



Why Should You Come to Nashville?

So Many Reasons; Plenty of Answers

In a few short months, we will gather in Music City – Nashville, Tennessee for our annual Watermelon Family Reunion that is most commonly referred to as the National Watermelon Association Convention & Annual Meeting. And, You Are Invited to join us for this important kickoff to the 2018 domestic watermelon season. You will join over 500 watermelon family members from all walks of the industry as we come together in fellowship, educational opportunities, competition, honors and support of your Association.



A musical theme will set the tone

When you arrive in Nashville, the Music Capital of the World, you will be guided throughout your journey with the sounds, notes and tones of music from start to finish. Music will guide us through all four days of the convention, and lend a guiding hand as we help the local community, actually write new music with proven songwriters, entertain our attendees, and listen to some of the best in the music industry. All the while, music will guide us through the educational opportunities, contests, awards and other sessions that all make up our annual meeting and convention.

A Benefit for Charity; Leaving our Mark on the Community

Helping the local community that hosts our annual convention will begin to take shape in Nashville, and become an annual part of our convention. And for the first event of its kind, we are taking out all of the stops. On Wednesday evening, you are invited to take part in a musical event that will be fun, memorable and engaging. This is an optional event on a traditionally open evening.

Four of Nashville top songwriters will join us in the Songwriter Sessions, a 3-hour event that aims to please. Two proven songwriters, and two up-and-comers, will sing and talk about their hits at the beginning of the session. Then, we will divide the audience into four groups, where each group will go down the hall to your session room and write a song with the writer. No more than 60 minutes later, we will gather together again, and the songwriters will perform the newly written songs.



This event will support two local charities that are vital to the local Nashville community. Soles for Souls is a Christian-based charity that provides footwear to the indigent, the poor and the needy. The Nashville Rescue Mission, also a Christian-based charity, provides food, clothing and shelter to a similar audience of Nashvillians. Your admission to this charity event is \$50 plus a gently-used (or new) pair of footwear. Join us to support these local charities, and enjoy a unique, engaging musical event.



On Wednesday, two additional events are available including a shotgun tournament at the Nashville Gun Club, and an event called Legends, Lyrics & Lunch at the Country Music Hall of Fame. See the new convention website for details.



Opening Night at The WildHorse Saloon

Thursday night's opening event in Nashville will be like no other opening night at our convention. And, the event will be held in the largest Honky-Tonk in all of Nashville, the famous WildHorse Saloon - where country music legends and stars of yesterday and today have all appeared. The slate of musicians that will perform will be announced at a later date, but you can be assured that the dance floor will be rocking, the music will be familiar, and feet will be tapping.

When you depart the coach buses that will bring you from the hotel to the front entrance of the WildHorse, you will enter a magical place with three floors of entertainment, including billiard tables, Skee-ball and Foosball on the second floor, along with a photo opportunity screen and much more. We will have some very special guests to introduce at this opening event, so get your dancing shoes ready to go to Nashville.

An Evening at the Grand Ole Opry

This is the second optional event on a traditionally open evening, but an event that we could not pass up. After all, the Grand Ole Opry is set in his-

tory, and helped to launch so many musical careers and legends in country music. Set in the Opry's home alongside the Gaylord Opryland Hotel, it is a magical place where they 'air' the 'live' radio show twice weekly.



Climb aboard the coach buses that will whisk you away to the Opry, where you will be ushered through the dressing room hallways into Studio A, which has hosted many awards shows, Nashville tv series events, and more. Following a wonderful dinner and drinks, you will be ushered into the main auditorium into your front and center seats for the 'live' airing of the Grand Ole Opry, which typically features 5-6 singers/bands that each perform 3 songs each. In February, an untraditional touring month, we could see almost any member of the Opry from Keith Urban to Carrie Underwood to Brad Paisley to Martina McBride. The lineup is normally announced one week in advance, and never disappoints.

Miss America, Kellye Cash (grand-niece to Johnny Cash)

Throughout the main convention days, culminating with the final evening's honors & awards banquet, our special guest will be former Miss America, Kellye Cash, who is the grand-niece of country music legend Johnny Cash. Kellye will join us, and will sing our Nation's Anthem, the Star-Spangled Banner, at the banquet. We are delighted to welcome Kellye and her husband Todd to Nashville.



