



## NWA Announces a Legacy Series

In this issue of The Vaseline magazine the NWA unveils the first in an anticipated long series of tributes to the past leaders of this storied association. “To our benefit, we have 100 years of history to value and learn from”, says Bob Morrissey, NWA executive director. “By honoring those leaders that gave it all to build and make the National Watermelon Association prosper beyond original intentions is both deserving and very appropriate. We are proud to be able to honor these people in this issue, and in many more issues to come”. The first honor in the legacy series features the late Gerald A. Funderburk of Jefferson, South Carolina.

## Where Do House Republicans Stand on Immigration Principles?

Where do House Republicans stand on the set of immigration principles released by GOP leadership in January? Journalists spent two weeks asking each House Republican’s office and combing through their public statements to answer that simple question. The answers suggest weak support within Speaker John A. Boehner’s conference for overhauling the nation’s immigration system.

The tally found 18 Republicans backing the principles, 2 who said “possibly yes,” 34 Republicans openly opposed, 22 refused to say and 25 undecided. Three others had nuanced responses. The other 132 did not respond.

This is expected to continue to evolve over time, as the House decides whether it will move forward with legislation. For your information, the ‘definite’ Yes and No voters are posted below:

### YES

|                        |                       |
|------------------------|-----------------------|
| Mark Amodei, Nv.       | Peter T. King, N.Y.   |
| John A. Boehner, Oh.   | Kevin McCarthy, Ca.   |
| Ken Calvert, Ca.       | Michael McCaul, Tx.   |
| Eric Cantor, Va.       | Buck McKeon, Ca.      |
| Jeff Denham, Ca.       | Cathy Rodgers, Wa.    |
| Charlie Dent, Pa.      | Paul D. Ryan, Wis.    |
| Mario Diaz-Balart, Fl. | Glenn Thompson, Pa.   |
| Renee Ellmers, N.C.    | Marlin Stutzman, Ind. |
| Joe Heck, Nev.         | David Valadao, Ca.    |

### NO

|                         |                       |                       |
|-------------------------|-----------------------|-----------------------|
| Lou Barletta, Pa.       | Jeff Duncan, S.C.     | Steve King, Iowa      |
| Andy Barr, Ky.          | John Fleming, La.     | Jack Kingston, Ga.    |
| Jim Bridenstine, Ok.    | Cory Gardner, Colo.   | Tom McClintock, Ca.   |
| Mo Brooks, Ala.         | Phil Gingrey, Ga.     | Tom Price, Ga.        |
| Paul Broun, Ga.         | Louie Gohmert, Tx.    | Tom Rice, S.C.        |
| Bradley Byrne, Ala.     | Tom Graves, Ga.       | Dana Rohrabacher, Ca. |
| Michael C. Burgess, Tx. | Tim Griffin, Ark.     | Steve Scalise, La.    |
| Tom Cotton, Ark.        | Ralph M. Hall, Tx.    | John Shimkus, Ill.    |
| Rick Crawford, Ark.     | Jeb Hensarling, Tx.   | Lamar Smith, Tx.      |
| Ron DeSantis, Fl.       | George Holding, N.C.  | Steve Stockman, Tx.   |
| Scott DesJarlais, Tn.   | Walter B. Jones, N.C. | Randy Weber, Tx.      |
| Michele Bachmann, Minn. |                       |                       |

## New ObamaCare delays announced



The White House announced two new ObamaCare delays.

The first will allow some consumers to keep health plans that do not meet the law’s standards until past the end of the Obama presidency. The unprecedented move will protect vulnerable Democrats in the midterm elections by staving off a wave of cancellation notices that would have hit patients in the final weeks of the campaign.

Under the new rules, insurers in states that allow the extension will be able to maintain policies that do not provide the minimum benefits required by ObamaCare.

The policy prolongs the administration’s “keep your plan” fix from last fall and applies to the individual and small-group insurance markets. The timetable will allow consumers to renew old health plans for the last time on Oct. 1, 2016, meaning some plans will continue into 2017 under the next president.

The second will push back the employer mandate for the second time until 2016 for some businesses. This delay in the mandate would only apply to businesses with between 50 and 99 employees, who would have until January 2016 to decide whether to offer insurance to their employees or pay a penalty. Businesses would also be barred from cutting their workers in order to fall under the threshold.

The employer mandate, a cornerstone of the health-care law, was initially set to take effect in January 2014, but the administration announced last July that companies would have until January of 2015 to comply.

The new rules also clarify the definition of a 30-hour-work week, the basis for the law counts full-time employees. Treasury said the changes are meant to give companies more flexibility by them allowing to average employee hours over the course of an entire year as they tally their worker counts.

A White House official added that “no additional major changes are anticipated at this point” for 2014 and 2015.

## Deadlines Set For Final Food Safety Rules

A recent settlement agreement with FDA has set firm deadlines for the agency to fully enact the Food Safety Modernization Act (FSMA) while the federal court maintains supervision to ensure FDA’s compliance with the agreement.



Congress passed FSMA in 2011 to combat the epidemic of foodborne illnesses affecting one in six Americans annually. Congress ordered FDA to create new safety standards within 18 months. After the agency failed to meet the deadlines, FDA was sued in federal court. FDA argued that it could take as long as it saw fit to issue the regulations. In 2013, the federal court rejected that position and ruled that FDA had violated the law. FDA appealed the decision to the Ninth Circuit Court of Appeals.

As part of the settlement agreement, FDA has agreed to express deadlines. The agency will follow the following court-overseen schedule to implement the final rules:

**Preventive Controls for Human and Animal Food (8/30/15)**  
**Imported Food and Foreign Suppliers (10/31/15)**  
**Produce Safety (10/31/15)**  
**Food Transportation (3/31/16)**  
**Intentional Adulteration of Food (5/31/16)**

Deadlines for the sanitary transportation and intentional food adulteration rules will also be pushed back to 2016.

“We are encouraged that FDA has been allowed to push back the June 2015 deadline for these rules,” said United Fresh Produce Association VP David Gombas. “Each rule represents major changes to the industry and FDA in how the safety of human and animal food is controlled and regulated, both domestically and imported. It’s critical that FDA have the time to ensure that the final rules are right.”

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- ~ Good cold setting ability



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THINK YOUR COMPANY IS PREPARED FOR A RECALL?

ONLY one in ten produce companies that call us for help during a recall has a plan that enables it to make strategic decisions, conduct the recall in the most effective manner, protect the company's reputation, and minimize its liability during a recall. Here is a sample of elements most frequently omitted from produce company recall plans.

- 1. A list of questions to ask before making the decision whether to recall. A phone call saying that your product tested positive for a pathogen is NOT reason alone to issue a recall.
- 2. Clear guidelines on when and why to (or not to) test or retest.
- 3. Decision tree for when an event must be reported on the Reportable Food Registry and who will do it.
- 4. Written procedures on how to deal with an inspection by federal and/or state authorities after the recall.
- 5. Written company policies regarding employee code of conduct, media, photography, videotaping, and social media.
- 6. Identify how unexpected legal and regulatory questions that come up during the recall will be addressed.
- 7. Document the process for informing employees, in each language necessary, including how and when to inform them.
- 8. A detailed process and template for tracking and monitoring FDA Effectiveness Checks.
- 9. A social media strategy during a recall –circumstances under which the company will want to be proactive or reactive.
- 10. Designated persons to do each and every detailed task identified in your plan on a moment's notice, 24/7. Designated backup for each of them, in case your go-to person is unavailable.



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# Legacy Series

**A Gentle Giant from South Carolina  
...Gerald A. Funderburk**

Gerald Funderburk was 84 years old when he was called home by the good Lord on March 8, 2014. Born May 10, 1929 in Wadesboro, NC, he was the retired owner and operator of G.A. Funderburk Company and was a watermelon broker.

G.A. (as his preacher called him) was a lifelong, faithful, member of the Jefferson United Methodist Church in his beloved home town.

He had three passions in life ..... His Family, His church, and Watermelons. Any grey areas outside of those three priorities were unrecognizable.

Mr. Gerald was a former member and past president of both the South Carolina Watermelon Association and the National Watermelon Association.

Percy Bunch of Murfreesboro, North Carolina shared this about Gerald ..... “If it wasn’t for Gerald Funderburk, we probably would not have a North Carolina Watermelon Association today. He was instrumental in helping us to make it happen.” Percy also added, “Gerald is one of the best watermelon people that I ever met”.

Fellow South Carolinian Bradley O’Neal said, “Gerald brought and expected respect in the produce industry. If you said you were going to do something, then you had better do it. Honesty and commitment to a man’s word were his policies”.

His preacher from Jefferson United Methodist Church who presided over his funeral service shared a quick story about G.A. in the eulogy .... “When G.A. had a heart attack years ago it was at the same time of the watermelon harvest. Cell phones were not allowed in I.C.U, yet G.A. was on the phone in between treatments doing what he did – selling watermelons. When his doctor saw the phone, he told Gerald that is what not allowed, to which Gerald replied, ‘If I don’t

sell watermelons during this harvest time, then the stress on my heart will be worse than not being able to make the sales calls. Do you want me to get better, or worse?’ You can guess who kept the phone and sold watermelons while he was recuperating.”

