

93rd Annual Convention • February 21-25, 2007

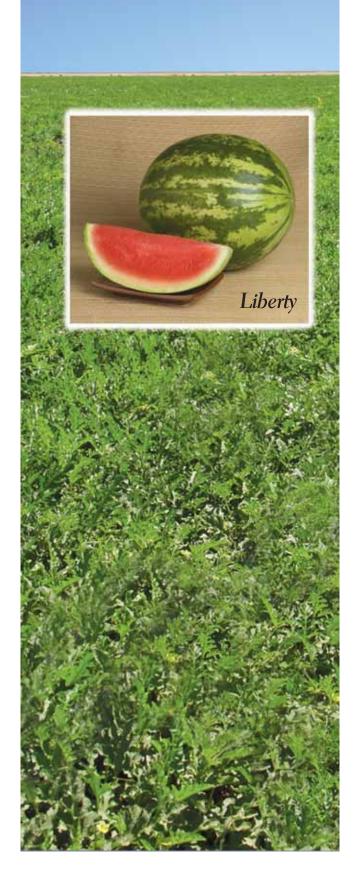


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- Carolina Hospitality

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NWPB Update	
Feature Story	
National Report)
State Reports	

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Celebrating 25 Years 1981-2006

President's Message



Greetings Watermelon Family,

You will receive this edition of the Vineline a month past the recent fall board meeting, and what a GREAT meeting it was. Bob, with Amanda's assistance, did an excellent job in arranging and planning this fall board meeting and I say a "Huge Thank you" to them for a well planned and well orchestrated event. For those that couldn't attend due to work and other reasons, we understand, but please know that you were missed.

I thought I would take this opportunity to give you some of the highlights of the 2 ½ day event. On Thursday afternoon, September 14th, our staff had arranged for us to converge on Capital Hill and visit with our respective members of Congress to discuss the main issues for our industry, which are: (1) immigration, (2) increasing the WIC program to add fruits and vegetables (especially watermelons), (3) Affordable small business health insurance for our association and associations such as ours, and (4) Vine Decline. The Queens and Promotion coordinators were along as well and as usual were a big hit on Capital Hill with the members. I have walked the halls of Congress on several occasions, but never have I received the welcome we received when the members found out that the Watermelon Queens were with us. This event, in my opinion, was a Super Success and should be continued in the future. Friday morning we had a wonderful event at the USDA Office. All the Directors and staff got to sample some wonderful watermelons prepared by the Queens and Promotion Coordinators (Thank You, John Lapide, for the watermelons), while our members were able to mingle and discuss our issues with key USDA folks. Then on Friday afternoon we had a special treat, a briefing in the Old Executive office building (which is part of the White House complex). We had three speakers tell us about key agriculture issues from President Bush's view. Then they answered general questions about working in the White House, and I believe now that some of our Queens are ready to move to DC as interns. Finally on Saturday morning and early afternoon we held our annual fall board meeting. The whole event was "Fantastic" - that is what I have heard from the members that attended. I am thankful to say that 2006 was a very good watermelon year for most of our industry.

Looking ahead, Debbie, Bob, Amanda, and I are still finalizing the plans for our 93rd Annual Convention in Asheville, NC, February 22nd – 25th, 2007. Our plans are to get out preliminary information by the first of November, which will allow us all sufficient time to make necessary travel arrangements. We are working on our main outing which will be on Friday night after the auction. If this all works out as planned you will not want to miss this event! It could end up being a once in a lifetime opportunity for many. Information on this special event and the entire convention will be forthcoming. Until then, I wish all of you a wonderful and safe Thanksgiving, and "Let's keep eating more watermelons"!

Brent Jackson

NWPB Resources At Your Fingertips!

food safety

industry news

research projects

Check Out the Industry Section of Your Web site, www.watermelon.org.

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

Gain Marketplace Muscle

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

Access Voluntary Food Safety Guidelines for the Watermelon Industry

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

. Research

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

» American Heart Association Certification

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

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

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

get connected at www.watermelon.org!



News from the National Watermelon Promotion Board



Mark Arney Executive Director

NWPB Inclusion for September – October Vineline

Watermelon Media Hit Highlights

The National Watermelon Promotion Board (NWPB) has been receiving a lot of "hits" for watermelon in the media. A "hit" is when watermelon information, recipes and features appear in a magazine, newspaper, radio, internet and television. Getting "free" publicity is our way of getting watermelon in front of consumers without incurring the high costs of advertising. By sending out recipes, carving ideas and nutritional information to magazines, television and other news sources, the NWPB gives writers and editors new stories about watermelon, giving them a reason to run a feature or article. This summer we've had some really great hits . . .

The July 3 airing of The Today Show – The nationally broadcast show featured celebrity chef, Kathleen Daelemans, preparing watermelon dishes based on our recipes, talking about the nutritional value of watermelon, selection, varieties and much, much more. The spot reached an audience of 3,362,500 viewers and would have cost an estimated \$264,880 if we were to buy the same amount of time in advertising. While we're not sure how long it will be up, try the following link for the story in print and video: http://www.msnbc.msn.com/id/13675342/.

July issue of Southern Living – Southern Living always publishes recipes they develop themselves so we worked with the magazine last summer, providing them with recipe ideas and serving concepts. The July issue features watermelon on the cover and two full interior pages featuring recipes and serving ideas. Although the front cover cannot be bought, the cover and article are valued at \$407,400 by an independent auditing firm.

We've had multiple newspaper hits in great newspapers in major markets, including The Dallas Morning News, The Columbus Dispatch, The San Francisco Chronicle, The Denver Post and the Philadelphia Inquirer to name a few. To our delight, there have been some very powerful headlines that lead off these features including "Thank Goodness Watermelon is a Health Food", "Watermelon Outmuscles Tomatoes in Vitamins", "What a Melon", "Refreshing – and Good for You", "Low-cal Watermelon Packs in Essentials" and my favorite . . . "Watermelon Tops Tomatoes as the "Lycopene Leader."

Chef Harry Television Appearances – On behalf of NWPB, Chef Harry has already appeared in Los Angeles; Atlanta; Nashville; Louisville; Peoria, IL; Cedar Rapids and Des Moines, IA. He also has appearances scheduled for Minneapolis; Madison, WI; Pageland, SC; Los Angeles; New York; Washington, DC; and Dallas later this summer.



The Today Show – In the Kitchen with Anne Curry



July cover of Southern Living magazine

Produce Marketing Association Fresh Summit 2006

The 2006 PMA Fresh Summit is October 22nd—24th at the San Diego Convention Center in San Diego, California. The NWPB is very excited to again participate in such an important and well-attended industry event. We are looking forward to meeting with our key retailers, media, industry members, and of course with watermelon lovers at our booth. Stop by booth #4023 if you are at the convention!

Continually working to boost watermelon awareness, the NWPB will have present our directors of Marketing, Communications, and Industry Affairs and as always we will have one of our favorite chefs doing watermelon carving and recipe demonstrations. The goal of our involvement with PMA is to increase consumption of watermelon and to keep up-to-date with industry information.