Educational Sessions will take center stage

A welcome part of our national convention has been the ever-growing offerings of educational sessions that change from year to year. The forums in Nashville will be no exception, and will cover today's hot topics to include immigration & labor; electronic logs – truckers; federal agencies & interactions with them; and more. Additionally, we will hold the third year in our series called the IMPACT Hour.

Honoring the Past, and Welcoming the Future

Nashville will be the host city to welcome our third class of inductees into the Association's Hall of

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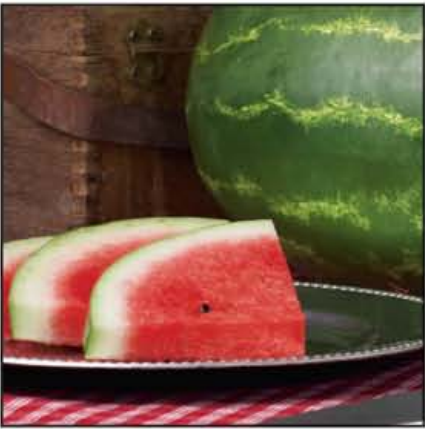
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the vineline



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NWA Queen, **Madison Laney**,
was sponsored by ALC for the
2017 St. Patrick's Day Parade in
Savannah, Georgia!



TAP into the benefits 800.799.LUND (5863)

NATIONAL WATERMELON CONVENTION FEBRUARY 21-24, 2018 NASHVILLE

REGISTER FOR THE 2018 NATIONAL WATERMELON CONVENTION TODAY



Along with your full registration, you can sign up for the four optional events described on our website: watermelonconvention.com. Register for the National Watermelon Convention by February 1st for the Early Bird Rate. Deadline for optional event registration is Friday, January 22, 2018.

THE SHERATON MUSIC CITY HOTEL

The newly renovated Sheraton Music City Hotel is 11 minutes from the Nashville Airport and 13 minutes from downtown. Reserve your room by January 26, 2018 to take advantage of the \$179 group rate. Space is limited so call or book your room online to secure your place in the hotel. Call : +1-888-627-7060 - Keyword: Watermelon - Website: watermelonconvention.com



OPENING NIGHT AT THE WILDHORSE SALOON



Thursday Night's Opening night in Music City will take on a new venture for us at the largest honky-tonk on Honky- Tonk Row... The Wildhorse Saloon. Country music stars, live music a dinner buffet, and more!
*Full registration required for admission.

CONVENTION 2018 NASHVILLE, TENNESSEE



SONGWRITER SESSIONS

Ever wonder where the ideas for a song comes from?
Did you ever think that you may be able to contribute to writing a song?
Well, we can answer both of those questions for you in this very special session.



At the songwriters Sessions on Wednesday night, you will hear from, meet and work with four singer-songwriters that have written country music hits! Learn why they wrote some of the songs they did, and write a new song with them! All proceeds from this event will go to benefit the Soles for Souls charity and the Nashville Rescue Mission.

EVENING AT THE GRAND OLE OPRY

Enjoy the LIVE radio show that made county music (and Nashville) the music capital of the world -- The Grand Ole Opry. On Friday night you will enjoy a private dinner buffet and drinks in Studio A, and center stage seating for the two hour live radio show. One week before the show the Opry will announce the up-to 6 acts that will be performing. Don't miss out on this, must see, Nashville tradition.



For more information on our Wednesday events including Legends, Lunch, and Lyrics (Country Music Hall of Fame Tour) and the Shotgun Tournament at the Nashville Gun Club visit:

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National Report

What an amazing promotion filled year it has been for our National Watermelon Queen, Madison Laney! She has been so very busy promoting watermelon from coast to coast, and into Canada for four promotions. She covered the east coast to the west coast of Canada. This promotion filled year would not be possible without our generous sponsors. We appreciate you, and a special thanks to the National Watermelon Promotion Board for all your many sponsorships, Madison has done you proud!

I will again attempt to touch on the highlights of her tour through the pictures, to save space to cover more promotions. We are still busy and it's shaping up to be a busy fall. Our thoughts and prayers go out to our NWA members affected by the recent hurricanes.