On a personal note, I first attended a national watermelon convention in Orlando 2005 and was quickly introduced to this quiet man with the sad, inquisitive eyes from South Carolina. After a quick handshake to say ‘hello’, I was whisked away to a full day of meetings, but able to steal away 15 minutes in a deserted hallway that evening to speak to Gerald. I felt blessed that this man chose me to be his friend. We shared stories that evening and many more times in subsequent years, smiling and crying together, about the watermelon business, his Daddy’s cotton business, and long conversations about his bride and my father, who both passed away in 2003. He has been and will remain in my thoughts and prayers as a confidant and friend forever.

Gerald’s passing is a loss to the Jefferson community and the watermelon associations that he so loved, and love him back. The joy that we can take away from his recent death is that he is no longer suffering, and he is rejoined with his beloved Sue Smith Funderburk, who passed in February 2003. Gerald is survived by two daughters; Suzanne Mills of Hartsville, SC, and Jane Clark of Jefferson, SC; a grandson, Jason Mills of Columbia, SC; and a sister-in-law, Mary Funderburk of Jefferson, SC.

**Gerald A. Funderburk  
May 10, 1929 – March 8, 2014  
Rest In Peace, Our Brother.**



## Savannah 2014: The 100th Birthday Celebration

How does one begin to recap and present the overall results from a national convention like we just experienced in Savannah? There are so many people to ‘thank’. There are so many people to ‘recognize’. There are so many people to ‘appreciate’. There are volunteers that gave of their time and efforts to help us make it a huge success. There are so many that were ‘honored’. And just as important are the 600 attendees that set another all-time record for the National Watermelon Association. So, let’s get back to the original question ..... Where do we begin?

It all started with the selection of a city to host the convention, and there are not very many that could rival historic Savannah. Savannah’s history includes the Civil War, famous music writers like Johnny Mercer, home to the novel ‘Midnight In the Garden of Good and Evil’, Cotton exchanges, Southern mansions, and the park bench scenes that started and ended the movie, Forest Gump, to list a few.

Adding to the ambience of the city was the Savannah River with its huge tanker ships traveling just 75 feet away from the hotel walkway, providing incredible sights for our attendees. The weather was wonderful for winter-time and provided many that were snow-bound and tired of the icy/snowy winter some relief while at convention. And the Marriott Riverfront Resort pulled out all of the stops, in cooperation with Marriott Corporate, and presented a facility, food & beverage, and service that would rival any others that we have seen in the past decade.

The nuances that we experienced at convention are indicative of our theme-oriented approach. Bring the city and area into the resort property, and incorporate it into the convention to make it the most unique experience that we possibly can. We did that, and from what we have heard from countless people, We did it well! So, let’s look at the nuances:

Wednesday included our annual Golf Invitational at the private Landings Club on nearby Skidaway Island. The sporting clay shotgun tournament was held at the oldest gun club in America, the Forest City Gun Club. And 50 people enjoyed a tour of Savannah history and lunch at the famous Mrs. Wilkes, a reminder of family-style cooking and eating of the past.

Thursday started off with a grower-shipper outbreak/recall seminar that no one wanted to leave. Ninety minutes was just not enough for this important topic and discussion. During the welcome reception, teams representing every chapter competed in a charity bicycle building competition that was fun for everyone – participants and spectators. After dinner, the watermelon queens were introduced, Happy Birthday was sung, the confetti cannons shot off, and one of the best bands that we have ever had (A Town A List from Atlanta) kept the dance floor full while others bid on the silent auction, people took their turns in the photo booth, and others played corn hole games.

Friday morning included the showing of the first ever IMAX movie that features a food, Watermelon Magic, along with the movie’s creator/producer, Richard Hoffman, and his family from the Philadelphia area. In the afternoon, the NWA experienced the single largest grossing and net auction in our 100 year history.

On our final day (Saturday), we began with Staff Sergeant Edwin Allen, a 3-time Middle East War Veteran, who expressed his thanks to the NWA for donating the bicycles to the children of U.S. Army military soldiers who have served (or are serving) in the Middle East. Following Sgt. Allen was our keynote speaker, Major Dan Rooney. Rooney is a 3-time veteran of the Iraq War, a former Top Gun F-16 fighter pilot, and now a PGA Professional, Owner of two golf courses, sports psychologist, married and father of five girls, and Founder of the Folds of Honor Foundation. Following the general session we

held the first-ever Watermelon Eating Contest at nationals. That evening, a color guard was escorted into the ballroom by the Savannah Bagpipes & Drum Corps to lead off an evening of honors and recognitions.

It has been my belief that a picture is worth a thousand words, and those photos provide lifetime memories that words cannot express properly. So, we have built three pages in this issue of The Vineline that will speak for themselves with no captions and no names -- just visuals and snippets of the national watermelon convention where we celebrated the 100th Birthday of our storied association, the NWA!

You can view over 2,200 pictures from the convention on the NWA website at [www.nationalwatermelonassociation.com](http://www.nationalwatermelonassociation.com). And you can purchase from a limited inventory of centennial NWA tee-shirts while supplies last. Enjoy!

I must single out a small group of people that made it happen ... my team (the Seven Ladies that gave of their time and energy to make the convention work and get done like they did. They are the hardest working women that I have ever had the pleasure to work with. Thank You, Ladies. You Did Me Proud, and made us look good (if it is possible to make this man look good, that is). Thank you so very much!

And last but most certainly not least, I sincerely wish to Thank every Attendee, NWA Officers, Executive Committee members, all other committee members, Participants, Sponsors, Exhibitors, Donors, Buyers, Speakers, Presenters and Friends of this association for your support, counsel, contributions and encouragement. You all contribute to what I have been preaching for many year .... We are a Watermelon Family! Godspeed to all of you!







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# National Report

Congratulations NWA on the success of 100th Anniversary Convention! It was fantastic!

Thanks to Bob Morrissey Executive Director and to NWA President, John Corsaro on a wonderful convention! Record attendance and record auction, Thank You Arnold Mack, auction chairman, and to all that donated and all that purchased!

Congratulations to our new NWA President, Don Hiller, Dennis Mouzin First Vice President, welcome Chandler Mack as Second Vice President. We look forward to another great year. Thanks to Amber Nolin, our 2013 National Watermelon Queen for all her hard work and efforts.

Congratulations to Miss Brandi Harrison on being selected the 2014 National Watermelon Queen, Promotion Ambassador! We are looking forward to a fantastic year! It started with a bang right after convention! Brandi is so excited to be representing you!

Congratulations also to Miss Allyson Brake on being selected First Runner-up and to Jordan Skipper for being chosen Second Runner-up, and Brandi Harrison for being Miss Jubilee! Congratulations to all the young ladies that competed this year, they were an awesome group!

Each and everyone represented your State Association Royally! Thank You! Thank You!

Brandi thanks all those that contributed to her scholarship fund; NWA; Seminis; Multicorr; United & Jim Zaferis; and memorial from Brent & Debbie Jackson in memory of their son Adam ; Sue Childers in memory of her husband Oren. Thanks also for those that donated and purchased items from the auction. We appreciate you!

We also celebrated the 50th Anniversary of the National Queen Program this year in Savannah!

I want to thank NWA and all those that contributed to my amazing gift at Nationals, to say I was surprised and overwhelmed is an understatement! I am so moved and appreciative by your kindness and generosity, thank you from the bottom of my heart! I am so blessed to be part of this incredible Association! Thank You!

I was saddened by Bob’s news of the death of Mr. Gerald Funderburk. He was a long time supporter; he loved the industry and its entire people. We will continue to miss him.

Eleanor Bullock  
NWA Promotion Coordinator  
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**Amber’s Tour Continues**

**Special thanks to the following for your sponsorship of Amber’s Tour Interagro; Florida Watermelon Association; Georgia Watermelon Association; Leger & Son; Rich Novak; DMC Farms; Alabama Watermelon Association**



These beautiful girls show off their shirts from NWA in Savannah!



John Corsaro, NWA President presents her with the NWA Scholarship



Amber crowns Ms Mary Beth Welby in Savannah, pictured with Amber and all the State Queens



On behalf of Nunhems, Richard presents Brandi with a camera



Great Job Girls!



On behalf of Multicorr Brad presents her with \$1000.00 Scholarship check



Amber presents Miss Allyson Brake with the First Runner-up award. Congratulations Allyson!



Brent Jackson presents her with the Adam Jackson Memorial Scholarship check for \$500.00



Congratulations Jordan Skipper, Second Runner-up



Congratulations from NWA 2nd Vice President Chandler Mack



First Vice President Dennis Mouzin and Amber present Brandi with her awards



Congratulations from NWA President Don Hiller



On behalf of Seminis, Rusty Autry presents Brandi with \$1000.00 Scholarship



Brandi and her Judges all former National Watermelon Queens!



