



## A Progressive Path Forward



From your National Watermelon Association, we have much good news to share with you. This year of 2015 will begin our focused efforts of Renewal & Rejuvenation as we pursue advancements in numerous areas of the business that will provide support of our chapters and build Value to our members:

We have a new brand . . . a LOGO readily identifiable and representative of our Association - - that you selected through a member vote over the winter. The brand of the Association (our logo) will allow us to market the Association with members and prospects alike.

The Vineline magazine is now available digitally (online), with tremendous capabilities to email and post pages from a small yet growing assortment of past issues. Take a look at the possibilities, and enjoy our step into the digital age with our valued magazine.

The Association's website, www.nationalwatermelonassociation.com, has been changed to a new domain (www.watermelon.ag), and has a brand new, updated look, feel, and Value to you (our members) Simpler to access; easier to remember; and a site to frequently visit.

The Association is finally in the Social Media game with vital strategies in a number of key App's that will allow the Association to communicate directly with our stakeholders on a very timely basis. 'Like' and 'Follow' us on Facebook, Twitter, Instagram, and Pinterest.

The Y Generation Working Group has been established to create a vital conversation with the largest generation in our country's history, at a time when Gen Y has the largest power in purchasing and voting, and will shortly dominate nonprofit Board seats and volunteerism. We will discuss what they want from the Association, and how we invite them to participate.

We are creating a grassroots effort to help you to 'invite' your U.S. Representative to your place of business, and give them a first-hand look at what you do every day, how you do it, and what Washington needs to do (or undo) to help (not hinder) your business opportunities.

The Association is creating a proven membership model that will help each chapter to increase renew-

## Get Connected Every Day

Today there are millions of APP's and websites and so many social media sites that allow businesses to communicate. It can be very confusing, to say the least.

Your Association has decided to focus on just a few important tools to communicate with our members. Those sites and APP's are where some of you/many of you are almost every day.



### WWW.WATERMELON.AG

This is your website and new domain. It is simpler to access; easier to maneuver through; and a site that you can visit often to get information that is important to you and your business.



### FACEBOOK

The Association is on Facebook at www.facebook.com/nwatermelonag, and is accepting New

als and secure new members. Membership is the key to our success in all that we do, and it behooves us to support our chapters on their paths to success.

We are addressing a concern of our aging farmers by creating a program (from Young AG) that will offer scholarships to young farmers to attend and participate at the national convention. Bringing young farmers to convention is a proven method to develop our future leaders.

This is a brief list of what your National Watermelon Association will provide to our stakeholders (YOU) in 2015, and beyond. If we can be of service, please feel free to call upon us, and we will do our best for you. Solving the needs of our members is what we are here for; and it is our honor to serve. Thank you.

Friends every day. Facebook is the most widely used social media APP in the World. Log on; become a Friend; Like Us; Follow Us! This is where the most daily contacts will be for some time to come.



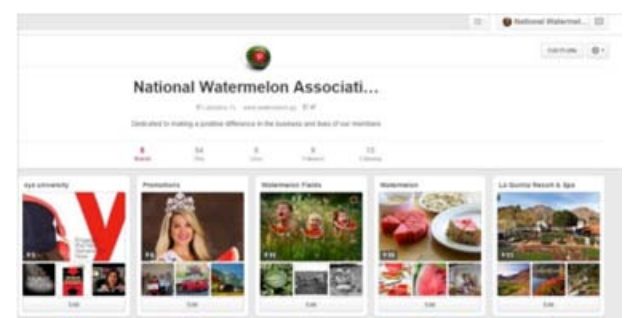
### TWITTER

The Association knows how to 'tweet' and is on Twitter with our own account. Log on to www.twitter.com/watermelonag and become part of our conversation. Tweeting is a fun way to keep people informed of happenings on a spirit of the moment. Log on; Like Us; and Follow Us!



### INSTAGRAM

The Association has an account with Instagram that will allow us (and you) to share pictures from our own businesses, and events. Log on to www.instagram.com/nwatermelonag. Imagine the beautiful pictures of watermelon fields, the industry in action, promotional events and families enjoying the fruits of our labor - delicious watermelon.



### PINTEREST

www.pinterest.com/watermelonag will take you to the home of the National Watermelon Association on Pinterest. Follow our boards and find out more about Sarah Sladek and the XYZ University, see photos of our members, or learn about some of the National promotions our Association is involved in. We are dedicated to making a positive difference in your business and your life.

# Seedless Sensations

Outstanding producers with great taste and presentation!



