roads promoting our sweet watermelon. Brittanie is quickly catching on to our routine and falling in love with our great watermelon family.

In March Brittanie and I enjoyed the southern hospitality at the Florida Watermelon Association Convention in Sarasota, FL. The convention attendance was fantastic and we appreciate everyone's charm. Brittanie enjoyed the seed spit and the auction the most (and of course the gifts she received during the auction)! Thanks to Borders Melons and C & L Packing for the gifts you donated to Brittanie.

Our next stop was in Ashburn with the one and only Dan King. You're always in for a fun time when you're around Mr. King. While in Ashburn, Brittanie enjoyed an educational field day on the farm. Dan was just beginning to plant and let Brittanie practice her planting skills before the day ended. Thanks for your time Dan! The following day Brittanie joined a couple of Cordele native's Miss Suk and Mr. Chris Greene to judge the Miss Vidalia pageant. All the recipients greeted the Watermelon Queen with open arms.

In April we joined all the state Queens and Coordinators in Orlando for the Promotion Board seminar. Every year the seminar gets better and better. Thank you so much NWPB for all your time and effort to demonstrate and educate the girls to better promote our product. After the day of classes we enjoyed a fun and delicious dinner with the NWPB. Again, thank you all!

Our next event was in Atlanta at the State Farmers' Market where we joined the Sutherland family for the Sutherland's Annual Food Show. It is truly a treat for us to be included at the Sutherland's show. Brittanie did a great job greeting the visitor's and taught many the best ways to pick a good watermelon. Brittanie was able to visit with the entire audience as well as the Mr. Gene Sutherland and Commissioner Tommy Irvin.

A special trip was made in Valdosta at Perimeter Road Baptist which is the pre-school of Jamie Adams' son Sullivan Adams. Brittanie read the class room a story, answered a lot of questions and hosted a seed spit. Thank you, Jamie and Rachael Adams for donating the watermelons for this promotion.

Brittanie joined Todd Teasley along with FFA at Heard Mixon Elementary School in Convington for the 5th grade classes. We appreciate the tour of the FFA camp and the delicious watermelons FFA donated to this promotion. We had six seed spitting contests and a teacher's seed spit as well. We all enjoyed the day.

Brittanie's next stop was back to Cordele where she joined the Crisp County Chamber of Commerce for the Sail Plane Pilots BBQ at The Retreat at Lake Blackshear. The turn out for the BBQ was incredible and the melons served were greatly appreciated. The next day, Brittanie was back to her home town for the Wilcox County FFA Banquet in Rochelle. The following evening while in Rochelle, Brittanie spoke at the Relay for Life. To end the week Brittanie interviewed with WMAZ in Macon.

We are looking forward to a busy summer and praying for rain! The Watermelon Festival held in Cordele has changed their festival dates. The festival will now be held the last week in June. GWA is excited to have Chef Harry join us. Anyone interested please call our office and we'll be happy to give you more information.

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





Brittanie enjoyed meeting Ray Land in Sarasota during the Florida Watermelon Convention.



Field day with Dan King in Ashburn, GA.



Craig Mathis took a moment during the banquet in Sarasota, FL for his Georgia girls.



Brittanie planting on Dan King's farm.



Special time with Brenda, Jay Allen, Arnold and Chandler Mack with Brittanie in Florida.



Brittanie enjoys time on the farm.



The girls enjoyed meeting each other in the sunshine state.



Important interview tips from NWPB.



The girls had a large time in Orlando along with the Promotion Board.



Thanks for the watermelon chair during FWA auction!

Brittanie in Atlanta.



Beautiful necklace from Nowell Borders.



Two Georgia gals!



Sweet time with Jean Marinaro and Brittanie getting to know one another.

Get ready, get set, spit!



Everlasting friendships! Shawn Valentine, Cheryl Hicks with our Queen Brittanie Faircloth.

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Manager - Thomas Wright

Illiana Report

It has been a busy start to the 2007 Illiana Watermelon Queen tour. Emily has been traveling extensively promoting the industry. She is finishing up with the last semester of school and ready to get busy promoting watermelon this summer.

Emily's first appearance was March 15, 2007 on the talk show Knox County Today and the WZDM radio station in Vincennes, Indiana. Emily discussed the 2007 Illiana Watermelon Convention, her duties as public relation's ambassador and the importance of watermelon.

