

# the vineline

November/December 2007

Official Magazine of the NATIONAL WATERMELON ASSOCIATION



## 2008 NWA Convention

*featuring*



**Food Safety Seminar**  
(Wednesday morning,  
February 20th)

**Concurrent Workshops**  
(Thursday,  
February 21st)

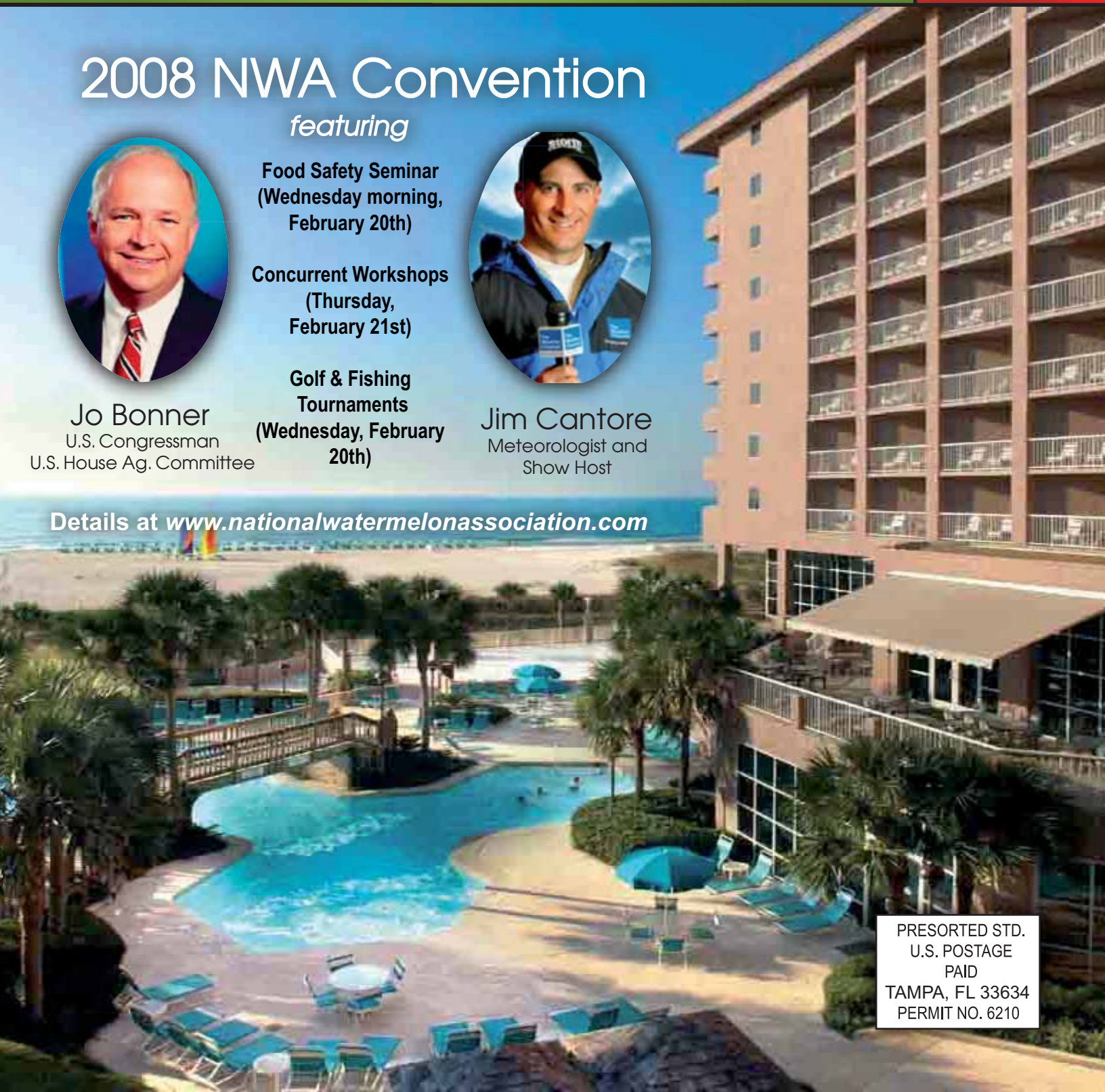
**Golf & Fishing  
Tournaments**  
(Wednesday, February  
20th)

**Jo Bonner**  
U.S. Congressman  
U.S. House Ag. Committee



**Jim Cantore**  
Meteorologist and  
Show Host

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



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**See NWA web site  
for some exciting news  
and opportunities  
in the 2008  
New & Improved  
Vineline publication**

# 2007

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**The National Watermelon Association cordially invites you to join us on the white sand dune beaches of Orange Beach, Alabama for the 94th Annual National Watermelon Association Convention**



**Wednesday, February 20<sup>th</sup> thru Sunday, February 24<sup>th</sup> 2007**

**For Hotel Reservations, Please Call: 1.800.634.8001**  
**Please mention: National Watermelon Association**

**This will insure that you get our group rates that start at \$107.00 and go up to \$136.00 per night depending on your requests and reservation time.**

**Hotel Convention Reservation Deadline = January 25, 2007**

**Convention Highlights:**

**Wednesday ----- Golf tournament** - Arnold Palmer-designed Cotton Creek Country Club  
**Fishing tournament** - on the beautiful waters of Alabama  
**Food Safety Seminar-Watermelon**

**Thursday ----- NWA Committee meetings** - conduct the business of the NWA  
**Food Safety Seminar** - meet and discuss watermelon food safety with the experts  
**CONCURRENT WORKSHOPS** - high profile topics of interest to everyone  
**Welcome Reception/Dinner & "Beach Party"**

**Friday ----- National Queen pageant** - the 2008 pageant begins here  
**U.S. Congressman Jo Bonner (Alabama)** - welcome to Orange Beach, Alabama  
**Watermelon Seed Spit contest** - located in middle of Business Exhibit Center  
**Annual Watermelon Auction** - always fun; what will be new this year?  
**"WATERMELON IDOL"** karaoke competition in the Night Reef Club

**Saturday ----- National Queen pageant** continues throughout the day  
**Jim Cantore, The Weather Channel's** Sr. Field Meteorologist- keynote speaker  
**NWA By-laws** - recommended changes to the By-laws will be presented today  
**Annual NWA Awards Banquet**

**Sunday ----- Closing Session & Gavel Ceremony** - see a new NWA President take office

**Details are available at [www.nationalwatermelonassociation.com](http://www.nationalwatermelonassociation.com)**

# On Guard Against Waterm



Cut fruit from a watermelon plant inoculated with squash vein yellowing virus showing rind necrosis and discoloration typical of watermelon vine decline. (D947-1)

**D**eep in winter, we dream of summertime and delicious outdoor picnics filled with hot dogs, lemonade, and refreshing watermelon. But the availability of that popular, nutritious fruit could be drastically affected by a looming new threat.

Watermelon vine decline-or WVD-is a crippling disease of watermelon that has made a serious economic impact since first being seen in Florida in May 2003. So far, it has been limited to the Sunshine State, but commercial watermelon growers fear that it could spread to other states.

Research efforts led by plant pathologist Scott Adkins at the ARS Subtropical Plant Pathology Research Unit in Fort Pierce, Florida, have focused on pinpointing the cause of the disease and finding ways to curb it.

## Hidden Menace

Looks are deceiving when watermelons first come under attack by WVD because there are no external symptoms on the fruit itself. Then, suddenly, there's wilting, browning, and loss of leaves, followed by rapid vine collapse and death just before harvest. While the outside of infected watermelons may appear normal, the interior often shows browning. The flesh appears greasy and has a bad taste, making the fruit unmarketable.

Spread of the disease has been very rapid. In some fields, vine decline has increased from 10 percent of the plants to more than 80 percent in just 1 week.

In 2002, before the WVD assault, Florida was ranked first in watermelon production, with 15 percent of U.S. watermelon acreage and 19 percent of total production and value. Since spring 2003, WVD has afflicted sections of southwest Florida and has moved into west-central Florida. In spring 2004, some growers lost more than half their harvest, and others have since lost their entire fields.

In fact, damage and yield losses exceeded \$60 million in 2005 alone, further driving interest in WVD research. As a result of the declining output, Florida has relinquished its number-one spot to Texas.

"The disease has been so severe and caused such economic losses that Florida watermelon farmers have been seriously considering switching to other crops," says Adkins.

## First, Find the Culprit

Nonbiological factors, bacteria, and fungi had been eliminated as the cause of WVD by other researchers. Then Adkins-in collaboration with Susan Webb, a University of Florida (UFL) entomologist, and Carlye Baker, a plant pathologist with the Florida Department of Agriculture and Consumer Services, Division of Plant Industry-found that the cause is a new virus known as "squash vein yellowing virus" (SqVYV). The SqVYV seems to infect plants in only the Cucurbitaceae family, with the most dramatic symptoms occurring on squash and watermelon.