Watermelon Industry Reception to be Held on Sunday, October 22nd

The NWPB has begun its planning for the PMA Watermelon Industry Reception. This year, the party will be at Stingaree, close to the Convention Center. You can check it out at www.stingsandiego.com (we'll be on the Nightclub level). With last year's success, there will again be special fresh-watermelon drinks, an open bar, light food including fresh watermelon slices, dancing, DJ music and much more! We look forward to see you there!

The National Watermelon Association cordially invites you, our watermelon family and friends, to join us in Asheville, North Carolina for the 93rd Annual National Watermelon Association Convention.

Let's celebrate our achievements and enjoy fellowship at the magnificent





Wednesday, February 21st thru Sunday, February 25th 2007

290 Macon Avenue Asheville, North Carolina 28804

For Hotel Reservations Please Call: 1.800.438.5800

Please mention:

National Watermelon Association, or

NWA Group Code: 67 W 7 I 7

This will insure that you get our group rate \$139.00 per night

Hotel Convention Reservation Deadline January 26, 2007

Inquiries, Please Call:

NWA Office

813.754.7575 or 800.838.0209

Fax: 813.754.1118

www.nationalwatermelonassociation.com



93rd Annual Convention NATIONAL WATERMELON ASSOCIATION, INC.

Wednesday, February 21- Sunday, February 25, 2007 The Grove Park Inn Resort & Spa Asheville, North Carolina

Wednesday, February 21, 2007

12:00 PM - 5:00 PM NWA - Grove Park Resort Golf Tournament

Thursday, February 22, 2007

8:00 AM - 12:00 PM NWA Committee Meetings

1:30 PM - 3:00 PM State Chapter Meetings

3:00 PM - 5:00 PM Annual Executive Committee Meeting I

5:00 PM - 5:30 PM Nominating Committee Meeting

7:00 PM - Midnight Carolina Welcome Reception & Dinner

Friday, February 23, 2007

8:00 AM - 10:30 AM **Opening Breakfast & General Session**

10:45 AM - 12:00 PM Auction Committee Meeting

10:45 AM - 12:00 PM Watermelon Seed Spit Contest

12:00 PM - 1:00 PM Reception/Buffet Lunch/Open Bar

1:00 PM - 6:00 PM Annual WATERMELON AUCTION

6:30 PM - 11:00 PM BILTMORE MANSION DINNER & TOUR

Saturday, February 24, 2007

8:00 AM – 11:30 AM Celebration Breakfast & General Session

11:30 AM - 3:00 PM Annual Executive Committee Meeting II

1:30 PM - 5:00 PM Open for your enjoyment

5:00 PM – 6:30 PM Closing Reception & Raffle Drawing

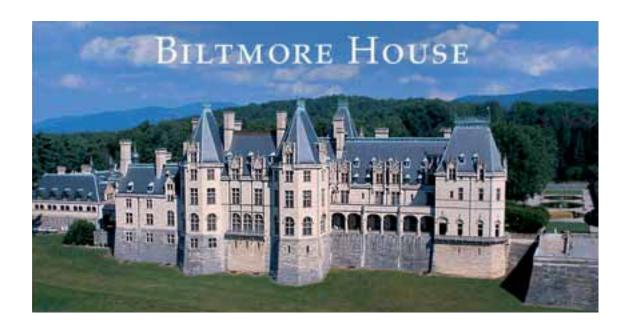
6:30 PM – 10:30 PM Annual NWA Awards Banquet

Sunday, February 25, 2007

8:00 AM – 8:45 AM Worship Service

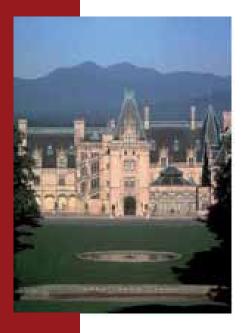
8:45 AM – 10:30 AM Goodwill Breakfast & Closing Session

ADJOURNMENT



The National Watermelon Association would like to invite you to dinner at Deer Park on the Biltmore Estate followed by a Candlelight Tour of America's Largest and most famous Mansion, the Biltmore House. George Washington Vanderbilt III welcomed his friends and family into the mansion for the first time in 1895 upon it's completion. Now we welcome you to come and tour four of the most fascinating acres at Biltmore Estate that happen to be all under one roof with your watermelon friends and family.

America's largest home boasts 250 rooms, 65 fireplaces, an indoor pool, bowling alley, priceless art and antiques. This will be a night that we will never forget!



Friday, February 23, 2007 Buses depart the Grove Park Inn at 7:00pm Dinner begins at 7:30pm Candlelight Tours Begin at 8:30pm

This is an <u>optional event</u> available to you for an all inclusive (travel to and from event, dinner and candlelight tour) price of \$100 per person.

More details and a registration form will be mailed to you in your convention packet.

Visit www.biltmore.com for more fun facts and history about the Biltmore Estate and the Vanderbilt family.



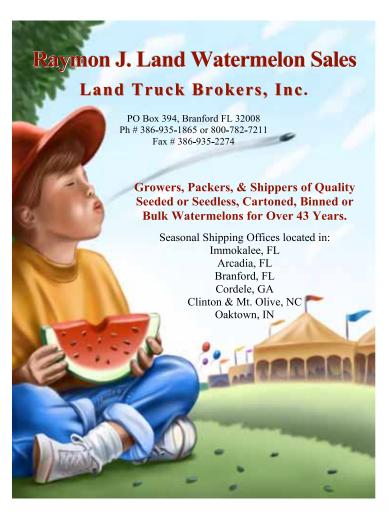


Spa Treatments can be reviewed at www.groveparkinn.com.

Reservations fill very fast, and early, so please Make your appointments TODAY!

Within Resort: SPA0 (7720)
Outside Resort: (828) 252-2711, ext. 2SPA (2772)
Toll-free: 877-SPA-0747 (877-772-0747)









National Report

Greetings from the NWA! It's hard to believe that fall is almost here! Our National Queen Candice Fralish certainly finished summer with a bang! She was all over the country promoting our delicious and nutritious watermelon!

Our busy tour picks up in my hometown. We were generously sponsored to the Cordele Watermelon Festival by the following; Leger & Son, C& L Packing, Delta Fresh, Hi-C Transportation, Temple-Inland, Danny's Melon Shed, Fraser's Auto, M.G. Ford, and WebSign Computers. A very special thank you to each of you!

We were joined by Jenna Stanford, Georgia Watermelon Queen and Coordinator, Julie Akins, as well as several other State Queens. All the girls stayed very busy with various promotions about town. They helped with the melon decorating contest, where they were interviewed by the local TV station WSST, they served watermelon to the children at the Cordele-Crisp Recreation Department day camp. They participated in the children's seed-spit at the local library, served watermelon to residents at the Cordele Health and Rehab, and they were all guests of Phil Streetman's Noon Day TV show, at WSST. Candice and all the visiting Queens were special guests at a Kiwanis luncheon. Each girl had an opportunity to speak about what their job as queen entails. Thanks to Larry Bullock for the invitation!

The girls were all treated to a special boat ride, complete with heavy finger food, on the Lady Liberty at the lake. Thanks to Ms. Billie Crane, Chris Greene, and Mr. Stephen McNeill for making this happen! The girls loved the sunset boat excursion!