On behalf of Sue Childers, in memory of Oren Childers, Greg Leger presents her with \$500.00 Memorial Scholarship



Brandi and the former National Queens attending, minus Kim Tomlinson Holwell



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# National Pictures



Tony Mosco National Sales Director Intergro, Amber and Tim Dolan, Owner and President of Intergro at their booth in Savannah



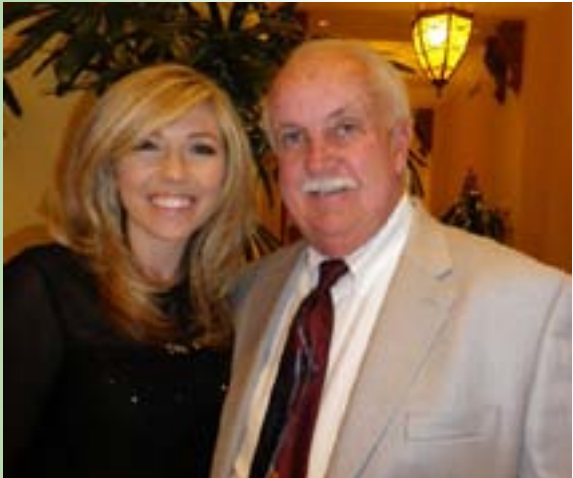
Tony with Georgia Queen Carol Anne and Amber at the Intergro Booth at Georgia Fruit & Vegetable



Thank You Intergro and Kendra!



Amber shows this necklace at the Florida Convention



And Billy Smith buys it for her! Thanks Billy!



President (outgoing) Chandler Mack, Brandi, Amber and visiting queens Congratulate Megan, the 2014 Florida Queen!



Amber and Brandi Congratulate Megan!



Breakfasts with 2014 Florida Watermelon Queen!



Good looking group at the Georgia Convention!



Carol Anne Mitchell, Georgia Watermelon Queen and Amber at St Simons Island



Amber Congratulates the 2014 Georgia Watermelon Queen!



Amber, Jordan, Chelsey and Brandi and the Alabama Convention



Amber visits with Carol Anne and Samantha at the GWA convention



Amber, Chelsey and Caitlin at the Mar-Del convention, football ready!



Thank you Mark Collins and Bob Gibson for the necklace!



Congratulations to the 2014 Mar-Del Watermelon Queen



Thank you Mark and Dawn for sponsoring us and for all you do!



Ambers shows off her rug from NWA



Mr. and Mrs. Joe Watson with Jordan and Amber



Congratulations to the 2014 Alabama Queen, Montana!



Amber crowns Brandi Harrison 2014 National Watermelon Queen



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# Alabama Report

Greetings from the Alabama Association!

The Alabama Watermelon Association Convention was held in February at the Beau Rivage Resort in Biloxi, Mississippi. This year's convention was a huge success and could not have been possible without our convention sponsors: Jeff Garrett - Clifton Seed Company, Dave Genecco - Genecco Produce, Jim Mastropietro - International Paper, Neal Kicklighter - LTF Greenhouses, Arnold Mack - McMelon, Inc., Jane Jennings - Multicorr, National Watermelon Association, Paul Hoover - Nunhems USA, Inc., Sawyer Smith - The Wilbur Smith Law Firm, Borders Melons, Josh Bailey - Premier Melon Company, Inc., Cheryl Hicks - RockTenn, Sakata Seed, Rick Sullivan - William Manis Produce Marketing, Inc., Milan Dubravcic - Atlantic Pallet Exchange, Billy Smith - Billy Smith's Watermelons, Inc., Matt Duerr - CHEP, Mike Thomas - Freight Movers, LLC, Walt Shappley - Highland Fresh Technologies, Kendra Kennedy - Intergro, Luke Reinstette - Morgan Wood Products, Michael Everson - Seedway, Darren Deal - Siegers Seed Company, Brian Arrigo - Southern Corporate Packers, Woody Speir - Syngenta, Tom Daughtrey - Valdosta Plant Company, Inc.

This year we had eight wonderful young ladies compete for position of the 2014 Alabama Watermelon Queen. Congratulations to the 2014 Queen Montana Savage from Enterprise, 1st runner-up Brooke Searcy from Dothan and 2nd runner-up Kristy SantaCruz from Bay Minette. Thank you to our Queen Contestant Sponsors: Billy Smith-Billy Smith's Watermelons, Inc., Jeff Garrett - Clifton Seed Company, Arnold Mack-McMelon, Harry Vaughn-Gulf Seed, Jim Mastropietro-International Paper, Tom Daughtrey - Valdosta Plant Company, Inc., Mary Jones-Sun State Produce, and Joe Watson-Rouses Supermarkets.

Queen Montana and I are both very excited to get started this year. We will be attending the National Watermelon Promotion Board training in Orlando, FL. Following the training we will start the 2014 Queen Tour visiting elementary schools all across Alabama, attending watermelon festivals and farmers markets, complete farm tours in Alabama and Florida, and many other exiting promotions.

Last but not least, the Alabama Watermelon Association would like to congratulate our 2013 Queen Jordan Skipper on being selected 2nd runner up at the National Watermelon Queen Competition. A special thank you for all your hard work and dedication over the past year. You have represented the Alabama Association with great pride and elegance! In addition, thank you to all that have helped make her year so special!

See you all soon,  
Katie Eubanks  
Promotions Coordinator  
334-237-0600  
Katie.Eubanks2@gmail.com



2013 Queen Jordan, 1st runner up Brooke Searcy, 2014 AL Queen Montana Savage, 2nd runner up Kristy Santa Cruz, and Miss Jubilee Courtney New. Congratulations Ladies.



GA Queen Carol Anne, AL Queen Jordan, and MD Queen Chelsey at the Georgia Convention Auction.



2013 Queen Jordan and Mr. Harry Vaughn before the Florida Convention Banquet.



Congratulations Meagan Morgan 2014 FL Queen.

Queen Jordan had a great time attending the Georgia Convention in St. Simons.



Congratulating the 2014 GA Queen Jennifer Eadie.



1st runner up Allison Brake, 2014 National Watermelon Queen Brandi Harrison, 2nd runner up Jordan Skipper.



Queen Jordan with Mrs. Mary Jones at the GA Convention Banquet.



FL Queen Brandi, Queen Jordan, and MD Queen Chelsey with the AL President Jay Jones.



Josh Moore, Jeff Garrett, and Jay Jones welcoming 2014 Queen Montana Savage.



Queen Jordan and Mr. Billy Smith at the NWA Convention.



Mr. Paul Hoover and Mr. Jay Jones at the NWA Convention.



Happy 100th Birthday to the NWA!





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TM



# Florida Report

## Greetings from the Sunshine State of Florida

Our year starts with a lot of exciting things happening with the Florida Watermelon Association. First of all, The Florida Watermelon Association held its 46th Annual Florida Watermelon Convention on Jan 17-19, at the Tampa International Plaza hotel, Tampa, Florida. After an exciting weekend of competition, Saturday evening's banquet ended with the Crowning of our new queen Meagan Morgan, daughter of Peggy and Mickey Morgan of Chiefland, Florida. Meagan attends Santa Fe College in Gainesville where she is majoring in Dental Hygiene. The first runner-up is Olivia Guettler of Chipley, Florida and the second runner up is Ashley Connors of Stuart, Florida. Olivia also received the "Miss Jubilee Award". Also Congratulations to Mr. Jim Mastropietro for receiving the "Outstanding Service Award" and Mr. Doug Johnson for "Life Time Achievement Award". Also during our convention Mr. Phil Turner was elected as our Second Vice-President. Another special award was "The Ms. June Smith Award" went to Mrs. Jackie Sawyer. Congratulations to All!

The next weekend, Queen Brandi and her mom Sherrie were off to the Georgia Watermelon Convention held at the Sea Palms Golf and Tennis Resort in St Simons, Georgia. Thanks to Melon 1 for sponsoring us for this event. Congratulations to Miss Jennifer Eadie for being selected as the 2014 Georgia Watermelon Queen.

Queen Brandi and I had our first event in February were we headed to Biloxi, Mississippi, my hometown to the Alabama Watermelon Convention held at the Beau Rivage Resort and Casino. Thanks to the Alabama Watermelon Association, Clifton Seed Company, International Paper, Southern Corp. and Sun State Produce for sponsoring us. Congratulations to Miss Montana Savage for being crowned the 2014 Alabama Watermelon Queen.

Then Brandi and I were off to Savannah, Georgia for the 100th Annual National Watermelon Convention held at the Marriott Riverfront Resort & Spa.

Congratulations to "Brandi" for bringing home the 2014 National Watermelon Title! We are all so proud of you!

The Florida Watermelon Association is very proud of Brandi for the job that she has done this past year. Queen Brandi also won the "Miss Jubilee Award" at Nationals as well. You have been a wonderful and amazing spokesperson for our watermelon industry. Way to go Brandi!!!

Queen Brandi and I would like to thank all of our sponsors and the National Watermelon Promotion Board for making this a wonderful and memorable year. We would also like to thank Brandi's family for sharing her with us this past year and providing lots of support!

Wishing everyone a successful watermelon season.... until next time

Debra Harrison  
Florida Watermelon Promotions Coordinator  
Email: [debra@flfwa.com](mailto:debra@flfwa.com)  
Home: (863) 494-1163  
Cellular: (863) 633-8306



Congratulations to the National Watermelon Winners. North Carolina Queen Allison Brake - first Runner-up, Florida Watermelon Queen Brandi Harrison, National Queen Alabama Queen Jordan Skipper – second runner- up



2014 Alabama Watermelon Queen – Montana Savage



"2014 Outstanding Service Award" – Mr. Jim Mastropietro



2014 FWA Queen Contestants taking time to pose with our National & State Queens. Thanks for coming to support us!



Ms. June Smith Award Recipients congratulate 2014 winner, Mrs. Jackie Sawyer



"2014 Lifetime Achievement Award" – Mr. Doug Johnson



Congratulations to Olivia Guettler – First Runner –Up, Florida Watermelon Queen Meagan Morgan, Second Runner-up



Our 2014 FWA judges along with Queen Megan and her court!