It had been known for some time that the principal insect pests on watermelons in Florida were aphids, rindworms, whiteflies, and thrips, but it took 2 years of research to realize that SqVYV transmitted by the silverleaf whitefly, *Bemisia tabaci*, was responsible for WVD.

This research involved both extensive molecular lab analyses of the virus under controlled conditions and field trials, in collaboration with plant pathologist Pam Roberts and entomologist Phil Stansly, both at UFL, to examine the role of whitefly populations and insecticides on disease incidence.



A pair of silverleaf whiteflies, *Bemisia tabaci*, which measure about one-tenth of an inch long, feed on a watermelon leaf. (D288-4)



# elon Vine Decline

In the spring of 2007, cucurbit leaf crumple virus (CuLCrV), another whitefly-transmitted virus, was found infecting watermelons in southwest Florida. The same team of scientists studying WVD made the discovery. CuLCrV had previously been reported in the western United States, and its recent appearance in Florida further highlights the importance of whitefly management.

## Next, Figure Out What To Do

Plant pathologist Benny Bruton has worked with Adkins since the initial stages of WVD research, and plant pathologist Shaker Kousik joined the effort in November 2005. Bruton is at ARS's South Central Agricultural Research Laboratory in Lane, Oklahoma, and Kousik is at the U.S. Vegetable Laboratory in Charleston, South Carolina. Bruton isolated many bacteria and fungi and inoculated melons with the suspect microbes to see if they might be involved in the vine-decline syndrome.



Plant pathologist Scott Adkins and technician Carrie Vanderspool dissect a diseased watermelon plant to assess distribution of squash vein yellowing virus. (D945-1)

tion," says Bruton. "Once Scott's team found the unusual virus and was able to demonstrate that it could cause essentially all the symptoms of vine decline-and that it was whitefly transmitted-it became essential to develop an integrated approach to manage or control the disease."

Together, Kousik, Bruton, and Adkins have been taking a nontraditional approach: grafting watermelon onto gourd rootstock. Bruton and other researchers have had excellent results in controlling fungal vine declines of watermelon, such as Verticillium wilt, caused by *Verticillium dahliae*, and Fusarium wilt, caused by *Fusarium oxysporum*. The researchers wanted to see whether grafted transplants would also be resistant to, or tolerant of, the new viral vine decline.

## NWA Update



Plant pathologists Scott Adkins (left) and Shaker Kousik study wild watermelon germplasm for resistance to squash vein yellowing virus. (D943-1)

They have been testing grafted watermelons in several farmers' fields in Florida, in field trials with UFL scientists, and in greenhouse trials in Fort Pierce.

Also, Kousik and Adkins have been screening watermelon germplasm for resistance to SqVYV in the greenhouse and field in Florida. They have identified several potential sources of resistance in wild-type watermelon. The germplasm was obtained from the ARS Plant Genetic Resources Conservation Unit at Griffin, Georgia. Kousik is also evaluating combinations of insecticides and silver plastic mulch to manage whitefly populations and thus WVD.

The Florida Watermelon Association and the National Watermelon Association have been very supportive of this collaborative research effort, greatly speeding up its success.-By Alfredo Flores, Agricultural Research Service Information Staff.

This research is part of Plant Diseases, an ARS national program (#303) described on the World Wide Web at [www.nps.ars.usda.gov](http://www.nps.ars.usda.gov).

*Scott T. Adkins is in the USDA-ARS Subtropical Plant Pathology Research Unit, 2001 South Rock Rd., Fort Pierce, FL 34945; phone (772) 462-5885, fax (772) 462-5986.*

*Benny Bruton is with the USDA-ARS South Central Agricultural Research Laboratory, P.O. Box 159, Lane, OK 74555; phone (580) 889-7395, fax (580) 889-5783.*

*Shaker Kousik is with the USDA-ARS U.S. Vegetable Laboratory, 2700 Savannah Hwy., Charleston, SC 29414; phone (843) 402-5316, fax (843) 573-4715.*

*"On Guard Against Watermelon Vine Decline" was published in the November/December 2007 issue of Agricultural Research magazine.*

# How Do You Get Your Industry News?

Are you aware of new member services from the NWA?

Insurance programs (personal and group plans)

Employment Practices coverage

What is the latest news on watermelon research programs?

Would you like to help to advance key legislation by periodically contacting your legislators in Washington? (farm bill, immigration, etc.)

How can you get the latest news WEEKLY and quarterly?

The NWA has developed a quarterly newsletter called the *"Off The Vine Bulletin"* that is emailed to all members with an email address. The newsletter is full of key information and updates that are important to our industry. If you have NOT received an issue yet, please call or email us so that we can include you on future issues.

Another way of keeping up to date is to regularly log on to the NWA web site and see what is going on, and possibly where you may be able to help. Your web site is full of key information and program updates from the NWA that can benefit you and your business. Please log on to [www.nationalwatermelonassociation.com](http://www.nationalwatermelonassociation.com) and take advantage of your web site, the NWA's numerous member services and stay informed.

**The National Watermelon Association, Inc.**

Representing the interests of the Watermelon Industry  
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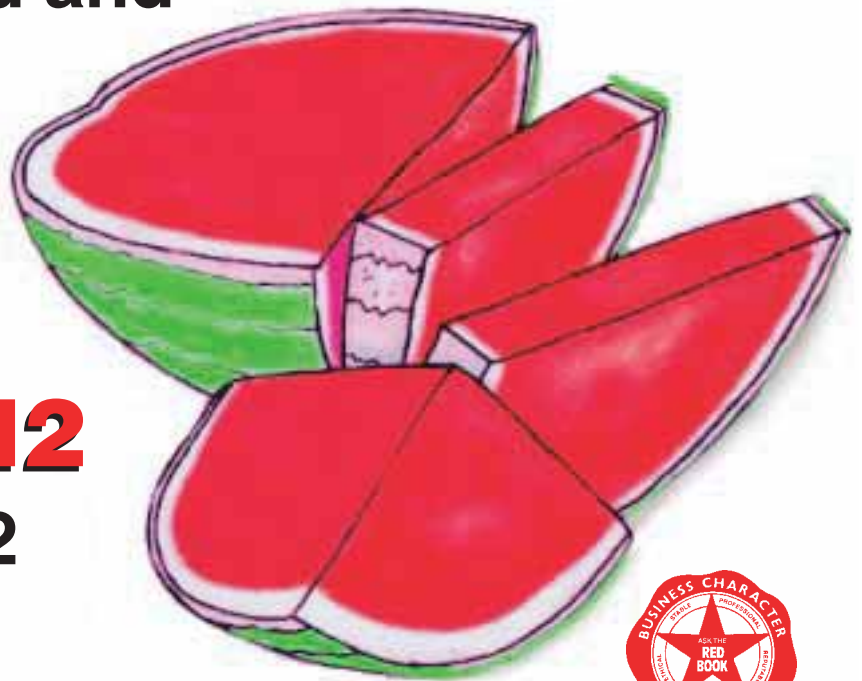


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## News from the National Watermelon Promotion Board



### NWPB at PMA's Fresh Summit Tradeshow

In October, National Watermelon Promotion Board staffers traveled to Houston, Texas for the annual Fresh Summit tradeshow and watermelon industry reception. The PMA moved the days of the show around this year, transitioning to a Saturday-Sunday-Monday show schedule and lengthening the weekend hours to accommodate travelers. The Saturday impact was enormous, and the NWPB booth was busy with industry and consumer traffic from open to close. We ran out of all of our recipe sample supplies on Day 1, even though we had budgeted for a bigger turnout than last year.



Chef Joe shined again at the NWPB booth, drawing in inquiring eyes to his creative carvings and hungry palettes to our watermelon recipes. In his signature style, Chef Joe created images from watermelon that represented the regional watermelon associations where he was scheduled to be a guest demonstrator during the PMA. On his totem pole, you could spot the following: Texas, portrayed by the state outline with the Texas flag painted inside; Mar-Del, shown with a painting of the Delaware Department of Agriculture's official seal; North Carolina's watermelon license plate; and two companies, the Sol Group and Timco's "Melon Up" brand.

Over the course of Saturday and Sunday's tradeshow hours, Chef Joe could be spotted around the show floor, creating a watermelon frenzy wherever he went. Joe did watermelon carvings at the Texas Watermelon Association, the Florida Watermelon Association, the North Carolina Department of Agriculture, Timco, the Delaware Department of Agriculture, the South Carolina Department of Agriculture, the Sol Group, and at Ayco Farms' booth. At one of his loudest demos, he attracted upwards of 60 onlookers! It was hard not to be lured in by the loud chopping of Joe's cleaver on a watermelon block.