Emily traveled to Sarasota, Florida the weekend of March 23, 2007 for the Florida Watermelon Convention. Emily attended the convention with Ali Vice, Brad and Angie Toney and Tim Dunn. She thoroughly enjoyed the convention and meeting all the different people associated with the industry. Emily would like to thank the Illiana Watermelon Association for the beautiful watermelon necklace she received at the auction! Thank you to those individuals that traveled with Emily to make the trip possible.

Vincennes University welcomed Emily to their annual Miss VU pageant on March 31, 2007. This was the first time for Emily to attend the event. She met several faculty and staff members from Vincennes University and conversed with different individuals from the community.

On April 6, 2007 Emily spoke with Kevin Watson at the Hot 96 WFML radio station located on the Vincennes University campus. During the interview, she discussed her role as the public relation's ambassador, her upcoming trip to the Queen training seminar and the many things she will be doing this year for the industry.

Carrie Smith took Emily to the annual Promotion Board's queen workshop the weekend of April 14, 2007 in Orlando, Florida. Emily was very enthusiastic about the information she received and felt very confident that she can promote the watermelon industry for Indiana and Illinois to the best of her ability this year. She found the workshop to be very thorough and the activities helpful to point out what she needs to work on to become an expert on watermelon. Thank you to the promotion board for

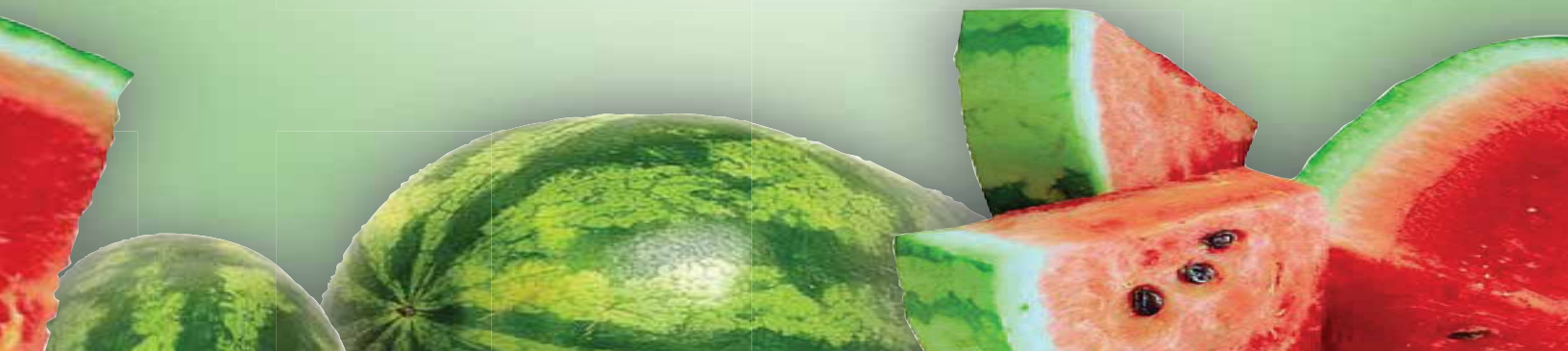
another successful workshop and to Carrie for accompanying Emily to Florida.

The Knox County Chamber of Commerce held their annual banquet at the Green Activities Center at Vincennes University on April 25, 2007. It was a sold out crowd for the event. The Illiana Watermelon Association is a 2006 award winner of Industry of the Year. It was our pleasure to be a Bronze sponsor of the event and have a table full of association members. The association congratulates Wabash Steel at the 2007 Industry of the Year.

The Miss Northwest Territory organization asked the Illiana Watermelon Association to be a part of the fundraiser event. Emily modeled at their Tea Party and Fashion Show on April 29, 2007 at the Vincennes Fortnightly Club. The fundraiser is to help send the 2006 Miss Northwest Territory to Miss Indiana in June. Emily looked lovely modeling fashions from Illusions bridal store. She was for sure a stunning queen on the runway! Thank you to Northwest Territory coordinators Tammy Bosecker and Francie Scott. These two ladies are both mothers of former Illiana Watermelon Queens.

