



## USDA Offers Crop Disaster Assistance for Fruit And Vegetable Growers

USDA Secretary Tom Vilsack recently announced that greater protection is now available from the Noninsured Crop Disaster Assistance Program for crops that traditionally have been ineligible for federal crop insurance. The new options, created by the 2014 Farm Bill, provide greater coverage for losses when natural disasters affect specialty crops such as vegetables and fruits.

“These new protections will help ensure that farm families growing crops for food, fiber, or livestock consumption will be better able to withstand losses due to natural disasters,” said Vilsack. “For years, commodity crop farmers have had the ability to purchase insurance to keep their crops protected, and it only makes sense that fruit and vegetable, and other specialty crop growers, should be able to purchase similar levels of protection. Ensuring these farmers can adequately protect themselves from factors beyond their control is also critical for consumers who enjoy these products and for communities whose economies depend on them.”

Previously, the program offered coverage at 55% of the average market price for crop losses that exceed 50% of expected production. Producers can now choose higher levels of coverage, up to 65% of their expected production at 100% of the average market price.

The expanded protection will be especially helpful to beginning and traditionally underserved producers, as well as farmers with limited resources, who will receive fee waivers and premium reductions for expanded coverage. More crops are now eligible for the program, including expanded aquaculture production practices, and sweet and biomass sorghum. For the first time, a range of crops used to produce bioenergy will be eligible as well.

“If America is to remain food secure and continue exporting food to the world, we need to do everything we can to help new farmers get started and succeed in agriculture,” Vilsack said. “This program will help new and socially disadvantaged farmers affordably manage risk, making farming a much more attractive business proposition.”

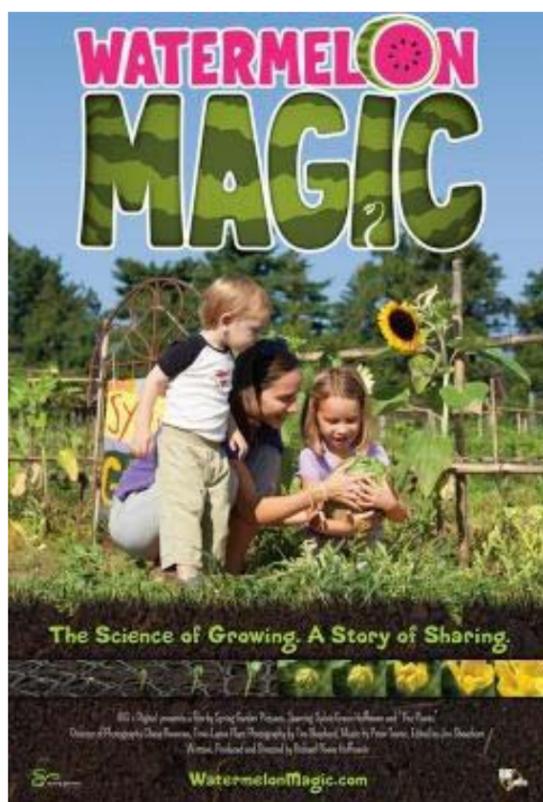
To help producers learn more about the Noninsured Crop Disaster Assistance Program and how it can help them, USDA, in partnership with Michigan State University and the University of Illinois, created an online resource. The Web tool, allows producers to determine whether their crops are eligible for coverage. It also gives them an opportunity to explore a variety of options and levels to determine the best protection level for their operation.

## Great News for Watermelon Magic!

The folks at Spring Garden Pictures are brimming with great news, and they want to share the new developments, exciting opportunities, and upcoming projects with us.

Since Watermelon Magic’s hometown premiere at The Franklin Institute last spring, the film’s reach continues to grow. The screenings at The Franklin Institute will come to a close at the end of December, but you can check out the film at The Whitaker Center in Harrisburg PA where it recently opened. More venues will be officially announced soon!

But the really big news is that Watermelon Magic will be running for a 3-year engagement at the Smithsonian’s National Museum of Natural History in Washington DC beginning in spring or fall of 2015 on their new digital IMAX system! This is a huge, wonderful advancement for the film. They will provide news and updates regarding the grand opening in DC once the details are set.



If the application deadline for an eligible crop has already passed, producers will have until Jan. 14, to choose expanded coverage through the Noninsured Crop Disaster Assistance Program. To learn more, visit the Farm Service Agency (FSA) website or contact your local FSA office. The Farm Service Agency (FSA), which administers the program, also wants to hear from producers and other interested stakeholders who may have suggestions or recommendations on the program. Written comments will be accepted until Feb. 13 and can be submitted through [Regulations.gov](http://Regulations.gov).

## FSMA Implementation Dates Set



Now that the four major proposed rules of the Food Safety Modernization Act (FSMA) have been re-proposed and commented, we await the final rules (publication, and the court-ordered implementation dates.

A consent agreement filed in federal district court in Oakland, CA set a timeline for FSMA rules to be implemented. The agreement between FDA and the Center for Food Safety (CFS) ended the agency’s appeal of strict, court-imposed deadlines that were set as the result of a CFS lawsuit seeking a timeline for implementation.

The consent agreement pushes back several deadlines for the seven rules:

- **Preventive controls for human food = August 30, 2015.**
- **Preventive controls for animal food = August 30, 2015.**
- **Produce Safety = October 31, 2015.**
- **Foreign supplier verification program = March 31, 2016.**
- **Third-party accreditation = March 31, 2016.**
- **Sanitary transport = March 31, 2016.**
- **Intentional adulteration = May 31, 2016.**

“The FDA is committed to fully implementing the FSMA and to putting in place the modern, preventive framework envisioned by the law that will help to prevent foodborne illnesses and protect public health,” says an FDA spokesperson. “The agency is working as quickly and expeditiously as possible to meet our deadlines for the final rules, while also ensuring that we get these rules right.”

## In This Issue:

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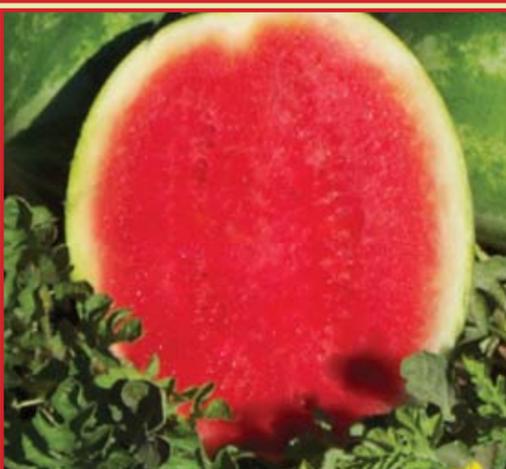
# Seedless Sensations

Outstanding producers with great taste and presentation!



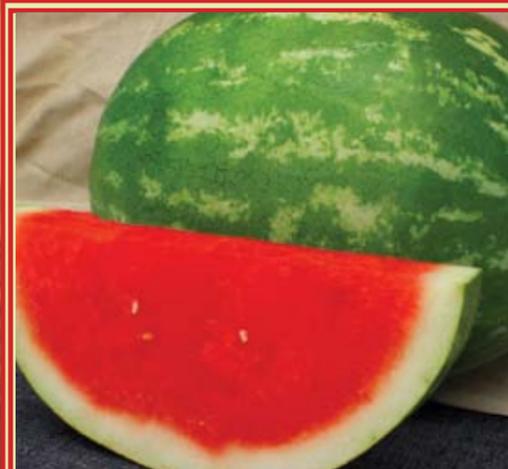
## Sweet Gem

- Rich, glossy, dark green rind
- Deep red, crisp flesh
- Sweet with excellent flavor
- Round shape
- 13 to 16 pounds



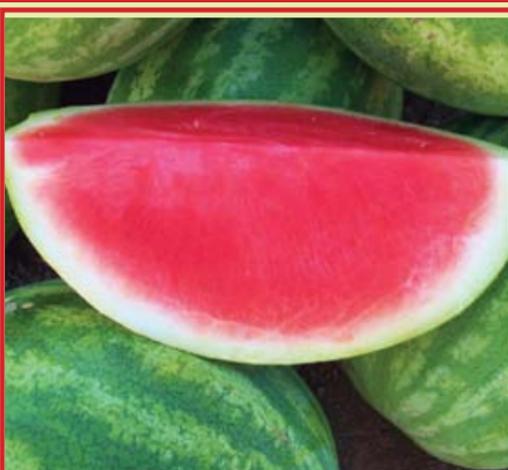
## Cut Above

- Bright red, crisp flesh
- Sweet and flavorful
- Round to oval shape
- 15 to 17 pounds
- Excellent shipping capabilities



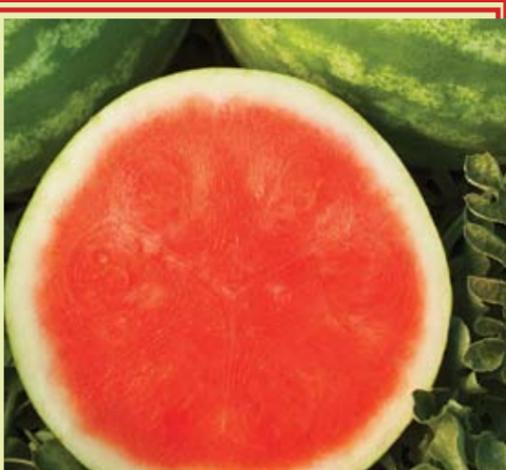
## Kingman

- Bright red, crisp, firm flesh
- Tasty with tiny seed pips
- Strong vines and high yield potential
- 18 to 22 pounds
- Round-oval shape



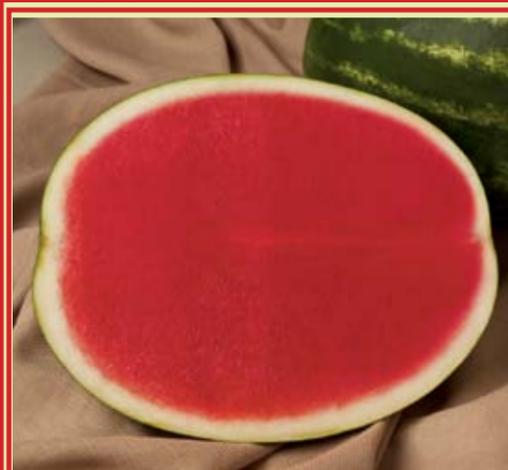
## Premont

- Super crisp, deep red flesh
- High brix and small pips
- Round to oval shape
- 15 to 17 pounds
- Excellent shipping and shelf life



## Exclamation

- Crisp, firm, sweet red flesh
- Strong vine vigor
- Uniform size and blocky shape
- Small-medium pips
- Mostly 36- and 45- count



## Fascination

- Attractive, firm red flesh
- Uniform 45- and 36-count blocky fruit
- Excellent yield potential
- Very small pips
- Sweet and flavorful



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# the vineline



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Subscription rates: USA and Canada, no charge to NWA member. All others, U.S. subscriptions, \$30.00 per year (U.S. Dollars); Canadian Subscriptions, \$40.00 per year (U.S. Dollars); Other foreign subscriptions, \$50.00 per year (U.S. Dollars).