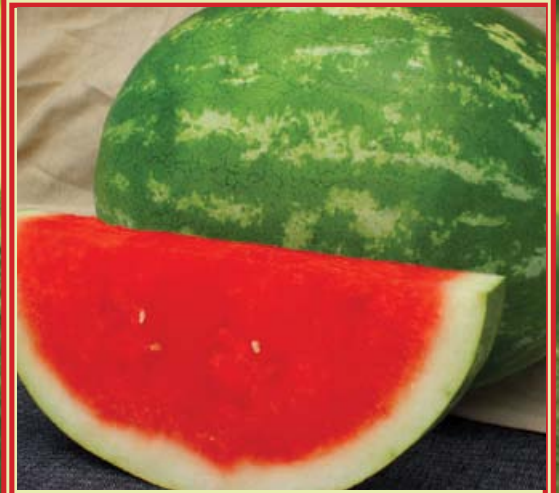
## Sweet Gem

- 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



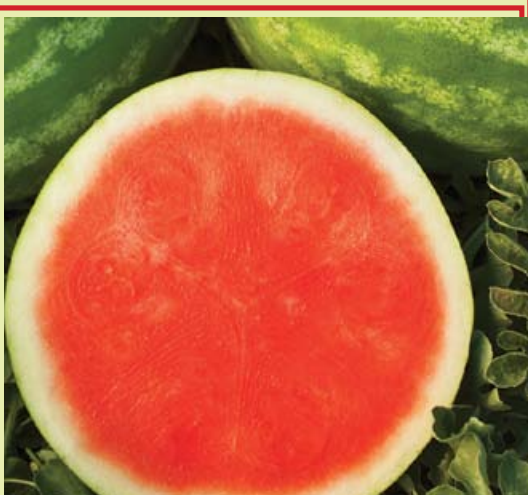
## Kingman

- 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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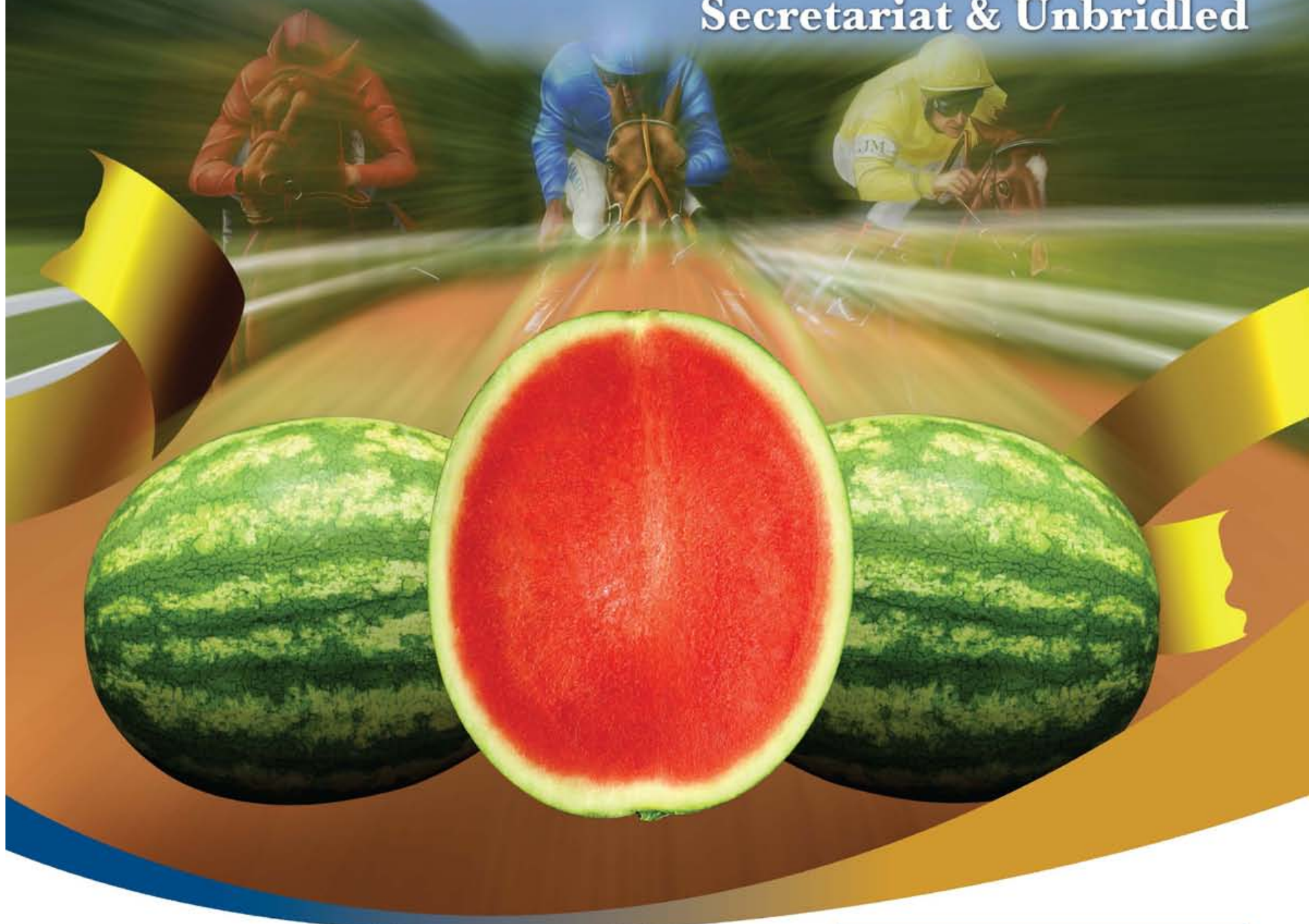
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#### **Secretariat**

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### Mid Maturing

#### **Kingman**

36/45-count / Traditional rind

#### **Unbridled**

36/45-count / Dark rind

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# news

## The Results are In! La Quinta 2015 was a Huge Success!

The 101st edition of the National Watermelon Association has come and gone, and the results are still percolating. The resort property was spectacular. The amenities were awesome. The weather was picture perfect. The food was delicious. The events were timely and educational. And the results, simply .... Exceptional!

It was an effort for some to get there, with a few being stranded because of ice and snow, resulting in at least a few cancelled flights. For those leaders that could not attend or get there, we are fortunate to have others step up and take the lead. It was, in our famous words, a family event. We watched as other family members helped out when others could not be there. It is a true testament to the family that we have here at our Association.

There are so many people to thank that we do not have enough room here in print to do the 'Thanks' the justice that it deserves. Needless to say ... but, we are very thankful for all that serve, that participate, that volunteer, that serve, that donate, that purchase and that join us as family members of our great Association.

In addition to the Queen Competition Winners, we would like to recognize the deserving award winners, who we say once again ... Congratulations!

Young Ag Spokesperson:  
Kate Douberly

Chapter Membership Award:  
Texas Watermelon Association

Annual Raffle Grand Prize Winners:  
Buster Savioli; Tashi Zouras; Rob Beets

2015 Auction Award Recipients:  
Vincent Farms; Melon Acres; Melon 1; Syngenta

NWA Marketing Award:  
The Class Produce Group

NWA Outstanding Service Award:  
Greg Leger

In addition to the convention attendees, we have sent a quick survey asking you for your feedback, which is important to us to be able to improve every year (even with success at hand). Please, if you have not filled it out and returned it via email, please do so ASAP.

To those of you that could not join us in La Quinta, we have issued a short survey to find out some key information that will help us to plan ahead into future conventions. Please, if you have not filled it out and returned it via email, please do so ASAP.

We hope that the pictures on this page will help to capture some of the key moments of the convention in 2015. Log on to [www.watermelon.ag](http://www.watermelon.ag) to see ALL of the photographic memories that are captured for us to remember La Quinta 2015. Enjoy!



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# National Report

## National Convention

Congratulations to Emily Brown, Illiana Queen, on being selected the 2015 National Watermelon Queen during our NWA annual convention! I am looking forward to a fun and busy year! Congratulations also to Breanna Williams, North Carolina Queen and being chosen First Runner-up, and to Montana Savage on being Second Runner-up. Congratulations also to Shelby Hurley on being selected Miss Jubilee.

Emily wishes to thank NWA and MultiCorr, for their cash scholarship awards, and Brent and Debbie Jackson for the memorial scholarship award in memory of their son Adam and to the anonymous donor for continuing the Oren Childers memorial scholarship fund following the death of Oren's wife Sue. Thanks also to Nunhems Seed for the wonderful Dell tablet, Emily loves it! To the individuals that purchased the great items at the auction for the new Queen, Emily will put them all to good use this year. Thank you so much for your generosity and support.

I could not be more proud of all the girls that competed, you did your State Associations Proud! I would like to thank Brandi Harrison again for the fantastic job she did for NWA!

It was a very successful convention and auction. Kudos to President Don Hiller and wife Mary and to NWA Executive Director Bob Morrissey, on the accomplishment, the choice of location wasn't too bad either! Everyone enjoyed this beautiful, scenic resort. Queen Emily has already been very busy, and her 2015 calendar is beginning to fill, please contact me if you are interested in having her for promotions.

## Brandi's Tour Continues

We still have much to cover from Brandi's amazing year, with only quarterly printing of the "VineLine" and limited space we fall far behind. We were sponsored to the Texas watermelon convention by Jimmy Henderson and Warren Produce, thank you so much Brenda and Jimmy Henderson for your support! It was so good to visit the great people of the Texas Association. Congratulations to Kristin Valdez on being selected this year's Texas Watermelon Queen! We look forward to working with you.

We were soon off to Homestead, Florida for an exciting weekend of racing, NASCAR style, featuring our own Ross Chastain. Ross pulled double duty at the track on the final week of the season, as he drove in the truck race on Friday and the Nationwide race on Saturday in grand style with fabulous WATERMELON paint jobs on both! Brandi and Meagan worked hard keeping the pits supplied with refreshing watermelon! Thank you Susan Chastain. Thanks to Melon 1 for sponsoring us to this fantastic weekend of racing.

We were soon off to the Florida Watermelon convention at the beautiful Sanibel Harbor Marriott! Thank You FWA for sponsoring Brandi back to her home state! It was a great weekend seeing familiar watermelon family members. President Jim Barfield had a awesome convention. Congratulations to Kelli Wilder on being selected the Florida Watermelon Queen! We look forward to working with you.

Our next stop was the Georgia Watermelon Convention at the beautiful King and Prince in St Simons Island, Georgia. It was a great convention, excellent attendance. Great to visit with Samantha and Jennifer, and catch up with old friends. Congratulations to Carla Penny on being selected the 2015 Georgia Watermelon Queen, we look forward to working with you! Special thanks to GWA for sponsoring Brandi to the GWA convention.

Our next stop was Cambridge, Maryland for their annual Mar-Del convention. It was wonderful to see old friends, and catch up. President Will Hales and wife Candice had an excellent convention. It was also a treat to finally meet the newest addition to the Hales family, their twins and Landry and Ledger! They are just precious! We were so proud to be sponsored by Caitlin and Scott Givens who will have a new addition to their family, a little girl come June. Thank you Caitlin and Scott! It was great to see and visit with Shelby. Brandi and I were honored to be a part of their 50 year celebration of the Mar-Del Association. Congratulations to Courtney Hastings on being selected the 2015 Mar-Del Watermelon Queen! Emily and I look forward to working with you.

Thank you again Caitlin and Scott!  
Thank you again Brandi Harrison!

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NWA Promotion Coordinator  
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229.322.9933 cell



2015 Contestants and their Judges



The Nunhems Group presents our new Queen with a Dell Tablet, thank you!