Our Dearest 'Has Been's' congratulate Queen Meagan Morgan.



Congratulations Meagan Morgan from all of us at FWA!



Our new 2014 "FWA Officers" – Chandler Mack – Chairman of Board, Mr. Phil Turner – Second Vice-President, Mrs. Laura Land First Vice-President, Mr. Jim Barfield – President.



National Queen Brandi and Chandler Mack visiting Nationals.



Congratulations Brandi – We are all proud of you!!!



NWQ Brandi chatting with Driver #36 Chad Chastain and Nascar Truck Driver # 92 Ross Chastain.



2014 Georgia Watermelon Queen – Jennifer Eadie



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# Georgia Report

Greetings from Georgia!

We're proud to report on a tremendous annual conference back in St. Simons this year. We held our meeting at the Sea Palms Golf & Spa Resort where attendees enjoyed a day at the shooting range, golf course and a packed out convention!

More than 250 growers and watermelon agribusinesses joined us this year and we raised \$240,000 through the live auction. A BIG THANKS to our load donors, buyers and other auction supporters for this 2014 event. This association will thrive due to your support and passion for the industry and we're excited about the upcoming year. Also, thanks for the support given by our CORPORATE sponsors for the meeting; it would not be possible without your kind donations.

We had five top notch contestants for our annual queen contest this year that competed thanks to our contestant sponsors. THANK YOU Leger & Son Inc., Randy Ellis Farms, Darren and Tammy Deal, Ricky Tucker Farms, and Gerrald's Vidalia Sweet Onion, Inc. for your support of our contestants! Congratulations to our 2nd runner up, Kayna Clemons sponsored by Darren and Tammy Deal and 1st runner up and winner of the Ms. Jubilee award, Carla Penney, sponsored by Randy Ellis Farms. Finally –congratulations to our 2014 Georgia Watermelon Queen, Miss Jennifer Leann Eadie! Jennifer is from Sylvester, Georgia, but currently lives in Macon and is a senior pursuing her History degree at Wesleyan College. She was sponsored by Leger & Son, Inc.

Jennifer has already been on the road for her promotional year and we have several exciting things planned for the spring. She visited the Capitol and received a Proclamation from the House of Representatives through Representative Buddy Harden. She also attended and was interviewed at the annual Cordele-Crisp County Fish Fry that afternoon at the Railroad Depot. Later this spring, Jennifer will head back to Atlanta for Ag Day at the Capitol, travel to Orlando for Watermelon Ambassador Training with the National Watermelon Promotion Board, and head to Charleston, SC to hand out watermelon to the thousands of runners at the Cooper River Bridge Marathon with several other state queens. Also this month, Jennifer will take part in a marketing campaign for the Georgia Watermelon Association where she will be filmed showing consumers tips on how to safely consume watermelon. This video will be connected to a QR code, which will be placed in retail stores.

If you are interested in booking our new Georgia Watermelon Queen, please call ahead to schedule a date for our 2014 tour by contacting Samantha Tankersley Kilgore at 706-845-8575 or stankersley@asginfo.net.

In closing, GWA would like to congratulate Miss Carol Anne Mitchell on an outstanding 2013 year and a great job representing our state and industry at the 100th Celebration National Watermelon Convention held in Savannah, Georgia. You have been a blessing to this association and you have so much ahead of you!

Looking forward to seeing you all this summer!  
Sincerely,  
Samantha Tankersley Kilgore  
Promotions Coordinator  
706-845-8575



GWA Board member Mitch Mitchell squares up for the swing at the Sea Palms Golf Course.



GWA Queen Contestants, Carol Anne and other state queens are ready to seed spit



Al and Debbie Wroten prep for skeet shooting in St. Simons



2014 2nd Runner Up Kayna Clemons, Queen Jennifer Eadie and 1st Runner Up Carla Penney



Jennifer shows off auction items



New Queen Jennifer Eadie with outgoing Carol Anne Mitchell



Commissioner Gary Black, new Queen Jennifer Eadie and Mr. Buddy Leger



Outgoing Queen Carol Anne Mitchell gives her speech to the conference attendees.



Queen Jennifer Eadie at the Georgia House of Representatives



Jennifer gets interviewed at the Cordele- Crisp Annual Event in Atlanta



Jennifer was excited to visit with Commissioner Black at the Department of Ag!



Jennifer with Representative Buddy Harden and Governor Deal



Jennifer with Secretary of State Brian Kemp at the Fish Fry



Queen Jennifer and Coordinator Samantha had fun meeting Georgie at the Commissioner's office!



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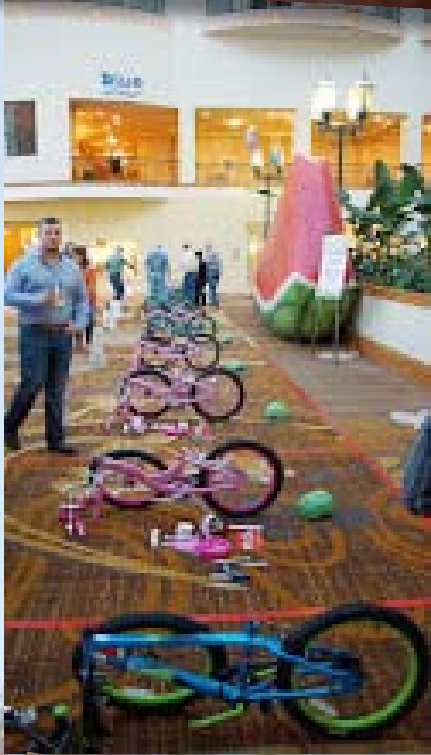


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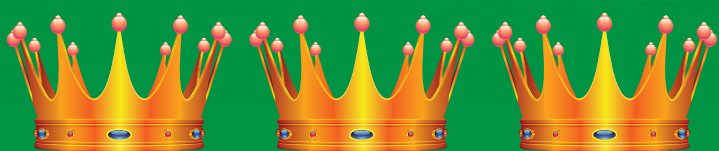


# NWPPB UPDATE



watermelon.org

## Every season there's a reason for watermelon!



### Triple crown year for watermelon

Did you know that 2014 marks

**100 years** of the National  
Watermelon Association,

**50 years** of the National  
Watermelon Queen, and

**25 years** of the National  
Watermelon Promotion Board!

Media kit distribution began early in 2014 and has successfully made the jump from CD to digital. Our new hi-res images, recipes, and information are easily and immediately accessible to media, retailers, and consumers. The online version of the kit is now a web-based app, customized for desktop and mobile browsing, including tablets and smartphones. This response-based web app marks a new step for watermelon in the tech era, with information, education, and inspiration being available anytime, anywhere. Our list of nearly 3,000 targeted media kits were delivered and have been creating a deluge of interest in watermelon stories and features. The main theme of the kit is year-long versatility and value along with more focus on health and fitness.



In keeping with good company, the watermelon industry will be celebrating the **200<sup>th</sup> birthday of the Star Spangled Banner**. In celebration we will be honoring the occasion with a summer-time Star Spangled watermelon event. Promoting a red, white, and blue summer from Memorial Day to Labor Day, we will host an online splash page featuring downloadable educator pages, recipe coloring sheets, and activities for kids.



We will also incorporate Best Star Spangled Banner categories into the July Carving Contest and Retail Display Contest. Our iconic American product will help showcase our American history in a celebration of patriotism, tying in to agriculture's preeminent place in our history. We are the only country whose founding father was a farmer.





# 21st Epcot International Flower & Garden Festival

## March 5 - May 18

It's here! This year's annual Epcot Flower and Garden Festival kicked off March 5 and will run through May 18 at the Walt Disney World Resort in Orlando, FL. It's a celebration of everything that's wonderful about horticulture and spring. This year marks the 21st year of the Festival.

Each year the Festival offers guests the opportunity to delight in beautiful gardens, topiaries, and butterfly gardens; listen to celebrity presentations or the Flower Power Concert Series; enjoy garden-themed food booths, and much more! The Epcot Flower and Garden Festival is really one of the most gorgeous times of the year to visit – it's an amazing sensory experience with all of the blooming colors and now, fresh tastes. Last year Epcot introduced the 1<sup>st</sup> Marketplace Kiosks – food booths that served garden fresh items. This year the kiosks have been renamed Outdoor Kitchens, and there are 11 kitchens total, found throughout World Showcase. At the Florida Fresh Kitchen, guests can sample:

- Watermelon salad with pickled onions, BW Farm baby arugula, feta cheese, and balsamic reduction
- Watermelon passion fruit slush featuring Simply Lemonade

The festival runs for 75 days, attracting 2.4 million attendees from around the world. Everyone will have a chance to sample the sophisticated and refreshing tastes of watermelon!

## Industry Approves Amendment to Watermelon Research and Promotion Plan

WASHINGTON, Feb. 5, 2014 -- The U.S. Department of Agriculture (USDA) announced that watermelon producers, handlers, and importers have voted to amend the Watermelon Research and Promotion Plan importer eligibility requirements for service on the National Watermelon Promotion Board.