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*Publisher - National Watermelon Association • Layout - [www.rubberneckerdesign.com](http://www.rubberneckerdesign.com)*

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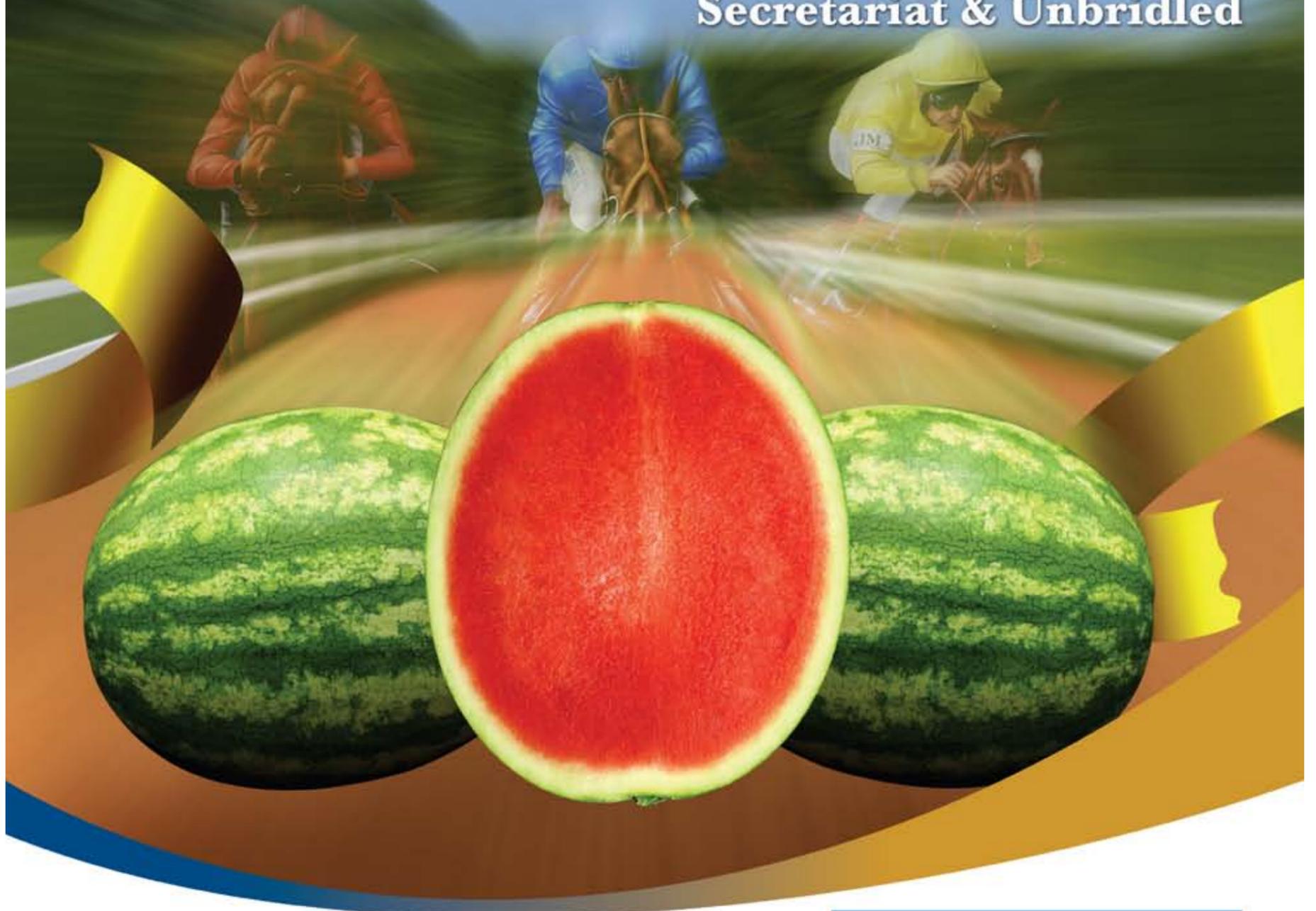
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Secretariat & Unbridled**



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#### **Kingman**

36/45-count / Traditional rind

#### **Unbridled**

36/45-count / Dark rind

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## The National Watermelon Association has a New Logo

How do you identify with a business or association? What represents the National Watermelon Association to you? Being able to brand the Association is key to our future. In an effort to brand the National Watermelon Association, so that those who are not yet a part of our membership can quickly identify us, we are working on a new logo design. A logo best embodies the identity of a company or association.

Over the summer we held a global contest and received designs from over forty artists around the world. The Executive Committee narrowed down the options by



Design A

selecting their three favorite designs. Then we sent them out to you, our members, for the final decision. The winning design will distinguish us and help us launch a branding campaign throughout the industry.

You received an email survey, you received a postcard in the mail, you responded and the National Water-



Design B



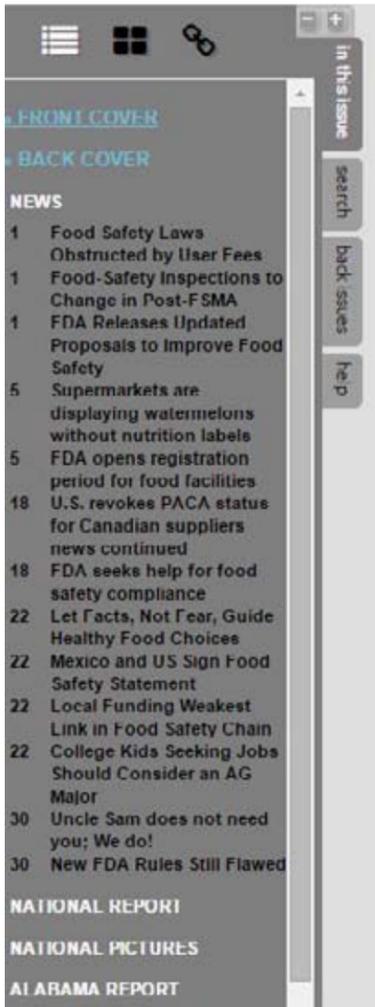
Design C

melon Association has a new logo design. We will use this design as a recognizable brand in all of our social media and on our website.

Which design won? We will unveil the winning NWA logo at the National Convention in February at the La Quinta Resort & Spa. Come join us for the unveiling!

## The Vinline has been digitalized! What does that mean?

Now the latest research news, produce legislation, promotion reports, and upcoming events will be available at the click of your cursor. Digitalizing the Vinline makes it easy to read and share individual articles, specific photographs, and chapter news by simply clicking on the information you want. The digitalized version of the Vinline has a user-friendly sidebar that enables you to go directly to the page or article you are interested in reading. The format will allow you to read one page at a time or open to a 2-page spread. Links will take you directly to chapter websites, additional research, and more promotional photographs of our Queens and their activities. This version has its own online address, [vinline-digital.com](http://vinline-digital.com), but will also be accessible from the Association's new website ([www.Watermelon.Ag](http://www.Watermelon.Ag)).



We are in the process of uploading back issues digitally as well. By the end of the year we will have the last two years of Vinline digitalized. These archived issues will give a historical perspective of what the National Watermelon Association has done in the past. The search option will make it possible to find articles on specific legislation and research from past and current issues simply by typing in an identifying word or phrase.

Our advertisers will also see a benefit from the digital Vinline. They will expand their reach as the Vinline broadens its online horizons. Advertisements can be highlighted, added to emails, printed, etc. Additional advertising space will be available as well. As you can see, the applications are limitless.

We welcome you to read and enjoy the NEW and improved Vinline magazine.

## > INTRODUCING < www.Watermelon.Ag

### New Website Domain for the NWA

As of February 1st, 2015, the National Watermelon Association will have a new website domain and a new look. The new site will have a clean, attractive, appearance and will include more interactive links to connect our members to the information that matters to them most. Our new address on the internet will be [www.watermelon.ag](http://www.watermelon.ag).

The old website domain, [www.nationalwatermelonassociation.com](http://www.nationalwatermelonassociation.com), will transition over to the new site throughout the first two weeks of February and then will no longer be a live site for our association. Our new domain name will carry itself over into all of our social media sites and make it easier to find us on the internet. For example, you will be able to find

## The NWA is positioning itself in Social Media

As we open the door to the new offices of the National Watermelon Association in Lakeland, we are also opening new doors of communication with you. Our website and the Vinline magazine have been the official vehicles for our communication in the past, but we soon hope to engage you in conversation on several other social media sites. Whether you are on your computer in the office, your tablet as you travel, or your telephone on the move, you can now keep in touch with your NWA family.

Facebook, Twitter, Google+, Pinterest, and Instagram are now hosts to the National Watermelon Association – search with our new domain address 'WatermelonAg'. Our presence on Facebook and Google+ will provide you with an opportunity to post comments and respond to member comments. We will post upcoming event information and include direct links that make registering easier than ever before. Once you 'LIKE' our page, you will receive notifications when there is activity on the site.

Twitter updates will alert you to breaking news. If there are new legislation or research developments that can affect the watermelon industry, we will let you know with up-to-date information. Twitter will also be a valuable tool as we facilitate our activities at the National Convention at LaQuinta in February. With the Twitter application on your telephone, you will be able to look up where and when programs are taking place and be made aware of changes to the schedule instantly. Pinterest and Instagram are sites designed specifically for photograph sharing. Our Promotion Coordinators will have access to these sites. Chapters will have the ability to upload their pictures to Pinterest boards identified by region. Become a 'follower' of Watermelon Ag on Pinterest and see what our Queens are doing to promote the watermelon industry.