Thanks to the following sponsors for the promotions listed below; We have many more to share next printing.

Wegmans , Richmond, Virginia; NWPB

United Fresh Show, Chicago, Illinois; Maglio Companies

Quality Foods, Qualicum Beach, British Columbia Canada; NWPB

Harris Teeter, Hilton Head, South Carolina; NWPB Grant Money

Hampton County Watermelon Festival, Hampton, South Carolina; Coosaw Farms

Freson Bros, Edmonton, Alberta Canada area: NWPB

Buehlers, Wooster, Ohio: James and Robin Scarborough, Continental Produce

Longos, Toronto, Canada: NWPB

Colemans, St. John, Newfoundland Canada area: NWPB

Eleanor T Bullock
NWA Promotions
Coordinator:
etb.nwa@gmail.com;
229.322.9933

Back in St John's this little guy stole Madison's heart in the eating contest



Madison is ready for the Wegmans shoppers in Richmond, Virginia



Delicious samples of both red and yellow watermelon in Wegmans



Watermelon and Madison were a real hit at Wegmans



Madison at the Quality Foods in Qualicum Beach British Columbia Canada



This little shopper loved her treats and Madison



Bill Brown with Quality Foods outdid himself with this Watermelon Train Display for the event



On the air at CBC



Good job Madison!



Robert Guenther, United Senior VP of Public Policy and Madison at the United Fresh Opening Party in Chicago



Bill and Madison pose for photos for the local paper in Qualicum Beach, Seaside Cruisers Weekend



Clarenville's one of many Watermelon Eating Contest



Madison is sponsored by Maglio Companies for United in Chicago, She is pictured with Richard Butera and Joe Delgadillo



The weather was chilly, but the watermelon was certainly a hit



This little guy was the winner of this bike in the final competition



A visit with the Watermelon Board's Stephanie Barlow and Juliemar Rosado at the Maglio booth



Blakely and Madison are welcomed to Harris Teeter in Hilton Head, S C



They loved Madison in Clarenville!



Sam Maglio, Richard and Joe with Madison at the Maglio Booth at United



Madison at the Harris Teeter in Hilton Head



Thanks to this lady, Judy Bennett for all the fantastic Colemans promotions and to Corey for this fantastic display at his Mount Pearl Store



Special thanks to Joe and Richard and the Maglio team for sponsoring us to United



The girls find Rusty Kinard at the street dance at the Hampton Watermelon Festival in Hampton, S C

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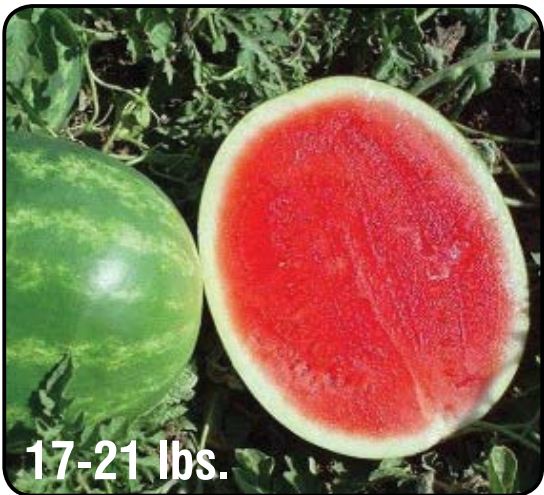
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National Pictures



The girls find Rusty Kinard at the street dance at the Hampton Watermelon Festival in Hampton, SC



We enjoyed a visit to our sponsors Coosaw Farms, Bradley and Louise O'Neal , thank you!



The girls with Bradley, Louise, and their handsome grandson



A visit with the Freson Bros. group



Madison is timing the eating contest for Freson's annual Watermelon Festival , they loved it!



Our host Dan and the co founders son, Mike Lovsin



Canada Day Parade in Hinton Alberta Canada, with Freson Bros., near Jasper



This delightful couple are co founders of Freson Bros, Frank and Agnes Lovsin in Hinton for Canada Day!