USDA's Agricultural Marketing Service (AMS) conducted the referendum from Jan.13, 2014, through Jan. 27, 2014. Ballots were mailed to all eligible individuals who produced, handled, or imported watermelons between Jan. 1, 2012, and Dec. 31, 2012, the representative period, and who currently produce, handle, or import watermelons.

In the referendum, 74 percent of those voting favored amending the plan. The amendment would allow persons who both import and handle watermelons to choose whether they would like to seek representation on the board as an importer or a handler.

The Watermelon Research and Promotion Act requires that a referendum be conducted before changes to the plan go into effect and that the amendment be approved by a majority of producers, handlers, and importers of watermelons voting in the referendum.



## Watermelon in the Big Apple!

Watermelon will kick off the domestic season again on the big screen at Time Square in New York City. Advertisements will be featured 24/7 on the CBS Super Screen, showcasing watermelon to millions of viewers April 2nd through July 15!





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# Illiana Report

HELLO ALL from the Illiana Watermelon Association!!!!

Since Nationals, things have been a whirl wind!

Queen Briston made us all very PROUD at Nationals and wishes to thank the entire watermelon family for opening their arms and supporting her during her reign this past year. She would also like to thank all of her sponsors this past year for their support. Because of their support, she was able to travel and experience many things she would have otherwise never been able to do. She wishes the new queen the best of luck and hopes that she finds this experience as fulfilling as she did.

Congratulations to the IWA bike building team who came in 1st place at Nationals and to IWA for receiving the “Promotion of the Year” award for their annual New Year’s Eve Watermelon Drop and Gallagher’s Last Smash show. A BIG thanks to Rick Linenburg and John Frenz for all of their hard work in planning and organizing this event!!

Shortly after returning from Nationals we held out 25th Annual IWA Convention March 7-8, 2014 at the beautiful French Lick Hotel Resort/Casino in French Lick, Indiana, where Queen Briston took her final walk as our 2013 Illiana Watermelon Queen and crowned our new 2014 Illiana Watermelon Queen Miss Emily Brown. Congratulations to Miss Kristin Anderson 1st Runner-Up and Miss Madeline Grumieaux our 2nd Runner-Up.

Queen Emily is the 20 year old daughter of Bruce and Bonnie Brown of Vincennes Indiana. She is a sophomore at Vincennes University in the nursing program and was sponsored by Hoosier Fresh Farms. I am excited and looking forward to working with Miss Emily this year and completing my first full year as promotions coordinator!!

After being crowned on Saturday night, Queen Emily hit the ground running with her first promotion of the year on the following Thursday, March 12, 2014 at Vincennes University where she served watermelon to those attending the annual Ag Day Supper. Thank you to Carrie Smith, Vincennes Beauty Bar, for sponsoring our event and thank you to Sue Ann with Indian Hills for donating the melons and a big thank you to Mike Yochum for getting them to us.

Next we are preparing to head to Orlando, FL for Queen training and are excited to meet the other chapter queens and coordinators for a fun filled weekend. Then when we return, Queen Emily and I will be off and running for a jam packed promotional year for the Illiana Watermelon Association.

Thank you!!  
Lori Edwards  
Promotions Coordinator  
iwapromocoordinator@gmail.com  
812-396-9969



Queen Briston with our WINNING bike building team at National Convention



Queen Briston with our 2nd bike building team at National Convention



Queen Briston enjoying a photo opt with Anita Field and Tim Dun



Chapter Queens celebrating NWA's 100th Birthday!!!



Queen Briston taking part in the seed spit competition at National Convention



Queen Briston with Neil Armstrong



Rick Linenburg and John Frenz accepting the award for “Best Promotion of the Year” at the National Convention



Queen Briston with John and Lori Toth at our IWA Convention. THANK YOU for the beautiful bracelet!!!!



Queen Briston and National Queen Brandy, take a picture with IWA's 2014 queen contestants



Queen Briston takes her final walk as 2013 Illiana Watermelon Queen



Queen Briston crowns IWA's 2014 Queen Miss Emily Brown



Queen Emily with sponsor Kelly Tyner of Hoosier Fresh Farms



Queen Emily with Kelly and Aaron Tyner



Queen Emily with her mom Bonnie Brown



Queen Emily with Promotions Coordinator Lori Edwards



2014 Queen Emily and 2013 Queen Briston



Queen Emily with National Queen Brandy Harrison



Queen Emily with IWA Officers Brad Johnston, Mike Horrall, Rich Novak and Rick Linenburg



Queen Emily with Anita Field



Queen Emily's first promotion and Vincennes University - AG Day Supper



Queen Emily with event sponsor Carrie Smith - Vincennes Beauty Bar



Queen Emily working the AG Day Supper handing out watermelon



Queen Emily with the Kelly Tyner family



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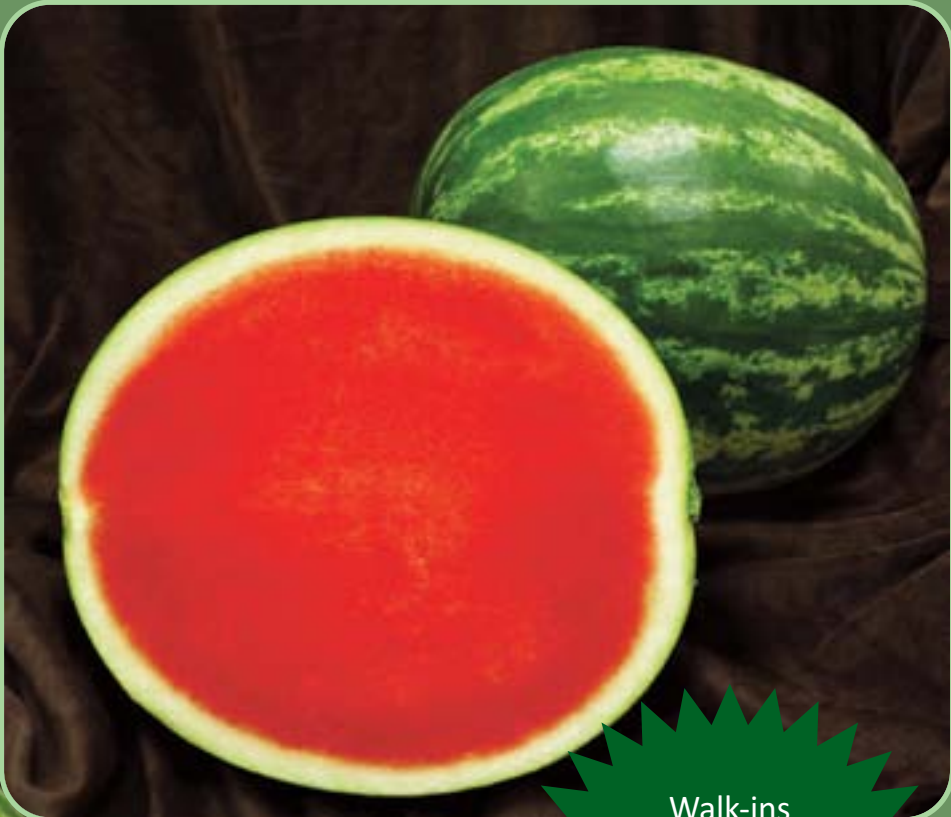


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# Mar-Del Report

Greetings from the Mar-Del Association!

Queen Chelsey was busy in the months of January & February with the Sponsorship banquet for the Delaware International Speedway, Delaware Ag Dinner, Florida & Alabama Convention, our own convention and then the National Watermelon Convention.

We would like to thank all the businesses, individuals that donated or bought items at our annual auction. We had one of the highest auctions ever that will help us promote our Mar-Del Watermelons and fund university research projects. Our convention was one of the most attended in recent history. Part of the attendance at Saturday night's banquet was being blessed with 21 former Mar-Del Queens to celebrate the 40th Anniversary of the Mar-Del Queen Program. We were so happy to have them back with their watermelon family. We would like to congratulate Robinson Farms – Willis and Carole Robinson from Sharptown, Maryland on receiving the 2014 Lifetime Achievement Award for their

years of dedication to the watermelon industry and our association. Congratulations go out to Jonah Vincent of Laurel, De. And Kayla Harvey of Hurlock, MD on receiving the \$1,000 scholarships from the MAR-DEL Association. We want to thank Outgoing President & Convention Chairperson Jay Rider for all is time, love, dedication and hard work in the past years. Jay has decided to step down as Convention Chairperson he will be sincerely missed and we welcome Chris Magee to the new position. Mr. Will Hales was elected to President with his Vice President Kevin Evans. We welcome both and look forward to working with them. As many of you know I have retired from the Association after 20 years of service. I can't thank this Assoc. or the extended watermelon family for all the love and support that I have received over the past 20 years. We welcome Caitlin Givens to our family as our new Promotions Coordinator. Caitlin comes to us with the passion, knowledge and love for the watermelon industry. Welcome Caitlin!!! A huge welcome also goes to Shelby Hurley of Mardela Springs, MD as she was crowned the 2014 MAR-DEL Watermelon Queen. Shelby welcome to our watermelon family- you are in for an amazing year!!!