Candice and all the Queens looked beautiful in the early morning parade; this was followed by the annual Farm Bureau luncheon, and back to the festival for all the Georgia Watermelon Association activities. They had the big melon contest, once again congratulations to Mr. Hall on his prize-winning melon! This was then auctioned as a GWA fundraiser.

This was followed by the annual seed-spitting contest. It was a fun-filled, very hot day! Perfect! Candice especially enjoyed the opportunity to visit her sponsors while in Cordele.

The Festival concluded with the annual dance, where a good time was had by all!!! Thanks again to all our sponsors!

We were soon off to the Little Rock, and Springdale, Arkansas area for some great promotions for Sam's Club, sponsored by Delta Fresh and Browning & Sons. We took a drive to Hot Springs where Candice enjoyed a quick tour of the town, and Bath House museums. Very interesting!

It was quite a long and beautiful ride to the North West Arkansas area for our first store. The Sam's Club team did a great job! They were very receptive! The store was very busy and melons were flying out of there. Candice served up slices, passed out recipes, stickers, coloring books. The Sam's shoppers loved her in Springdale and Little Rock! Our special thanks to Delta Fresh and Browning & Sons for sponsoring us to Sam's Club.

We were soon off to Roanoke, Virginia for exciting in store promotions for Kroger. We were sponsored to Roanoke by Land Watermelon Sales. Kroger carried a full page ad in the "Roanoke Times," promoting the National Watermelon Queen's visit to Kroger! Watermelon was on the ad, and flying out of the Kroger stores. We promoted in six area Kroger stores, and Queen Candice was treated royally in each one. She assisted the customers selecting the perfect melon, educated them on all the nutritional benefits of watermelon sharing samples, stickers, recipes and smiles!

While in Roanoke, the Times called and wanted to interview Candice, but needed us to come there during lunch. They have a live web cam, Candice was interviewed, did a commercial for watermelon, and the weather!

We were treated to dinner at Carlos Brazilian restaurant, by Bob Coates, and Al Cogar from the Kroger Corporate office. The food was perfect and the view of the Roanoke Valley was spectular! Thank You Kroger for your hospitality and to Raymon, Jody and Land Watermelon Sales for sponsoring us!

We certainly have more to follow next printing! We have many upcoming fall promotions, our Washington DC visit to Capital Hill and PMA in San Diego, California. Looking forward to seeing our members there!

Eleanor T. Bullock NWA Promotion Coordinator 229.273.8638 229.322.9933 Eleanor@websign.net





Fun with the CCRD Day Camp Kids



Watermelon Festival Party!



TV Interviews at channel 55



Seed Spit Champ!



Who is the Captain of the Lady Liberty?



Touring Hot Springs, Arkansas



Cordele Festival Parade



Sam's Club Shoppers love Candice



Watermelon and a sticker from our Queen!



Kroger's Bob Coates visits Candice in the store



Happy Sam's shoppers



Watermelon Sale at Kroger!



Another Sale!



Bob Coates and Al Cogar present Candice with a framed copy of her full page ad



Live Web Cam commercial in Roanoke



assisting the Kroger shoppers



2006

National Watermelon Association Corporate Sponsors

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BRONZE SPONSOR

Bulk Bin Packaging, Nunhems



Alabama Report

Greetings everyone from our Alabama Watermelon Association,

Our 2006 AWA Queen, Catherine Odom, has asked me to relay a message to each of you. "I have learned so many new and exciting things about watermelons and the watermelon association that very few people have the opportunity to learn. I feel very honored to have met such amazing people and I am looking forward to the second half of my rein as the 2006 Alabama Watermelon Association Queen."

On July 4th, Catherine had the wonderful opportunity to interview with Jennifer Jones Abney of WKRG news station in Mobile, Alabama. (Many of you may remember Jennifer as our past AWA Queen and NWA Queen.) While on air, Catherine and Jennifer prepared two watermelon recipes while also discussing the health benefits of our delicious fruit. The population viewing area for News 5, WKRG, is 1.3 million. This is superb exposure for our queen and our association. This is the third time Catherine has interviewed on live television. Each time, she has handled herself with confidence and maturity. Great job, Catherine!

On Wednesday, July 12th, Catherine spent a fun-filled afternoon with eight young ladies scrapbooking at "It's Not Just Scrap" in Semmes, Alabama. Owner, Karla Wyse, organized a seed spitting contest with Catherine "teaching" the proper technique for distance! The young ladies had a blast. Afterward, Karla and Catherine worked with the girls on their scrapbooks, paying particular attention to watermelon accessories!

August 4th - 5th, Catherine was sponsored by Ray and Alice Gilliland for a Food World Store Promotion in McCalla, Alabama. Megan Flinn, 2004 AWA Queen, coordinated this promotion for Catherine. Ray and Alice graciously opened their home to Catherine and Megan Friday night and helped our girls "get on the road" Saturday for a day long promotion. During the promotion, Catherine judged three pageants, handed out watermelon slices, coloring books, stickers and activity sheets and educated consumers on the overall health benefits of watermelon. Thank you so very much to Ray and Alice for your continued support. Also, thank you to Megan for coordinating with Catherine on this event. Ya'll did a great job!

In late August Catherine began her freshman year at the University of Mobile. She has been a very busy young lady. Catherine has successfully auditioned for each of the following: Sounds of Mobile, A' Capella Choir, University Singers and "Amahl and the Night Visitors". On September 26th, she will be performing in the musical "Savior". In November she will be performing in the opera "Amahl", and she will also perform in Mobile's Christmas Spectacular. Wow! Catherine doesn't miss a beat with her responsibilities as our Alabama Watermelon Queen while fully enjoying her first semester as a full-time college student.

Catherine and I are looking forward to seeing and working with everyone during our Washington, DC trip and our PMA Convention in San Diego. Once again our AWA Board Members are sponsoring our queen for both promotions. Catherine and I are so fortunate to have this much support and I thank each one of you: Jim Mastropietro, Terry Jones, Rose Elliotte, Bill Johnson, David Coates, Eric Hammons, Myron Harrison, Cheryl Hicks, Billy Smith, Tommy Smith, Doyle Bennett, Arnold Mack, Kelly Marinaro and Harry Vaughn.

Please contact me with any promotion or ideas you may have. Until next time, early best wishes for a relaxing and fun-filled holiday season!

Cindy Vaughn AWA Promotion Coordinator 352-314-5988 ncv57@earthlink.net





Now this is a watermelon room! Thank you Ray and Alice Gilliland for sponsoring Catherine to the Food World Promotion in McCalla, Alabama.



Wow, what a way to spend the 4th of July morning! Former AWA and NWA Queen, Jennifer Jones Abney, news anchor of WKRG in Mobile, and Catherine had fun preparing recipes for the morning show.



2006 AWA Queen Catherine and 2004 AWA Queen Megan Flinn were able to spend an evening with Ray and Alice Gilliand. Thank you Megan for filling in as coordinator during the Food World Promotion!



Our AWA Queen Catherine with newly crowned Alabama Peach Queens.



Here we have Queen Catherine with "future" watermelon queens getting ready for a fun filled seed spitting contest.