Instagram posts photographs quickly on smart phones and tablets. At the National Convention in February, our professional photographer will be uploading his pictures

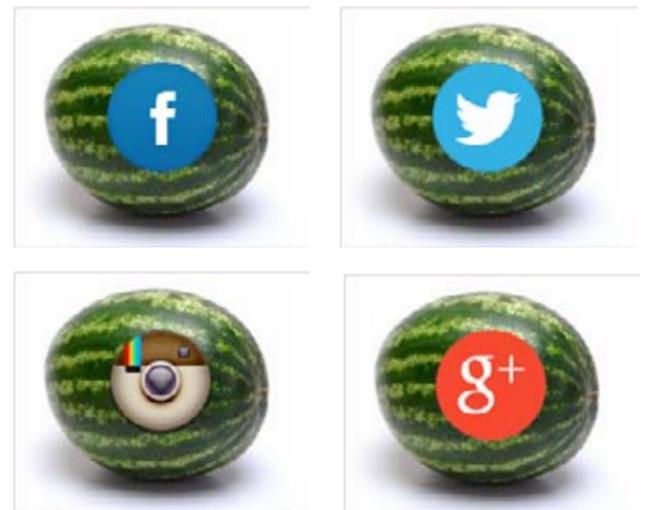
the National Watermelon Association on Twitter by typing [www.twitter.com/watermelonag](http://www.twitter.com/watermelonag).

Our new website will have active links to our Facebook, Twitter, Google+, Pinterest, and Instagram sites by clicking on their respective icons. We will also have a live link to the latest digitalized copy of the Vinline available from the new website. All the new capabilities of the digitalized Vinline can be utilized from our website.

The familiar features of our website will remain intact. Food safety, research, public affairs, promotions, committees and membership information will continue to have a presence on the website. Contact information and email communication will also be accessible from [Watermelon.Ag](http://Watermelon.Ag).

In addition, we have added a blog from the website that will enable us to communicate with you more regularly, keeping you abreast of everything that affects you, our members, and our industry.

We know that all of these new developments can be overwhelming and a bit intimidating, but all you will need to remember is our simple address [www.Watermelon.Ag](http://www.Watermelon.Ag).



onto our account daily. You will be able to see and share pictures taken on the jeep tours at the San Andreas Fault, shopping in Palm Springs, or simply enjoying the luxurious amenities at the La Quinta Resort & Spa.

As you can see, we are busy opening many new doors. So, take a deep breath and welcome in the breeze that the New Year has in store for all of us at the National Watermelon Association.





*"I can do a mean cannon ball."*



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**Check out the difference Luna makes at [LunaFungicides.com](http://LunaFungicides.com).**



# National Report

What a fantastic promotion-filled year it has been. Our National Queen Brandi Harrison has enjoyed every minute!

We at NWA are making plans for the upcoming convention; hope to see you all at the beautiful La Quinta Resort near Palm Springs, California. We have so many amazing summer and fall promotions to share. Our tour picks up in with the Mar-Del Watermelon Association's annual National Queen Tour. We so enjoyed Caitlin and Queen Shelby! The promotions were a huge success thanks Caitlin for all your efforts and coordination!

Carytown Watermelon Festival followed and we thank the following sponsors for making it possible: Jackson Farming, Sun Fresh Farms, Nature's Choice, Land Watermelon Sales, Leger & Sons. Thank you each and everyone for your support!

We would like to thank Ms. Allyson Brake for filling in for Brandi for two excellent promotions sponsored by NWPB. While Brandi was in Tokyo for the July 4th party at Ambassador Caroline Kennedy's, Allyson was attending the US Ambassador to Canada's celebration in Ottawa. Allyson was welcomed by Ambassador Bruce Heyman and his wife Vikki to the event.

Allyson later filled in the Edmonton Alberta Canada for a Freson Brothers great in-store promotions. She was accompanied by NWPB's own Juliemar Rosado. Thanks to you both! We were soon off to our Nation's capital for the annual United Fresh Public Policy conference for very informative and enjoyable sessions, the Fresh Festival on Capitol Hill and our annual congressional visits on the hill. Thanks NWA!

We left DC headed for Rhode Island. We were sponsored to the "NEPC by the Sea" show in Newport, Rhode Island by Arnold and Chandler Mack, (NWA's 2nd Vice President) and Mack Farms. We attended a wonderful New England Clam Bake, as well as enjoyed a sailboat tour of beautiful Newport. This event was followed by in-store promotions in area Market Basket stores. Chandler was our escort, sponsor and in charge of the schedule. What a treat! Thank you Arnold and Chandler for these awesome watermelon promotions!

Our next stop was Anaheim, California for the annual Produce Marketing Associations Convention. PMA, an international produce show, brings in all the key people in the produce industry. This year's show had record breaking attendance! Thanks again to NWPB for sponsoring us to PMA. It was awesome!

We were soon headed back to Washington DC for the fantastic Marine Corp Marathon, and other related activities. This event is a joint effort of the NWA and the NWPB, and we were sponsored by NWA. Watermelon is a perfect fit for a marathon as it supplies a real need for the athletes. The Fitness Expo, the Healthy Kids Fun Run at the Pentagon on Saturday, and the marathon were all a complete success! We had our own NWA President, Don Hiller, with us on Sunday for the race. All of Don's hard work was certainly appreciated by the team. We had six NWPB staffers and twenty-one NWA people on hand and it took all of us to get the job done! It was really hard work, but very rewarding! Our girls gave it 100%! Special thanks to Stephanie Barlow for all the planning, dedication and coordination of this beneficial promotion!

Queen Brandi was then headed back west to Arizona for some varying promotions surrounding the Fresh Produce of the Americas in Nogales, Arizona. Special thanks to Val Zaferis for the coordinating many of our activities for the weekend. This included the Safeway promotion and sponsor luncheon, and visits. Thanks to Susan Harrison for taking her day off from teaching only to return to her school for Brandi to read, entertain and educate all the Kindergarten classes on watermelon at her award winning school. We were sponsored to this area by the following companies: Thanks to North County Fruit Sales, Harrison Fresh, Cactus Melon, Big Chuy, Growers Alliance, and Giumarra Nogales, and NWPB.

Until Next Printing,  
See you in La Quinta, California at the La Quinta Resort & Spa!  
Eleanor Bullock  
NWA Promotion Coordinator  
229.322.9933 cell; 322.273.8638 office; eleanor@websign.net



Brandi for Mar-Del Watermelon promotion in Rehoboth Beach Delaware on the Boardwalk



Our Watermelon Royalty at the Laurel Auction Market



The girls with Deputy Secretary of Ag, Mary Ellen Setting in Annapolis for Crab Feast



Whole Foods promotion in Annapolis, MD, Thank You Mar-Del and Caitlin



Brandi and Josh Rowe at the Carytown Festival



Kroger's Ed Southern at the Kroger booth at the Festival in Richmond



Allyson Brake 1st Runner-up and Juliemar at the Freson Bros Watermelon promotion in the Edmonton area in Alberta Canada, Thank You!



This little one loves Allyson!



Allyson attends Ambassadors July 4th party in Ottawa Canada



Beautiful site, thanks again NWPB and Allyson!



Executive Director for NWA, Bob Morrissey and NWA President Don Hiller with the girls at the Fresh Festival on Capitol Hill



United Fresh a huge success, thank you Brandi



Sponsor and NWA 2nd Vice President, Chandler Mack in beautiful Newport, Rhode Island for the New England Produce show



New England Produce Council by the Sea!



With Sponsor Chandler Mack at the Mack Farms Booth



This little Market Basket shopper loves our Queen Brandi and his watermelon!

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# National Pictures



Kenton and Jason pose with the girls at the NWPB booth at PMA in Anaheim, California



NWPB and NWA what a team! Stephanie, Brandi, Juliemar, and Jason we all worked hard!



Brandi reads to the Susan's Kindergarten class in Nogales



Juliemar and the girls!



And our National Queen Brandi gets to start the race!



Sponsors Big Chuy Group, Mike and Jesus



Dolores, Rebekah, Brandi, Juliemar and Jason round out the team



High Fives to the Kid Runners



Sponsors Giumarra, Thank You!



Gordon Hunt with Brandi at PMA



This group of young ladies worked very hard at the MCM, Thank You!



Sponsors, The Growers Alliance Group



The Marine Corp Marathon's, Healthy Kids Fun Run at the Pentagon



Thank You NWA President Don Hiller for all you work!



Sponsors North County Fruit Sales, Val and Jim Zaferis, thank you for your hard work and hospitality!



Stephanie treats all the girls to an afternoon tour of DC in the open top trolley, thank you Stephanie!



Sponsors Susan and Brent Harrison in Nogales!



All our sponsors with us at the Safeway promotion in Nogales!



Ready for the Kids Fun Run



Sponsors Barbara and Ramon and Cactus Melon



Thank You Brent for the delicious lunch at LaRoca and for dinner at your home! Betsy, Brent, Susan, Brandi and Valerie!



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INTERNATIONAL  PAPER

Bulk Packaging

# Alabama Report

Greetings from Alabama!

Come one, Come all to the Alabama Watermelon Association Circus Town! We would like to invite you to join us at the 2015 Alabama Watermelon Association Convention on February 13th & 14th. This year's convention will be held at the beautiful Beau Rivage Resort and Casino in Biloxi, Mississippi. For more information please contact Marti Smith at 352-463-6925 or [marti\\_s\\_63@hotmail.com](mailto:marti_s_63@hotmail.com). I can assure you this is a circus celebration you do not want to miss!

The 2014 Queen Tour has been very successful and full of watermelon excitement! We ended our promotions this year with a bang! We visited Anaheim, California for the annual PMA trade show. Approximately 20,000 industry professionals from 60 countries attended the Fresh Summit. What an amazing experience and opportunity for Queen Montana to visit with produce industry members from all over the World.