Nationals was an amazing week. We want to thank everyone that traveled to Savannah to support Chelsey and our Association. Chelsey did an amazing job and we were so proud of how she represented our Association. Chelsey represented us with grace, class and style as she did throughout her reign as Queen. We are so proud of you – thank you for being an awesome young lady and we wish you much success in the future - the dear Lord has another and bigger plan for you!!!!

Thanks again for all your support and we wish you much success in your growing season!

Watermelon Wishes,  
Dawn Collins  
Outgoing Promotions Coordinator



Chelsey greeting DE. Sec. of Ag Ed Kee, DE. Governor Jack Markell and Bob Outten at the Delaware Ag Dinner



Big hugs and a thank you to Craig Mathis and Harry Vaughn for the beautiful earrings purchased for Chelsey @ the Florida Auction



Our lovely contestants with Queen Chelsey before the President's Reception Tailgating Party



A big congratulations goes to Willis and Carole Robinson for receiving the Lifetime Achievement Award



A big thank you to the Outgoing President & Convention Coordinator Jay Rider for all his years of dedication, time and hard work.



Congratulations to Jonah Vincent of Laurel, De. for receiving the Delaware Scholarship money from Mar-Del



Congratulations to Kayla Harvey of Hurlock, MD. for receiving the Maryland Scholarship money from Mar-Del



This was the 40th Anniversary of the Mar-Del Queen and we were blessed to have 21 former Mar-Del Queens with us at the Banquet



Congratulations to Shelby Hurley of Mardela Springs, MD the new 2014 Mar-Del Watermelon Queen. Pictured here w/ 1st runner up Savannah Chamberlain, 2013 Queen Chelsey and 2nd runner up Taylor Hatfield



The new Promotions Coordinator Caitlin Givens with her new Queen Shelby Hurley



Queen Chelsey with Board member Mark Collins @ a dinner during Nationals.



Queen Chelsey chatting with the group from Vincent Farms during Nationals.



Chelsey getting ready to be the Mar-Del Cheerleader for our bike assembly team.



Pictured here with Queen Chelsey and AL Queen Jordan are Ellen Magee and Brandy. Thank you for your support!



Long time Board member Bill Toadvine surprised us all with a visit to Nationals.



Queen Chelsey thanking the Multicorr group for a wonderful dinner and all their support.



Queen Chelsey with outgoing President Jay Rider @ Nationals



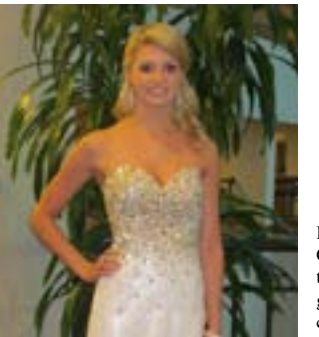
Queen Chelsey thanking Mark Collins, Jay Rider & Bob Gibson for the beautiful ring purchased for her at Nationals



Queen Chelsey thanking Melon 1 for the beautiful necklace purchased for her @ Nationals



With a quick break from the National agenda we met up with part of the Mar-Del group on the River Walk.



In a word BEAUTIFUL!! Chelsey before the evening gown competition

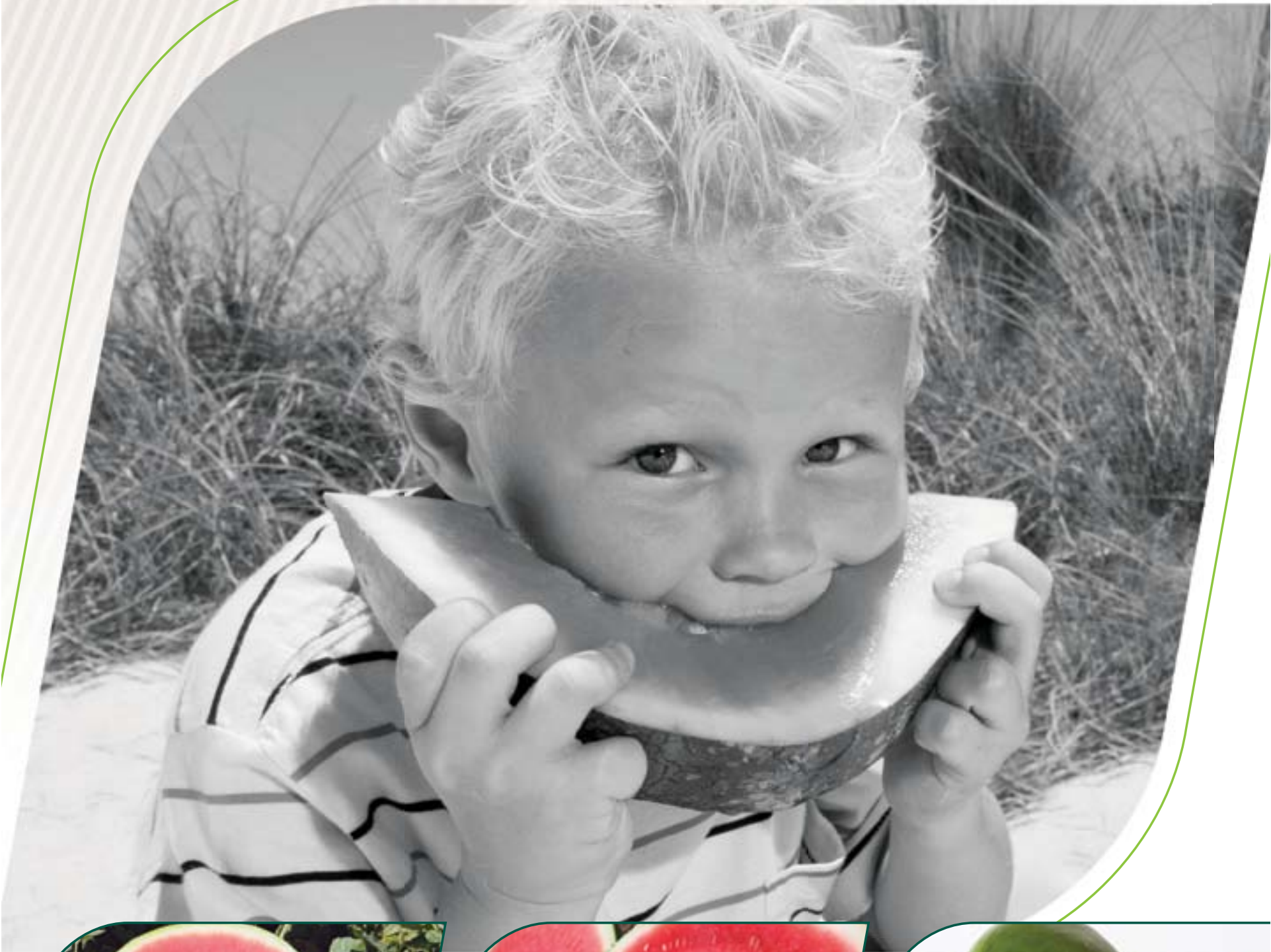


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# North Carolina Report

Greetings from North Carolina,

Allyson Brake has been a fantastic queen for the North Carolina Watermelon Association this past year. She was always excited about every promotion, loved meeting people, making new friends and getting to be an ambassador for the watermelon industry and agriculture. This enthusiasm was further revealed through her speech during the NWA Convention in Savannah, where everyone in the room that morning felt her true passion. She had a wonderful time at the convention and we are so proud of her for being selected as the First Runner Up in the 2014 National Watermelon Queen Pageant. Allyson wanted the opportunity to say thank you to the industry so she is including a few words in this issue.

Dear Watermelon Friends and Family,

It is hard to believe my year has come to an end. It has been a year of growth, discovery and pure joy. The North Carolina Watermelon Association has become like a second family to me and has encouraged me to strive to be the absolute best I can be. The friendships and love I have received are something I will never ever forget. I am so proud of placing first runner up at the National Watermelon Convention, and I cannot wait for Mrs. Eleanor to put me to work! Thank you so much to all our sponsors and the board for allowing me to travel so much to represent this great product and industry! Good luck to our new queen, you are in for the ride of your life!

Thank you from the bottom of heart!

*Allyson Brake*

2013 Watermelon Queen

The North Carolina Watermelon Association recently held its 33rd Annual Convention in Wrightsville Beach, NC. It was a great convention and we had six young ladies competing for the title of the 2014 North Carolina Watermelon Queen. Each of our contestants had many wonderful qualities that would have made them a great watermelon queen and our judges enjoyed getting to know each one of them. After a very competitive pageant, Miss Breanna Williams of Smithfield, NC was selected as our new queen. Look for more details on the NC Convention and pageant in our next issue. Looking forward to an exciting year to come.

*Sharon Rogers*  
Promotions Coordinator  
336-583-9630  
ncwatermelonqueen@gmail.com



Queen's Kendall, Brandi, Allyson and Briston enjoyed a relaxing lunch at the Pirates House in Savannah.



Mrs. Eleanor Bullock congratulates Allyson



Queen Contestants ready for a fun filled evening celebrating the start of the NWA Convention.



2014 National Watermelon Queen Brandi and Allyson celebrate after the pageant.



NC Queen Allyson excited to be a part of the NWA Convention and national pageant.