Dan and Madison with the eating contest winner, a \$50.00 Freson Gift Card



Here he is again, he used all \$50.00 to purchase this WATERMELON



Madison with sponsors James and Robin Scarborough in Wooster, Ohio at Buehlers



The Buehlers shoppers loved our Queen



Jeff Tomassetti, Director of Produce and Floral for Buehler Food Markets visits Madison



James and Robin Scarborough, our sponsors; Robin even filled in for Madison after our early departure due to news of Madison's grandfather



James and Robin treated us and the Buehlers team to dinner in Wooster. Thank you for your support!



Our girls with NWPB's Brad Brownsey and the Longo's team before heading out to 10 Longo's stores in the Toronto area



Madison receives flowers from our first Longo's



This team is ready to begin at Longo's



This little guy is one of the winners



Madison on the air in St. John's, Newfoundland, this was one of two shows that morning before the stores



Bidgood's Supermarket in St John's welcomed Madison warmly



This adorable group of little people came out to meet our Queen at Bidgoods



Early beginning for media with the CBC, Canadian Broadcasting Company, a portion of this radio show was broadcast as video as well, this is Canada wide..huge, when we arrived in Clarenville, three hours away people kept saying they just saw Madison on CBC's Morning Show

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REAP THE REWARD

Alabama Report

Greetings from Alabama,

The 2017 tour for the Alabama Watermelon Queen has been very productive this year. Queen Paige has been busy visiting schools, local farmers and farmer’s markets, grocery stores, and much more!

In June, Queen Paige visited four Rouses Supermarkets in the Mobile area. She handed out lots of watermelon samples, coloring books, and recipes cards to all the customers. Each store was so welcoming and excited to have a visit from the Alabama Watermelon Queen. Thank you Rouses for another wonderful promotion. Later in the summer, Queen Paige visited the Fort Rucker Army Base Commissary and Redstone Arsenal Commissary in Huntsville. These stores had great displays and customer interactions. Paige helped teach many customers about the many health benefits of eating watermelon.

In July, Queen Paige got to celebrate her love of watermelons at her hometown farmers market in Enterprise. The Enterprise Farmers Market enjoyed the watermelon day including a watermelon carving contest and seed spit contest. Queen Paige had a unique opportunity to help a famous local chef create and demonstrate three watermelon recipes at the Peppermill Farmers Market in Birmingham.

While a great summer has come and gone, we are looking forward to have an amazing fall. In September, we will join the United Fresh group to march Capitol Hill during their Washington Conference. Then, in October, will return to Washington DC for the annual Marine Corp Marathon. Hope to see you all there!

Sincerely,

Katie Eubanks
Promotions Coordinator
Alabama Watermelon Association
Cell:334-237-0600
Email:Katie.eubanks2@gmail.com



All smiles during a visit to the Peppermill Farmers Market in Birmingham.



Queen Paige enjoyed getting to speak with these two regarding the amazing health benefits of watermelon.



Ready to send customers home with lots of watermelons at Rouses Supermarkets.



It is always nice to cool off with a sample of watermelon while grocery shopping.



Thank you, Scott Davis with Military Produce Group for setting up a great summer watermelon display!



Queen Paige was welcomed in her hometown farmers market for a watermelon day.



A special visitor came to see Queen Paige at the Fort Rucker Commissary, her father who works on base.



Every little girl loves being a princess and excited to try on the crown.



These girls were excited to try both red and yellow watermelons.



Fruits of labor are huge in Mobile.



How did you wear your #watermelondress?



Chef Nathan and Queen Paige are excited to demonstrate recipes using watermelon as the main ingredient.



This little girl was so excited to meet a real-life princess.



Superman and Queen Paige talking strategy on how to make a watermelon seed fly during the seed spit contest.



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The global specialist



Bayer CropScience

Florida Report

Greetings from the Sunshine State of Florida!!!

As our summer ends, our fall begins with promoting Florida Watermelons!

Savannah and I will be starting our month off in October with the Produce Marketing Association Fresh Summit Conference (PMA) being held in New Orleans, Louisiana on October 20- 21. If you haven’t had a chance this year to meet and visit with our Florida Watermelon Queen Savannah, please stop by our booth #3745 with Florida Dept. of Agriculture along with Chef Justin Timineri.