Catherine enjoying a cool slice of juicy, delicious watermelon.





Look what our queen is holding...yes, a baby fawn!



Catherine spent an afternoon scrap booking at "It's Not Just Scrap" with owner, Karla Wyse. Catherine also taught 8 little girls how to begin their scrapbooks which of course had lots of watermelon pieces!



After pageant judging, Catherine is photographed with the newly crowned Grand Bay Watermelon Queens.



During the Food World Promotion, Catherine judged three categories and here are the winners. What sweet and cute young ladies!



The finest of Bessemer City, Alabama... The Fire Department Firemen. Thanks Guys!



The next time you see Catherine ask her how much \$\$\$ she walked away with...



BUY FRESH...BUY LOCAL...BUY WATERMELON! Great promotion, Catherine.



Greetings from the West!

The California – Arizona Watermelon Association Is alive and "Kickin"

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

Have a Wonderful Season!

Dana Abercrombie Director

California – Arizona Watermelon Association

Phone: 661-269-0788 Fax:661-269-0812

Email: CAWAmelon@sbcglobal.net

Website: H2Omelon.com

2006-2007 President - Eric Champion

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

Contact the CAWA office for exact dates

Florida Report



As submitted in the last issue, Florida Watermelon Week continues . . .

June 4th - Florida Watermelon Week officially begins, and Florida Watermelon Queen Katie Grantham delivers the watermelon message throughout our state. She served watermelon, signed autographs, and greeted visitors at the Florida Welcome Center in Jennings, FL. It was a Sunday in the peak of summer vacation traveling. A special thanks to our sponsor, Coates Farm Produce, and to Murray Tillis Melons for donating the watermelons for the promotion.

Florida Watermelon Week "Kick-Off" Celebration was held at the State Capitol in Tallahassee on Monday. Watermelon was the center of the festive atmosphere, where the Florida Watermelon Queen was joined by Terrie Fishman (Florida Department of Agriculture) and Bill Winseman (National Watermelon Promotion Board). The seed spitting contest was held at noon. Participants and media representatives lined the steps of the State Capitol vying for the Florida Watermelon Week Capital Seed Spitting Champion trophy, which is now very competitive in Tallahassee. The Florida Channel aired the event statewide throughout the next weekend. Thanks to Browning and Sons for providing watermelons for the celebration.

The next day, we visited Florida's largest Welcome Center, I-95 at the Florida-Georgia line, serving slices of fresh Florida watermelon and offering copies of the recipe, nutritional, and carving brochures. Travelers were encouraged to buy a watermelon before they leave the state. After a successful promotion, we traveled to Newberry for an interview with WCJB TV-20. What a promotion! The station captured a live remote with FWA Queen Katie and another segment to air on the evening news and the next day. We are certainly accomplishing our purpose this week - spreading the watermelon word throughout Florida. Thanks to our sponsor, J.R. Sales, Inc. (Carr Hussey), and to Land Watermelon Sales for donating the watermelons. Thanks also to Don Green for allowing us to use his facilities for the media interviews.

The next morning, we visited Super Stars Learning Center in Branford, Oak Ridge Assisted Living Center in Mayo before speaking at the Mayo Rotary Club, which was sponsored by one of Katie's biggest fans, Miss Shelbi McCall. We then traveled on to Lake Buena Vista for the 78th Annual Florida FFA State Convention. Over 2,000 members, alumni, school administrators and sponsors attended the event. The Florida Watermelon Association annually sponsors the Specialty Crop Production Proficiency Award.

Friday morning, we traveled to Winter Haven where we met with Wal-Mart Regional Buyer Tom Holbert who gave us a very interesting tour of the Wal-Mart Distribution Center. Tom, Katie, and I then traveled to Auburndale, where Katie's appearance certainly boosted watermelon sales on a hot Florida

afternoon. Later that evening in Altamonte Springs, we were joined by eight of our watermelon friends, ready for a Super Wal-Mart Blitz.

On June 10th, if shoppers visited more than one Wal-Mart they thought of seeing double, triple . . . The entire area from Tampa to Orlando and up to Ocala was covered with Florida Watermelon Queens, with the five queens completing promotions at a total of twenty stores. During Florida Watermelon Week, Wal-Mart reports an increase of watermelon sales by 54.05% in Florida, with an increase of 91.17% in the stores visited by our Florida Watermelon Queens!

Katie Hunt represented FWA in Jefferson County at the annual festival BBQ, held at the Opera House in downtown Monticello where we met many local and state officials. The Street Dance and Festival Rodeo were both family fun-filled events and another opportunity to share the watermelon message with large groups. Thanks to Judy Rou of Lamar Rou Produce for sponsoring the promotion.

The next day, we were off to St. Petersburg and Tampa for promotions at two Sam's Clubs. Katie helped customers select watermelons, along with sharing recipes and carving ideas. Both stores were very busy and we really moved a lot of watermelons! Thank you, Browning and Sons for sponsoring the great promotions.

The next weekend, FWA Queen Katie Grantham traveled to Campbellton for a promotion at the US 231 Florida Welcome Center and was greeted by many visitors to The Sunshine State. Katie was a special guest at the Family Fun Night in Chipley. Saturday morning began early with a visit to the Shriner's Pancake Breakfast, which is a local favorite at the 50th Annual Panhandle Watermelon Festival in Chipley. We were joined by festival chairman, Judge Colby Peel, along with other local dignitaries. Katie participated in a parade, festival activities, and enjoyed a concert in the Agriculture Center. It was great to see 2003 FWA Queen Savannah Bennett. Thanks to our sponsor, Nature's Choice Produce.

July 7-9, Katie visited Cordele for the annual Watermelon Festival. At noon on Friday, she appeared on the WSST News with Host Phil Streetman, along with the national and state queens. She also visited with many from our FWA Family and joined Ellen Valentine and Shawn Valentine Shurley for dinner at Lake Blackshear. Saturday, Katie enjoyed the festival activities, a Georgia Farm Bureau luncheon, and the Lions Club Street Dance later in the evening. Thanks to our sponsors, M.G. Ford Produce, David Hobbs Produce, and Larry Bullock.

We wish you all a very prosperous fall harvest season.

FWA expresses sympathy to the family of Bo Bass of Newberry, a longtime watermelon grower and great friend to many of us. Bo passed away September 10, 2006 in Gainesville, FL.

Sharon McCall, Promotion Coordinator Florida Watermelon Association 4898 SW CR 300 Mayo, FL 32066 (386)294-2616 Cell - (386)590-4834

FAX: (386)294-2646



FWA Queen Katie Grantham visits with Carr Hussey.



Meeting friends at the Florida FFA Convention.



TV 20 interviews Katie during Florida Watermelon Week.



Katie finds her favorite product in the Wal-Mart Distribution Center.



A visit with the Land Family in Branford - Annette, Raymon, and granddaughter Arica.



Wal-Mart Regional Buyer Tom Holbert enjoys dinner with the watermelon queens during Florida Watermelon Week.



FWA Queen Katie speaks at Mayo Rotary.



FWA Queen Katie Grantham serves watermelon to visitors at Florida Welcome Centers throughout the state.