2013 NC Watermelon Queen Allyson welcomes contestants to the 2014 NC Watermelon Queen pageant as they prepare for the President's Reception.



The NC Bicycle Team, Mike Bunch, Don Hiller and Michael Bunch along with Queen Allyson getting ready for their competition



2014 NC Watermelon Queen Pageant contestants and Queen Allyson getting ready for the convention auction.



The state queens before the speech competition at NWA Convention



All the queens helping to celebrate the 100th birthday of the NWA.



Mr. James Buehler of International Paper purchased one of a kind watermelon decoration made and signed by Queen Allyson at the NC Convention Auction.



Queen Contestants dressed for the promotional wear competition at NWA Convention



NC Senator Brent Jackson, Queen Allyson and Mike Bunch enjoy the auction at the NWA convention.



SC Watermelon Queen Brooke Allender and Mar-Del Queen Shelby Hurley congratulate Breanna Williams the 2014 NC Queen.



NC Watermelon Queen, Allyson Brake, delivering her heart felt speech during the NWA Convention.



National Watermelon Queen Amber Nolin presents Allyson with the beautiful tray and flowers for first runner up in the pageant.



Past NC Watermelon Queens (plus one) welcome new queen Breanna Williams to the family.



Multicorr's John Goodloe and Josh Rowe hosted Mar-Del Queen Chelsey and NC Queen Allyson to a wonderful dinner in Savannah during the NWA Convention.



2014 National Watermelon Queen Pageant First Runner up - Allyson Brake, 2014 National Queen - Brandi Harrison and Second Runner up - Jordan Skipper.



2013 Queen Allyson congratulates the new 2014 NC Watermelon Queen Breanna Williams (left) and the First Runner up Catherine Glover (right).



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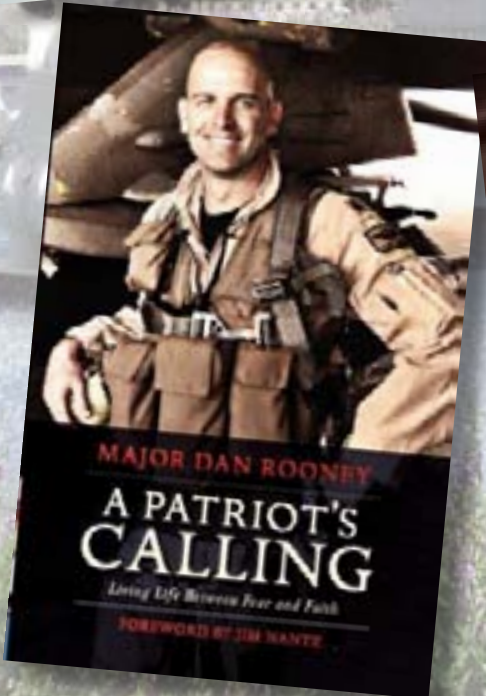


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# SAVANNAH 2014: THE 100TH BIRTHDAY CELEBRATION: PHOTOGRAPHIC MEMORIES AND HIGHLIGHTS







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- Excellent eating quality
- Strong vine

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- Very firm crisp flesh with excellent shipping ability
- Well adapted to grafting on TZ 148

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take a fruit home**

**New**



# South Carolina Report

Another year has started and we would like to welcome Brooke Hastings Allender into our watermelon family. Brooke is the 21 year old daughter of David and Lisa Miller of Duncan, South Carolina. Brooke will graduate from USC-Upstate in May with a degree in Communications with an emphasis in Public Relations.

Our first trip together was to the MarDel Convention in February. As usual, the MarDel folks welcomed us with open arms and we enjoyed a wonderful weekend there. Thanks to Melon 1, Craig Mathis, Harry Vaughn, and Dawn and Mark Collins for the beautiful items purchased for our South Carolina Queen at the convention. We would also like to welcome the new MarDel Queen, Shelby Hurley, into our family. We are looking forward to working with you in the coming year.

Brooke and first runner-up, Brooke Bell, will be attending the Queen Training sponsored by the NWPB in Orlando on March 28th through March 30th. Both girls are excited to see what the NWPB, Brenda Mack and Jean Marinaro have in store for them this year. Thank you again for the wonderful job that you all d for our Queens.

The SCWA will be serving packaged watermelon samples at the Cooper River Bridge Run in Charleston, South Carolina, on April 5th, to 40,000 runners competing in the run. There are also in-store promotions lined up with Bi-Lo who is a corporate sponsor of the event and we will also be working with Bi-Lo at their expo booth. Brooke will make an appearance on Low Country Live in Charleston to promote the SCWA program “Watermelon Fuels Athletes” to jump start the events for the weekend. We have had wonderful response from the other state associations and look forward to having the coordinators and Queens join us for this event.

We also have a large elementary school, Monarch Elementary, in Simpsonville, South Carolina coming up where we will serve watermelon to 750 students on May 3rd and May 4th. This is a new pilot school in South Carolina that focuses strongly on the health sciences and healthy eating. We expect to have local and state media coverage for this event where we will also promote the “Watermelon Fuels Athletes” program.

With two large promotions in place and many others already on the calendar, we are getting a great start to our new watermelon year. We wish everyone in the industry a very successful growing season and look forward to seeing each and every one of you during our tour.

Warm Watermelon Wishes,

Ann Bryant  
SC Promotions Coordinator  
abryant028@charter.net  
ann.bryant@furman.edu



Commissioner Hugh Weathers congratulating Brooke on her win.



Brooke and 1st Runner-Up, Brooke Bell.



Brooke and Miss Ann on their first road trip.



Proud parents Lisa and David Miller congratulating their special girl.



Trey and Katelyn Miller with Brooke at the MarDel auction.



S.C. Board Members with the new Queen and her court.



Thank you Mark and Dawn Collins for the beautiful bracelet.



Melon 1 with the beautiful necklace that they presented to Brooke.



Another beautiful necklace for Brooke from some special folks.



Chelsey Procino and Brooke having fun in Cambridge, Maryland.



Congratulations to the new 2014 MarDel Queen,



Learning about bees and pollination at the MarDel Convention.





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# Texas Report

Hello again from Texas!

Having attended two conventions to finish up our year together, Queen Kendall and I are sad to say goodbye, but we definitely take special, lasting memories with us. Those memories begin with all the wonderful people that make up this watermelon family. There are not enough words to express the gratitude we feel for the help, kindness, and generosity that was always shown. Then, there are the memories of the beautiful cities, from the large to the small, that we were able to visit, and all of the great experiences we had in each of those cities.

In January we went to the Florida convention in Tampa, and we had a wonderful time. The weather was a little chilly part of the time, but the people were warm and wonderful. Thank you so much to all the terrific folks who put on such a great convention, and thanks to the TWA for allowing us to attend. I know Kendall was really happy to see everyone, especially Miss Debra and Brandy, who she stayed with in Washington, D.C. when the girls went to the Marine Marathon. There is a special friendship there that will be a lasting one. The girls are so blessed to have made friends with each of the other queens and to have worked alongside such great people like all those at the NWPB, the NWA, and all of those in the state associations.

Our next trip was to the beautiful town of Savannah, Georgia for the National Convention. Once again southern hospitality was evident from the beginning to the end. Our first night there Kendall and I and some of the other state queens and coordinators took a ride in a hearse for a “ghost tour”. Though it was more of a historical tour with some touches of fright, the girls had a great time. The next day was the big day for the events to begin for our queen contestants. They had an orientation and later went to the 100th Birthday celebration for the NWA, and in between they had a little time to walk around town and visit one of the city’s great restaurants. The next day the competition really got under way, and all of the girls did a terrific job on their speeches. Then they showed off their promotion wear. That afternoon the auction took place, and the girls worked to help make it a great success. Saturday was the big day for interviews with the judges, the video interviews, and the written portion of the pageant, and then of course, at the end of it all, was the banquet with the evening gown competition. Each girl looked so spectacular that I’m sure family, friends, and everyone in each association was very proud. I can say for myself that Kendall has made this past year an enjoyable and easy one. She is sweet and easy going, and I am so very proud of her and the hard work she put in. I am hoping she won’t be our last Texas queen after all, and I hope to see everyone again. It has always been such a pleasure spending time with all of you, working alongside you, and getting to know you.

Have a blessed watermelon season and a very prosperous year.

With sincere fondness,

Barbara Duda  
TWA Coordinator  
bcduda62@gmail.com



President, Chandler Mack with the visiting queens and the new Florida Queen



A special dance with her dad, Ken Duke



Cute shirts for the NWA Queen contestants



Our “dancing queen” with the handsome, Kelton Borders



The girls took time to enjoy lunch in Savannah.



The seed spit winner!



Juliemar Rosado, Arnold Mack, Brenda Baker Mack and Gordon Hunt got in the spirit of the FWA pirate theme.



Hanging out at the Pirate’s House Restaurant



Kendall and the other state queens enjoyed dancing with a future queen at the Florida convention.



Kendall had fun while the guys raced to build a bike.