Beautiful girls prior to Evening gown competition



Outgoing President Don Hiller, presents Emily with scholarship check from Brent and Debbie Jackson in memory of their son Adam Jackson



And the winner is...Miss Emily Brown, of Vincennes, Indiana!



11. Kendra Kennedy presents Emily with Memorial Scholarship from an anonymous donor in memory of Oren Childers



Congratulations from Brandi as she crowns Emily



Jessie Wiggins presents Emily with luggage purchased for her by Wiggins Watermelons



New President Dennis Mouzin presents Brandi with the Queen Award for a job well done!



Congratulations from Emily's parents, Bruce and Bonnie Brown



The Queen and her court, Emily, Breanna Williams First-Runner-up and Montana Savage, Second Runner-up



2015 National Watermelon Queen, Miss Emily Brown



Emily Congratulates, Miss Shelby Hurley, Miss Jubilee



A Happy and Supportive Illiana Watermelon Group!



Congratulations to Emily from 2015 President Dennis Mouzin



The Traditional Crowning photo, all the former National Queens in attendance at convention, welcome to the sisterhood Emily!

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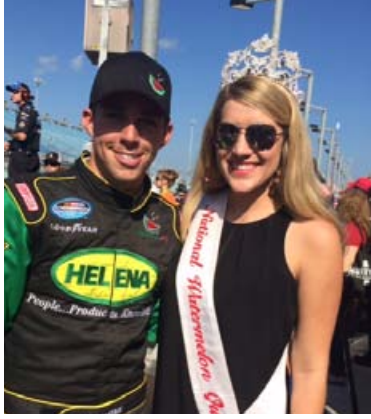
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# National Pictures



Brandi visits with sponsor Jimmy Henderson of Warren Produce at the Texas Convention in McAllen, Texas



Driver Ross Chastain with Brandi at the track



Brandi and the lovely GWA Queen Jennifer



Enjoys a visit with Mr. Buddy Leger and son Greg Leger



Kendell and Brandi congratulate Kristin Valdez, 2015 Texas Watermelon Queen



Brandi even serves NASCAR legend Richard Petty



Congratulations to Carla Penny, 2015 Georgia Watermelon Queen



Mr. Jim Henderson chats with Brandi during the Texas convention



Welcomed to Florida by FWA President Jim Barfield and wife Linda



Welcomed to the Mar-Del Convention by Coordinator and sponsor Caitlin Givens and Queen Shelby



Brandi and Jimmy's wife Brenda Henderson plant a kiss on a surprised Jimmy



Brandi gives Arnold Mack a hug!



Queen Brandi enjoys the Mar-Del 50 year Celebration Convention



Homestead Raceway, Sponsor Rich Chastain, Brandi, driver Ross Chastain and Meagan



Meagan and the visiting Queens at the FWA convention



Mar-Del President Will Hales and wife Candice (2006 National Queen)



The great looking Watermelon Car!



Congratulations to Kelli Wilder 2015 Florida Watermelon Queen



Thank You Scott and Caitlin Givens for sponsoring us to Mar-Del



Meagan, Ross's Mom Susan Chastain, and Brandi as the girls serve watermelon in the Pitt area in Homestead



Brandi welcomed by GWA President Rich Chastain to the GWA Convention



Congratulations from all the visiting Queens and Shelby to Courtney Hastings, 2015 Mar-Del Watermelon Queen



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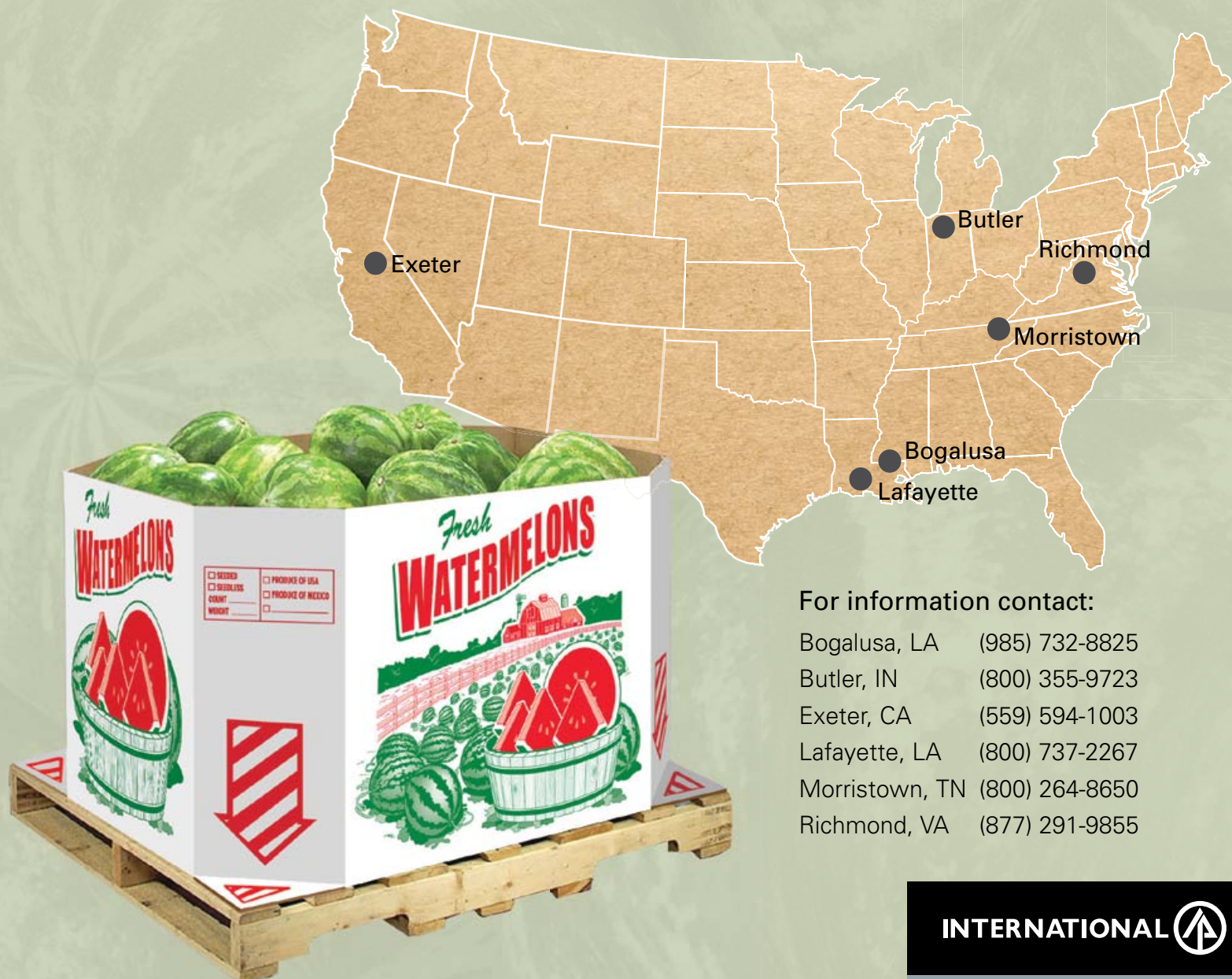


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# Alabama Report

Greetings from the Alabama Association!

This year has already started with a busy January and February. Queen Montana and I were able to enjoy the beautiful St. Simons Island during the Georgia Watermelon Association Convention. Then we were off to Maryland for a great MarDel Watermelon Association Convention. Nothing can compare to the wonderful weather and beautiful La Quinta Resort in Palm Springs for the National Watermelon Convention.

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. We would like to thank all the businesses and individuals that donated or bought items at our annual auction. Thank you again for all your support.

This year we had four wonderful young ladies compete for position of the 2015 Alabama Watermelon Queen. Congratulations to the 2015 Queen Lenze Morris from Ozark, 1st runner-up Paige Severino from Enterprise and Miss Jubilee Kristy SantaCruz from Bay Minette. Thank you to our Queen Contestant Sponsors: Billy Smith-Billy Smith's Watermelons, Inc., Jeff Garrett - Clifton Seed Company, Kendra Kennedy-Intergro, Jim Mastropietro-International Paper, and Joe Watson-Rouses Supermarkets.