Lastly, we headed back to Washington, DC for the Marine Corp Marathon. This was one of the busiest and most successful promotions. There were approximately 30,000 runners and we handed out thousands of cups filled with watermelon. I would like to thank the National Watermelon Promotion Board for organizing such a terrific promotion. In addition, I would like to thank our sponsors for this promotion: National Watermelon Association, NWPB, and Mr. Don Hiller-The Class Produce Group.

Queen Montana and I look forward to seeing you all at convention and of course the National Watermelon Association Convention.

See you all soon,  
 Katie Eubanks  
 Alabama Watermelon Association  
 Promotions Coordinator  
[Katie.eubanks2@gmail.com](mailto:Katie.eubanks2@gmail.com)  
 334-237-0600



Looking forward to seeing you all at our convention in February. Mark your calendar!



Illiana Queen Emily, National Queen Brandi, Alabama Queen Montana, and South Carolina Queen Brooke visiting the NWPB Booth at PMA.



Queen Montana stopped by the International Paper Booth at PMA to visit with Mr. Jim Mastropietro and Mr. Rick Novak.



Always a pleasure to see Ms. Mary Jones!



Queen Montana, Queen Emily and Queen Brooke found the watermelon at PMA at the RockTenn Booth.



All the queens ready to start the Kids Fun Run in DC.



Queen Montana and Mar-Del Queen Shelby excited to sample watermelon.



J Slice and Queen Montana loved sharing juicy watermelon with the runners at the Kids Fun Run.



J Slice with his Favorite Watermelon Queens!



Georgia Queen Jennifer and Queen Montana taking a quick moment for a picture at the Marine Corp Marathon.



The Marine Corp Marathon Runners were extremely happy to cool off with a cup of watermelon.



The Watermelon Team ready to refresh the runners at the finish line with lots of watermelon

**A Winning Line-up!**

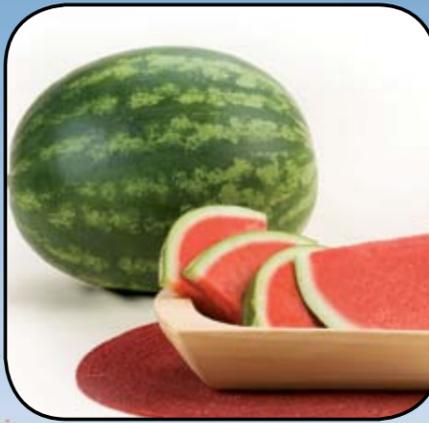
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# Florida Report

Watermelon Greetings from the Sunshine State!

Hope everyone had a safe and happy holiday! Queen Meagan and I have been busy these last few months of fall promoting our Florida Watermelon. In August, we attended the Mar-Del National Queen Tour, a week full of promoting watermelon from local grocery stores, packing houses, Laurel auction market, Rehoboth Board Walk, radio stations, and the 69th Annual Annapolis Rotary Crab Festival. Thanks to Bob Gibson with Gibson Produce & Watermelon Sales for sponsoring us for the week. After this, Queen Meagan and I were headed to West Palm Beach for "Our World Kids Festival". We handed out slices of watermelon this year and had a record breaking attendance. It was a two-day event, but Queen Meagan and I cut up and passed out all the watermelon we had on the first day. Thanks to Sol-Group Marketing for donating the bins of watermelon!

For the month of October, Queen Meagan and Heather Raulerson traveled to the Queen of Peace Montessori School for their Family Fun Day. Queen Meagan handed out slices of watermelon and coloring books for the event. Thanks to International Paper for sponsoring this fun-filled day. Then we were off again... Queen Meagan and I went to Marine Corp Marathon in Washington D.C. along with other state chapter Queens, Coordinators, and National Watermelon Queen Brandi and Eleanor. Queen Meagan and a daughter of a Marine ran in their Annual Kids Run at the Pentagon. Thanks to Stephanie, Juliemar, and Jason with NWPB for helping and setting up this event. Also thanks to Don Hilliard with Class Produce Group for donating and packaging the watermelon. A special thank you to the National Watermelon Association for helping sponsor this event.

November was filled with watermelon events starting off by serving slices at the Florida State/Virginia Cavaliers Football game with Chef Justin with the Dept. of Agriculture. Queen Meagan enjoyed being at the home stadium of the FSU Seminoles where she will be attending in January 2015. The following weekend we had double booked promotions! One at the University of Florida football game with our first runner-up Ashley Connors along with Chef Justin. They handed out slices of watermelon and golf towels. It was their last home game for the Gators. They played the South Carolina Gamecocks. The same weekend Queen Meagan and Patty Swilley were at Homestead Miami Speedway supporting our Camping World Truck Race Driver #35 and Nationwide Driver #10 Ross Chastain. Ross drove in both races! All the race fans enjoyed eating slices of watermelon from Florida. We are very proud of Ross this year for not only being a driver, but also for promoting watermelon on the race track. We want to wish Ross good luck in his endeavors next year.

On behalf of The Florida Watermelon Association and the board members we would like to wish Queen Meagan good luck as she competes for the 2015 National Watermelon Queen Title in February in La Quinta, California. Queen Meagan has represented our association at over 150 promotions this year with great dignity, hard work, dedication. In the next Vineline issue I will cover more promotions that Queen Meagan has been busy with this year.

Until next time!  
 Debra Harrison -  
 Florida Watermelon Promotion Coordinator  
 Cellular: (863) 633-8306  
 email: debra@flfwa.com



At the Rotary Crab Festival in Annapolis.



Thanks Don Hiller for all that you do!



Everyone enjoying a slice of watermelon at the Crab Festival.



Tailgate with Chef Justin at the FSU game. Go Seminoles!!!



Thanks Bob Gibson for sponsoring us.



Queen Meagan handed out golf towels to all the Seminoles fan.



This young man enjoying slice of watermelon at the "Our World Kids Festival".



Chef Justin and Ashley Connors getting ready for the Gator Game.



Queen Meagan visiting with Father Patrick at the Queen of Peace Montessori School.



"Finished the race season off strong in Homestead! So proud of Ross this year!"



A fun day with the kids at the Queen of Peace Montessori School.



Visiting with Samantha Busch (Kyle Busch wife) at the Homestead Race.



Queen Meagan running in the Marathon Kids Run at the Pentagon.



Queen Meagan, Ross and Queen Brandi interview with Nascar Pit Reporter.



Queen Meagan handed out watermelon at the Marine Corp. Marathon Run.



Thanks Meagan for all the good times and great memories. Good Luck at Nationals.

## ARE YOU READY TO BENEFIT FROM TAP?

ALLEN LUND COMPANY OFFERS MEMBERS OF THE NWA OUR ALC TRANSPORTATION ASSOCIATION PROGRAM.

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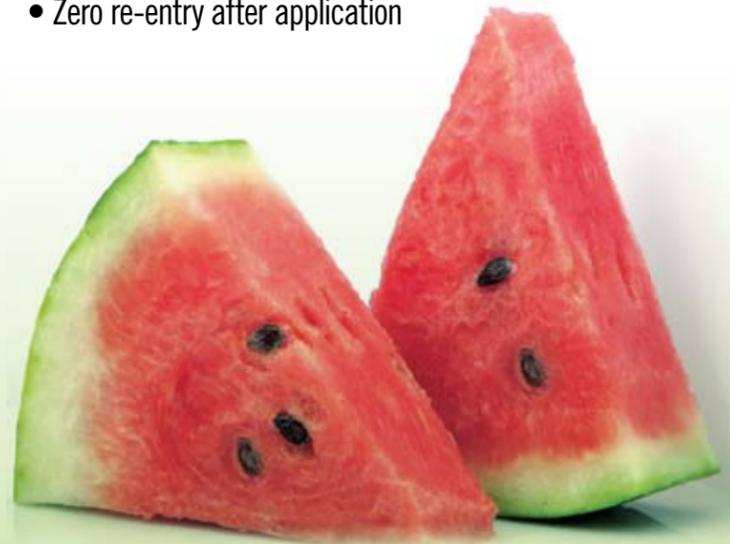
## Bionic™

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A. Link's products are used by both conventional and organic growers and are not crop specific... *Gardeners to large production.*

**Cruzin™ Fungicide and Bionic™ are not crop specific.**

# Georgia Report

Happy Holidays from the Georgia Watermelon Association! The 2014 Georgia Queen Tour is winding down and a new year is gearing up. Our 2015 GWA Convention is returning to St. Simons Island, GA and will be held at the King & Prince Golf Resort January 30- February 1! The hotel contact number is 1-800-342-0212. The weekend will be packed with exciting opportunities including educational sessions, receptions and a live and silent auction! Join us to kick off the 2015 watermelon season with food and fellowship! For more information about the weekend's events, call our office at 706-845-8575.

After a great trip to visit with legislators in September at The Washington Conference, Queen Jennifer, along with several other state queens and National Queen Brandi Harrison, headed back to D.C. for the Marine Corp Marathon weekend! We served watermelon to more than 3000 at the kid's fun run, and handed out 20,000 samples to runners at the marathon and 10k! Watermelon was definitely the highlight of the weekend! Thanks to NWPB staff for coordinating, Don Hiller at Class Produce Group for providing delicious watermelon, and all the other queens and coordinators for their hard work to make this event a success! Also – a HUGE thanks to the National Watermelon Association for providing financial support to each state association that attended this great weekend. We accomplish so much as an industry when we team up together for these promotions!

Also this fall, the Georgia Watermelon Association was able to donate more than \$20,000 to the Winship Cancer Institute at Emory University. These funds were generated with gracious load donations from GWA President Rich Chastain with Melon 1, Inc. purchased at nearly twice the market price by Food Lion, or Delhaize America. CH Robinson also supported this effort with a transportation donation of the load to anywhere in the United States. This industry's generosity is amazing! Winship will use this money to support melanoma research. Thanks to our runner up Queen Carla Penney for attending this queen appearance for us!

Queen Jennifer is looking forward to representing the Georgia Watermelon Association at the National Watermelon Association 2015 meeting in February in Palm Springs, California. She will do an outstanding job for us there, as she has all year long! Queen Jennifer is compassionate, kind and has great respect for the people of this industry and is a true advocate for watermelon. GWA is very proud of all she has done for us, and we look forward to supporting her in February!