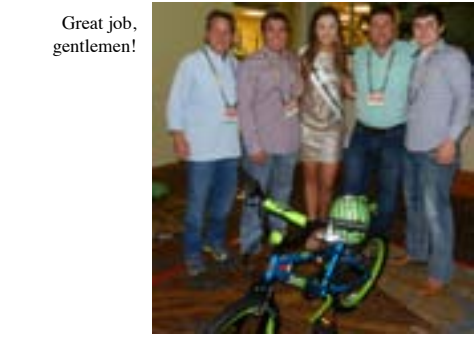
Just having a little fun



Kendall made sure to Helen Dickerson, Cheryl Anderson, and Connie McWhirter for the support.



Kendall gave the seed spit contest her best.



Great job, gentlemen!



Queen Kendall with TWA President, Mark Dickerson



Queen Kendall and her good friend, Florida Queen, Brandi Harrison, enjoyed their time together in Tampa.



Happy Birthday NWA!



All of the contestants looked beautiful.



A beautiful group of queens- Jordan Skipper, Chelsey Procino, Kendall, Carol Anne Mitchell, and Amber Nolin



Dancing with Macky McWhirter



Congratulations to the 2014 NWA Queen, Brandi Harrison!



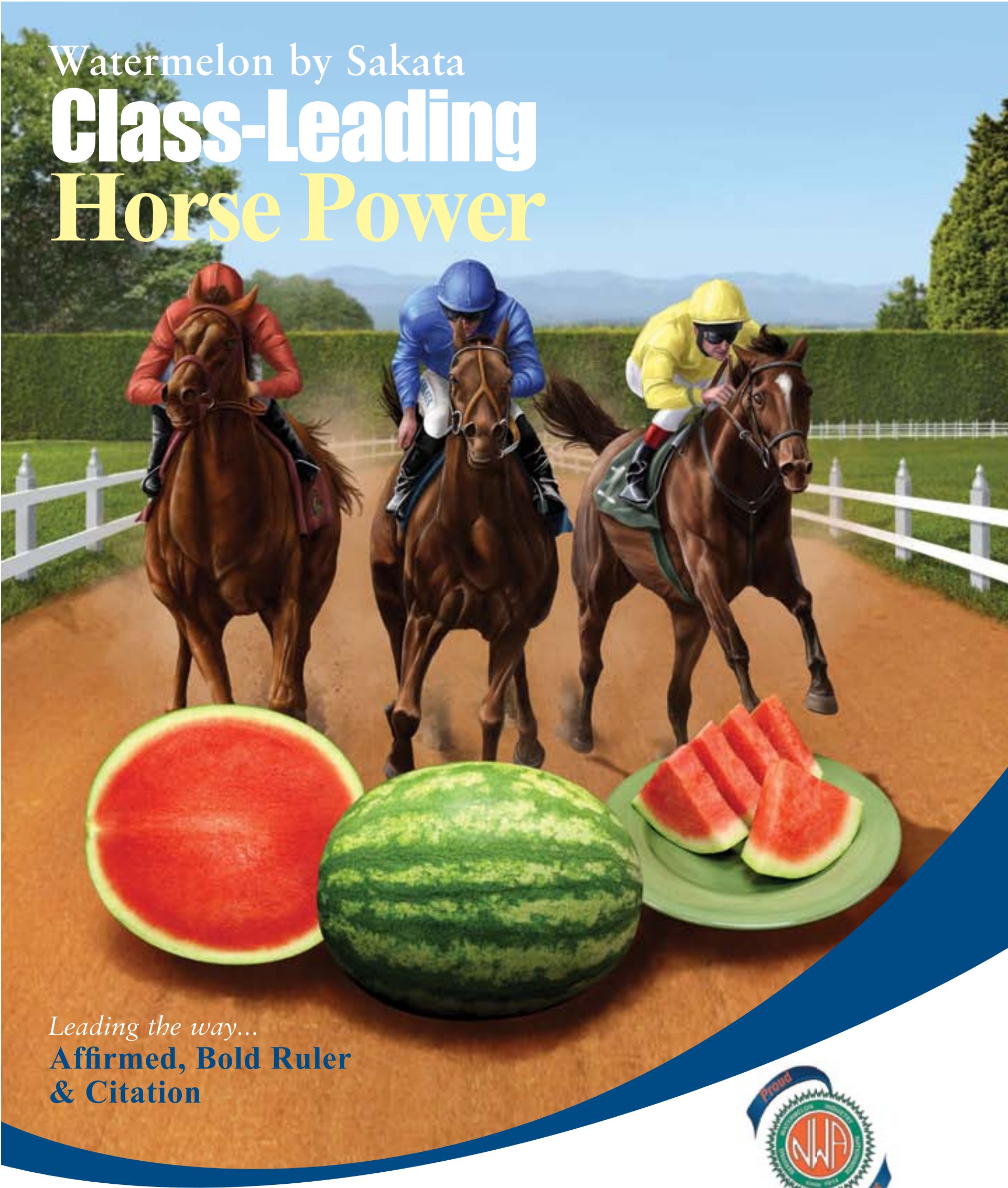
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## Western Report

### In Search of Monday Morning Quarterbacks



Spring is in the air out here in the West and we are very excited for the upcoming watermelon season! The year started out with light volume and extremely high prices out of Mexico. Supply has become steadier and volume is anticipated to increase as they switch growing regions. Market has remained strong with sales starting to increase as the weather warms up.

We are anticipating the 2014 season to be a positive one, despite water issues in the Westside of California. Domestic fruit will be available starting in May, with a steady supply out of the desert regions, and our growers down in Mexico still going strong.

We kicked off this year with our annual Western Watermelon convention in Las Vegas, NV. We had a very successful convention this year with a great turn out of growers, shippers and industry members.

With summer right around the corner, we are excited to get our delicious fruit into the hands of watermelon lovers everywhere! Hoping everyone has a successful and prosperous watermelon season!

For more information on the Western Watermelon Association, be sure to check out our website at: [www.westernwatermelon.org](http://www.westernwatermelon.org) and



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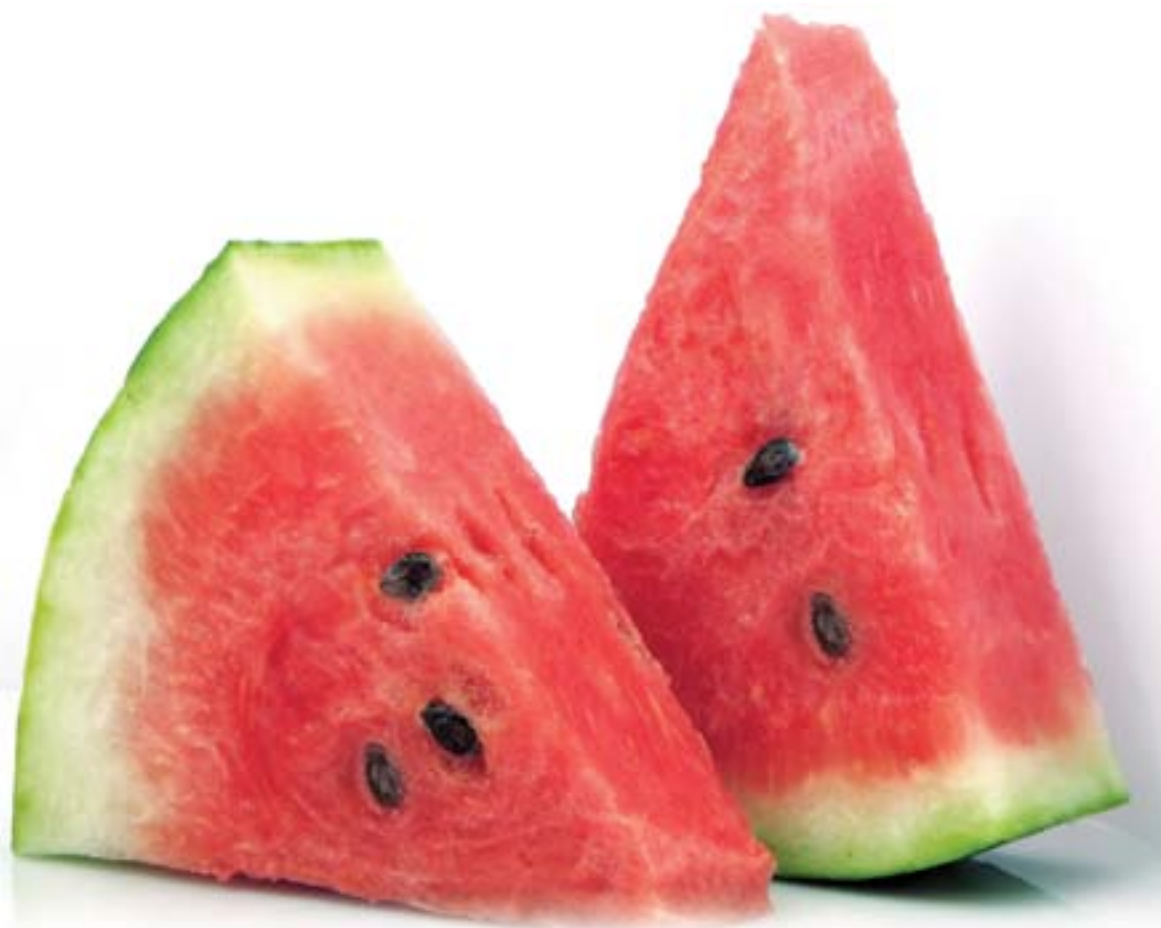


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