Queen Lenze and I are both very excited to get started this year. We will be attending the Cooper River Run in South Carolina in March and headed to the National Watermelon Promotion Board training in North Carolina in April. Following the training we will start the 2015 Queen Tour visiting elementary schools all across Alabama, attending watermelon festivals and farmers markets, complete farm tours in Alabama, Georgia, and Florida, and many other exciting promotions.

Last but not least, the Alabama Watermelon Association would like to congratulate our 2014 Queen Montana Savage on being selected 2nd runner up at the National Watermelon Queen Competition. Montana has done a great job and has 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



The beautiful Queens enjoyed getting to see the historic light house at St. Simons Island, GA.



Congratulations 2015 AL Queen Lenze Morris and 1st runner up Paige Severino.



Ms. Mary Jones and Ms. Cheryl Hicks with Queen Montana at the Georgia Convention.



Mr. Billy and Mrs. Corliss Smith congratulate Lenze of becoming the 2015 AL Queen.



Congratulations Carla Penny on becoming the 2015 Georgia Watermelon Queen.



Queen Montana and Mr. Myron Harrison enjoy a beautiful view at the top of the mountain in Palm Springs.



The ladies welcoming the 2015 MarDel Watermelon Queen.



Mr. Richard with Nunhems teaching Montana a few last minute tips at Nationals.



Queen Montana and FL Queen Meagan Morgan enjoying the band at the Alabama Convention.



Congratulations to all the 2014 Watermelon Queens, you all have done an amazing job representing the industry this year!



Kendra Kennedy, 2015 AL Queen Lenze, and Steve Crowder clowning around at the Alabama Convention.



All the Alabama "has been's" with the 2014 Queen, Montana and 2015 Queen, Lenze.



2015 AWA President Mr. Jeff Garrett and his wife Bobbie Jo with the newly crowned Alabama Queen, Lenze.



Congratulations 1st runner up, North Carolina Queen Breanna Williams, 2015 National Queen Emily, and 2nd runner up AL Queen Montana.

**A Winning Line-up!**

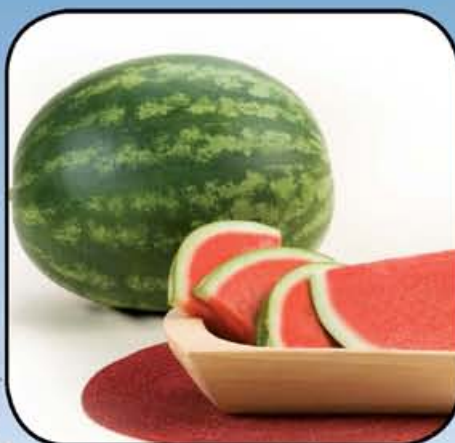
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# Florida Report

Greetings from Florida!

This year started off with our 47th Annual Florida Watermelon Association held at the beautiful Sanibel Harbour Resort in Sanibel, Florida on Jan. 16-18. After an exciting weekend of competition, Saturday evening's banquet ended with the crowning of our new Florida Queen Kelli Wilder. She is the 21 year old daughter of Rich and LaRaye Rowe of Arcadia, Florida. Kelli attends Florida Gulf Coast University in Fort Myers where she is majoring in Communications. The first runner-up is Brie Edmister of Wesley Chapel, Florida and the second runner-up is Meleah McMillen of Fort Pierce, Florida. Meleah also received the "Miss Jubilee Award". Queen Meagan and Queen Kelli would like to thank everyone that bought or purchased items for them at our watermelon auction. Also Congratulations to Patty Swilley for receiving the "2015 Outstanding Service Award". Congratulations to All!!!

The last weekend of January, Queen Meagan and I were off to the Georgia Watermelon Convention held at the King and Prince Beach & Golf Resort in St. Simons, Georgia. A special thank you to Melon 1 for sponsoring us for this event. Also thank you to Harry Vaughn and Melon 1 for purchasing the "Wizard of Oz" picture for Queen Meagan. She loves it. Congratulations to Carla Penney for being selected as the 2015 Georgia Watermelon Queen.

Then Queen Meagan and I were off to the 50th Annual Mar-Del Watermelon Convention held at the Hyatt Regency Chesapeake Bay Resort in Cambridge, Maryland. Thanks again to Melon 1 for sponsoring us. Congratulations to Courtney Hastings for being chosen as the 2015 Mar-Del Watermelon Queen.

Queen Meagan and I were on the road again for our last state watermelon convention together in my hometown Biloxi, Mississippi at the Beau Rivage Resort and Casino for their 35th Annual Alabama Watermelon Convention. Thanks to Arnold Mack with McMelon, Inc. & Billy Smith's Watermelons, Inc. for sponsoring us. Congratulations to Miss Lenze Morris for being crowned as the 2015 Alabama Watermelon Queen.

Then Meagan and I were off to LaQuinta, California for the National Watermelon Convention held at the LaQuinta Resort and Club. Congratulations to Emily Brown for being crowned the 2015 National Watermelon Queen. All the state's queen did a wonderful job representing their state chapters. We are very proud of Queen Meagan with the job that she has done for us this year as our spokesperson. I would like to wish her good luck in this year on her future endeavors. Queen Meagan and I would also like to thank everyone for all that you've done for us this year to make this a wonderful and memorable year. Queen Meagan and I will always cherish the wonderful place and memories we've had this year being together. We would also like to thank her mom Peggy 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



Winners of our Seed Spitting Contest! "Congratulations!"



Queen Meagan & 2015 GWQ Carla Penny! "Congratulations!"



Our 2015 FWA Contestant with Queen Meagan and Nascar Xfinity Series Driver Ross Chastain, driver of JD and Motorsports #4.



Enjoying the beautiful view of St. Simon Island.



2015 FWA Judges at the convention.



Congratulations to the Mar-Del Queen Courtney Hastings.



"2015 Outstanding Service Award" - Mrs. Patty Swilley.



Thank you Mr. Billy Smith for my watermelon jeans.



Congratulations to Brie Edmister- First Runner -Up, Florida Watermelon Queen Kelli Wilder, Second Runner-up & Miss "Jubilee" - Meleah McMillen.



2015 Alabama Watermelon Queen - Miss Lenze Morris.



Our Dearest "Has Been's" congratulate Queen Kelli Wilder. Meagan, Brandi, Katelyn, Tara, Jenny, Heather & Bonnie.



A beautiful group of young ladies.



Queen Kelli being congratulated by our 2015 FWA Officers.



Enjoy a wonderful dinner at "Arnold Palmer Restaurant" with President Jim Barfield and his wife Linda. Thank you!!



Thanks Rich Chastain & Melon 1 for sponsoring us.



Queen Meagan congratulating Emily Brown as being crowned the 2015 National Watermelon Queen!

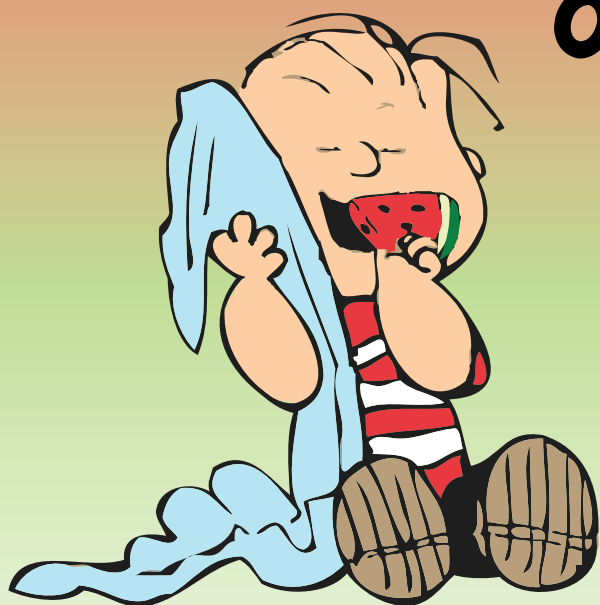
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**Cruzin™** kills diseases and also provides a probiotic effect, with ZERO re-entry time.