Thank you to everyone who made it to the reception at Hotel Icon. We look forward next year's PMA, in our own backyard at the Orlando Convention Center. If you have any questions about the PMA tradeshow or the watermelon industry reception, please contact us at the office.





**AMS No. 207-07**

Jimmie Turner (202) 720-6179  
jimmie.turner@usda.gov  
Billy Cox (202) 720-8998  
billy.cox@usda.gov

**USDA ANNOUNCES AN INCREASE IN THE ASSESSMENT RATE FOR WATERMELONS**

WASHINGTON, Nov. 1, 2007 -- The U.S. Department of Agriculture is increasing the assessment rate on watermelons for producers, handlers and importers to fund promotional activities. USDA is adopting, as a final rule, a proposal to increase the assessment rate from 4 to 6 cents per hundredweight total. Handlers and producers of 10 acres or more will split the costs by paying 3 cents each. Importers of 150,000 pounds or more of watermelons will pay 6 cents per hundredweight annually.

Additional revenue is required for the National Watermelon Promotion Board to sustain the promotional, research and communications programs at its present levels. The board conducted an inflation analysis based on the current assessment rate of four cents per hundredweight starting from 1995. The analysis results show that, adjusted for inflation, the 1995 four cents per hundredweight total assessment is equivalent to three cents per hundredweight for the current program year. This erosion in buying power has had a significant impact on the industry's ability to compete for market share.

The final rule was published in the Oct. 29, 2007 *Federal Register*. The rule is posted at [ams.usda.gov/fv/rpdocketlist.htm](http://ams.usda.gov/fv/rpdocketlist.htm).

For more information, contact Jeanette Palmer at Research and Promotion Branch, Fruit and Vegetable Programs, Agricultural Marketing Service, USDA, 1400 Independence Avenue, S.W., Room 2535, Stop 0244, Washington, DC 20250-0244; by fax, (202) 205-2800; or by e-mail, [Jeanette.Palmer@usda.gov](mailto:Jeanette.Palmer@usda.gov).

USDA's Agricultural Marketing Service monitors the operations of the National Watermelon Promotion Board in accordance with the Watermelon Research and Promotion Act of 1985. The board administers an industry-funded national research and promotion program to maintain and expand markets for watermelons.

Additional information about research and promotion programs can be found at <http://www.ams.usda.gov/fv/rpb.html>.



# National Report

Greetings from the National Watermelon Association! Mark your calendars for the 94th Annual National Watermelon Convention February 20-24, 2008 in Orange Beach, Alabama. President Bradley O'Neal and Louise have a great convention planned!

What an exciting, promotion packed, record breaking year this has been for Jenna! She has promoted in places we have never been before!

## **NWPB Sponsors CBTV and Longos in Toronto**

In July NWPB sponsored Jenna to Toronto for CBTV Toronto's Breakfast Television. This is the highest rated show in all of Canada! This show is the equivalent of the US's Today Show. Jenna prepared recipes, discussed the health benefits, plugged [watermelon.org](http://watermelon.org) and Ziploc, watermelon's perfectly portable partner! She was a real hit on CBTV's Breakfast Television.

While in Toronto, she promoted in the area Longo store, where they were having their seventh annual Watermelon Day! Jenna took charge of the watermelon eating contest, with excellent participation. She served samples, and provided recipes, coloring books and stickers. NWPB's Brad Brownsey did an outstanding job setting up the promotion. Thanks to Brad, Gordon Hunt, and Special Thanks to the National Watermelon Promotion Board for sponsoring Jenna to Toronto! Awesome Coverage!

## **Illiana Sponsors in Indianapolis**

Jenna was sponsored by the Illiana Watermelon Association to Indianapolis for Kroger in-store promotions, and MORE. She and several of the State Queens converged on the Indy area Kroger stores. Jenna was accompanied by Stephanie Duda, our 2005 National Queen for the Illiana promotion. Kroger was excited to have to be blitzed with watermelon promotions throughout the Indy area.

Now for the more portion....Jenna, and host Queen Emily were joined by the Florida, Georgia, Texas, North Carolina, and South Carolina for a Watermelon Extravaganza at the Kroger Bush Race. During the monumental event over 15,000 cups of pre cut watermelon was served to race fans at the track!

NWPB hosted Chef Harry to the event. Their own Stephanie Semik also joined in the promotion. NWA's Executive Director, Bob Morrissey was also on hand to help with the event. This is promotion in a big way! We thank Anita Field and Carrie Smith for your hard work in coordinating this event. Thanks to IWA for sponsoring and to Queen Emily for your hospitality!

## **Mar-Del Association Sponsors**

We were sponsored to the Maryland-Delaware area for

five days of media covered, packed Watermelon events. We were greeted by Allison and Stephanie and headed for the first stop, a Giant store in the Baltimore area. Greeted warmly, and photographed for a publication that goes out to over 50,000 employees.

The following day we were up at 4:00 AM for some outstanding media events, and much more! First stop, WJZ's live remote at the very dark Harbor where the skip-jack would sail from to the Inner Harbor later in the morning. Next stop, Fox 45's Morning Show where Stephanie and Jenna did another outstanding job with their interviews, and promoting the day's big events!

We picked up Florida Queen Tara, and coordinator Debra, and on the Inner Harbor. This was an awesome event, with coverage from WPOC and the Baltimore Sun. We were joined there in the 100 degree, (perfect watermelon) weather by our 2006 National Queen Candice and her new husband, NWA's own Will Hales. CONGRATULATIONS! Many more Mar-Del local members and members from all across the country! This very successful event was in coordination with the Maryland Department of Ag. Live radio remote, eating contest, seed-spitting contest. Jenna helped emcee the events. A grand turnout! We were then off to Johns Hopkins, Camp Sunrise. This is a cancer camp for children. Many of the camp counselors are cancer survivors and had attended this camp as children. This was a real heart warming experience! They loved the Watermelon and our Queens! Stephanie, Tara and Jenna enjoyed this special promotion. We were joined by Jay Rider, Doug Corey, Kevin Evans and Katie Algier.

These guys treated us to a delicious dinner en route to Salisbury!

The following day, Rehobeth Beach, DE for Browse About Bookstore's watermelon event, a Superfresh in-store promotion, and the Boardwalk Beach promotion. We also presented the Rehobeth City Manager, Gregory Ferrese with a watermelon. We were joined by the Delaware Dept of Ag. That evening we enjoyed the delicious crabs at the Old Mill, with a large group of Mar-Del members. The day culminated with a visit to the home of Audrey and Brent Serman. Thank you for your hospitality!

The girls taped a radio spot for Froggy 99 and enjoyed farm visits with Mar-Del members the following morning, and off to a Wal-Mart promotion in Dover. The final stop... Annapolis. We had outstanding promotions in Whole Foods and Safeway stores. Earl Hance, Deputy Secretary, for the Maryland Department of Agriculture and Whole Foods did an outstanding job! Watermelon and our Queens Jenna and Stephanie were real hits! Whole Foods had each department prepare recipes using watermelon; the recipes were served during the entire visit. Amy Chase, Marketing Specialist for Whole Foods did an expert job promoting Watermelon and the event!

Off to Safeway, greeted by a corporate team, Steve Coomes, head of their Eastern Division, and Steve Treadway, Produce Merchandiser, Eastern Division. A warm welcome!



Thanks to the Mar-Del Association for sponsoring us to these tremendous events, and to Allison and Stephanie for your gracious hospitality!

### **Sun Fresh Farms, Six L's, and Land Watermelon Sponsor**

We headed to Richmond, Virginia for more outstanding watermelon promotions sponsored by James Carlton; Sun Fresh Farms, Freddie Ellis; Six L's, and Raymon Land; Land Watermelon Sales.

Thanks to Kroger's, Bob Coates for the fantastic full page ad in the Richmond Times promoting Watermelon sales, and full page picture of Jenna, complete with schedule. Bob never misses the opportunity to promote our Queen's visit!

The Carytown Watermelon Festival is the largest draw for a festival in the entire Richmond area, with over 100,000 people attending! This crowd is amazing! The day was hot, perfect for a watermelon festival! Rod Brooks did an excellent job setting up for Jenna, and the Kroger tents. Jenna chatted with the crowd, posed for photos, signed autographs, passed out coloring books, recipes, and stickers. What a great day! Thanks again to Rod Brooks for his hospitality and Bob Coates for promoting the event!