I want to say thank you to all those people that have helped us get off to a great start with the 2007 Illiana Watermelon Queen tour. I am glad to be back as promotion's coordinator and look forward to seeing everyone during this watermelon season. If you would like to book Emily for an appearance, please contact Kristy Cardinal. We look forward to reporting the start to the summer schedule in the next edition.

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





Queen Emily shared watermelon information with Carroll Hamner while attending the Knox County Chamber of Commerce Annual Banquet.



The queen coordinator paparazzi were caught in action in Orlando!



Chamber of Commerce President Marc McNeese met Queen Emily at the Chamber's Annual Banquet.



Queen Emily and 2nd VP Carrie Smith enjoyed a little sunshine during a break from NWPB's training workshop in Orlando.



NWPB's training workshop was greatly appreciated by the new watermelon ambassadors.



Emily and Florida Queen Tara enjoyed getting to know each other during a break from NWPB's training seminar.



Tammy Bosecker recruited Queen Emily for a fashion show benefitting the Miss Northwest Territory scholarship program.



Kevin Watson interviewed Queen Emily for radio station WFML.



WAOV radio hosted Queen Emily for a radio promotion.



Radio WZDM host Ed Ballinger welcomed Queen Emily to his show.

Mar-Del Report

We've gotten off to a great start up here in Mar-Del with our new queen, Stephanie. Her first promotion was a trip to Raleigh, North Carolina to the North Carolina Watermelon Convention. Stephanie was nervous at first, but quickly realized how warm and welcoming everyone in the family is. Thank you to Will, Donald, Dee, and Candice Hales for bringing Stephanie to North Carolina and treating her like the Queen she is the whole weekend. The Mar-Del Association purchased Stephanie a beautiful watermelon slice pin at the auction that looks fabulous on her sash! Thank you to Tim Cohen who purchased Queen Stephanie the cute watermelon purse-- she loves it! Stephanie enjoyed getting acquainted with 2006 Queen Katie, SC Queen Christina, NC Queen Stephanie, Sandra, and Mary Beth. Congratulations to Stephanie McLamb, we know you'll accomplish great things for the NCWA. To everyone who worked so hard on the NC Convention, beautiful job as always and great to see everyone again!

Just a few weeks later, we whisked Stephanie away to sunny Sarasota, Florida to meet the fine members of the Florida Association. All of Stephanie's nerves had since diminished and she quickly began meeting all of the fine queens and industry members. Stephanie sends special thanks to all of her sponsors: John Lapide of Melon 1, Craig Mathis of Syngenta and Mark Collins of DMC Farms. Queen Stephanie also loves the beautiful auction items purchased for her. Thanks again to John Lapide for the beautiful slice necklace and to Freddie Ellis of Six L's for the painting. We can't wait to spend more time with the lovely Miss Tara Mashburn, the new 2007 FWA Queen. Shortly after the Florida Convention, Stephanie found herself on a plane again headed to the sunshine state. This time, she was accompanied by our 2007 first runner-up, Jen Glagola, and headed to Orlando for training at the NWPB. As always, the NWPB outdid themselves! The training and materials they compiled and presented to the girls was very applicable to the situations they will face in the com-

ing year. Although the day is jam packed, Stephanie and Jen learned more than they ever imagined and had a great time with all the other queens. It was also a nice treat to meet the NWPB representatives this year, and it's always a joy to see everyone in the NWPB again! We thank you again for everything; the training will help make all of our girls outstanding representatives this year.

Stephanie has also had the opportunity to promote at the Bell Creek open house and the University of Delaware's Ag Day. Currently, she's finishing up school and getting ready for a fantastic tour this summer!

From the Mar-Del Association, we would also like to honor one of our most outstanding members, the late Mr. Johnny Hastings who passed away on March 30, 2007. We will never forget Johnny's warm and friendly smile and his caring demeanor. We will always remember the endearing love he had for his family, and his passion and dedication to agriculture and farming. In addition, we are delighted to report about the wedding of Mr. Will Hales to the lovely Mrs. Candice...I think you know who she is. Congratulations and best wishes to you both! Until next time...

Watermelon Wishes,
Allison Castellana
Mac0912@ecu.edu
443-783-5553
Lani Kennedy





Stephanie had a great time in North Carolina with these two handsome men, Mr. Pursey Bunch and Will Hales.