Then in the month of November, Queen Savannah and I, along with #4 Nascar Driver Ross Chastain will be traveling throughout the third week of November promoting Florida Watermelons throughout the state of Florida at Elementary schools, Hospitals, Groceries Stores ended up on Nov. 18 at the Ford Eco-Boost 400 NASCAR Infinity Race in Homestead, Florida. Queen Savannah will be handing out Florida Watermelons at the race track during the day then starting at 3:30 p.m. cheering on our #4 Driver Ross Chastain being sponsored by Florida Watermelon Association. If you’re not going to be at the Homestead-Miami Speedway that day please cheer him on for the WIN wherever you are that day. We are all so proud of Ross this year driving in the Camping World Truck Series, Infinity Nascar Series, and the Nascar Sprint Cup Race, promoting watermelons throughout the year. This will be Ross last race of the 2017 year. Good Luck Ross!!! From all of us at the Florida Watermelon Association.

Don’t forget to visit our Florida Watermelon Association Facebook account where you will get to see where Queen Savannah has been this past year promoting Florida Watermelons.

Hope everyone has a safe, and Happy Holidays. Remember to pick up your Florida Watermelons at your local grocery stores this fall.

Until next time! Hope to see everyone at our 2018 Florida Watermelon Convention being held at Trump International Beach Resort in Sunny Isles, Florida on January 19-20!

Debra Harrison -
Florida Watermelon Promotions Coordinator
Email: debra@flfwa.com Cell: (863) 633-8306

It is hard to believe that in just a few short months I will be retiring my Florida crown and competing at Nationals. This year has been full of excitement and experiences I would have never guessed I would be a part of. In this few months I have been to Toronto, Rhode Island, Newfoundland, Maryland, Delaware, and all over the state of Florida making appearances at commissary’s, schools, festivals, Welcome Centers, and my personal favorite, watermelon farms. There is just something about visiting and learning from the farmers that makes me absolutely love this job. I have learned so much about watermelon and how hard the farmers work, leaving me with a great deal of respect for each and every one of them.

This job has been such a blessing and a once in a lifetime chance, I couldn’t be more grateful for the Florida Watermelon Association and every one that has sponsored me to go to these wonderful places. Thank you!!

2017 Florida Watermelon Queen - Savannah Christensen



Being in my hometown of Arcadia was so much fun being able to visit and see the “Turner’s”. Thank you Mr. Phil Sr. and Mr. Phil Jr. for showing me around the Watermelon Packing Shed.



In our beautiful Sunshine State of Florida at Welcome Center in Jennings, Florida.



Congratulations to Katie Jones for being chosen as the 2017 Newberry Watermelon Queen!



On “Air” with Lenny Benoit with K Rock Radio in Corner Brook, an island of Newfoundland.



Handed out slices of watermelons with Ray and Joseph Land at the Naval Air Force Base in Jacksonville along with Ricky Sprinkle - Produce Specialists Military Produce Group. Thanks Ray and Joseph for helping us out that day.



Enjoying and learning about the beautiful country of Newfoundland. Thank you Ms. Judy Bennett of Coleman’s Grocery Store for having us.



Thank you to Bob Gibson and Murray Tillis for sponsoring us at the 63rd Annual Chiefland Watermelon Festival.



A fun time by all at “Longo’s” at their 17th Annual Watermelon Eating Contest.



FWQ Savannah Christensen and 2016 CWQ Emma Sapp congratulate Catherine Bowman for being crowned the 2017 Chiefland Watermelon Queen.



Queen Savannah showing Chris Shaw with Fox 4 News TV on how to pick out a good Watermelon.



A beautiful princess with Queen Savannah at our Walmart – Blitz in Tampa, Florida.



A night of fun times with special friends along with SCWQ Blakely Johnson at “Ole Mill Crab House “in Delaware.



Beautiful smiles at the “Watermelon 5 K Run”!



Our beautiful “Watermelons Queens” visiting with M.G. Ford at the Laurel Auction Block.



Thank you Natalie Casey for always including us in the “Watermelon 5 K Run”. What a beautiful morning to start out early on the Fourth of July.