The following two days we promoted watermelon in three area Kroger stores. They each welcomed Jenna warmly and treated her royally! She shared her watermelon knowledge and southern charm with all the Kroger shoppers. Because of the newspaper ad, we had shoppers make special trips to Kroger to meet Jenna. Some people return year after year to meet the new National Watermelon Queen!

Special Thanks to, Sun Fresh Farms, Six L's, and Raymon Land for sponsoring Jenna to the Carytown Watermelon Festival and Kroger stores in the Richmond area! They were a real success!

I still have so many super promotions to share with you! I am out of space, until next time! This has been an amazing year and we thank all our sponsors for making it possible!

May you all have a safe, healthy, and happy holiday season! Until next time...

Eleanor Bullock

NWA Promotion Coordinator

229-273-8638 / Cell: 229-322-9933 /

eleanor@websign.net



On the Skipjack at the Inner Harbor



Thank You, Doug, Kevin and Jay!



All the Queens at the Bush Race in Indy



Chef Harry and wife Laurie with Jenna and all the State Queens attending the race





On the set at CBTV, Breakfast Television in Toronto



Kroger in Richmond



Brad Brownsey and Jenna check out the watermelons in Toronto



This sweet couple, made a special trip to Kroger just to meet Jenna!



Longo's Watermelon Eating Contest



Happy Kroger Customers!



Kroger's Rod Brooks welcomes Jenna to the Carytown Festival



Jenna poses with David Gilliland, driver of the M&M Car, in Indianapolis





Indy Race fans love Watermelon!



Tara, Jenna, Will & Candice Hales, and Stephanie at the Inner Harbor



Jenna and 2005 National Queen Stephanie Duda



Stephanie, Tara and Jenna, Thank You for a great promotion!



WJZ live remote early morning in Baltimore



Stephanie and Jenna with the Whole Foods Group, Super Day!



On the air at Fox 45's Morning Show in Baltimore



Watermelon On the Boardwalk in Rehobeth

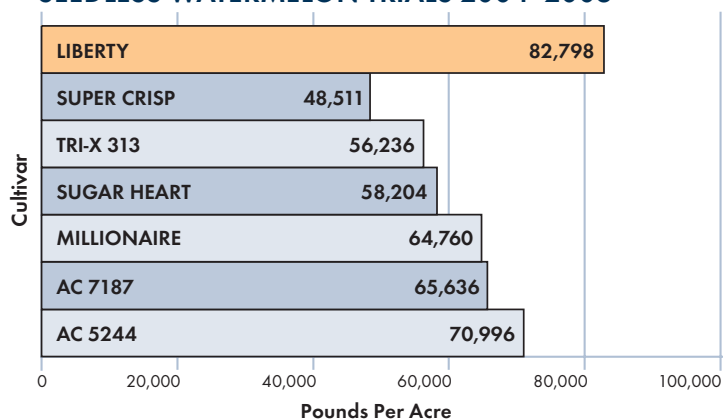


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# Alabama Report

Greetings everyone from our Alabama Watermelon Association,

Our AWA Convention is going to be held at the Imperial Palace, Biloxi, MS, February 8th & 9th. We look forward to seeing many of you at our convention beginning with the President's Reception on Friday evening. Check out our website ([alwatermelon.org](http://alwatermelon.org)) for updated photos and information. I am certain everyone will like what they see.

Katie and I are having a very successful year promoting our AWA. Katie is always eager to get involved in all aspects of her job. After a busy summer and fall of farm tours, watermelon festivals, in-store promotions, and elementary school adventures, Katie would like each of you to know that she has successfully completed her college education. She will graduate from Troy University with her Accounting degree the middle part of December. Way to go Katie!

September 12th through 14th Katie lobbied issues on Capitol Hill in Washington, D.C. A special thank you to Bob Morrissey, working with United Fresh, for setting our itinerary. As always, I wish to thank our wonderful sponsors for this promotion and our PMA promotion: Terry Jones, Arnold Mack, Billy Smith, Tommy Smith, Jay Jones, Kelly Marinaro, Bill Johnson, Cheryl Hicks, Steve Barnes, Jim Mastropietro, and Harry Vaughn. Each of you mean so much to me and with heartfelt gratitude I thank you for your continued support.

On October 12th Katie and I traveled to Houston, Texas for the fantastic PMA. We had a blast seeing our friends and meeting new people from all over the world! Katie did a superb job representing our AWA as she handed out personalized ink pens, smiling at every opportunity for pictures, and making new friends in every aisle, during the very successful PMA. Thank you to all the seed companies, box companies and our NWPB for organizing an outstanding evening at Hotel Icon in downtown Houston Sunday evening.

We are looking forward to seeing everyone during the upcoming conventions and most certainly at our National Convention at the Perdido Beach Resort in Orange Beach, Alabama. (How exciting for the convention to be held in Katie's home state!) Queen Katie and I wish each of you a very happy holiday season and we look forward to seeing you at our AWA Convention in Biloxi, MS, on February 8th & 9th.

Happy Holidays!

Cindy Vaughn  
AWA Promotion Coordinator  
[www.alwatermelon.org](http://www.alwatermelon.org)  
352-314-5988  
[ncv57@earthlink.net](mailto:ncv57@earthlink.net)







Thanks to United Produce for including our AWA Queen Katie to lobby our agriculture issues on Capitol Hill in Washington, DC.



All our association queens did a fantastic job while working to get our message out to our Senators and Congressmen in DC. As you can see it would be difficult for anyone to not listen to such an educated and beautiful group of young ladies!



It is always fun for our queens to work with Chef Harry. After a long day “lobbying on the hill” everyone was treated to delicious watermelon recipes from Chef Harry.



PMA would not be complete without our Queen Katie being photographed with NWA Queen Jenna, Arnold and Brenda Mack, and Ms. Eleanor. Now this is one happy group!



While at PMA Katie and I had the pleasure to “run into” our NWA President Bradley O’Neal and his lovely wife, Louise. We will see you soon as our association conventions are around the corner!



Gordon Hunt and Mark Arney with our Queen Katie during the PMA Convention in Houston. Thanks to both of you and your NWPB staff for everything you accomplish in helping our queens to get our message out...EAT MORE WATERMELON!



Now this is one group of men! We did not have much difficulty asking Myron Harrison to get the Temple Inland guys ready for this picture! Thanks Myron for all you do for our AWA.



Katie and I want to say a special thank you to all the people of Sundia. Every one of you made Katie feel welcomed and comfortable. Keep up the great work, Sundia!





Here we have quite a group...Richard Wojciak, AWA Queen Katie, John Lapide and Bob Miller at the Hotel Icon in Houston, TX. Thanks to Richard and Bob of Nunhems for securing passes to the PMA for Katie and myself.



A huge thank you to our AWA President Terry Jones for all the time and energy he freely gave to get our AWA recognition during the Peanut Festival in Dothan. You are a fantastic president, Mr. Terry! And certainly we cannot forget to mention his wonderful and supportive wife, Mrs. Linda.



It is always an unforgettable experience to spend time with our American Soldiers. Katie and the soldiers spent time together while at the Peanut Festival in Dothan, Alabama in early November.



What a cutie! This is Colton Whitehead, Terry Jones grandson, with Queen Katie at our booth during the Peanut Festival. Colton was quite the entertainer...handing out stickers, coloring books and candy to everyone, (I mean everyone!), during the festival. Ask Katie about the time she spent with Colton!



Yes, this is the BIG PEANUT! Katie did a fantastic job representing our AWA during the festival.



Where is Queen Katie? Where is Chef Harry? It is hard to find them when so many people are gathered around Chef Harry's bus for samples of delicious watermelon slices and scrumptious watermelon recipes.



Thank you Chef Harry for your assistance in promoting our Alabama Watermelon Association during the Peanut Festival.





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# Florida Report

Greetings from Florida!

The month of July started out with the 15th Annual July 4th Watermelon 5K Run in Winter Park sponsored by Event Marketing. Over 2,800 participants and holiday revelers came out to support the Watermelon 5K – a 49 % increase from the previous year. Tara started the race off that morning and then went on to judge their first Watermelon Eating Contest. Tara ended that morning by handing out watermelon slices and ribbons for all the runners that finished in the race. Runners donated enough supplies to fill two big boxes of DVDs and phone cards that were sent to Iraq along with a banner signed by all the participants. Thanks to MGM Plant Farm and Melvin Mathis for donating the watermelons for this event.

Next we headed from Winter Park to Leesburg for the Fourth of July Watermelon Event there. Tara and I arrived in Leesburg where we joined Shawn Valentine Shirley and her daughters, along with Ellen Valentine for the Leesburg Watermelon Events. Tara handed out coloring books and slices of watermelon at the Pat Thomas Stadium. Queen Tara along with Rick Reed emceed the Fourth of July events through out the day at the ball field where the Altamonte Springs Snappers played the Leesburg Lightning. The evening ended with watching fireworks and enjoying a boat ride with Shawn and her family. Thanks to Shawn and Ellen Valentine for a wonderful and memorable event on the Fourth of July.