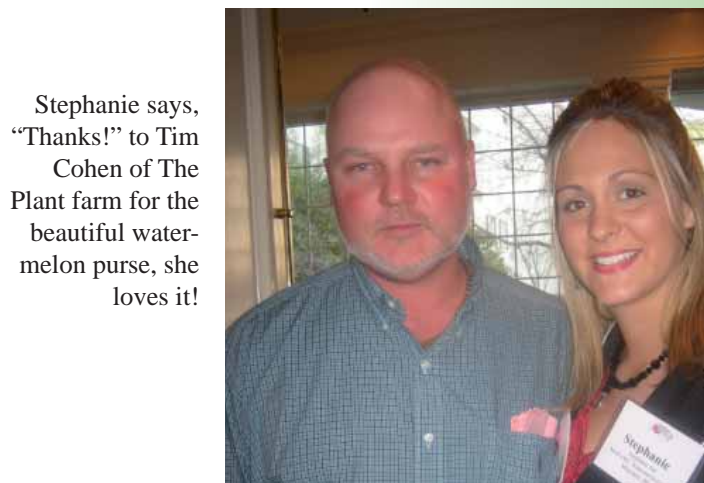


Stephanie laughing away with Mr. Freddie Ellis of Six L's at the NC Seed Spit.



I think you may notice one extra queen in the middle, Leslie Coleman of the NWPB! Thank you for all the time and preparation you put into the training weekend, you're hard work was greatly appreciated.

Queen Christina of SC and Queen Stephanie hit it off great! Two great watermelon friends!



Stephanie says, "Thanks!" to Tim Cohen of The Plant farm for the beautiful watermelon purse, she loves it!



Three beautiful ladies of 2007! Queen Christina of SC and Stephanie congratulating Queen Stephanie in NC.



All the queens and 1st runner-ups at training in Orlando. What a great time of learning and fellowship!



Stephanie enjoyed meeting Mark Arney of the NWPB and the new NWA President, Bradley O'Neill



Queen Stephanie having a great time in Florida with Craig Mathis of Syngenta and the Bad Box Boys of Temple Inland, Richard, Lee Harbor and Myron Harrison. Thanks for treating Stephanie so great, she loved meeting you all!



Chattin' with Gary Harned of Smurfit-Stone in Florida, what a great time.



National Queen Jenna and Stephanie meeting for the first time in Florida



Stephanie with her grandmother Theresa Reid and John Lapide at the FWA banquet. Stephanie thanks you both for everything you do for her!



Stephanie with what looks like a bunch of clowns at the Ringling Bros. Museum. The officers of the FWA did a great job bringing the circus to life, David Coates, Paul Sawyer, and Rich Chastain.



Stephanie enjoying her time in NC with a few good men: Istvan Hajdu, Donald Hales, James Sharp, Tim Cohen, Harry Vaughn, Richard Wojack and Josh Rowe.



Stephanie is already a celebrity! Thanks to the John Lapide and the guys of Melon 1 for the putting the awesome photos of Stephanie and her grandparents, Mr. and Mrs. Reid, on your display board—it looks great!



I've heard of a 'love tap,' but never a punch in the face. Two great guys, Donald Hales and our NWA President, Bradley O'Neill having fun at the NCWA auction.

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North Carolina Report

Greetings from North Carolina

Stephanie Leigh McLamb was crowned 2007 North Carolina Watermelon Queen at the 26th Annual Convention held March 9-10, 2007 at the Hilton Raleigh Durham Airport, Research Triangle Park, NC. The Convention was a time to enjoy visiting with watermelon family and friends. Informative workshops, exhibits, planned activities, program agenda and guest speakers addressed issues and production needs of the producers and the industry. Visiting guests included NC Commissioner of Agriculture Steve Troxler, NC Farm Bureau President Larry Wooten, NWA President Bradley O'Neal, NWA Executive Director Bob Morrissey and NWPB Executive Director Mark Arney. Also welcomed as visitors were South Carolina Watermelon Queen, Christina Loftis, South Carolina Queen Coordinator Mary Beth Hiers, Mar-Del Watermelon Queen Stephanie Abt and Mar-Del Queen Coordinator Allison Castellana. The annual auction was a huge success. Our sincere thanks to everyone who donated or purchased items and supported the Association at the auction.