Visiting with Governor John Carney of Delaware at the Laurel Auction Block.

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- Early-maturing and high yielding



Belmont

- 6-10 lb.; extremely deep red flesh and excellent demarcation



Unbridled

- Very strong vines and bears fruit with crisp, firm flesh

Perfect Pollinators for a Profitable Harvest!



Ace Plus

- Early flowering date makes pollen available for the first female flowers



Wild Card Plus

- Prolific male flowers ensure maximum yield potential

Kingman

- High yield potential
- Nice round-oval shape
- Excellent main-season choice

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Georgia Report

Hi there from Georgia!

Our Georgia watermelon season is coming to a close and we have had an awesome year promoting our favorite, sweet summer fruit. The queen tour has been a great success and we are so fortunate to have had the opportunity to visit so many wonderful places! We can't think of anything better than marketing sweet Georgia watermelon!

June and July were very busy for Queen Anna Beth. We promoted watermelon in so many places – retail stores, TV appearances, NASCAR races, commissaries, Chic-fil-A Headquarters, athletic events, farm tours and many more locations. Thank you to the National Watermelon Promotion Board, Melon 1, and Kendra Kennedy for your support of the Georgia Queen Promotions Tour!

Our watermelon adventures continued into August with the annual MarDel Queen Tour. The week began with spreading the love of watermelon by handing out slices on the Rehoboth Beach boardwalk! Retail visits where we hosted watermelon eating contests kept us busy throughout our week. The trip would not have been complete without an evening at the Old Mill Crab House where Queen Anna Beth enjoyed her first taste of crab! Our week concluded with handing out watermelon to more than 2500 attendees at the Annapolis Rotary Crab Feast at the Navy-Marine Corps Stadium. Thank you to the MarDel Association for your hospitality and for making this week such a success! Thank you to Vincent Farms for having us all at your home for breakfast and to Melon 1 for providing a delicious lunch! Following the MarDel Queen Tour, Queen Anna Beth continued her promotional tour with the traditional trip to Sanford Stadium, home of the Georgia Bulldogs, to help the players cool off after practice with some cold, juicy watermelon. Because it is a natural hydrator and relieves muscle soreness, it was the perfect post work-out snack for the team!

We are looking forward to more promotions this fall! Stay tuned until we can share those experiences with you in our next issue!

Our 2018 GWA Annual Conference is fast approaching and we hope you are making plans to join us in St. Simons at the King and Prince Resort on January 26-28, 2018! This is always such outstanding event filled with great food, good conversation and fun! Would you like to schedule a date for our Georgia Watermelon Queen to visit your location? Please call Dawn Cheplick at 706-845-8575 or dcheplick@asginfo.net to book the queen.

Dawn Cheplick, Promotions Coordinator
706-845-8575
dcheplick@asginfo.net



Hangin' with Ross pre-race in Iowa



Annapolis MD Rotary Crab Feast – Queen Anna Beth and 'Queen Claudia'



Queen Anna Beth live on the set with at&co getting ready to share Fire and Ice Watermelon Salsa with the viewers



Chic-fil-A headquarters celebrating their summer feature drink, Watermelon Mint Lemonade.



Queen Anna Beth down on the farm with our GA growers!



Queen Anna Beth presents Chic-fil-A CEO, Dan Cathay, with his very own watermelon tie.



Watermelon hydrates!



sAt Fort Benning commissary serving our heroes our favorite summertime treat!

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Tailgate

new dark mottled stripe that produces a large percentage of 36-count watermelon with some 45-counts



Bottle Rocket

dark mottled stripe that produces a large percentage of 36-count watermelon

Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible. Seminis® and SummerSlice™ are trademarks of Seminis Vegetable Seeds, Inc. © 2017 Seminis Vegetable Seeds, Inc.



Road Trip

a 45-count watermelon hybrid



Joy Ride

produces a large percentage
of 36-count watermelon

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Illiana Report

There is nothing like fresh watermelon on a hot summer day and Queen Katie was determined to spread the sweetness.

She started the summer off with our friends at Kroger in Fishers Indiana. Katie worked a two day event celebrating another one of their grand openings. Kroger never fails to have an outstanding turn out for their events and Queen Katie was able to greet people of all ages and educate them on watermelons.