On July 25, Tara and I headed out for the Kroger Busch Race held in Indianapolis, Indiana. Tara along with other state queens and National Queen Jenna covered two Kroger stores a day, for two days doing in-store demos. Tara enjoyed her last day there at the Kroger Busch Race standing on the O'Reilly Raceway passing out watermelon slices and taking pleasure in the race. Thanks to our sponsors for not only a wonderful promotion in Indiana but it was Tara's first adventure on a plane. Nature's Choice Produce, Midwest Marketing, Indian Hill Produce, Sun State Produce, and Raymon Land Melon Sales were wonderful sponsors! Thanks again!

The month of August was another fun-filled month for Queen Tara. August 7 – 10 we joined the Mar-Del Queen Stephanie along with her co-coordinator Allison Castellana and National Queen Jenna and her coordinator Eleanor for there Queen Tour. Our first day we headed over to the Baltimore Inner Harbor where we joined our lovely sponsors Rich Chastain and John and Lisa Lapide of Melon 1. Later on that day we headed

over to John Hopkins Camp Sunrise where Tara passed out coloring books to the kids at the camp. The next day we all headed up to Rehobeth Beach along with our Florida President Paul Sawyer where we passed out watermelon slices. Tara along with President Sawyer and Rich Chastain visited some watermelon brokers and farmers through out Maryland. Thank you guys and a special thank you goes out to our sponsors Melon 1.

The month ended with a promotion in West Palm Beach for the National Promotion Board and Chef Harry. A two-day event passing out watermelon slices for their annual Kids Festival. Thanks to Patty Swilley, the Secretary/Treasurer with FWA for filling in and helping with this great promotion. Thanks to the National Promotion Board for this great event.

"Our trip to Washington D.C. this year was wonderful," quoted Queen Tara! I would first of all like to thank the Florida Watermelon Association for sponsoring us this year, and for all of your love and support. I think that this promotion went exceptionally well, and I believe that our lobbying at the Capitol is really going to help passing the Farm Bill. Everyone had a great time in D.C., and each association should be very proud of their Queens and Representatives!!

Happy Holidays from all of us at the Florida Watermelon Association!

Debra Harrison

Florida Watermelon Promotions Coordinator

Email: :debrathreel@earthlink.net

Home Phone: 863-494-1163

Cell Phone: 863-990-0675







Queen Tara starting the Race!



Thanks to the Valentine Family for a special "Fourth of July" event!



Tara signing the Banner for the troops in Iraq.



Queen Tara along the O'Reilly Raceway track in Indianapolis, Ind.



329th Chemical Platoon troops in Iraq.



Queens having fun at the Kroger Busch Race.



Emcee Rick Reed and Queen Tara in Leesburg, Florida.



Tara stops by Nature Choice Produce to visit with Doug Dickerson.





Tara visiting Raymon Land in Branford, FL along with Laura Land, Keri Frierson and Laura Fowler.



Florida Watermelon President Paul Sawyer and Queen Tara enjoying the food at the Old Mill Crab House Restaurant.



There are always smiles when John Lapide comes around!



Secretary/Treasurer Patty Swilley and National Promotion Board Jason Hanselman having a day of fun slicing watermelons!



Queen Tara signing autographs cards at John Hopkins Camp.



Thanks to Amanda Dixon, Secretary- Treasurer and Bob Morrissey, Executive Director of the National Watermelon Association for all you do!



Who is this Handsome "Gator" Man with Queen Tara



Queen Tara in Washington D.C. with Steve Nichols, Chandler Mack, and Bob Morrissey our Florida Representatives



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# Georgia Report

Happy Holidays to everyone from Georgia!

The year is coming to an end but our Queen tour continues to push forward with exciting promotions. Picking up from our last printing our Queen Brittany Faircloth has managed to keep the roads hot while promoting our nutritional product.

September 13th - 14th Brittany was accompanied by Pam Autry (wife of GWA Board Member Rusty Autry) to visit Capitol Hill in Washington D. C. As always the promotion was a success and yet again a huge positive impression was made by each state represented. Thank you Pam, for making this trip with Brittany an unforgettable promotion.

September 15th- Brittany attended Harvey's Grocery Store in Vidalia with John Boy and Billy supporting the Grilling Contest. Thank you Harvey's for inviting us throughout the summer to each Grilling Contest across the state.

October 12th - 15th- We were off to PMA in Houston, Texas. Thank you Georgia Department of Agriculture for allowing us to again join your booth. As always we enjoy the Georgia Pavilion and our entire Watermelon Family. Thank you Temple Inland for the wonderful dinner and even better company.

October 27th-Brittany again joined Harvey's for another John Boy and Billy Grilling Contest in Nashville, Georgia. This particular grilling contest was a grand event. This grilling contest was the State Grilling Cook Off and a good time was had by all the attendees.

Nov 10th- Brittany joined National Queen Jenna and Cordele Festival Queen Jessica Thompson at the Pin-eview Parade and Celebration. Brittany was honored to Emcee and ride in the parade.

Nov 17th- Brittany attended Farmers' Appreciation Day and Parade in Wilcox County. Brittany represented us well and enjoyed the day meet and greeting everyone that attended.

Brittany has gone above and beyond for our Association. We truly appreciate you putting your responsibilities above all Brittany. Your hard work has made this year a true success! Until next printing we hope you mark your calendars for our upcoming Annual Convention which will be held the last weekend of January at The Retreat at Lake Blackshear.

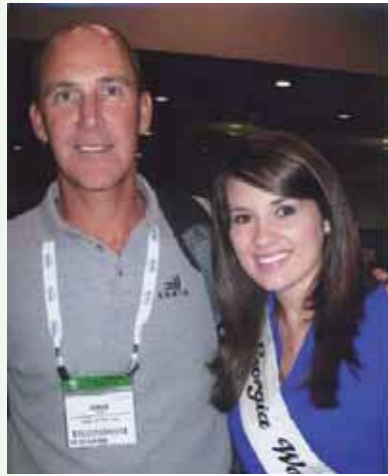
Sincerely,

Julie Akins  
Sec./Treas.-Promotion Coordinator  
P. O. Box 2278





Greg Leger and  
Brittany at PMA in  
Houston.



We are family!



A nice minute with Brad Brownsey and Samantha in Houston.



Tommy Smith  
and Brittany  
awaiting the bus  
to head to the  
show in Houston.



Never a dull moment with the Florida Girls!



Brittany enjoyed meeting Dosse Givens at PMA.



We appreciate you Leslie Coleman and Stephanie Simek.



Always a good time with our Temple Inland friends!



Always good to see the Texas bunch.



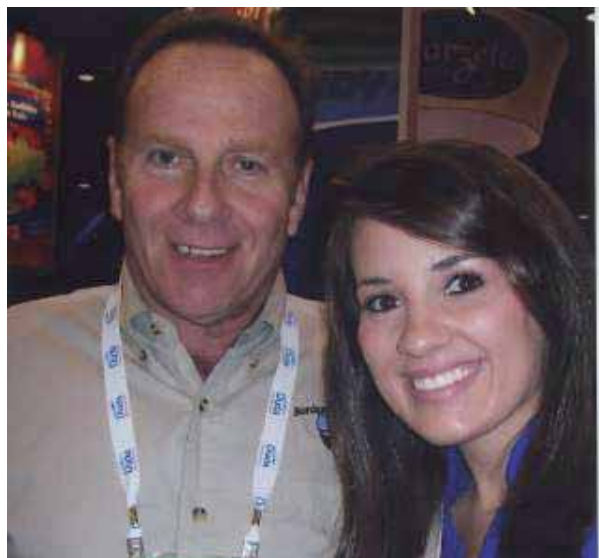
What are The Harrison's up to?



Brittany enjoyed David Bryant and Charles Hall during PMA in the Department of Ag booth.



Jim Mastroleitro and Brittany enjoy a moment to catch up.



We always enjoy a moment with Barry Plotnick.



We were delighted to share a booth with Greg Peacock and David Bryant in Houston.





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# Illiana Report

Watermelon season has come to a close in Indiana and Illinois. It was another great promotional year for the Illiana Watermelon Association. Emily has done a wonderful job promoting the watermelon. We are gearing Emily up for the 2008 National Watermelon Convention. Thank you to all the individuals and businesses that sponsored Emily during the summer Queen Tour. Your generosity is very much appreciated.