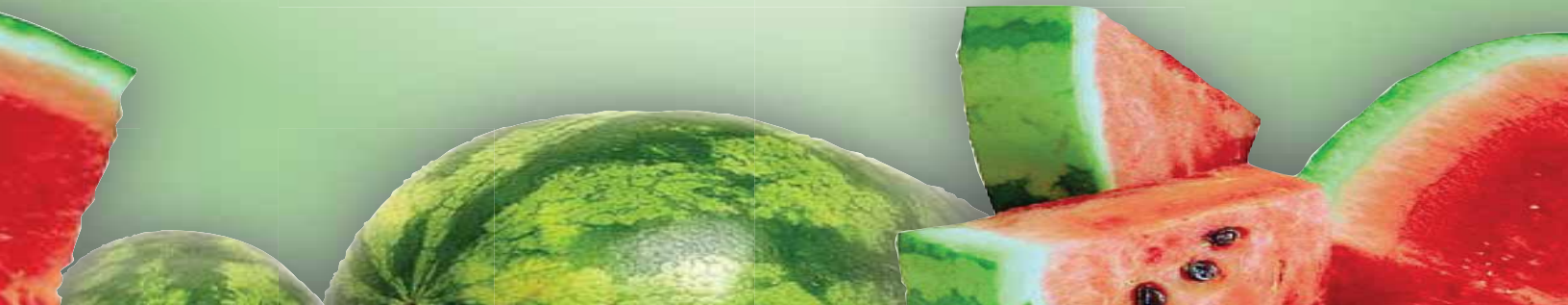
Six young ladies competed for the 2007 NC Watermelon Queen. The contestants competed in the Speech, Interview, Sportswear and Evening Gown Competition, as well as the seed spit contest and the auction. Stephanie Leigh McLamb of Benson, NC was crowned the 2007 NC Watermelon Queen. Christina McWhirter of Asheboro, NC was named the first runner-up. Second Runner-up was Candi Allen of Pendleton, NC. Brandy Hardison of Raleigh was named Miss Jubilee. Congratulations to all six of the young ladies. A special thank you to everyone – individuals, companies, queen sponsors, judges, NC Department of Agriculture, NCWA President Gloria Richardson, NC Watermelon Board and NCWA Co-Directors, Cathy Price and Bonnie Holloman.

Stephanie McLamb, the 2007 NCWA Queen is a twenty-two year old junior majoring in Political Science and Communications at the University of North Carolina in Chapel Hill, NC. She is the daughter of Timmy and Bren-

da McLamb. Stephanie began her reign and the Queen Promotional Tour at the New Bern Farmers Market. Stephanie was warmly welcomed by City of New Bern Alderman Mack Freeze, Market Officials, vendors and customers visiting the Farmers Market on March 24.

Queen Stephanie and 1st Runner-Up Christina, along with Queen Coordinator Sandra Woodard, attended the National Watermelon Promotion Board Queen Promotion Training Seminar April 13-15 in Orlando, Florida. A highlight of the trip was meeting all the State Queens and National Queen Jenna Stanford. The NWPB did a tremendous job in hosting the event and in preparing the young ladies to successfully promote watermelons to the public and media. The dinner get-together at Houlihan's was great and enjoyed by all. A very special thank you to all who made the Queen Promotion Training a success.

Watermelon wishes for a great 2007 watermelon season.
Sandra Woodard,
NCWA Promotions Coordinator
Woodard145@vol.com





2006 Queen Katie greets Frances Bunch at NCWA Convention, March 9-10, 2007.



Newly crowned 2007 NC Watermelon Queen Stephanie McLamb with President Gloria Richardson and 2006 Queen Katie Mills.



NC Commissioner of Agriculture Steve Troxler is welcomed to NCWA Convention by Bonnie Holloman.



Queen Stephanie accepts the Adam Brent Jackson Memorial Scholarship from Josh Jackson and family.



2007 NCWA contestants pose with 2006 Queen Katie along with Mar-Del and South Carolina Watermelon Queens at the NCWA Convention/Queen Pageant.



Candi Allen, Second Runner-Up in Queen Pageant and Christina McWhirter, 1st Runner-Up pose with 2007 NC Watermelon Queen Stephanie McLamb.



Queen Contestants having fun during the Seed Spit Contest at NC Convention.