Queen Katie celebrated America’s birthday in Vincennes at the 4th of July Festivities. Thank you to Brad Toney and his side kick, Kaelee, for driving Katie in the parade. She always loves spending time with this IWA family.

Riley’s Children’s hospital was a humbling yet exceptional day for Katie. She was able to visit patients and hear some of their stories. Queen Katie’s passion is for every child to know their self worth and she was blessed by every minute she got to spent with them. She met John Andretti and admired his love and commitment to these special kids. A party was held that afternoon for patients well enough to attend.

Ross and Chad Chastain joined in the fun at ‘Race for Riley’. Ross wasn’t able to compete in the amateur Go-Cart races but Chad took home 1st place in the sponsor race and Queen Katie was very proud of herself for coming in 5th! The IWA proudly presented a check for \$26,000 for Riley’s Children’s Hospital.

The Nascar Xfinity Race was next on the Queen’s tour. It was a pleasure to see our Watermelon Driver, Ross Chastain, again and serve watermelons at the Indianapolis Motor Speedway. Katie loved getting the full experience of Nascar Racing thanks to the Chastain family and 1st chair, Kelly Tyner. Their hospitality made the day unforgettable.

It was a perfect day at the Morristown Derby Days. Once again Queen Katie was showered with remarkable hospitality from the Toney family and friends. After the parade Katie got to cheer on Rookie,Evan Trittipio, in the Derby. Evan came in 2nd and won ‘Best of Show’ with his watermelon car!

Queen Katie was so thankful to attend MarDel Queen Tour. She enjoyed being reunited with the other state queens and get some fresh ideas on how to promote watermelons. Again, the hospitality was second to none. Katie made life long memories from very special people in the MarDel community.

Back home again in Indiana, the Watermelon Festival was the buzz around town. Queen Katie had a full day of activities scheduled on another beautiful day. Indiana Lt. Gov. Suzanne Crouch even helped with the watermelon seed spitting contest. Lt. Gov. Crouch was a delight to meet and shared her interest in the IWA. A big thank you to Freyco Farms for sponsoring this event.

Katie loved spending time at Little Scholars Preschool. The kids were mesmerized as she interacted with them by reading books and having fun with watermelons.

We headed north to start our New Market promos as we traveled back down the state hitting as many as possible. Our new friends from last year made this year even more spectacular.

Of course summer would not be complete without a trip to the state fair. IWA once again united with Kroger and The Little Red Door to promote the health benefits of watermelons. A big thank you to Mouzin Brother Farms for donating the watermelons for this event.

We pray that everyone had a safe and prosperous summer. We are so thankful for the generosity of the associations, NPB and IWA, for allowing us to do our job to its full potential. Katie continues to learn more about the watermelon industry and how special each individual is to form an outstanding association.

Sweet Regards,
Lorrinda Ellermann
IWA Promotions Coordinator



Kroger grand opening Fishers Indiana



Brad Toney’s grandson, Evan, racing at Morristown Derby Day



Lots of melons sold at this price!!!



A little goofing around before passing out melons on the boardwalk in Delaware



4th of July Parade with Brad Toney and granddaughter Kaelee



Thankful to be reunited with these beauties during MarDel Queen Tour.



Visiting patients at Riley Hospital with John Andretti



Watermelon Festival with Lt. Gov. Suzanne Crouch



Getting some racing tips from Ross and Chad.



Queen Katie loved her time at Little Scholars Preschool



Queen Katie accepting awards on behalf IWA.



New Market’s welcomed Katie like a Queen



Ross and Katie showing off Illiana Watermelon Car



Red, white, blue and watermelons :)



1st Chair, Kelly Tyner, sharing his wisdom of racing



Queen Katie at the Indiana State Fair.



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- Mid-early maturity
- High yield potential
- Excellent interior appearance and eating quality with a strong vine

Uniform 14-17 lb size for higher bin count!

Traveler

- High yield variety with a vigorous strong plant
- Ability to set fruit under high heat conditions
- Uniform fruit shape and size
- High brix and firm crisp flesh
- Mid-early

Go the distance with this reliable watermelon!