As the year closes, we want to issue a special thanks to all of our donors and sponsors for the 2014 promotional tour. Without your support, the association and queen program would not continue to be the success that it is today!

Sincerely,  
Samantha T. Kilgore  
GWA Promotions Coordinator  
skilgore@asginfo.net  
706-845-8575



GWA Donation Visit with Runner Up Queen Carla Penney and GWA Executive Director Charles Hall at Winship Cancer Institute!



Queen Jennifer at the Marine Corp Marathon Kids Run



These kids loved talking to the Queens at the Marine Corp Marathon Fun Run!



Ready to hand out Free Watermelon!



So many samples at the Marine Corp Marathon Finish Festival!



Team Watermelon at Marine Corp Marathon!



Loved having all of the Queens at this event!



Having fun and handing out watermelon at MCM.



Runners Love Watermelon!



We love our GWA Queen!



Great Job Queen Jennifer!



GWA has been blessed to have you represent us!

**A Winning Line-up!**

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# NWPPB UPDATE



watermelon.org

## Watermelon Hydrates at the Marine Corps Marathon 10 tons of watermelon served at the finish line!



At 92% water and chock full of nutrients, watermelon is a naturally hydrating food fit for the finish line. That's the message NWPB, NWA, all of the watermelon queens and watermelon mascot J. Slice shared during the Marine Corps Marathon (MCM) festivities in Washington, D.C., October 24-26. Watermelon made a big impression for its second year of sponsoring the marathon: queens toured D.C. landmarks, hydration tips filled social media and 10 tons of refreshing watermelon were served to athletes and families at the finish festival.

Starting with the three-day Health & Fitness Expo where runners picked up their registration packets, NWPB shared recipes and nutrition research showing why watermelon is nature-made for athletes. Replenishing electrolytes like potassium, and sore-muscle relief from the amino acid citrulline make its the perfect choice!

Nearly 3,600 D.C.-area youth turned out for Saturday's MCM Kids Run, known for fostering healthy lifestyles, to run one mile in the Pentagon parking lot. National Watermelon Queen Brandi Harrison and mascot J. Slice acted as official race starters for one wave of youth runners. (For the five local schools that had the most participation and won the 'Healthy School Award', NWPB will be sponsoring special "Jump with Jill" shows – a music-based health program – next spring.) During the event, watermelon queens met with families and handed out 1,200 pounds of fresh watermelon slices while distributing recipe cards, coloring sheets and stickers. At the Mascot Games, J. Slice joined the Marine Corps' bulldogs Miles and Molly and others to compete in the 100-yard dash.

Known as the "People's Marathon" and the third largest marathon in the U.S., more than 30,000 athletes participated in the Marine Corps Marathon this year. On Sunday at the MCM Finish Festival in Rosslyn, VA, we served 20,000 samples of refreshing watermelon to athletes and their supporters.

At the end of a grueling race, watermelon not only puts smiles on people's faces, it supplies needed fluids and restores important electrolytes and nutrients. Many runners consider watermelon the perfect post-race food. Several regional watermelon grower organizations now sponsor local runs, picking up on the opportunity to tout watermelon's restorative, hydrating properties.

## National Watermelon Promotion Board announces organizational restructuring

In December, the National Watermelon Promotion Board's director of marketing and communications, Gordon Hunt, announced his departure after a ten-year tenure with watermelon and a career in produce to take a position as managing director of a new South-east Asian-oriented company. This change prompted the NWPB to rebalance the resources within our organization and implement a significant restructuring.

NWPB developed a strong succession plan that includes fostering internal talents as well as creating a new position. In doing so, NWPB has new leadership team. Megan McKenna, who had previously been with National Mango Board, will take on the newly created role of Director of Foodservice. Juliemar Rosado has been promoted to Director of Retail Operations. And, Stephanie Barlow

has been promoted to the Senior Director of Communications.

"This organizational restructuring will align staff and resources to better serve the watermelon industry as we work toward meeting the objectives in NWPB's strategic plan that will produce results for our research, promotion and education initiatives," says Executive Director Mark Arney. "This staff will shape and direct the future for watermelon's core message priorities and targets, integrating all outreach strategies."

Effective immediately, the NWPB's leadership team will be as follows:

*Senior Director of Communications* – **Stephanie Barlow**

*Director of Retail Operations and International Marketing* – **Juliemar Rosado**

*Director of Foodservice and Marketing* – **Megan McKenna**

## NWPB's Big Reveal: Evolved Social Media Identity

Social media plays a key role in National Watermelon Promotion Board's (NWPB) mission to promote watermelon as an everyday healthy choice for consumers. In an effort to create a memorable and credible social media identity, NWPB revealed refreshed branding on its social media channels this fall.

"Social media is fundamental in our goal to educate and inspire consumers," says Stephanie Barlow, director of PR and social media. "Today, our fans enjoy following, tweeting, watching, pinning and liking watermelon on their favorite social media channels. Moving forward, we're rebranding our social media channels as 'Watermelon Board' to connect at the simplest level – through a consistent, reputable name."

After a comprehensive review of NWPB's social media presence, we quickly decided to unite each social media channel by identifying as "Watermelon Board," says Barlow. "It embraces our position as a top resource on watermelon and is easily recognizable from channel to channel."

From diverse watermelon recipes and inspiring carvings to exciting contests, how-to videos and online dialogue, NWPB social media efforts encourage consumers to enjoy watermelon year-round at Facebook (Facebook.com/watermelonboard), Twitter (@watermelonboard, Twitter.com/watermelonboard), Pinterest (Pinterest.com/watermelonboard), Instagram (Instagram.com/watermelonboard) and YouTube (Youtube.com/watermelonboard).



## How to Host a Hot Winter Party

If the cooler temps have you feeling blue, there's no better time for a party with family and friends to lift your spirits. Though you may not want to treat your guests to an al fresco brunch, winter weather shouldn't hold you back from entertaining in style. From playful party games to creative recipes that feature the fresh flavors of watermelon, a little mid-winter gathering is just what you need to beat boredom and get you primed for sunnier months ahead.

To make your winter party a hot success, follow these tips for setting the theme and creating the perfect menu:

- Don't shy away from foods typically associated with warmer weather. Watermelon, for example, is available year-round and makes a surprisingly healthful and delicious addition to a winter party spread, whether in a fruity drink, side dish or dessert. The recipe below combines decadent chocolate fondue with the light, sweet pop of juicy watermelon. Remember to save the rind to use as a pretty carved centerpiece.
- Pick a theme that pays homage to the season. Penguins, snowmen, icicles – the possibilities are endless, so set your imagination free. Remember that lighting sets the mood, so look for options that complement your theme, whether soft and subtle candles or bright and colorful paper lanterns.

### Watermelon and Spicy Mayan Dark Chocolate Fondue

Servings: 4

- 4 cups watermelon, cut into 1-inch cubes
- 1/2 cup fat-free half and half, plus extra reserve
- 3/4 teaspoon cinnamon
- 1/2 teaspoon chili powder
- 1/8 teaspoon cayenne
- 1/2 teaspoon coriander
- 8 ounces dark chocolate (at least 60 percent cocoa powder)

Wrap watermelon cubes in paper towels to soak up excess fluid. Set aside. In medium saucepan, bring half and half and spices to almost simmer. Remove from heat and stir in chocolate. Let chocolate melt, then continue to stir until thoroughly blended and creamy. Adjust flavors to personal taste. Transfer fondue to fondue pot and heat according to directions. (If fondue becomes too thick, stir in extra reserve half and half, 1 tablespoon at a time, to desired consistency.)

Place watermelon cubes on platter with fondue forks or skewers.

For more entertaining recipes and party ideas, [www.watermelon.org](http://www.watermelon.org).

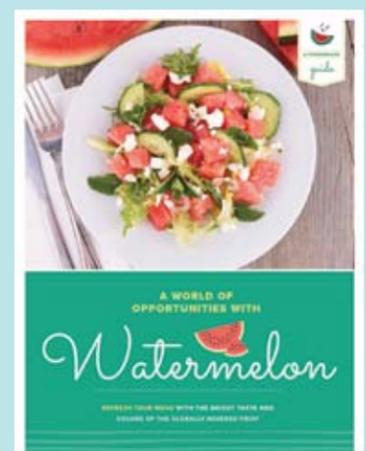
## New Watermelon Foodservice Guide

With the nation's foodservice operators committed to providing healthier menu options for patrons, this year NWPB set out to demonstrate to decision-makers that watermelon is not only a healthful ingredient worthy of consideration, but on-trend and an excellent value.