Josh Rowe congratulates 2007 Queen Stephanie McLamb and makes presentation of the Tri-Wall Scholarship.

NWA President
Bradley O'Neal con-
gratulates Stephanie
as 2007 NCWA
Queen.



NCWA Promotional Tour began with Queen Stephanie's warm
welcome to New Bern Farmers Market on March 24 by City of
New Bern Alderman Mack Freeze.



South Carolina and Mar-Del Queens congratulate Stephanie
upon crowning.



Queen Stephanie met and promoted watermelon to customers
of all ages at New Bern Farmers Market on March 24.



Past NC Watermelon Queens welcome Stephanie McLamb to
the Watermelon family.



NCWA Queen Stephanie and 1st Runner-Up Christina pose
with Leslie Coleman, Rebekah Dossett, and Stephanie Simek
at NWPB Queen Promotion Training in Orlando.



Queen Stephanie, with her proud parents, Brenda and Timmy
McLamb of Benson.



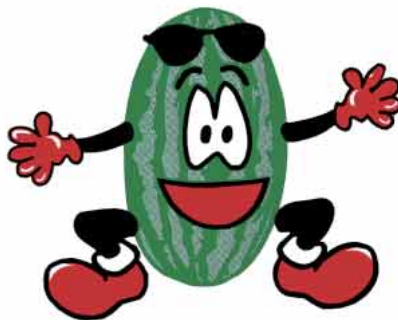
What a wonderful group of State Watermelon Queens posing
with Leslie Coleman during NWPB Queen Promotion Training
in Orlando.



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of experience*

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Jarred's Best*



*Haily's Best
Denise's Best*

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Andy

Chris

Bob

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South Carolina Report

Greetings from “Sunny South Carolina!” We have not seen rain in about a month now. It is very, very dry. I hope everyone has started off their season with lots of green, beautiful watermelons.

Christina and I attended the 2007 North Carolina Watermelon Convention in Durham, NC in March. We had a wonderful time as always. Christina enjoyed getting to know the Mar-Del Queen, Stephanie and the new NC Queen, Stephanie. We would like to wish both of these Stephanie’s the best! I would like to thank the NCWA for inviting us and making us feel at home. Sandra, you did a fabulous job—we thank you for the treats.

In April, Christina and I were off to Orlando, FL for training with the NWPB. We would like to thank Leslie, Stephanie, Rebekah, Gordon and Mark for the wonderful watermelon training and delicious meal. The training was very “hands-on” and the girls really learned a lot from this. South Carolina thanks each of you for all that you do. We are looking forward to meeting Chef Harry in South Carolina. Thanks NWPB, for setting this up for us.

Christina and I are getting ready to start our busy summer with our kick-off in Myrtle Beach, SC. Please look for us—we will be out and about this summer promoting watermelons. Christina is very excited about it and so am I!

Until next time...

Watermelon smiles,

Mary Beth Hiers
404 N. Trenhom Road
Columbia, SC 29206
mbh615@earthlink.net



Christina meets the
Mar-Del Queen,
Stephanie.



Christina and I enjoyed meeting the visiting queens at NCWA Convention.



Joe, Richard and Stevie welcome Christina with opens.



NWA President and First Lady—Louise and Bradley O'Neal



Three lovely ladies—Minta, Frances and Christina.

Christina meets
Mark Arney at the
NCWA Convention.



SCWA President Lonnie Beach visits with Christina in North Carolina.



Carolina Girls!

Christina meets
2006 NWA
Queen, Candice.



Christina and NWA
Queen, Jenna.



Ummmm...
watermelon!



The two Stephanie's and Christina



Christina prepares for her mock interview with Leslie.



Christina meets up with the other queens in Orlando, FL.



The girls and Mark Arney



Thanks NWPB for the dinner!