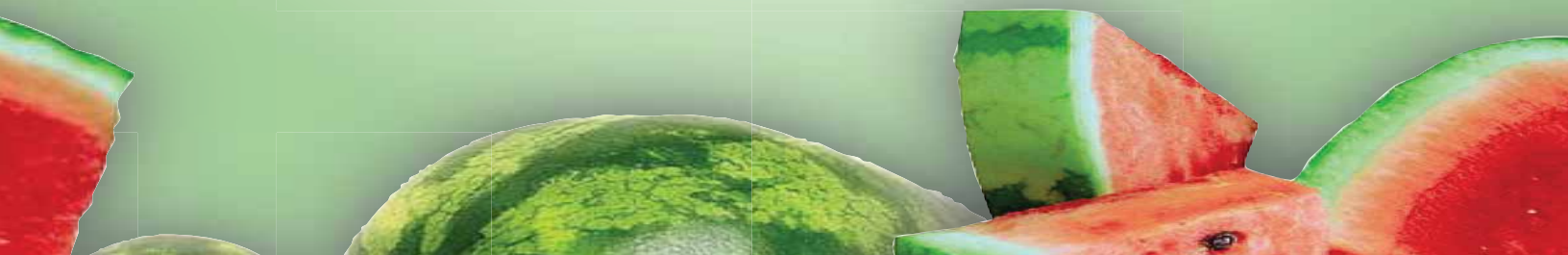
The fall season has been filled with festivals, parades and travel across the United States. In September, Emily attended several events to kick off the fall season. September 8, 2007- Emily traveled to Sumner, Illinois for their annual fall festival parade. It was a rainy day, but the weather didn't stop the parade. Emily was a great sport and rode through the parade in the rain! We visited with the residents of Sumner and enjoyed the great fall festival events. September 12-15, 2007- Carrie Smith traveled with Emily to the annual trip in Washington DC. Emily had a great time lobbying on Capital Hill, visiting the USDA building and working along side the individuals from the various state associations and National Watermelon Association. The focus of the group was the US Senate and getting their message across in regards to the 2007 Farm Bill and much more from the watermelon industry. September 16, 2007- Emily participated in the Blue Jeans Fall Festival parade in Monroe City, Indiana. She was honored to get to ride with the Knox County Festival Miss Watermelon Emily Snider. September 22, 2007- Emily traveled to Sullivan, Indiana and participated in the Corn Festival Parade. It was a huge 2 1/2 hour parade! Both Emily's rode together again and represented Indiana.

In October, Emily traveled down south to Texas for PMA. October 12-14, 2007- Emily, Carrie Smith and Mary Smith traveled together to PMA. Emily and Mary attended an invitation only breakfast on Friday. The focus was Women's Leadership. They gave the presentation high reviews and bought the book sold at the breakfast. They attended PMA all day Saturday. What a show! The ladies were more than impressed and overwhelmed by all the marvelous displays.

It was worth all the walking! The Illiana Watermelon Association would like to thank Sun World as the PMA sponsor and for the passes.

We look forward to reporting more in the next issue. Emily will be participating in several holiday events. We are working on speaking engagements throughout the area. Thank you again for all the support! I would also like to extend a special thank you to Carrie Smith for traveling this past year on the long distance trips with Emily. I truly appreciate all the help and being able to have time home with my children.

Winter Wishes,  
Kristy Cardinal  
Promotion's Coordinator  
Illiana Watermelon Association  
2408 E. Henry Rd.  
Vincennes, IN. 47591  
812-882-3570  
812-890-8932  
melons@vincennes.net







Frey Farms of Keenes, Illinois, grew this watermelon and sponsored Emily at local Wal-Mart promotion.



Emily spotted this little cutie shopping with her mom during a Kroger promotion.



Unrelenting heat this fall in Indiana accelerated the demand for watermelon samples at a recent event.



After a long day in Washington, there is still time for smiles!



Touring the Smithsonian's Museum on Natural History was one of Emily's favorite parts of the sightseeing in Washington.



Indiana Congressman Brad Ellsworth's office was one stop that Emily made with Carrie Smith during their "March on Capitol Hill."



Emily and Kelly talked with Drew McDonald, Taylor Farms, at the Fresh Festival on Capitol Hill.





Chef Harry enjoyed the opportunity to work with our queens during Fresh Festival on Capitol Hill.



Chef Harry's creations featuring watermelon were a huge hit at the US Department of Agriculture reception.



NWA President Bradley O'Neal took time at the US Department of Agriculture for a picture with all of our queens.



Emily enjoyed the opportunity to see the memorials at the National Mall.



Emily talking with two USDA Officials during the watermelon reception



Abraham Lincoln's statue dwarfs the sight-seeing queens, Brittanie, Emily, and Kelly.



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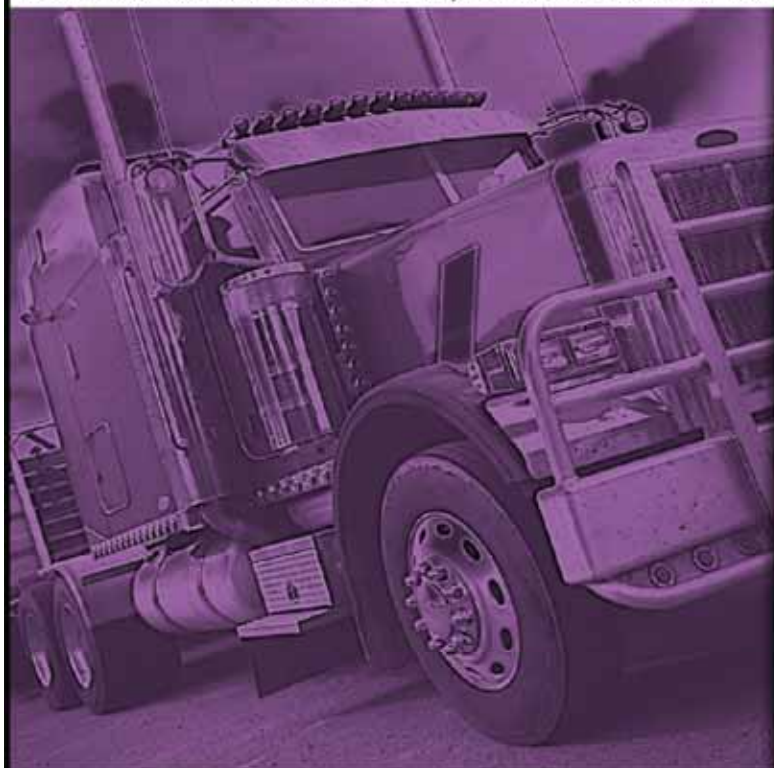
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# Mar-Del Report

Thanks to the Mar-Del Watermelon Association, Stephanie got to do a lot of traveling this past fall! Stephanie greatly enjoyed Washington, D.C. and Houston and as always, she represented the association with the utmost style and grace.

On September 12, I picked Stephanie up and we began our journey to D.C. At the Fresh Summit Conference, the accommodations were beautiful and Queen Stephanie met many intelligent people in the produce industry who engaged her in intellectual conversations about the Farm Bill and other topics. Stephanie and I were placed into a “team,” and we set off lobbying for the new Farm Bill through the many legislative halls in DC. Lucky for us, we didn’t face much opposition as all of the aids we spoke with were on board. The Queens attracted a lot of attention to the Watermelon industry and even found themselves looking beautiful on the cover of the business section in The New York Times—how exciting!

A month later, Stephanie took time away from her busy school schedule and flew down to Houston, Texas for PMA’s Fresh Summit trade show. Thanks to the Delaware Department of Agriculture, we had a space to exhibit our MAR-DELicious watermelons and the MAR-DEL Watermelon Association. Stephanie handed out stickers, pamphlets, and pens and laughed away the day with Orlando Camp and Mark Powell, Marketing Directors for the DDA and MDA respectively. We even got a special visit from the lively Chef, Joe Poon, who sliced and diced for onlookers passing by our booth. Like everyone who attends PMA for the first time, Stephanie was wide-eyed with amazement at some of the exhibits and thankful for the opportunity to be able to attend—thanks again MAR-DEL! And as always, AWESOME job Stephanie Smiek and the NWPB on the party Sunday night!

That’s about it in Maryland and Delaware. Queen Stephanie is a busy girl finishing up her last year at Salisbury University obtaining a degree in Education. We’ve begun working on our 2008 Convention and are hopeful you can attend! If you are interested in being a sponsor, feel free to contact Will Hales at 410-726-9105. We hope to see you at the Hyatt Cambridge Chesapeake Bay Resort on February 1st, and 2nd...

MAR-DELicious Wishes,

Allison Castellana

443-783-5553

mac0912@ecu.edu







All smiles with Chandler Mack, our NWA President Mr. Bradley O'Neal, and his beautiful wife, Mrs. Louise.