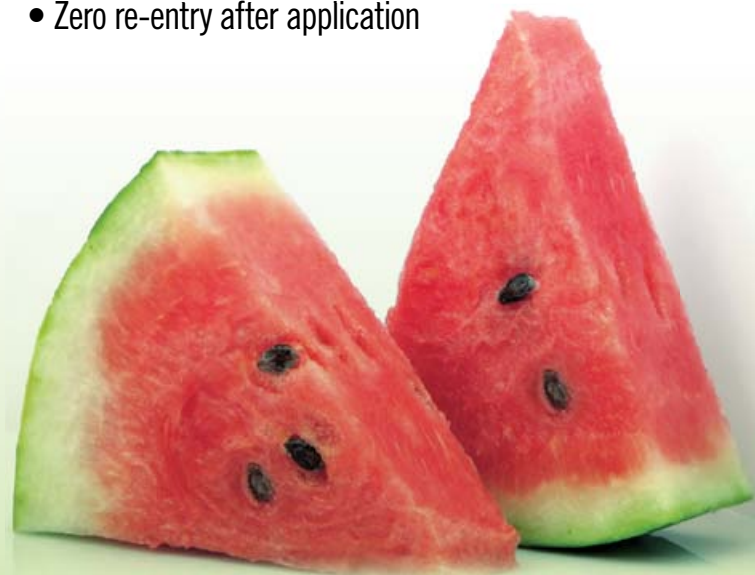
## Bionic™

**Bionic™** is a high energy (Synergistic) biological surfactant which intensifies low energy chemicals. Some herbicides are low energy, adding **Bionic™** will raise the energy level and the herbicides can be more effective. This is true for most fungicides, insecticides, and foliar feeding nutrients as well. You will notice that **Bionic™** will enhance all the products that you use from pesticides, fungicides to fertilizer.

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- Controls White Mold, Botrytis, Powdery and Downy Mildew, to name a few diseases
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- Made with pharmaceutical grade ingredients
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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

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 King & Prince Beach and Gold Resort where attendees enjoyed a day at the shooting range, golf course and a packed out convention!

More than 200 growers and watermelon agribusinesses joined us this year and we raised \$250,000 through the live auction. A BIG THANKS to our lead donors, buyers and other auction supporters for this 2015 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 were excited to have EIGHT top notch contestants for our annual queen contest this year that competed thanks to our contestant sponsors. THANK YOU Leger & Son Inc., Borders Melons East, Pal King Pallets, Seminis Seed, Gerrald's Vidalia Sweet Onions, Jackson Farming Company, Atlantic Pallet Exchange and Harry & Cindy Vaughn for your support of our contestants! Congratulations to our 2nd runner up, Isabella Connor sponsored by Pal-King Pallets and 1st runner up, Andi Dickerson sponsored by Borders Melons East, and our Miss Jubilee Winner, Mary Peyton Fowler sponsored by Jackson Farming Company. Finally –congratulations to our 2015 Georgia Watermelon Queen, Miss Carla Penney! Carla is from Vienna, Georgia, and is currently attending the University of Georgia studying history. She was sponsored by Leger & Son, Inc.

Queen Carla has started her year on the run! Thanks to our sponsor Melon 1, we attended the Southern Exposure in Orlando and networked with retail buyers. Carla also attended and was interviewed at the annual Cordele-Crisp County Fish Fry at the Railroad Depot and passed out watermelon salsa at the annual Georgia Ag Day at the Capitol. Later this spring, Carla will travel to North Carolina for Watermelon Ambassador Training with the National Watermelon Promotion Board, swing over to Charleston, SC to hand out watermelon to the thousands of runners at the Cooper River Bridge Run, and attend a Feed My School event in Jackson County. Whew!

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 skilgore@asginfo.net.

In closing, GWA would like to congratulate Miss Jennifer Eadie on an outstanding 2014 year and a great job representing our state and industry at the 101st National Watermelon Convention held in beautiful Palm Springs, California. We could NOT be more proud of you as an outstanding person and solid representative of the industry.

Looking forward to seeing you all this summer!

Sincerely,  
Samantha Tankersley Kilgore  
Promotions Coordinator  
706-845-8575  
stankersley@asginfo.net



Queen Jennifer and 2015 Queen Carla celebrating with other state queens.



Greeting Congressmen at Ag Day



Queen Carla interviewing at the Cordele Fish Fry in Atlanta.



Excited to be at Southern Exposure!



Passing out yummy watermelon salsa at Ag Day



Thank you Melon 1 for inviting us to Orlando for Southern Exposure!



These fans were a big hit at Ag Day!



Georgia Queen Carla, Florida Queen Kelly and National Queen Emily at Southern Exposure.



Our 8 great contestants at the 2015 GWA Convention in St. Simons



Queen Jennifer and 2015 Queen Carla alongside past Georgia Queens at Convention!

**A Winning Line-up!**

With **Affirmed**, **Bold Ruler** and **Citation**, Growers across the country are enjoying the benefits of wide adaptability, high yield, excellent uniformity and sweet flavor.

**SAKATA**  
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# NWPPB UPDATE



## A Round of Applause for Our Watermelon Queens!

NWPPB would like to first say their sincerest thank you to all of the outgoing watermelon queens for their year of dedicated service to the watermelon industry. We'd also like to congratulate all of the state and regional associations' newly crowned "crop" of watermelon queens, including National Watermelon Queen Emily Brown from Illiana. Get ready for a very exciting year of promotions!



## Board Meeting Recap

NWPPB held its spring board meeting on February 19<sup>th</sup> in conjunction with the National Watermelon Association convention in La Quinta, California. The meeting began with the swearing in of new board members by USDA. Communications, marketing, food service, and research programs were presented and approved for the 2015-2016 year.

TJ Runyan was re-elected as the board's president and Tony Moore was elected vice president. Congratulations to the officers and new board members!

## Media Kit Launch

The 2015 media kit features healthy spins on classic recipes developed by our nutritionist Elizabeth Somer along with new carvings, health information, nutrition, and year-round entertaining ideas. The media kit is already available online at Watermelon.org, with a physical mailing going out to nearly 4,000 targeted media, food service, health and retail contacts.



**2015 Epcot<sup>®</sup> International Flower & Garden Festival**  
March 4 - May 17

Every year at Walt Disney World Resort, the Epcot<sup>®</sup> Flower & Garden Festival runs March through May in Orlando, FL. The festival, full of color for the eyes and tastes for the senses, offers guests the opportunity to delight in beautiful gardens, topiaries, and butterfly gardens; listen to celebrity gardening presentations or the Garden Rocks Concert Series; plus enjoy garden-themed food booths, and much more.

Recently the festival added food booths that serve garden

fresh items. There are 12 of these Outdoor Kitchens. 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 and attracts 2.4 million guests from around the world. Everyone will have the chance to sample the sophisticated and refreshing tastes of watermelon.





Enter to Win the July  
National Watermelon Month  
**Display Contest!**

\$5,000 in Contest Incentives plus a Grand Prize Trip for 2 will be awarded.

- 1 National 1st Place Winner - \$1,000
- 8 Regional 1st Place Winners - \$250 each
- 8 Regional 2nd Place Winners - \$100 each
- 8 Regional Third Place Winners - \$75 each

Create an eye-catching display for customers that

- promotes watermelon of any kind
  - shares selection and storage tips
  - includes extras such as watermelon recipes & storage tips
- Or, create a patriotic setup for the best "star-spangled banner" display category



See contest rules to complete entry form. Visit the retail section of [watermelon.org](http://watermelon.org)

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# Illiana Report

Greetings to Everyone from IWA!!!

What an ending to our year and beginning of a new year we have had!! Queen Emily was busy promoting to the very end of her reign. She finished out the year by bringing in the New Year at the annual Watermelon Drop in Vincennes, IN. Thank you to Jeff Blann of Blann Farms for sponsoring this event.

In January we traveled to Bloomington Indiana to help with a Kroger Grand Re-Opening. Chef Poon came to help with this event as well. Thank you Mouzin Brother Farms for sponsoring this event.

Then we traveled to Ft. Myers Florida to attend the Florida Watermelon Association Convention.

These events brought us to the closing of Queen Emily's Tour with the Illiana Watermelon Association as our 2014 Queen. But little did we know, she would go on to the National Convention to be crowned as our 2015 National Watermelon Queen!!!!