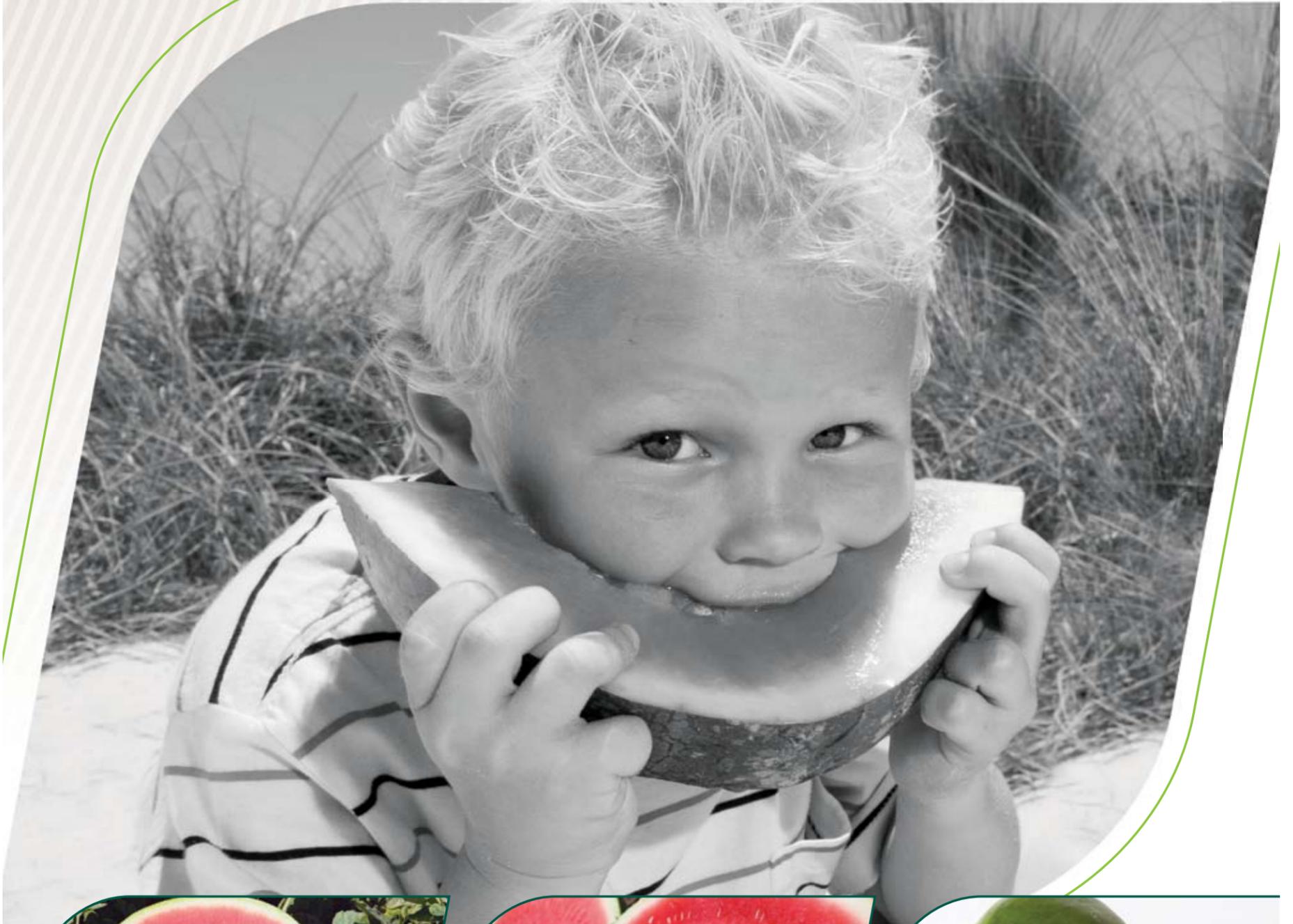
To strategize the best content, NWPB conducted personal interviews during the summer and fall with chefs and foodservice operators exploring topics such as usage of fresh produce, menu development and overall awareness and opinions about watermelon.

The feedback help shape and develop the new Watermelon Foodservice Guide, that provides facts about watermelon usage and handling, features its value and versatility, highlights innovative watermelon dishes, and inspires foodservice recipes.

We shared the Watermelon Foodservice Guide with key media at the International Foodservice Editorial Council conference in November, and the online Foodservice Guide is posted and available 24/7 online at [Watermelon.org](http://Watermelon.org).



# Rediscover Classic Flavor



**SV0241WA watermelon hybrid**  
Count: 60/45



**SV0258WA watermelon hybrid**  
Count: 45



**WM 8317 watermelon hybrid**  
Count: 45/36



# Illiana Report

Holiday Greetings from the Illiana Watermelon Association!!!!

Our year is quickly winding down but there is still work to be done. Queen Emily traveled to Brownstown early September to help out with the Jackson County Watermelon Festival. A BIG thank you to Kamman Farms for sponsoring this promotion.

This year, Queen Emily has enjoyed visiting many elementary schools doing promotions. We participated in a Healthy Kids Day at South Knox Elementary in September where Queen Emily spoke to several different grade levels during the course of the day teaching them about the health benefits of watermelon. Thank you to FreyCo. for sponsoring this event!

In October, Emily traveled to Anaheim California to attend the PMA Fresh Summit Conference where she helped distribute information in the exhibit hall for IWA where we shared a booth space with the Indiana Department of Agriculture.

Then the very next weekend Queen Emily traveled to Washington D.C. where she joined the other state chapter queens to pull off one of the biggest promotions. On Saturday we had the pleasure of cutting up and handing out watermelon at the Marine Corps Marathon Kids Run. The girls got to cheer on the kids running, color pictures with them and give them a refreshing snack....WATERMELON!!! Then on Sunday the girls geared up to hand out thousands of individual containers of watermelon to the participants, family members and friends of the Marine Corps Marathon. The entire weekend was a very rewarding and successful weekend and a big thanks goes out to NWA, Mike Horrall of Melon Acres, Rich Novak, Brad Johnston of Multicorr, and Arnold Mack of McMelon Inc. for sponsoring this promotion.

Looking ahead to the end of the year, Queen Emily will be bringing in the New Year at the annual Watermelon Drop in Vincennes Indiana. They will be dropping 15 Knox County watermelons 75 feet to the Splatform below from the world famous 500lb. watermelon, with fireworks to follow ringing in the New Year!!!

We want to wish you and your families a Happy New Year!!

Sincerely,  
Lori A. Edwards  
Promotions Coordinator  
iwapromocoordinator@gmail.com  
812-396-9969



Jackson County Watermelon Festival



Queen Emily and JSlice being photo bombed!!



Elementary Healthy Kids Day



Marine Corps Marathon 2014



Queen Emily at PMA IWA Booth



Cheering on the kids at the finish!



Queen Emily & Vickie Horrall working IWA booth at PMA



Ready to serve it up!



PMA 2014 with Chef Poon



The picture says it all...JOB WELL DONE



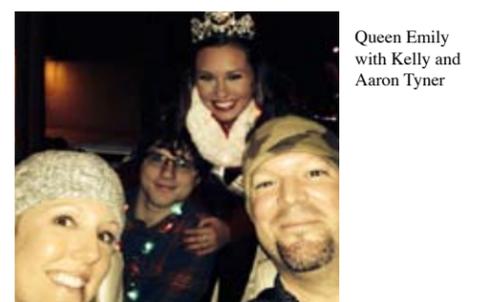
PMA 2014



Miss Queen Emily in the Parade of Lights



Chapter Queens ready to start the Marine Corps Marathon!!



Queen Emily with Kelly and Aaron Tyner



Promotion Coordinators and Queens ready to serve watermelon!



Parade of Lights 2014

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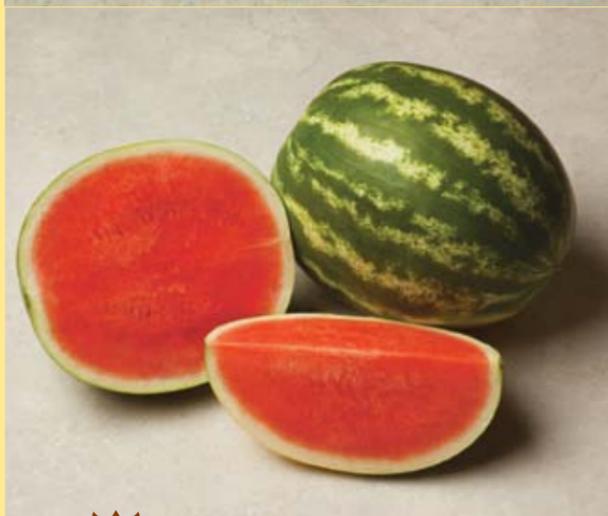


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- Full season crimson
- Proven yields of 45/ 36 count fruit
- Rich dark rind and very firm, sweet flesh
- Strong vine
- 90 days
- 15-18 lbs
- *IR:Co(1), Fon(1)*

### ***EXCLAMATION***

- Large seedless for full season use
- Yields 36 and 45 count fruit
- Blocky shape with distinct dark stripes
- 90 days
- 17-21 lbs
- *IR:Co(1), Fon(1)*

### ***CAPTIVATION***

- Full season blocky-oval crimson
- Sound interior quality, bright red and firm
- 45 count, 14 - 17 lbs
- 89 days
- *IR:Co(1), Fon(1)*



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# Mar-Del Report

Greetings from the Mar-Del Watermelon Association!

We hope everyone had a delightful holiday season and we will now pick up from where we left you in the last edition - taking you back to August, where warm weather was upon us!

When we returned back home from a week with the queens, Queen Shelby visited Evans Farms for their Watermelon Day, where they had face painting for the children, samples of their melon, and even got to enjoy some soft shell crab sandwiches!

The Sharptown Carnival is a local favorite, especially on Friday nights, where the line for an oyster sandwich can be hours long! Queen Shelby handed out slices of watermelon to carnival visitors as they waited in line and even hosted a watermelon eating contest that was aired live on WMDT, our local television station.

The next morning we were off to Carytown, VA, where we enjoyed their annual Watermelon Festival. Queen Shelby was joined by the National Queen, the 2013 NC Watermelon Queen, Allison Brake and Mar-Del Board member, Josh Rowe. A big thank you to Josh for coordinating our promotion's booth. A first for our association - Watermelon Beer! That's right, a local brewery asked us to share in their first day of promoting their new watermelon beer. Aside from beer tasting, visitors bowled with watermelons and competed in seed spit contests amongst each other, while Queen Shelby served fresh slices of MAR-DELicious Watermelon!

Delaware International Speedway hosted their Sponsor Night, where Shelby handed out trophies to the winners throughout the night. They also had a Super Chevy Race Weekend, with a classic car show, where our very own Queen Shelby raced her car! A favorite for foodies is the March of Dimes Farmer and the Chef event, where the Mar-Del Watermelon Association teamed up with the chef from Baywood Greens to make a couple watermelon dishes that attendees could taste and then vote on for their favorites.

Then came September and Shelby was off to Capitol Hill to speak to the Congressman and Representatives from both of the states she represents, where she was accompanied by some of the other queens. Back to Washington, DC we went in October for the Marine Corp. Marathon and Kid's Run. What an awesome weekend! A huge thank you NWPB for organizing this wonderful event that brought thousands of people sweet watermelon to enjoy!

We would like to sincerely thank all of our sponsors and supporters this year, as Shelby has done an awesome job promoting our product. I would also like to thank Dawn Collins, Amanda Clougherty, Candace Hales, and Katelyn Kelley Miller for their help over the summer filling in when we needed them!

Upcoming events for Queen Shelby include the Georgia and Florida Watermelon Association's Conventions, the Maryland Ag Dinner, and the National Convention. In addition, we would like to invite you to the beautiful Hyatt Regency Resort in Cambridge, MD, where we are celebrating our association's 50th year! We hope to see you there!