Katie Hunt is joined by Tom Holbert (Wal-Mart) and Mark Arney (NWPB) in Poinciana.



These cowboys met the watermelon queen at the Jefferson County Rodeo.



Thank you Mark (Browning) for all of the promotion watermelons this season!



Moving the watermelons at Sam's Club in St. Petersburg.



A summer afternoon visit at Lamar Rou Produce in Monticello.

Katie visits with Doug and Kay Dickerson at Nature's Choice Pro-





David Hobbs welcomes the FWA Queen to Cordele.



We always enjoy visiting with M.G. Ford.

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Georgia Report

Georgia Watermelon Queen, Jenna Stanford was sponsored by C & L Packaging, M G Ford, Mitch Mitchell, Craig Mathis, Derek and Heather Raulerson, and Chris Green to Mar-Del for three days full of exciting promotions. As soon as we arrived in Salisbury, Maryland we joined Nat'l Coordinator Eleanor, National Queen Candice, Mar-Del Coordinator Allison and Queen Kathryn at Sam's for an in-store promotion. The store was busy as usual and the melons were extremely sweet. After Sam's we were off to the best carnival in the world, "Sharp Town Carnival". The girls sliced and served melons to the crowd and visited with a few members from the Mar-Del Watermelon Association. The next day the girls joined The Delaware Dept. of Ag at the Rehoboeth Beach board walk to slice melons. This promotion was such a success and an unforgettable memory for Jenna. Our last day in Mar-Del we were off to Laurel, Delaware to join Queen Kathryn and Queen Candice at the Laurel Auction Block. Congratulations to the Mar-Del Association on such a successful Big Melon Auction. Thank you to everyone in Mar-Del for your hospitality. The Mar-Del Association is definitely blessed with a special group of people that Jenna and I proudly call our friends!

As soon as Jenna and I returned back to Georgia we were off to Thompson, GA for The Tom Watson Watermelon Festival. Thank you Dexter Rhodes (a new GWA member) for inviting us back to the festival. Everyone involved with the Tom Watson Foundation has true southern charm and treated our Queen like true royalty. The festival lasted all day. Jenna entertained the crowd with several songs and educated the public at our GWA booth. For all you Bulldog fans, The Tom Watson Foundation has an office/museum in downtown

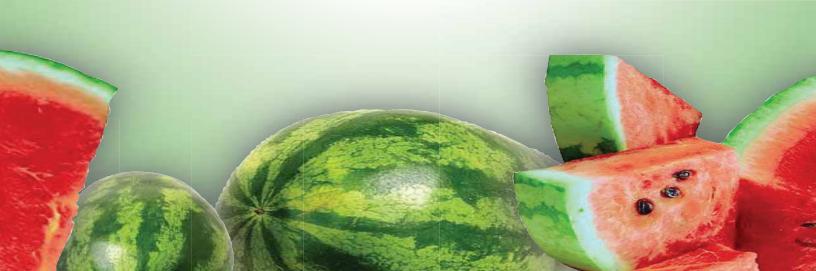
Athens with the interesting watermelon seed invention story on Tom Watson. Check it out if you're ever in Bulldog Country!

Next Jenna visited five elementary schools in Elberton County, hosted by the Elbert County Farm Bureau. Jenna spoke to twelve hundred students on watermelon nutrition and handed out slices to each child. Thanks to Martha Cole for helping set up this promotion and Allison Hutto (GWA has-been) for filling in for me. The next promotion, Jenna was sponsored by Mr. Buddy back to her home town of Cordele to attend a fund raiser for Casey Cagle held by The Leger's. Jenna had a great time entertaining the crowd and is now determined to get into politics. Thanks Mr. Buddy for this fantastic event.

Next we were off to Roswell, GA for an in-store promotion at Harry's Farmers Market where we were sponsored by Greg Leger/Leger & Son. If you have never visited a Whole Foods or Harry's Farmers Market, take time to find a store near you and treat yourself. We sliced melons and the store set up a grill to serve grilled chicken and watermelons to the consumers. The promotion was a hit!

Jenna and I want to thank all our sponsors for making this summer such a success and our events possible

Sincerely, Julie Akins Sec. Treas./Promo Coord. P.O. Box 2278 Dalton, GA 30722 770.842.3309 akinsjulie1@alltel.net



Jenna enjoyed Harry's in Roswell, GA.





Jenna was excited to serve grilled chicken served with watermelon salsa at Harry's.



Jenna singing at The Tom Watson Festival in Thomson, GA.



There's nothing like The Laurel Auction Block.



Jenna enjoyed the hay ride through The Laurel Auction block.



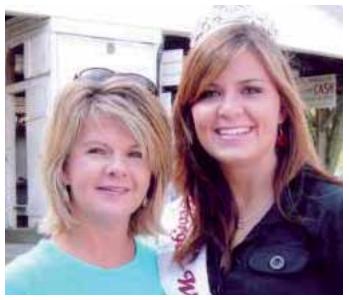
Thank you Mar-Del for your hospotality during Jenna's visit.



We always love to visit M G Ford's office.



Thanks John Lapide for all your support.



Jenna and Dawn Collins -- friends forever!



Thank you Dept of Delaware.



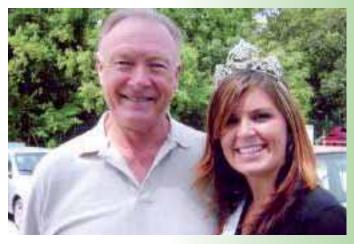
Jenna, Allison and Kathryn enjoying the day in Mar-Del.



A day well spent with our Mar-Del friends at Sharpe Towm Festival.



Jenna enjoyed dinner in Ocean City.



Jenna enjoyed visiting with Carr Hussey while in Laurel, DE.

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Manager - Thomas Wright

Illiana Report

The summer kicked off with several promotions throughout the tri-state. Ali promoted the watermelon industry at opening galas, parades and visited residents at nursing homes. June 1, 2006- Ali visited the residents at Colonial Assisted Living in Vincennes, Indiana. June 9, 2006- Ali traveled to Lawrenceville Manor in Lawrenceville, Illinois. June 15, 2006- Eastgate Manor welcomed Ali to Washington, Indiana. Each year, we make it a point to take the queen to area nursing homes. The residents look forward to meeting the new watermelon queen, sampling watermelon and swapping farm stories. These individuals may not be your shoppers in the grocery store that are buying the watermelons, but they make the job worth while when you leave and they are smiling.

It was a big summer for the town of Vincennes, Indiana. Vincennes is well-known for the history of comedian Red Skeleton. Red Skeleton grew up in Vincennes and the town honored Red with the opening of a Performing Arts Center at Vincennes University on June 10, 2006. Ali took part in the opening gala for the Red Skeleton Arts Center by attending a night of comedy by the Smothers Brothers and local entertainment. The Illiana Watermelon Association was one of the sponsors for this event. Children were honored with a Kid's Day at Vincennes University on June 11, 2006. Ali dressed up in a watermelon costume and served watermelon slices. Thank you to Carrie Smith and Anita Field for their organization and help at the promotions.