Congratulations Miss Emily, we are so very proud of YOU!!! Along with Miss Emily representing the IWA as our National Queen, we also have Mr. Dennis Mouzin of the IWA serving as the President of the National Watermelon Association this year as well. IWA is so very proud to have these two representing on a National level during the same year. Good Luck to both of you!

Now on to our convention where Miss Emily gave up her crown to the new 2015 Illiana Watermelon Association Queen Miss Lindsey Hampton.

Thank you to FreyCo Produce for sponsoring Lindsey at the pageant. First Runner-Up was Taylor Goodman and Second Runner-Up was Ashley Layman. Congratulations to all of these young women.

Four days after being crowned, Queen Lindsey was off and running at her first promotion. She attended Ag Day at Vincennes University handing out free watermelon to everyone.

Queen Lindsey is looking forward to this upcoming year as our queen and I am sure she will do a fabulous job!!!

Spring is right around the corner and things are winding back up for another great year of promotions.

Thanks again to all of our sponsors. It is because of you that we are able to go out and promote our industry.

Sincerely,  
Lori Edwards  
Promotions Coordinator



Queen Emily with sponsor Jeff Blann



Queen Emily with former National Queens - Handing down the crown



Queen Emily with Miss Lori and sponsor Jeff Blann



The IWA Family PROUD of their 2015 National Queen!!!!



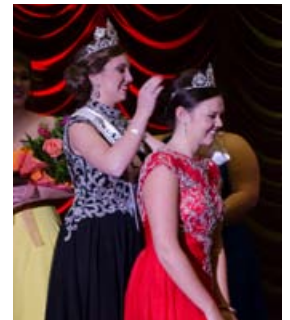
In-Store Promotions are always fun with Chef Poon!!!



Making IWA Proud!! 2015 National Watermelon Association President Mr. Dennis Mouzin and 2015 National Watermelon Queen Miss Emily Brown!!!!



Sponsor Mouzin Brother Farms with Chef Poon and Queen Emily



Meet the 2015 IWA Queen Miss Lindsey Hampton



Chapter Queens with Chastain Family FL Watermelon Conv.



Queen Lindsey with former IWA Queens handing down the crown



Chapter Queens having some fun at FL Convention!!



Queen Lindsey with her sponsors - FreyCo Produce



Our 2015 National Watermelon Queen - Miss Emily Brown!!!



Queen Lindsey at AG Day - Kids LOVE getting their picture with the Queen!!!!



Starting her journey as National Queen with Miss Eleanor



Handing out free samples at AG Day

## ARE YOU READY TO BENEFIT FROM TAP?

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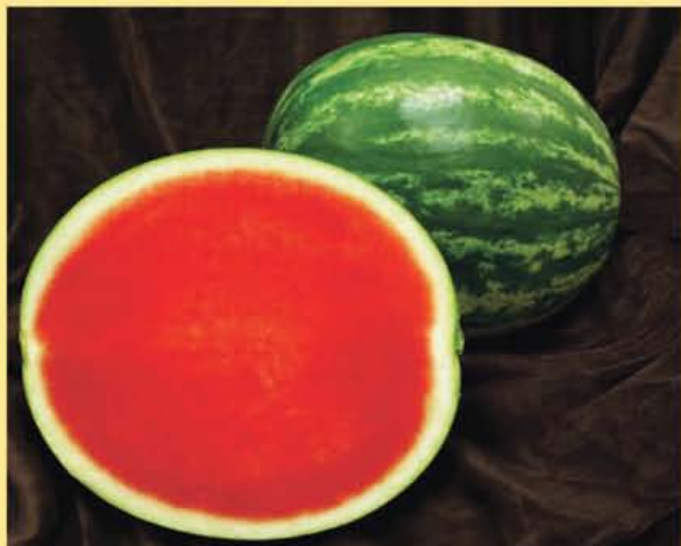


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and season-long yields!*

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- Deep red flesh.
- 12-14 lbs, 60 count.
- 78 days.

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- Sets early with high yield potential.
- Excellent uniformity.
- 16-20 lbs, 45 count.
- 83 days.

### **AFFIRMED**

- Performs well in diverse growing conditions.
- Consistent yields of 16-20 lb fruit.
- Bright red flesh is crisp and sweet.
- 90 days.



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# Mar-Del Report

Greetings from the Mar-Del Watermelon Association!

The snow has FINALLY melted and we are experiencing some warmer weather now, but we are ready for Spring and even more so, Summer! Since our last edition, we have had quite an eventful winter. Queen Shelby attended the Delaware Speedway Banquet in Dover, DE, where she received recognition for our association being a sponsor for 2014.

The next weekend we were off to Sanibel Island in Florida for the Florida Watermelon Convention, where we were met with a bit of warm weather and southern sunshine! We had a fabulous time and Shelby was excited to welcome a new watermelon sister to the family, as well as spend time with the other state queens, as there time together was ticking away...Thank you to Meagan and Miss Debra for hosting such a wonderful convention!

The Delaware Agriculture Dinner in Dover, DE was the next week and Shelby greeted attendees and she was able to talk to some political figures she had previously met during her reign, including Delaware Secretary of Agriculture, Ed Kee.

We hit the sky for Georgia's Watermelon Convention in St. Simons Island the next weekend and boy did we enjoy more southern weather and hospitality! Shelby had the opportunity to spend this weekend with almost all the state queens, South Carolina's newly crowned queen Sydney, and together they all welcomed a new Georgia queen. Thank you to Samantha and Jennifer for having us join in your fabulous weekend of festivities!

The following week Shelby went to the Maryland Agriculture Dinner, where she tasted appetizers from all across Maryland and mingled with guests, including the new Secretary of Agriculture, Joseph Bartenfelder, who would join us at our convention just a few days later.

The next day, we kicked off our annual convention and this year we celebrated our 50th Anniversary. Queen Shelby and I welcomed five wonderful queen contestants to the Hyatt Regency in Cambridge, MD as well as many state queens. We were so delighted to have so many state queens able to attend this year as Shelby has grown many close friendships with them all. Farmers attended seminars on Friday afternoon and we had a "Star-Studded Red Carpet" themed dinner in the evening. We held our seed spit competition on Saturday morning and the winners were Youth – Matt Hurley, Male – Jason Tennefoss, Female – Lani Kennedy Harmon, and Queen – our very own, Shelby Hurley. After lunch, we had an afternoon of auction items and loads. We had a fantastic auction and we appreciate everyone who purchased items and or loads to help our association and everything that we do. At our banquet in the evening we handed out two scholarships. Our Delaware Scholarship winner was Miss Emma Rider and Maryland Scholarship winner was Miss Erica Willing. Also recognized at our banquet was the Lifetime Achievement Winner and this year's well-deserving winner was Mrs. Dawn Collins, who has contributed many years to our association, including to the Queen Program and holding several appointed positions. Congratulations Dawn! At the conclusion of our night, we crowned our new queen. The 2015 Mar-Del Watermelon Queen is Miss Courtney Hastings. Courtney is the 22 year old daughter of Shelley Hastings, the late Ray Hastings, and Dr. William Lane of Laurel, Delaware. She is currently a senior at Stevenson University studying Communication. We are truly delighted to welcome Courtney into our watermelon family and we look forward to a fantastic year ahead!

Just enough time to pack and we were leaving again for Nationals in La Quinta, California! A full day of traveling, but once we arrived, we knew this place looked like we had stepped into a movie set! Lush green grass, flowers blooming everywhere, a pool around every corner, and a "real" mountain as the backdrop that we could literally touch...a true paradise in the desert. We took a tour and learned of the glamorous lifestyles of Hollywood's most beloved superstars and enjoyed a ride on a tram that took us to the top of one of the highest mountains in Palm Springs, where there was snow! Finally it was time to get down to business and Shelby represented our association very well and we are all very proud of her. Shelby's own peers voted her Miss Jubilee, which was well-deserved and we thank you all who were able to join us and to those of you who have supported Shelby throughout her rein. Thank you Shelby for all your hard work and dedication to the industry.