Warm Watermelon Wishes,  
Caitlin Givens  
Promotions Coordinator



Queen Shelby with the Evans family, Kevin, Katey, Kenna, and Kylin for their Watermelon Day at Evans Farms. Thank you for having us!



Face painting was a hit at Evans' Farm Market.



A future watermelon queen visits with Shelby at the Sharptown Fireman's Carnival.



Thank you Josh Rowe for your support and for coordinating our Carytown booth.



Queen Brandi and Queen Shelby could not get over how decked out this girl was in her watermelon gear for Carytown's Watermelon Festival!



2013 NC Queen, Allison and Shelby with "Paisley the Pig"



It's Always Watermelon Time!



Queen Shelby at 3rd Wave Brewery in Delmar, DE for their promotion of watermelon beer.



Shelby with her classic car at the Super Chevy Race at Delaware International Speedway.



2013 Mar-Del Watermelon Queen, Chelsey Procino and Dawn Collins joined Shelby at the March of Dimes Farmer and the Chef event at Baywood Greens.



Queens Brandi, Savannah, Shelby, and Jennifer gather on a rooftop near the Capitol Building.



National Watermelon Association President, Don Hiller, with the Queens at the United Fresh Expo.



Queen Shelby with Doug Gosnell at Sharptown's Heritage Day.



Queen Shelby with the Washington Memorial towering over her.



Queens at the Roosevelt Memorial during their Washington D.C. tour.



Shelby with the characters of the Marine Corp Marathon.

**CHEP** Proud partner with NWA for 6 years. [chep.com](http://chep.com)



**Go the distance with this reliable watermelon!**



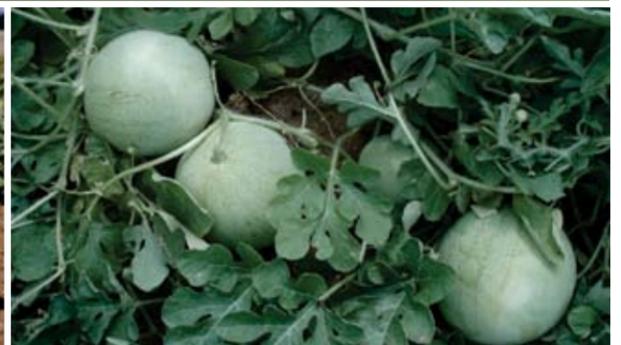
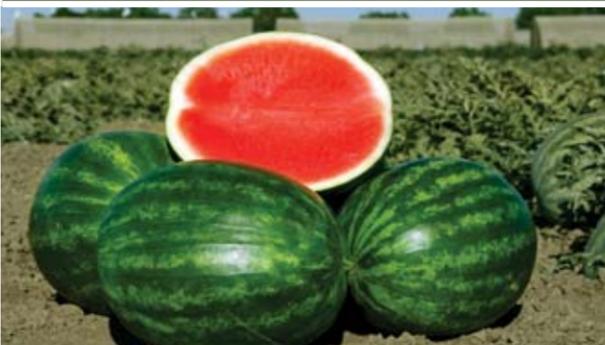
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- HR to anthracnose

## Wayfarer F1

- Strong vigorous plant
- Brix 11-12 with excellent traditional sugar baby flavor
- Very firm crisp flesh, excellent shipping ability
- Well adapted to grafting on TZ 148



## Troubadour F1

- High brix with deep red color
- High yield potential
- Strong vine
- Excellent interior appearance
- Excellent eating quality

## Crunchy Red F1

- High brix
- Appealing deep red color
- Good shipping ability
- Meets fresh cut standards
- Wide growing adaptability

## Accomplice

- Prolific male flower production
- Allows for 100% triploid population when interplanted between 3rd & 4th triploid plant
- Potential for increased yield of triploid watermelons

# North Carolina Report

Fall has come and gone in North Carolina. Winter or at least winter like temperatures are here but Queen Breanna is still busy promoting watermelons all across the state.

Retail promotions continued to keep Breanna busy on into the fall. A stop at the Health and Nutrition Fair at the Fort Bragg Commissary in Fayetteville, NC gave her the opportunity to speak with soldiers and their families about the nutritional benefits of watermelon. She participated in the Food Lion stores "Hope for the Warriors" project promotions in Jacksonville, NC. These promotions are a great way to support our troops and spread a positive watermelon message. As always the Food Lion Family Picnic in Salisbury, NC was lots of fun. Breanna was able to demonstrate how to select a perfect watermelon and distribute samples, recipes and nutritional information. Also at the picnic Breanna meet Mr. Ralph Ketner the founder of Food Lion. Our first runner up, Katherine Glover represented the NC Watermelon Association at an Ingles Store grand opening in Lincolnton, NC. Katherine really enjoyed educating the customers about watermelon.

Queen Breanna joined in the Opening Day Ribbon Cutting for the 2014 NC State Fair. Along with NC Commissioner of Agriculture Steve Troxler and other dignitaries from across the state she got to cut the ribbon to officially open the fair to the public. It was a beautiful fall day and everyone had a great time.

Once again the Marine Corp Marathon was a huge success for watermelon. Thanks so much to the NWPB, the NWA and Class Produce for making it happen. All of the state queen had a great time in Washington, DC seeing the sights and promoting watermelon. The Kids Fun Run was just what the name implies, a big fun filled day! Queen Breanna along with the other queens got to interact with thousands of kids and even cheer them on as they ran in the race. Then lots of the kids came by our tent for watermelon slices and coloring. After the kids run came the marathon expo. Breanna along with the National Queen Brandi assisted the NWPB with staffing the expo booth. While in the booth they distributed watermelon recipes and nutritional information. They got to meet lots of interesting people and to hear their marathon stories. Sunday was the big marathon day! Thanks to Stephanie everyone had matching t-shirts so we made a huge positive statement for watermelon from the moment we left the hotel. All the state queens worked very hard throughout the day to distribute the thousands of samples to the marathon runners. I can't imagine a more impactful promotion for watermelon!

Queen Breanna was asked to serve as the Grand Marshall for the North Carolina State University Homecoming Parade in Raleigh, NC. Not only was this a great honor for the NC Watermelon industry but also for Breanna since she is a student at NC State majoring in Agriculture Education. It was fun getting to meet Chancellor Randy Woodson, football coach Dave Doeren and Mr. & Ms. Wuf the university mascots before the parade. The evening temperatures were a bit chilly but all the parade attendees were excited about the upcoming homecoming events.

Queen Breanna and all the NC Watermelon Association members look forward to attending the NWA Convention to support our very own Mr. Don Hiller. See you all in sunny California.

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



Nutrition and Health Fair at the Fort Bragg Commissary in Fayetteville, NC. Queen Breanna and the entire produce department enjoyed talking with soldiers and their families about the health benefits of watermelon.



Queen Breanna at the 2014 NC State Fair.



Food Lion Family Picnic Salisbury, NC. Breanna shows everyone how to select the perfect watermelon.



Marine Corp Marathon Kids Fun Run in Washington, DC.



MDI Food Show in Hickory, NC. Breanna assisted Shelia with the National Watermelon Promotion Board booth.



J Slice, Miles & Molly getting encouragement from Breanna for their upcoming run.



Queen Breanna getting ready to meet the crowd at the Food Lion Family Picnic.



Queen Breanna along with National Queen Brandi assisted with the Health and Fitness Expo booth during the Marine Corp Marathon. As you can see they meet some interesting people!



Queen Breanna getting ready to meet the crowd at the Food Lion Family Picnic.



Mr. Don Hiller and all the state queens getting ready for the big day's events at the marathon. Thanks to Class Produce for their support of the Marine Corp Marathon promotion.



The NCWA was represented by our Queen Katherine Glover at the Grand Opening of a new Ingles Store in Lincolnton, NC.



Job Well Done! The queen's didn't run in the marathon but they gave it their all promoting watermelon at the event.



Senator Brent Jackson and Breanna enjoyed the opening day for the NC State Fair in Raleigh, NC.



Queen Breanna served as the Grand Marshall for the North Carolina State University Homecoming Parade in Raleigh, NC.



Queen Breanna assisted NC Commissioner of Agriculture Steve Troxler and his grandson with the grand opening ribbon cutting for the NC State Fair in Raleigh, NC.



Mr. and Ms. Wuf enjoying time with Queen Breanna before the homecoming parade.

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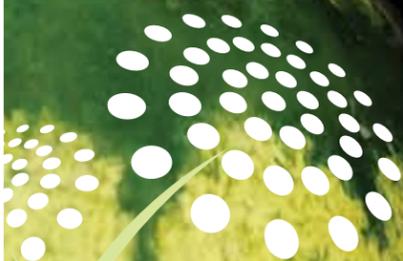
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# South Carolina Report

South Carolina ended their promotional year with 3 large events in October. First, Chef Joe Poon joined us for the SC State Fair in Columbia. Crowds were lined up all day to see Joe do his carvings and to listen to his presentation/demos. Joe did a fantastic job of showing the versatility of watermelons by carving numerous Halloween displays. He also did a large carving for Breast Cancer Awareness. As always, Joe made the event and we look forward to having him back with us again next year.

Second, Brooke and I traveled to PMA in Anaheim, CA. The displays this year were awesome and the crowds were huge. Matt Cornwell and Sonny Dickinson from the SC Department of Agriculture, worked their usual magic with the South Carolina Booth. Finally, the year ended with a trip to the Marine Corps Marathon in Washington DC. The NWPB along with Don Hiller did an outstanding job of organizing this promotion. All of the state queens were in attendance and a great time was had by all.

As this year closes and we look forward to 2015, I want to thank Brooke Allender for her hard work this year as our South Carolina Watermelon Queen. Brooke has worked many hours and traveled many miles to make this year a success. I also want to thank Brooke Bell and Emily Dicks for stepping up and filling in for double bookings throughout the year.

The ultimate thanks go to our SCWA members who make this wonderful opportunity possible for our watermelon queens. You will never know what a difference that you make in these young women's lives and how much each and every one of you is appreciated. As convention season nears, we hope that everyone has a successful convention as well as a successful watermelon season.