Ali and 1st runner-up Lindsay Owens attended Old Oaken Days in Oaktown, Indiana. Ali was sponsored by Kim and Tammy Cardinal.

Lindsay was sponsored by Norm and Avis Lamb. The girls helped serve free watermelon to the town, organized a seed spitting contest and eating contest. Brad and Angie Toney drove Ali and Lindsay in the parade. Thank you to our sponsors.

The Illiana Watermelon Association celebrated Independence Day with Ali participating in two parades on July 4, 2006. Ali started off the morning by participating in the Linton, Indiana parade.

Linton holds the largest 4th of July parade in Indiana and it is televised. She finished up her day of parades by riding in the Vincennes, Indiana 4th of July parade.

The Christian Women's Organization invited Ali to be a guest at their monthly meeting on July 10, 2006. Ali along with other local queens where honored during the program. A new promotion was added to the association's list when Ali attended the Jr. Angus Association show in Indianapolis, Indiana on July 13, 2006. 1st runner-up Lindsay Owens also attended the promotion. The

girls served over 1500 people in an hour!! Thank you to Elizabeth Owens and Doris Nowaskie for their help at the promotion. The Knox County Fair invited Ali to their annual Fair Queen contest held in Bicknell, Indiana on July16, 2006. The judges took a long time to decide on the new 2006 Fair Queen, so they asked Ali to fill-in and talk about watermelons! Ali served watermelon at Wal-Mart in Vincennes, Indiana on July 21, 2006. It was a busy day and Ali sold a lot of watermelon!!

Freyco Produce sponsored Ali to the Decker Watermelon Festival in Decker, Indiana on July 22, 2006. It was a great day filled with free watermelon and cantaloupe slices, games, food booths, cake walk and dog show. Thank you to Freyco Produce for sponsoring Ali to the festival. Mark Browning of Browning and Sons sponsored Ali to the Newell Food Show in Bloomington, Illinois on July 24-25, 2006. The Illiana Watermelon Association was able to be a part of the Newell booth. Ali passed out brochures, coloring books, notepads and ink pens. Thank you to Browning and Son for sponsoring Ali. The Knox County Grower's Co-op sponsored the queen to the Knox County Fair in Bicknell, Indiana on July 27, 2006. Lindsay filled in for Ali while she was on vacation. Lindsay served watermelon in their booth, which was donated by Nowaskie Melons. Thank you to the Grower's Co- op for sponsoring Lindsay. Lindsay also served watermelon at the Jay C Food Store in Vincennes, Indiana on July 28, 2006. This was the first time of the season we got to serve home-grown watermelon in the grocery store. The watermelon was locally grown by Dexter Bloebaum Farms.

There is much more to report from our summer tour. We look forward to sharing more of our exciting promotions with you from the month of August! I would like to thank everyone who helped me this past summer with the queen tour. I would like to report that my husband and I are expecting a baby boy to our family this January!!

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



Ali was delighted to see fellow Illiana members Jean Nowaskie, Doris Nowaskie, Bernice Schenk and Anita Field at the Red Skeleton Gala.



Ali sparkles at the July 4th parades.



Ali met Melissa Moore Szcensny and family at the Red Skeleton Kids Day.



April Bosecker and Ali enjoy the evening at the Christian Women's Organization dinner.



Ali and Lindsay in the Old Oaken Days parade.



Brad Toney and Ali try to get the seed spit banner ready.



Ali enjoyed meeting Miss Posey County at the Knox County Fair Queen pageant.



Everyone loved the watermelon samples at Walmart.



Ali promotes Watermelon Month at the food show.



Ali had a great time at the Decker Watermelon Festival.



Thank you to W. Newell for a great food show.



Thank you to Anita Ellerman for inviting Ali to the festival.



Lindsay enjoyed spending time with Rick Golf and Bill Carie of Grower's Co-op.



What a great display by Newell Foods!



Thank you to Mr. Hendershot of Jay C Food Store for the great hospitality!

Mar-Del Report

Slap on some sunscreen folks, we have been burning up the road this past August! We started the month off with the annual Wright's Watermelon Festival. Highlights of the day included a seed spit, live music, tons of children's activities and delicious Wright's watermelon and corn. Continuing on with our schedule, we headed to the beach to hand out slices to shoppers at Hocker's grocery store and helped the Oakley family at their farm stand in Hebron. But, this was all just the warm-up.

From August 8th to August 13th we hosted Mrs. Eleanor, Ms. Julie Akins, and the beautiful National and Georgia Watermelon Queens; Candice and Jenna. To say the least, it was a blast! We packed our suit cases, (emphasis on more than one) and headed off on our action packed, fun-filled watermelon week.

Before the girls arrived, Kathryn brought a taste of summer to our friends at Dove Point, a mentally handicapped facility. Then, the knives and cameras were in full force. Wednesday, we went to Sam's Club and then saw a lot of familiar faces later that night at the Sharptown Carnival. We must admit, we ate a lot more funnel cake and crab balls than watermelon. Thursday was a rise and shine morning in Rehobeth! We were on the radio, held a TV interview, and handed out a whole bin of melons on the boardwalk. Thanks to the Vincent's for donating the melons and to Doug and Laura Corey for bringing them over! Friday was more radio and the always popular Laurel Auction Block. The girls did an awesome job auctioning off over \$8,000 worth of watermelons. It wouldn't have been possible without the gracious watermelon donations and the generous bidders...thanks guys! That evening the Mar-Del Association kicked back and ate some crabs at the Old Mill. Saturday was more promotions and the culminating event—the Melon Ball, where we danced the night away!

Kathryn did a fabulous job! If you've ever had the opportunity to work with her, you've seen how genuine and caring she is. Kathryn knows how to communicate with our market, generate a sense of trust, and SELL THOSE MELONS!

The month wound down with a few more events for our queen. She visited several more stands, including the Hen House in Laurel, where she spent the day handing out slices and helping customers pick out that perfect melon! We also sent our 1st runner up Jennifer, and our President Jimmy Lee Goslee to represent us at the Maryland State Fair.

We want to express our sincere "thanks" to everyone who helped make not only our national queen tour, but our entire year possible. This year has certainly had its challenges, and our successes would not have happened without such a great queen and the support and understanding of our members. It was great seeing everyone and we're looking forward to the events to come!

Watermelon Wishes, Allison Castellana and Lani Kennedy





Kathryn visits Dove Point in Salisbury



Kathryn spends the day at Oakley's Farm Market with Henry and Connie Oakley



Kathryn enjoys an exciting day at Hocker's Supermarket



Mar-Dod alladormador

MarDel President Jimmy Lee Goslee and Queen Kathryn Onken pose at the Laurel Auction Block.



Kathryn poses in front of the Laurel Auction Block during our annual Watermelon Auction.



Candice and Kathryn take a moment to catch some rays with a rehobeth beach lifeguard!



Candice and Kathryn enjoy being interviewed by station WGMD.



Kathryn, Jenna, and Candice hand out slices with MarDel members during the Annual Sharptown carnival.



Kathryn, Candice, and Jenna enjoy a promotion at the Salisbury Sam's Club.

Kathryn helps a Sam's Club shopper select a delicious, juicy watermelon.