We have a full spring ahead and we wish you all a successful season. We have plants to go water...so until next time, get outside and enjoy a refreshing slice of watermelon!

Sincerely,  
Caitlin Givens  
Promotions Coordinator  
Mar-Del Watermelon Association



Shelby with John and Alisa Lapide from Melon1. Thank you Melon1 for all your support this year!



We were so happy to see Arnold Mack and Brenda in FL. Lots of well wishes to Arnold.



In Georgia we got to see Juliemar Rosado and meet the newest member to NWPB, Megan McKenna. Welcome Meagan! We are happy to have you.



Shelby and GA queen Jennifer. Thank you for such a fabulous convention!



DE Dept. of Ag Secretary Ed Kee joins Queen Shelby and some of our board members, Jay Rider, Doug Corey, Mark and Dawn Collins, Kevin and Katey Evans, Travis Hastings, Will Hales, and Ray Vincent.



Shelby congratulates our 2015 Watermelon Queen Miss Courtney Hastings. Congratulations Courtney and welcome to our family!



Jay Rider presents the Lifetime Achievement Award to Mrs. Dawn Collins. Thank you Dawn for all you have done and still do for us! We are so appreciative of you.



Joseph Bartenfelder presents a proclamation from the State of Maryland for the Association's 50th Anniversary to one of its founding fathers, Mr. Donald Hales.



Shelby in her evening gown surrounded by our queen contestants, Ashley Hastings, Courtney Hastings, Amy Wigglesworth, Bethany Wheatley, and Colleen Sheahan.



Shelby welcomes guests on our very own Red Carpet to celebrate Mar-Del Watermelon Association's 50th Anniversary.



A National Convention in beautiful Palm Springs, CA at the La Quinta Spa and Resort.



The queens took this convertible for a cruise in their promotional wear.



All the queens in their evening gowns before the banquet.



Thank you to Bob Gibson, Harry Vaughn, Mark and Dawn Collins, and Ray and Teresa Vincent for a delicious dinner out while in Palm Springs.



Congratulations to Illiana's Emily Brown for being crowned the 2015 National Watermelon Queen!



The queens after the seed spit...and Shelby takes 1st in the Queen Division!

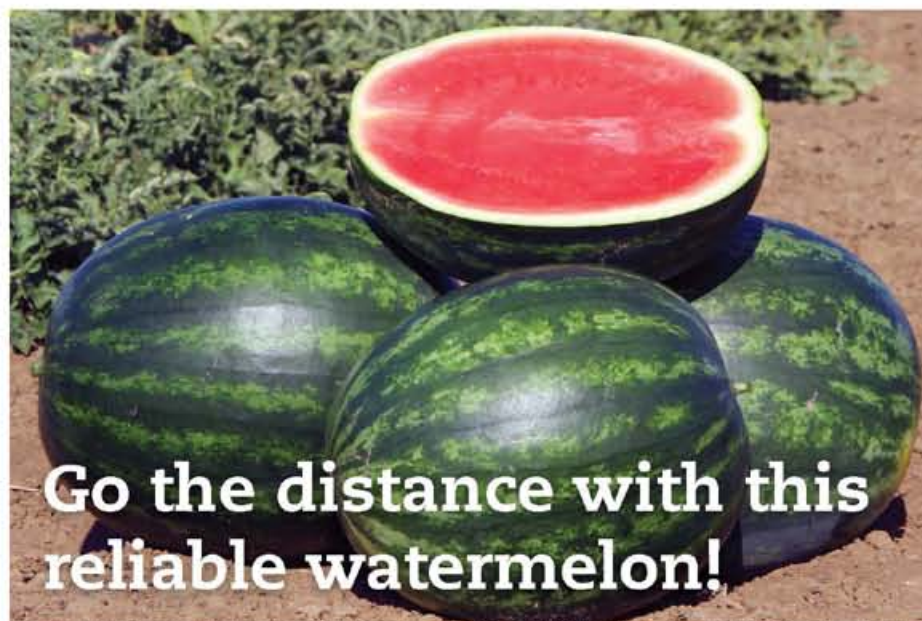


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SEED COMPANY



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

## Traveler

- Strong vigorous plant with mid-early maturity
- Blocky fruits of medium green color with dark green stripes and a firm, crisp, dark red interior
- 14–20lb fruits with high brix

## Wayfarer

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



**After only one bite you'll take a fruit home!**



**Super pollenizer for triploid watermelons!**

## Sidekick

- High numbers of male flowers with an extended flowering period
- Small vine blends into seedless plants & produces very small fruits
- 100% seedless planting, pollinates extremely well

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# North Carolina Report

## Greetings from North Carolina

Queen Breanna Williams was an outstanding watermelon ambassador for the NC Watermelon Association and we would like to thank her for a great year. She always had a smile on her face and loved talking with the young and the young at heart about watermelon. We also want to congratulate Queen Breanna on being selected First Runner Up at the 2015 National Watermelon Queen Pageant in La Quinta, CA. Breanna wanted an opportunity to say a farewell to all of her supporters this year.

## Watermelon family,

This year has been a wonderful experience, and I still can't believe it is all coming to an end. I have loved every minute of my year as the North Carolina Watermelon Queen, and I look forward to more opportunities to serve the watermelon and agriculture industry in the future. Whether I was passing out watermelon to children or marathon runners, touring farms, or sharing information with consumers in a grocery store, I have always been proud to represent the North Carolina Watermelon Association. I have enjoyed working with all members and friends of the North Carolina Watermelon Association this year. I have also been blessed with the opportunity to work closely with Brandi Harrison, the 2014 National Watermelon Queen, and all of the other 2014 state watermelon queens. I have made so many lifelong friends during this journey, and I will carry all of these memories with me forever. I am very thankful for this experience and for all of the people who have touched my heart this year.

Love,  
Breanna Williams  
2014 NC Watermelon Queen

Also in this issue are a few photos from the 2015 NC Watermelon Association's 34th Annual Convention held in Wrightsville Beach, NC. Congratulation to Miss Carmen Honeycutt of Angier, NC who was selected to represent the NC watermelon industry for 2015. It was a wonderful weekend and we are looking forward to a very exciting year!

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



2015 National Watermelon Queen Pageant NC Queen Breanna – 1st Runner Up, Emily Brown – National Queen and Montana Savage – 2nd Runner Up



The beautiful state queens in their evening gowns



State Queens having fun at the NWA Convention opening events



NWPB's Stephanie Barlowe and NWA President Don Hiller congratulate Breanna



Breanna getting ready for the NWA seed spit contest



Queen Breanna, Carmen Honeycutt, Shelby Bireley and SC Queen Sydney Ford at the NCWA Convention



Breanna along with her queen sisters getting ready for the President's Reception



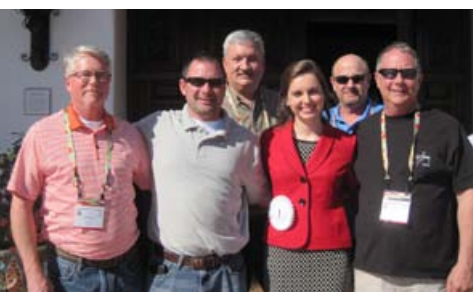
Steve VanMeter purchased an original painting by Queen Breanna at the NCWA Auction



The La Quinta Resort was enjoyed by all at the NWA Convention



Jim Ray supported the NCWA auction by purchasing a painting done by Breanna's Aunt Kelly



Jeff Batten, James Sharp, Tony Moore, Josh Rowe and Frank Howell offering Breanna support at the NWA Convention



NCWA Queen Pageant – 2014 Queen Breanna, second runner up Samantha Romero, 2015 Queen Carmen Honeycutt and first runner up Shelby Bireley



Breanna, Shelby and Emily enjoy the NWA Convention



NWA Executive Director Bob Morrissey with our 2015 Queen Carmen and 2014 Queen Breanna



The state queens show off their new shirts from Queen Brandi and Eleanor



Past NCWA Queens welcomed Carmen into the watermelon family



## ARE YOU READY TO BENEFIT FROM TAP?

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A Joy to Grow. A Ride of Great Taste.