Warmest Regards,  
 Ann Bryant  
 SC Promotions Coordinator  
 864-303-3997  
 abryant028@charter.net



Chef Joe Poon doing what he does best!



The Holidays are here!



Crowds gather to watch Joe perform his magic.



Brooke visits Lincoln.



Brooke is admiring some of Joe's handiwork.



Queens in DC



Joe working the crowds.



The girls enjoy their tour.



Queens at PMA.



Kids Run at the Penagon.



Brooke and Montana enjoying the sweet treats.



Race ready to start.



Bob has his arms full.



Enjoying dinner at Georgia Browns.

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# Texas Report

Greetings from Texas!

I hope all of you had a wonderful Christmas and a Happy New Year. Since the last letter Kendall and I took a trip to Washington D.C. for the Marine Corps Marathon in October. It was a wonderful event starting with the Kids Fun Run where Kendall and the other queens handed out watermelon to all the participants and all their families. The watermelon was delicious and greatly appreciated. The children had a great time, and we certainly got a dose of what it was all about when I noticed a little boy in a blue shirt that said, "I run for Daddy." It said the date and place of the man's death as he served our country. Later we found out that anyone wearing a blue shirt was running for someone they had lost. It was a sobering moment, but it was also nice to know that we could be there to say, "Thank you" to the military members and their families that were present. The marathon, 5K and 10K were on Sunday and it was also a great day where we handed out about nineteen thousand packages of watermelon. Stephanie Barlow and the NWPB team did an awesome job of coordinating everything, and of course, the thousands of runners were very happy to see the queens at the finish with refreshing watermelon.

In November, the Texas Watermelon Association had its annual convention at the Renaissance Casa De Palmas Hotel in McAllen, Texas. Friday night we had a successful auction, then there was dinner and dancing during which everyone enjoyed themselves. The next evening was the big event at McAllen Country Club where we had dinner, the evening gown competition, and a casino where everyone could play games and have the chance to win great prizes. It was a fun, memorable evening for all who attended. Of course the morning began with our competition for choosing the 2015 Texas Watermelon Queen. After speeches, the promotion wear competition, interviews and the evening gown competition our judges had made their decision. The 2015 Texas Watermelon Queen is Kristin Valadez. Her hometown is Mission, Texas, though she now resides in College Station. She is a graduate of Texas A&M University with a degree in Animal Science. She is planning on getting her master's degree in Occupational Therapy. She currently works at the Brazos Valley Center for Independent Living as a health and fitness facilitator. Kristin is looking forward to the exciting year ahead as our Texas queen. She and I both want to thank this year's sponsors: Wiggins Wholesale, Nowell Borders Companies, and Warren Produce. Also, we would like to thank Texas Farm Credit for the scholarships given to all the girls who participated. Without these wonderful people, the coming year would not be possible.

I wish you all a blessed and prosperous new year.

Best Regards,  
Barbara Duda  
TWA Coordinator/Secretary  
bcduda62@gmail.com



Kendall, Brandi, Breanna, Brooke and the other queens went on an open bus tour of D.C.



An appropriate sign for runners and queens



Kendall and the other beauties in front of the Washington Monument



Queen Kendall working the auction



Queen Kendall was ready for the Kids Fun Run!



Miss Eleanor even danced!



Stephanie Barlow and the queens in front of the Kids Fun Run finish line



Jeff and Dina Fawcett enjoyed the evening.



Cheering on a runner



Queen contestants presenting their promotion wear



A shirt that broke my heart- kids wore blue for loved ones lost.



Kendall and Brandi looked beautiful.



A group of children getting ready to run



And the 2015 Texas Watermelon Queen is Kristin Valadez!



Ready to pass out lots of delicious watermelon!



2nd Runner-up, Shyanna Hooper, Queen Kristin, and 1st Runner-up, Anali Diaz

## ARE YOU READY TO BENEFIT FROM TAP?

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## Western Report



On January 17<sup>th</sup> the Western Watermelon Association held its annual convention at the New York Hotel and Casino in Las Vegas, Nevada. The focus was to bring together growers, shippers, distributors, and related service providers of the watermelon industry. Our attendance at the event continues to grow each year. Several guest speakers provided attendees with an informative, educational experience to explore new studies, advance processes, and develop marketing. Dr. Graham Fogg, a professor of Hydrogeology and Hydrogeologist in the Department of Land, Sea and Water resources at U.C. Davis gave a presentation on groundwater basins and their use in agriculture, replenishment and sustainability. Dr. Robert Gilbertson, a professor of plant pathology at UC Davis gave a very informative talk on the new CGMMV and other viral diseases that can affect watermelon. Betsy K. Peterson, Director for Technical Services for the California Seed Association, also talked about CGMMV and the role the seed industry is taking in identifying mitigation for this pathogen. David Beaudreau, co-chair of the Biostimulant Coalition in the USA, wrapped up the convention explaining to us biostimulants and how they are being used. The convention was an advantageous and wonderful way to bring the Western Watermelon Association together, build new relationships, and to learn more about the watermelon industry out West. We had a very successful and fun event and can't wait to see everyone next year!

On behalf of the Western Watermelon Association, we would like to share with you our excitement for this year's upcoming NWA convention! We can not wait to welcome all of you in February to beautiful La Quinta, CA. This will be a great opportunity not only escape the winter weather, but discuss new ideas, past experiences, plans for the future, and most importantly share our love for watermelon! Pack your bags, grab your sunglasses and we will see you all in California!

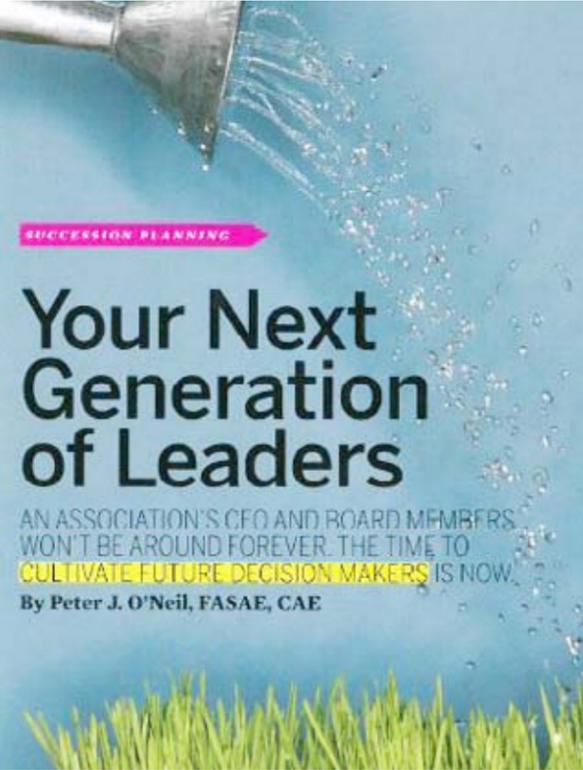
For more information on the Western Watermelon Association, be sure to check out our website at:

[www.westernwatermelon.org](http://www.westernwatermelon.org) and  "like" us on  facebook



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## Working Group Established

The Association has created a Y Generation Working Group that largely represents the youngest generation of the National Watermelon Association. The Y Gen Group will be the platform for the under 35 years of age generation to contribute to the future of the Association. As we look ahead, we recognize the necessity to involve every generation in leadership and the future direction of your Association to create and add value.

We have purposely asked a group of leaders from Generation X and the Baby Boomer generations to join the working group also. They are current leaders in the Association, and vital to hearing what Generation Y has to say; what they think; understanding the significant differences in the generations; reviewing data that shows the changes upon us; designing the 'Value Proposition' of the Association; and discovering what it will take to encourage them to support this Association as their own.

The near-future National Watermelon Association will not be the same as your Daddy or Granddad supported. We know that, which is why the Y Gen Group is so important to us.

The Y Gen Group's challenges will be to:

- Share their thoughts and opinions
- Listen to the perspective of others with an open mind
- Learn together
- Create a game plan regarding the future of the National Watermelon Association.

This is a very exciting time for the National Watermelon Association. We intend to lead by listening and learning as we embrace the most significant generational shift in our world's history. Be excited, and delighted. The results will be enormous for the future success of your Association.



## The Future is Here - Let's Embrace It!

At your national convention, our keynote speaker will be the global expert on Generations X-Y and Z, and how organizations/businesses must listen, learn, and adjust to the single largest generational shift in our world's history.

Sarah is a published author on the younger generations and their significant impact on the nonprofit sectors and Boards. She will provide guidance to our newly formed Y Generation Working Group to challenge them to research our membership, and create a game plan for the future of this storied Association. Ms. Sladek's leadership will allow us to meet those challenges head-on, and create a renewed 'value proposition' that we can all embrace, and share, and nurture.

To adapt as we go along is no longer the acceptable method. Generation Y, called the Millennials by some, is the most influential generation (80 million) that the world has ever witnessed. Their expectations are far different from their elders, and it is prudent and necessary for the Association to learn from them, and listen to what they want their Association to be in the future.

We look forward to this project, seeking solutions to their challenges, embracing their ideas, and nurturing not only stability for the Association, but also creating New Success!



## Sarah Sladek



**NEW! Summer 2014!**  
*Knowing Y: Engage the Next Generation Now*



By 2015, Generation Y will overtake the Baby Boomer population in the workforce, impacting the economy and the association community. Sarah Sladek's fourth book,

*Knowing Y: Engage the Next Generation Now*, from ASAE's publishing arm Association Management Press, provides advice on how to engage Gen Y, offering insight on the impending economic revolution and how this generation will wield tremendous influence on society and why associations need to incorporate them into their organizations

*Knowing Y* includes research, quizzes, and case studies of how organizations are incorporating strategies to reach out to Gen Y from Sarah Sladek, an experienced marketing and media professional that has spent 12 years researching these demographic shifts.

**On average, 10,000 Baby Boomers retire every day.**

**By 2020, 46% of all U.S. workers are predicted to be Gen Y.**

**By 2015, the majority of the workforce will be in their 20s.**

**By 2020, Gen X and Gen Y will make up 65% of the workforce.**

**By 2015 there will be 5 generations in the U.S. workforce.**

**By 2015, Generation Y will have the largest voting block of any generation in the country.**



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