When in Texas, ride a bull? I don't know what Stephanie loves more, this handsome cowboy or a bin full of MAR-DELicious Watermelons...you be the judge.



Stephanie with the amazing Chef Harry cooking up some creations at the USDA along with a very familiar face, Mr. Bob Morrissey.



Stephanie's new friends, Amanda Dixon of the NWA and Rod Sbragia of FoodSource. I asked them to smile for the camera and they came up with this family photo pose.



Stephanie pictured with the United States Secretary of Agriculture



Stephanie did a GREAT job humoring me when I told her that her normal queen stance just wasn't going to cut it this time...



Queen Stephanie making her State of the Union address...just kidding! Having a little fun at the USDA.



Thanks again to the Delaware and Maryland Dept. of Ag.!

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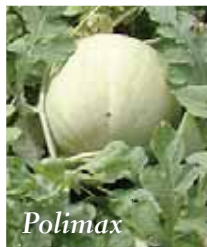
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# North Carolina Report

## Greetings from North Carolina

Stephanie McLamb, 2007 North Carolina Watermelon Queen has had an exciting year filled with a broad scope of exceptional opportunities promoting watermelons on the Queen Tour.

Watermelon Day at the State Farmers Market in Raleigh was held on August 9th and Queen Stephanie was on hand for the day's activities and she enjoyed meeting citizens, congratulating watermelon contest winners and serving watermelon slices on a hot August day.

North Carolina was honored to have Chef Harry featured as Celebrity Chef during Watermelon Day at the State Farmers Market on August 9th. Chef Harry drove to Raleigh in his tour bus and premiered new watermelon recipes along with healthy eating and lifestyle tips based on his book and PBS series "Fitness from the Start". Thanks to National Watermelon Promotion Board, Ziploc Brand, North Carolina Watermelon Association, the State Farmers Market Restaurant, R & H Produce and The State Farmers Market as Sponsors for the event.

On August 10, Queen Stephanie joined Commissioner of Agriculture Steve Troxler and Market Manager Rick Cecil for Watermelon Day at the Piedmont Triad Farmers Market in Greensboro for a fun day of activities highlighting watermelon with visitors at the market.

Watermelon Promotion visits were made to the NC Watermelon Festival in Fair Bluff on July 27-29. Frances Bunch represented the Association and gave support to Christina McWhirter, 2006 Fair Bluff Watermelon Festival Queen. The NC Watermelon Festival in Murfreesboro was held on August 24-25 and Queen Stephanie enjoyed visiting and taking part in the parade, the Little Miss Princess Contest and Watermelon eating contests as well as greeting, meeting and serving watermelon slices to those who attended the Festival. Stephanie was delighted to be invited to participate in the Life Is Good Watermelon Festival held at Kitty Hawk Kites in Nags Head on August 16th. Then it was off to Winterville Watermelon Festival on August 24-25 for a fun filled

Festival including a parade, promoting watermelon to visitors and the opportunity to meet and see Travis Tritt at the Concert With the Stars. Thanks to everyone for the hospitality extended during Stephanie's visits to the NC Watermelon Festivals.

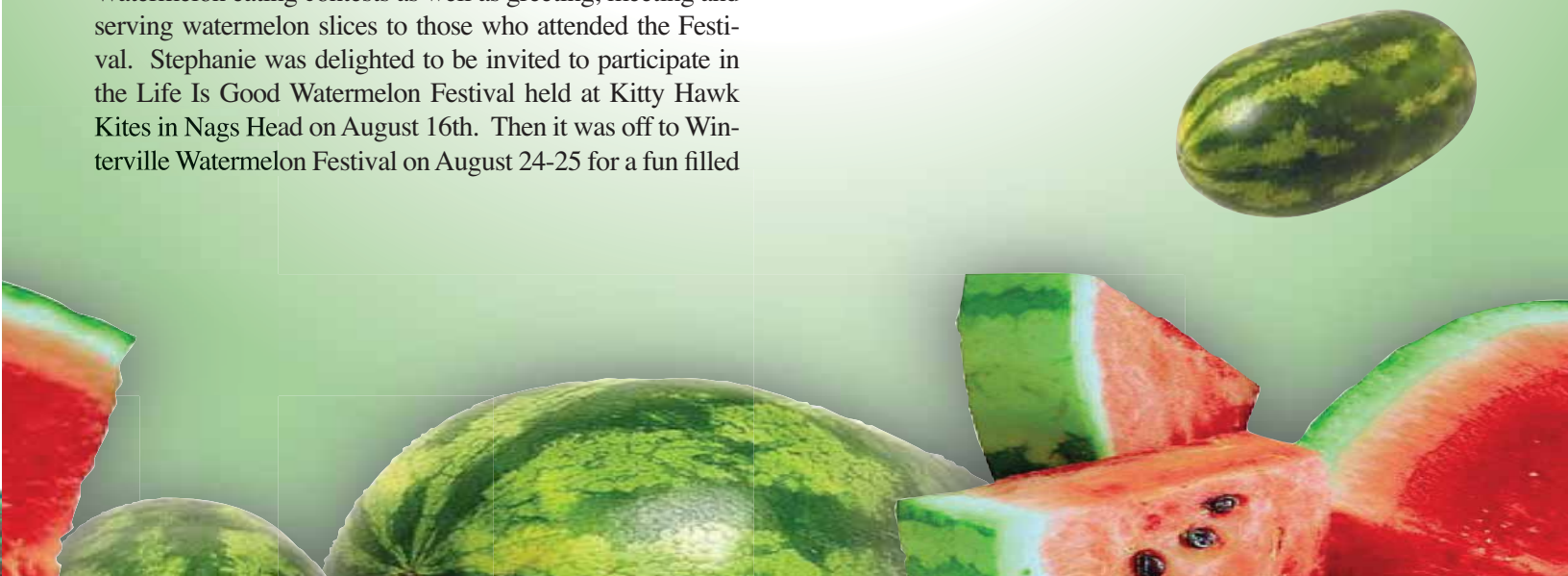
Watermelon and Football – What could be more exciting than the opportunity to serve watermelon to the NC State University Wolfpack Football team following their practice on August 5. Thanks to Johnny McCullen, Mike Page and all who helped to make this promotion possible.

A special thank you to Food Lion and NC Watermelon Association for sponsoring the NC visit and promotions with National Watermelon Queen Jenna Stanford and National Queen Coordinator Eleanor Bullock. Food Lion Community Affairs Specialist Chris Blumenthal welcomed us on August 31. National Queen Jenna and NC Queen Stephanie met Food Lion employees and invited them to enjoy watermelon slices and to join them for a seed spitting contest.

Another exciting part of the National Queen visit to North Carolina was the opportunity for the Bloom store promotions on Friday night, August 31 in Mooresville and Saturday, September 1 in Charlotte. National Queen Jenna and NC Queen Stephanie enjoyed meeting Bloom Store officials and greeting customers and assisting them with watermelon selection. Thanks to Food Lion, Bloom, Queen Jenna and Eleanor, Queen Stephanie and NCWA for a great National Queen visit and promotion.

Watermelon promotions continue in North Carolina and we look forward sharing these with you in the future.

Sandra Woodard, NCWA Promotions Coordinator







Former North Carolina Watermelon Queens Courtney Herring, Tracy Register and April Storms Britt, current Mrs. NC, meet at NC Watermelon Festival, Fair Bluff on July 27-29.



2006 Fair Bluff Festival Queen, Christina McWhirter congratulates 2007 Fair Bluff Watermelon Festival Queen Brittany White and 2007 Fair Bluff Teen Miss Courtney Sellers.



Percy and Frances Bunch welcome NC Watermelon Queen Stephanie McLamb and her parents to NC Watermelon Festival in Murfreesboro, August 3-4.



Queen Stephanie was thrilled to meet and promote watermelon to NC State Football Team following practice on August 5 in Raleigh.



What an opportunity to meet NC State Football Coach Tom O'Brien during Melons with the Wolfpack Watermelon Promotion following their practice on August 5.



Chef Harry is welcomed to Watermelon Day at State Farmers Market in Raleigh by NCWA Executive Director Cathy Price, NC Queen Stephanie and NCDA Marketing Specialist Monica

caption



Queen Stephanie checks out one of the largest watermelon entries at the State Farmers Market Watermelon Day.





Queen Stephanie welcomes a family to Watermelon Day at the Piedmont Triad Farmers Market in Greensboro on August 10th.



Queen Stephanie poses with Winterville Watermelon Festival princesses along with event committee members Randy Avery and Tim Avery.



A highlight of Watermelon Day at Piedmont Triad Farmers Market was working with NC Commissioner of Agriculture Steve Troxler and Market Manager Rick Cecil.