Kathryn, Candice, and Jenna take a moment out of their busy schedule to pose for the camera at the Sharptown Carnival.

Mo-Ark

We're Still Here!!!

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



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

Contact:

President:

Rich Novak

Phone/Fax: (314) 835 - 0027 Email: richnovak@sbcglobal.net

Queen Coordinator:

Summer Keylon

Phone: (918) 258 - 8321



"Walkin' In Memphis"

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



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North Carolina Report

Greetings from North Carolina

North Carolina Watermelon Queen, Katie Mills has had a great summer promoting watermelons on the 2006 Queen Tour. Food Lion and the NC Watermelon Association sponsored National Queen Candice Fralish and National Queen Coordinator Eleanor Bullock, NC Queen Katie Mills and NC Queen Coordinator Sandra Woodard in promotions at Food Lion Stores June 21-22 in Front Royal, Virginia and Martinsburg, West Virginia. Candice and Katie were interviewed and featured in The Journal regarding their watermelon promotional visit. Queen Katie also promoted melons at a Food Lion Grand Re-Opening in Stephens City, Virginia on June 23. A special thank you to Food Lion for the hospitality extended on the National Queen visit, to National Queen Candice and Eleanor and the NCWA for the wonderful visit and opportunity to promote watermelons together to customers. What a great promotion!

Onslow County Farmers Market officially opened with a celebration and the opportunity to promote North Carolina melons on June 24. A special thank you to Stephanie McLamb, NCWA Queen Pageant 1st Runner Up, who proudly represented the Association at the Grand Opening.

Ukrop's extended a warm welcome to Queen Katie at the Grand Re-Opening of the Chesterfield store on July 1st. Watermelon slices, stickers, coloring books, autographed photos, nutritional tips, recipes and assistance picking out the "perfect melon" were provided to customers stopping by to visit. Katie was excited to learn that melons being sold were NC melons.

Mike Smith, Market Manager of the Southeastern Farmers Market in Lumberton welcomed Stephanie McLamb, NCWA Queen 1st Runner Up on July 8 for a fun day promoting melons, greeting visitors, providing stickers, coloring books and recipes as well as watermelon eating and seed spitting contests.

A visit to the NC Legislative Building was a highlight

of Katie's day in Raleigh on July 13th where she delivered a NC watermelon to her Senator, Tony Rand.

The Farmers Market Festival promotion in Raleigh on July 13th celebrated the unveiling of Agriculture Commissioner Steve Troxler's new gigantic grocery cart as part of the Got To Be NC campaign.

Queen Katie was on hand for the day along with Gloria Richardson, NCWA President; Bonnie Holloman and Cathy Price, NCWA Co-Directors; Nick Augostini, NCDA Liaison to NCWA and Sandra Woodard, NCWA Promotions Coordinator. It was a great opportunity to meet dignitaries and citizens and to serve and promote delicious watermelons on a hot July day. We even got to enjoy lunch with the Commissioner of Agriculture at the Farmers Market Restaurant following the promotion.

WNC Farmers Market promotion in Asheville on July 14 was an exciting opportunity for Queen Katie which began with an early morning visit to the Ken and Tammy Show on 96.5 WOXL. At the Asheville Farmers Market visitors enjoyed watermelon slices, stickers, coloring books, recipes, contests and a special visit from Walter Melon. Katie was interviewed by the Hendersonville News-Times and Asheville TV station WLOS-TV. Thanks to Stephanie Wise and Mike Mike Ferguson for a great visit.

Katie entered NCSU as a freshman in August. We look forward to continuing to promote watermelons throughout the year. Thanks to everyone that has helped to make our Queen promotion tour appearances such special and memorable ones.

For promotions, please contact Sandra Woodard, NCWA Promotions Coordinator. Remember to visit our web site at www.ncmelons.com.

Sandra Woodard NCWA Promotions Coordinator Woodard145@vol.com





North Carolina Watermelon Queen, Katie Mills welcomes Eleanor Bullock and National Watermelon Queen, Candice Fralish for Food Lion Queen Tour.



National Queen Candice and NC Queen Katie promote watermelons on Food Lion Queen Tour June 21-22.



A royal welcome was extended to the Queens by Front Royal, VA Food Lion team.



Martinsburg, West Virginia Food Lion Manager, Dennis Engle welcomes Candice and Katie.



Top story in The Journal in Martinsburg, West Virginia was "Watermelon Queens Share Fruit Faces".



Stephens City, VA Food Lion Assistant Store Manager, Joe Louzonis greets Queen Katie for Grand Re-Opening promotion.



NC Watermelon Queen 1st Runner Up, Stephanie McLamb is greeted by NC Senator Harry Brown at Onslow County Farmers Market Grand Opening on June 24.



Watermelon eating contest at the Onslow County Farmers
Market Grand Opening.



Surprise! Queen Katie finds NC melons at Ukrop's promotion in Chesterfield, VA.



Ukrop's official welcomes Queen Katie to Chesterfield, VA store.



Joe Jones visits with Stephanie McLamb, NC Watermelon Queen 1st Runner Up at Lumberton Farmers Market.



Stephanie McLamb meets another Queen at the Lumberton Farmers Market promotion.



Katie with NCDA personnel Mike Smith, Nick Augostini and Tom Slade, Director of Marketing, NCDA & CS.



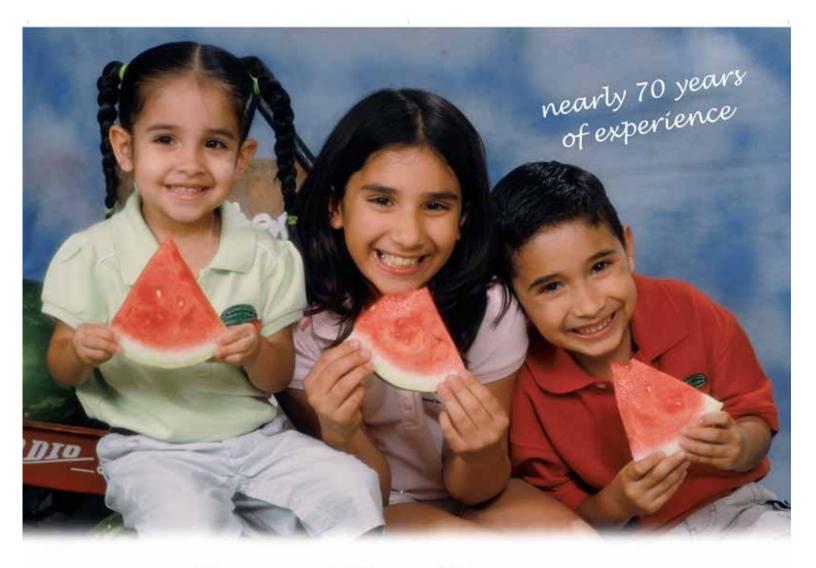
Katie greets Ag Commissioner Steve Troxler at State Farmers Market Festival unveiling of gigantic shopping cart.



Gloria Richardson, NCWA President and Queen Katie admire Gloria's #1 NC Watermelon license plate.