Take a Joy Ride back in time with our newest addition to the Seminis® watermelon pipeline.



**This new seedless watermelon variety will bring you back to the summers of yesteryear.** Joy Ride is highly adaptable and suitable for growing across all of the U.S., producing a large percentage of 36-count watermelon in all regions<sup>1</sup>. Joy Ride offers a thick rind and firm fruit with uniform setting, plus has a vigorous plant type with good canopy coverage. In trials, it holds a high average Degrees Brix of 11.5, coming in second only to Seminis variety SV7018WA<sup>2</sup>.

<sup>1</sup> In trials conducted in Clayton, NC, Blackville, SC, and Tifton, GA in 2014.

<sup>2</sup> In trials conducted in Clayton, NC, Blackville, SC, and Tifton, GA in 2014. Top 5 performers for Brix include: 1) SV7018WA, 2) Joy Ride (trialed under precommercial variety name SV8298WA), 3) Tri X 313, 4) Troubadour and 5) Declaration. Trials included seedless watermelon varieties.



# South Carolina Report

It is time to say goodbye to Brooke Allender, our 2014 SCWQ, and welcome Sydney Ford as the new 2015 SCWQ. Brooke did an outstanding job of representing our association at Nationals and we wish her the very best with her future endeavors.

Sydney is from Gaffney, S.C. and is the daughter of Janice Ford and the late Billy D. Ford. She is a 20 year old junior at The University of South Carolina majoring in Public Relations with a minor in Political Science. She is currently a page for the S.C. State House Ways and Means Committee. Sydney's scholastic achievements include Palmetto Fellow Scholarship, Dean's Scholar Award, Capstone Scholars Program, University 101 Peer Leader, Chi Omega Sorority, Alpha Lambda Delta Honor Society and Palmetto Girls State. After graduation, Sydney plans to apply to law school and eventually work in media law or within the government.

The S.C. Watermelon Association Convention was a huge success this year raising over \$220,000 at the annual auction in Columbia, S.C. Educational programs as well as fun events were a hit with those in attendance and President, Angela Chappell of Coosaw Farms, passed the gavel along to Scotty Sandifer of Sandifer & Sons in Blackville, S.C. Scotty and wife, Kitty, are looking forward to the next two years and leading our association to continued success.

Sydney began her travels by attending the Georgia Convention in Sea Island, Georgia and then it was on to the Illiana Convention in French Lick, Indiana. She is also planning to attend the N.C. Convention in Wrightsville Beach, N.C.

Upcoming promotions for the S.C. Queen include the Commissioner's Cup BBQ Competition in Columbia, S.C. on March 27th-28th, as well as the S.C. Cooper River Bridge Run on March 26th-March 29th in Charleston, S.C. This function is sponsored by Bi-Lo and attending Queens will be present at the Expo as well as the bridge run that includes 40,000 runners and an estimated 150,000 spectators. Many thanks go to the Coordinators and Queens who will be coming to help with the event. Sydney, as well as first-runner up, Victoria Coleman, are looking forward to attending the Queen Training Session in Raleigh, N.C. on April 10th-12th. This event is being sponsored by Bayer and the NWPB. We look forward to another productive training session as in years past.

We are looking forward to the coming year and hope that you will contact us with any events or requests that you may have.  
Sincerely,

Ann Bryant  
S.C. Promotions Coordinator  
Abryant028@charter.net  
864-303-3995

National Competition, Palm Springs, California.



Sydney with her happy mom, Janice Ford.



Enjoying the beautiful scenery in Palm Springs.



Past queens passing the crown.



Ready for the final night of competition.



Georgia Convention, Sea Island, Georgia.



Brooke leaving for evening gown competition.



Sydney and Ann on their first official trip to Georgia.



2015 SCWA Contestants.



Ross Chastain with the watermelon girls.



Welcome Sydney Ford, 2015 SCWQ.



Georgia Convention, Sea Island, Georgia



SC Board Members and their new queen.



Illiana Convention, French Lick, Indiana



Commissioner Hugh Weathers after crowning Sydney.



Sydney and new National Queen, Emily Brown.



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# Texas Report

Sweet Spring Greetings from Texas!

Our Texas Watermelon Queen, Kristin Valadez, will soon begin her promotions starting with the Viva Fresh expo in Austin, Texas this March. In late February she took some time to travel to the Rio Grande Valley and learn about transplanting watermelon from John Prukop, a long time farmer here in south Texas. She looks forward to going to queen training in North Carolina before the busy summer season begins. Kristin is a graduate of Texas A & M University. She has a B.S. in Animal Science and currently works as a Health and Fitness Facilitator for the Brazos Valley Center for Independent Living. She plans on going back to school to get her master's degree in Occupational Therapy. She is looking forward to her duties and to starting her adventure as the Texas Watermelon Queen. Kristin said, "I am very excited about immersing myself in this wonderful industry! I am hopeful that through the upcoming year my efforts promoting Texas Watermelons help us connect with an expanded customer base and educate more individuals about the health benefits of watermelon."

This February I had the honor to be one of the judges at the 2015 National Watermelon Queen Pageant. It was a unique experience for me as a coordinator, but we did not have a contestant in the pageant so I was happy to participate. Palm Springs and the La Quinta Resort were beautiful, and I loved seeing all of the NWA members who attended. Thanks to our sponsors, Borders Melons, Warren Produce and Wiggins Watermelons for allowing me to attend. For those of you who have judged any of the pageants in the past, I now truly understand how tough it can be. Thank you so much to the other judges, Jane Jennings, Julie Conrad, Brad Brownsey, and Tony Mosco who made the experience such a pleasure. The seven state queens were all beautiful girls with so much to offer and each had their own unique qualities which would make them a wonderful queen. The contestants were judged on their speeches, promotion wear, interviews with the judges, video-taped interviews, a written assignment, and finally the evening gown. These young ladies showed poise and composure through the tough days of judging. Every one of them should be very proud of how well they did. In the end the young lady chosen was Emily Brown, the Illiana Watermelon Queen. Congratulations to you, Emily. I hope your year is wonderful!

May you all have an exceptionally wonderful year.

With fondest regards,  
 Barbara Duda  
 TWA Coordinator/Secretary  
 bcduda62@yahoo.com



Kristin is learning about transplanting watermelon from Mr. John Prukop.



Kristin is observing the work of transplanting at Wallace Farms.



The beautiful La Quinta Resort



The 2014 NWA Queen Brandi Harrison and the 2015 Queen Contestants



The children's watermelon eating contest- YUM!



Kendra Kennedy and Julie Conrad, both past national queens and Mr. Sully Conrad- AKA Cutie Pie



The beautiful Queen Contestants in their evening gowns



The second runner-up, Miss Montana Savage, the 2014 Alabama Watermelon Queen



The first runner-up, Miss Breanna Williams, the 2014 North Carolina Watermelon Queen



Queen Brandi congratulates Emily Brown, the 2015 National Watermelon Queen

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## Western Report



Spring is in the air out here in the West and we are very excited for the upcoming watermelon season! The winter has been an unseasonably warm one and rainfall has been light, contributing to more water issues in California.


We are anticipating the 2015 domestic 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 are anticipating a steady market throughout the season with strong demand.

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.

We were thrilled that this year's National Watermelon Convention was right in our backyard in beautiful La Quinta, CA. We welcomed industry members from across the nation with open arms!

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

Sincerely,  
Danielle Cultrera  
Western Watermelon Association  
[Daniellec@vgandsons.com](mailto:Daniellec@vgandsons.com)

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](https://www.facebook.com/westernwatermelon)



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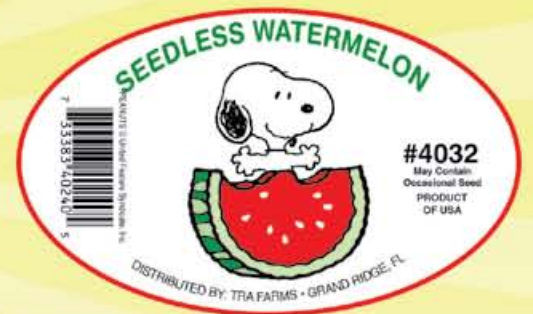
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