Texas Report

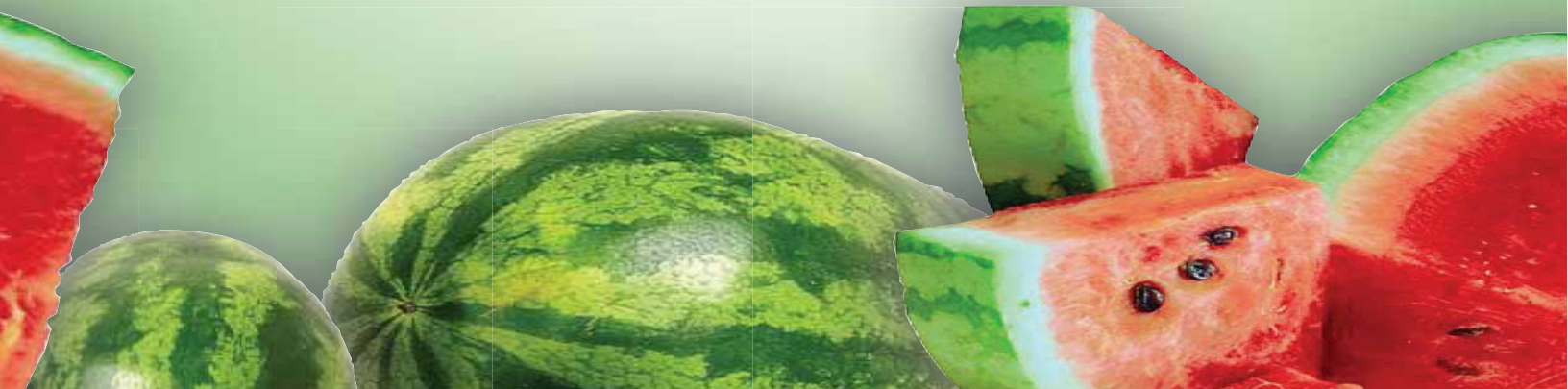
Greetings from the Texas Watermelon Association.

Everyone is busy growing, shipping and praying for a great year for our watermelons. After attending the National Watermelon Convention, Kelly and I went to the Florida State Convention in Sarasota, Florida. Next we were off the Orlando, Florida to attend the NWPB workshop for all the State and National Queens. Just this past week we attended a Kids Healthy Expo in Baltimore, Maryland. It was geared toward teachers and food educators of all kinds. This was their first expo but the attendees were all educators of some sort that passed out all the great information on watermelon from the National Watermelon Promotion Board. The numbers were not as great as we had expected but it was still a good show with all the attendees being healthy food educators. This show will be in Atlanta, Georgia next year and I would expect it to grow. Thank you National Watermelon Promotion Board for providing us with this booth. National Queen Jenna and Texas Queen Kelly both did a great job at the booth and other speakers also included them in their stage performances.

The 2007 PMA will be in Houston Texas at the George R Brown Convention Center, our hotel that we will be staying at is the InterContinental Houston. By the time you read this I hope you will have your hotel registrations and you Texas Members should have already let me know that you will be attending. Just a reminder to you the show dates are Oct.13-15, 2007. It is different this year, the expo is open on Saturday, Sunday and Monday. We want to welcome everyone to Texas and be sure and come by and see us at our booth on Texas row...come by and sit and rest those tired feet.

Until next time.

Wanda Letson
Texas Watermelon Association
P. O. Box 903
Weatherford, TX 76086
817-596-0927
M- 817-929-4341
fax 817-594-1045
e-mailmelonred@sbcglobal.net
www.texasoklahomawatermelons.com





Thank you NWPB for your help and knowledge at the NWPB workshop for the queens.



Kelly and Jenna were a big hit at the expo.



The girls enjoyed dinner after the workshop in Orlando.



Thank you Sheila for helping out at the Healthy Kids Expo in Baltimore, Maryland.



Kelly don't push Jenna in.



Kelly enjoys working at the booth at the Healthy kids expo in Baltimore, Maryland.



Lots of NWPB promotion material given to teachers and educators.



A quick trip to the Inner Harbor in Baltimore



Kelly and Jenna both worked out with Richard Simons.



The Texas Watermelon Association bought Kelly a watermelon necklace at the Florida auction, Thank you Nowell for presenting the necklace to her and the Association.



The Preakness Parade came by the Convention center.



Kelly meets David Coates, President of the Florida Watermelon Association.



Kelly and Jenna say thanks to Sheila Carden, we enjoyed her very much.



Kelly also meets John Lapide, John where is your beautiful smile, you are always smiling.



Kelly says she enjoys flying, first trip out she liked the middle seat, but now has graduated to window seats.



Kelly says Howdy to Chandler Mack and Billy Smith.



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