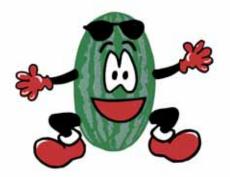


Queen Katie and Walter Melon greet visitors at WNC Farmers
Market in Asheville.



Sandia Depot

Sweet Amaris Jarred's Best



Haily's Best Denise's Best

• 1200 Truck Loads in Texas Yearly

1000 Truck Loads imported from Mexico Yearly

Andy

Chris

Bob

Gerry

South Carolina Report

Hello and greetings from South Carolina! I hope that all of you had a fabulous watermelon season and are looking forward to taking it easy for a little while. Alison and I have had a busy and productive year.

In early July we went to Cordele, GA for the Cordele Watermelon Festival. We had a great time with all of the queens and coordinators. It was great visiting Eleanor and Larry Bullock in their hometown. Alison and I would like to personally thank them for their hospitality while in Cordele. The girls did a fabulous job on the Phil Streetman Show. We all enjoyed the wonderful afternoon cruise on Lake Blackshear and dinner afterwards provided by Chris Greene. Thanks Chris! Alison was honored to visit with Mr. Buddy Leger, John Lapide and Rich Chastain at C & L Packing, and Shawn at HI-C Transportation. On Saturday Alison was in the parade and participated in the seed-spitting contest. I was made to participate but actually spit my seed 27 ft.! I was excited. We thank Julie and Eleanor for inviting us to this wonderful festival. We had lots of fun.

In mid-July Alison and I attended the Pageland Watermelon Festival in Pageland, SC. Alison met the happy mayor of Pageland and saw Chef Harry's Watermelon bus! Alison thanks the Pageland Chamber of Commerce for inviting her.

Late July we attended the Fair Bluff Watermelon Festival in Fair Bluff, North Carolina. Alison had fun hanging out with Katie, the NC Queen. They rode in the parade together and spent lots of time together. We thank Mrs. Judy Enzor for inviting us and we also thank Mr. and Mrs. King for sharing their home with us. Congratulations to all of the winners of the NC Watermelon Festival contest.

Alison and I are looking forward to going to Washington, DC in September. If we can be of any help to you please do not hesitate to let us know. Until next time...

Watermelon smiles,

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





Having fun with the girls!



Alison loved spending time with Katie and Jean Ashley in Fair Bluff, NC.



The wonderful mayor of Pageland, SC.



John and Rich take a moment with the girls.



Katie and Alison were interviewed together on the Phil Streetman Show.



Some precious watermelon lovers in Cordele!

Alison congratulates the new NC Watermelon Festival Queen.





Thanks Mr. Buddy for the visit!



Alison rides in the Pageland Watermelon Festival Parade.



Alison participates in the Cordele parade





Alison meets the ever so famous Chandler Mack.



Picture perfect on Lake Blackshear.



We saw Chef Harry's bus but we didn't see him!



Seed-spitting at its best.





A nice, hot summer's day in Fair Bluff, NC.

Texas Report

Greetings from the Texas Watermelon Association...

We continue with a great watermelon season here in the West Texas Area, where watermelons are available all year but some months are justmore plentiful.

As always my pictures do the talking, so please enjoy them. The Knox City Watermelon Festival was a great success with beautiful weather lots of booths, and plenty of free ice cold watermelon available for all. These watermelons were donated by Johnson Melon Farms, Inc. They were so very good and sweet.

Next we were off to HEB in San Antonio, Texas for instore promotions for two days and two different HEB'S. Queen Emily was always delighted to visit with both children and adults alike. We were sponsored there by Borders Melons- Hargil, Texas. Emily served Sundia watermelon juice to lots of folks, she also gave away coloring books to the children or grandparents for their grandkids, lots of watermelon juice and she encouraged everyone to buy a watermelon to use with the great watermelon recipe brochures from the NWPB. Both of the HEB stores were very busy and we gave out a lot of promotion material. Thank you Borders for sponsoring us.

We were off to Lubbock Texas next to attend the Plains, Texas Watermelon Roundup. On Friday Emily was on the noon news at the local TV Station, inviting everyone to the Plains Festival. This is kind of funny, the interviewer asked her with all the rain around what will they do, will they cancel the festival? She replied, "Everyone loves watermelon rain or shine." Good job Emily. Sad to say everything was ready for the Festival but the rain just came down too heavy...

On the 13th we will be off to Washington DC with some of our members to discuss Immigration Reform, Small Business Health Care Reform, and the 2007 Farm Bill. Convention time is almost here, our dates are Jan.

18-22, 2007 at the Embassy Suite Hotel in McAllen, Texas. Be sure and make your hotel reservations early, call the hotel at 956-686-3000...

Also go to our web site for more info! Registration forms are already there and ready for you to print and mail to me: www.texasoklahomawatermelons.com or www.texaswatermelons.com. We usually pop right up thanks to Larry Bullock.

Also come by and see us at PMA in San Diego, CA. We will be in Texas Town with new booths I might add...We are real excited about going.

Until next time,
Wanda Letson,
Texas Watermelon Association
P. O. Box 903
Weatherford, TX 76086
817-596-0927
fax 817-594-1045
www.texasoklahomawatermelons.com
e-mail--melonred@sbcglobal.net







Emily enjoys giving the young children coloring books and stickers at HEB in San Antonio.

Emily invites everyone to sample the Sundia watermelon juice.





What a great looking family, Missy, Berkleigh Kay, and Paul Bowling.



Emily busy, busy at HEB in San Antonio, Texas



Thanks Nick with HEB for all your help.



Emily invites all to the Plains Texas Watermelon Roundup while visiting on channel 13 in Lubbock, Texas.



A fun time for all at the Elementary Grade School in Plains, Texas.



Thanks to these wonderful ladies for helping us serve the sweet watermelons.



Lots of THANK YOU to Connie McWhirter for all that she does each year at the Plains watermelon Roundup.



2005 Texas & Oklahoma Watermelon Queen, Lacy Jones also helps Emily with the stickers for all.



Emily and Lacy teach the Elementary girls how to do the watermelon crawl.



Emily says, Hey how about this watermelon queen?



After the Plains Festival was cancelled due to rain, Emily enjoys meeting the band.



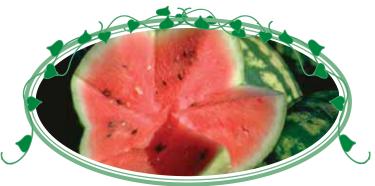
A beautiful watermelon cross given to Emily in Plains, Thank you so much.



The festival was ready to go but the rain would not stop.



The Andersons and the McWhirters, What a happy bunch.....



Watermelon Growers Symposium

November 14th & 15th, 2006 Scottish Rite Auditorium San Antonio, Texas

Event Schedule

Tuesday November 14th, 7 – 9pm

Emily Morgan Hotel

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

Wednesday November 15th

Scottish Rite Auditorium

Registration: 8:00 - 8:20 am

Registration Fee: \$50

Guest Speakers

All lectures in English with simultaneous translation in Spanish

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

Discount hotel rates for reservations made by Oct. 1st, 2006 Emily Morgan Hotel, Tel. (210) 225-5100

For more information contact CHAMPION SEED CO., Tel. (956) 618-5574

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