Chris Blumenthal, Food Lion Community Development Specialist welcomes National Queen Jenna, NC Queen Stephanie and National Queen Coordinator Eleanor Bullock to Food Lion Corporate



John Harris, owner of Kitty Hawk Kites/Carolina Outdoors and Corie Davies, Event Coordinator pose with Queen Stephanie at the Life Is Good Watermelon Festival in Nags Head on August 16th.



Headquarters in Salisbury on August 31. National Queen Jenna and NC Queen Stephanie are welcomed to Bloom Store #531 in Mooresville by store officials during National Queen visit to North Carolina.



NC Watermelon President Floyd Taylor, Walter Melon and Queen Stephanie enjoy Winterville Watermelon Festival on August 24-25.



Bloom Taste Ambassador Mary Blackert and Bloom Store # 2585 Manager welcome National Queen Jenna and NC Queen Stephanie to Charlotte store for watermelon promotion during National Queen visit to North Carolina.

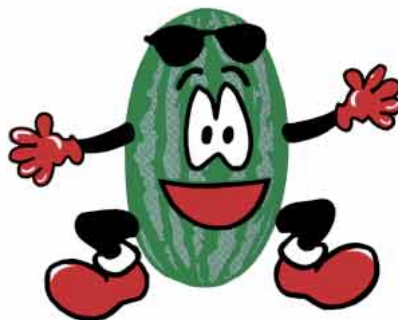




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# South Carolina Report

Hello and Happy Holidays from South Carolina! Christina and I have had a fabulous year together. She has done an outstanding job representing South Carolina. Her love for the industry shows in everything she does. I am going to pick up where I left off in the last issue.

In late July, Christina and I joined the Illiana Watermelon Association in Indiana. We blitzed the Kroger grocery stores in the Indianapolis area and also worked the Busch Race. I must say that everything went well and lots of watermelon was given away during this time. I would like to thank Carrie Smith, the Illiana Watermelon Association, Bob Morrissey, and the National Watermelon Promotion Board for all of their hard work. Christina and I enjoyed working and spending time with the other queens and coordinators that were there.

In early September, Christina and I were off on a plane once again! We met everyone in Washington, DC for the Capitol Hill visit. It was another successful trip. We spent time on Capitol Hill and at the USDA. I do believe the watermelon industry was well represented. Christina enjoyed her US Congressman and Senator visits. She learned a great deal in the sessions. This was a great, informative trip.

In the next issue, I will wrap up the rest of our year. I hope that all of you have a great holiday season.

Until next time...

Watermelon smiles,

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





Dennis and Christina at the Busch Race.



Carolina girls like to stick together.



Chef Harry and the queens at the Busch Race.



Friends forever!



Christina, Bradley and Louise speak with the agricultural liaison in Senator Jim DeMint's office.



We thank you Illiana Watermelon Association!

Richard Perry and Christina in Senator Graham's office.



Our team on Capitol Hill.





Christina meets Brent Harrison at the Produce Reception in DC.



Thanks Bob for all you do!



Can you say, "on the road again?"

Picture perfect...



Serving watermelon at the USDA.



Working hard at the Busch Race.



Working the Kroger in Indiana.



Jenna and Christina



# Texas Report

MERRY CHRISTMAS AND HAPPY NEW YEAR to everyone!

Here we go again...a New Year, old friends, new friends and lots of juicy heart healthy watermelons.

First things first, thank you Queen Kelly for being a great 2007 watermelon queen for the Texas Watermelon Association and the watermelon industry. Kelly is always excited about each and every watermelon promotion that she does, and always asking, when do we go again? Kelly is a sophomore at Texas State University in San Marcos, Texas. The Texas Watermelon Association is so very proud of Queen Kelly and all of her accomplishments as our Queen. Kelly has been a first class Queen all the way and we wish her the best in all of her endeavors. Good Luck, Kelly.....

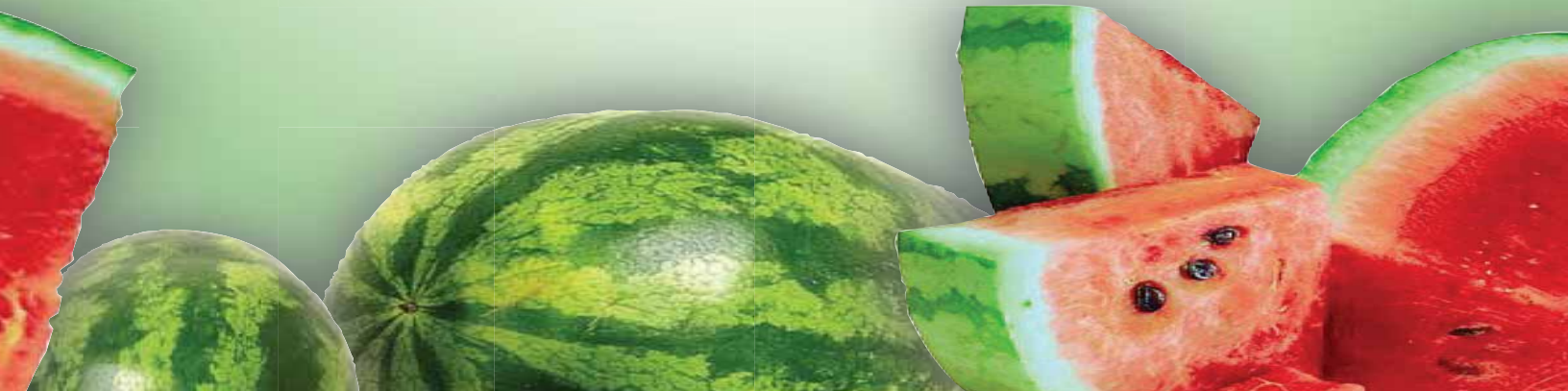
Also, I would be remorseful if I did not thank Richard Del Santos with the Texas Department of Agriculture for all he has done for the watermelon industry. Just to note a few, he arranged 30-40 in-store watermelon promotions, Chef Harry at the State Fair of Texas, and Chef Poon at the Restaurant show in Dallas. At the State Fair Richard served several bins of watermelons in one day!

We had a good attendance at the Produce Marketing Show at the Brown Convention Center in Houston, Texas. The Wiggins family, the Thomas family, Jimmy Henderson-Warren Produce, and Borders Melons attended and worked the booth, along with Queen Kelly, Lavinia, and myself. This year we had a spinning wheel and label maker and both were very busy on Saturday and Sunday, but on Monday show attendance went way down.

I hope you have all already called 956-686-3000 and made your reservations for Jan. 17-20, 2008 at the Embassy Suites Hotel in McAllen, Texas for our 42nd Annual Watermelon Convention. Room rates are \$119.00 for single or double.....All state Queens and coordinators do not pay a registration fee, we would love for you to come.

You can go to <[texasoklahomawatermelons.com](http://texasoklahomawatermelons.com)> and print a registration form to register for the convention, and there is also some information there on the activities. We also ask everyone to go the National Watermelon Convention Feb. 20th thru Feb. 24th at the Perdido Beach Resort in Orange Beach, AL.

Wanda Letson  
Texas Watermelon Association  
P. O. Box 903  
Weatherford, TX 76086  
[melonred@sbcglobal.net](mailto:melonred@sbcglobal.net)







Thanks to Chef Harry and the National Watermelon Promotion Board for attending the State Fair.



Kelly tells everyone how to make watermelon salsa.



Richard Delossantos with Kelly at the State Fair of Texas reception. Also thanks to the Texas Dept. of Agriculture for sponsoring Chef Harry to a day at the fair.



Richard Delossantos with the Texas Dept. of Agriculture served watermelon in a big way at the fair. Thank you Richard for all your help this year....



Thanks to Mr. & Mrs. Kenny Sutton for visiting our booth and providing watermelons. Also thanks to Anderson Produce for providing watermelon for the State Fair...



Looks like they are still having fun....



Yep, that's a TEXAS size turkey....



You could ask proud Ward Thomas who this beautiful young lady is...





Always a good time with watermelons with Chef POON.



Kelly had a good time with our spinning wheel.



Lavenia looks like she might be explaining something to Jody Wiggins



Looks like these guys did okay on the spinning wheel.



The State queens visit the National Watermelon Promotion Board booth.



Watermelon Association President Joe Comita stops by and visits with 2nd Vice President Jimmy Henderson.



Jimmy Henderson says, "Hey I want in this picture."



Mr. Borders and Barry relaxing a bit at PMA.

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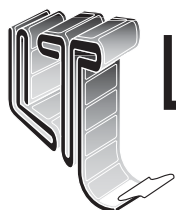
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