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Mar-Del Report

It seems like summer just started and here we are at the end of it! Our schedule was booked with events around Delmarva promoting Mar-Del watermelons. Connor started the summer recording our local radio and TV station commercial that aired from June through September. If you did not hear Connor on our local Radio and TV stations, you were seeing her at a fair, day camp or grocery store. We were able to attend the Healthy Kids day at Trap Pond and teach the healthy benefits of watermelon. Connor cheered on bikers at the MS Bike a thon and Susan Komen Bike a thon. The bikers always enjoy a refreshing slice of watermelon after a sixty plus mile bike ride.

It was a good seed spit competition at the Kent County and New Castle County 4-H Day camps. The kids enjoyed the friendly competition and made watermelon tambourines.

We soon found ourselves in the middle of our season and full force into traveling to promotions. Connor participated in the “Paint the bus” event in Laurel. The event brings the community together and they are able to paint an agriculture mural on the watermelon bus.

One of our favorite summer time events is the Maryland Buy Local cookout. Connor tried Maryland restaurants and producers recipes that used local ingredients. The following day we traveled to Virginia to a grocery store promotion. We helped customers pick out a perfect watermelon with the three easy steps: “Look, Lift, and Turn!” It was a perfect hot summer day to buy a watermelon!

The midpoint of our summer is always the Delaware State Fair. Connor was busy with two watermelon recipe demonstrations, a live TV interview with WMDT, and Governor’s day tour and lunch. It is always a fun filled week of promoting watermelon. Thank you to our board members who were able to come out and work a shift at our Mar-Del Watermelon Association booth.

On the last day of state fair, we headed down to the annual Wrights Market Watermelon Festival and Watermelon Princess Competition. We crowned this year’s Watermelon Princess, Annette Brown.

With only two days to re-pack and re –group, Connor was ready to host our National Queen Tour week! Connor, National Queen Madison, and other state queens worked hard promoting watermelon around Mar-Del. We started the week at the Rehoboth Board walk and Giant grocery store. The girls judged the watermelon eating contest and watermelon displays made by grocery store employees. Next, we headed to the Laurel Auction Block, Vincent Farms for a tour of their packing shed and to Evans farms for a tour of their market. After a night eating crabs at Old Mill, we headed to Annapolis, Maryland for the Rotary Crab feast. We handed out slices of watermelon to over two thousand people! The last day of our tour consisted of a grocery store promotion at Whole Foods. The Queens passed out samples of watermelon and made sure customers knew how to pick out the perfect watermelon.

We wrapped up national queen tour week just in time for the Evans Farm Watermelon Festival. Always a fun day of watermelon games, food and of course, WATERMELON. Connor finished the summer with Wicomico County Fair, Orioles baseball game promotion, Maryland State Fair Governor’s day lunch and fair tour, and a grocery store promotion at Stew Leonard’s. It was a great summer supporting our local farmers and our favorite summer time treat!



Queen Connor getting ready to film our WMDT TV commercial.



Queen Connor in our build board advertisement. It was located on high traffic roads throughout Maryland and Delaware.



Queen Connor ready to paint at the the Paint the Bus event.



A summer is not complete without a ride in the Delaware State Fair eveing parade as Mar-Del Watermelon Queen.



“Hey! That is me! Queen Connor pointing out our promotion in Whole Foods.



We were in the presence of rurality at the Rotary Crab feast in Annapolis, Maryland. Queen Clawd came and took a picture with Queen Connor and Queen Madison.



Watermelon for everyone! Queen Connor had a great time giving out slices of watermelon at Rehoboth Beach.



A quick picture at the Laurel Auction Block during queen tour week. Thank you to all those who purchased a watermelon in the auction.



All smiles at the Wicomico County Fair. We were excited about handing out watermelons on a hot summer day.



Thank you Mr. Charles and Ms. Michelle for having us at the annual Wright’s Watermelon Festival.



Queen Connor and Dawn Collins after our watermelon demonstration at Delaware State Fair.



Another successful year for the Evans Farm Watermelon festival.



Watermelons for everyone! Queen Connor at the grand opening of Stew Leonard’s .

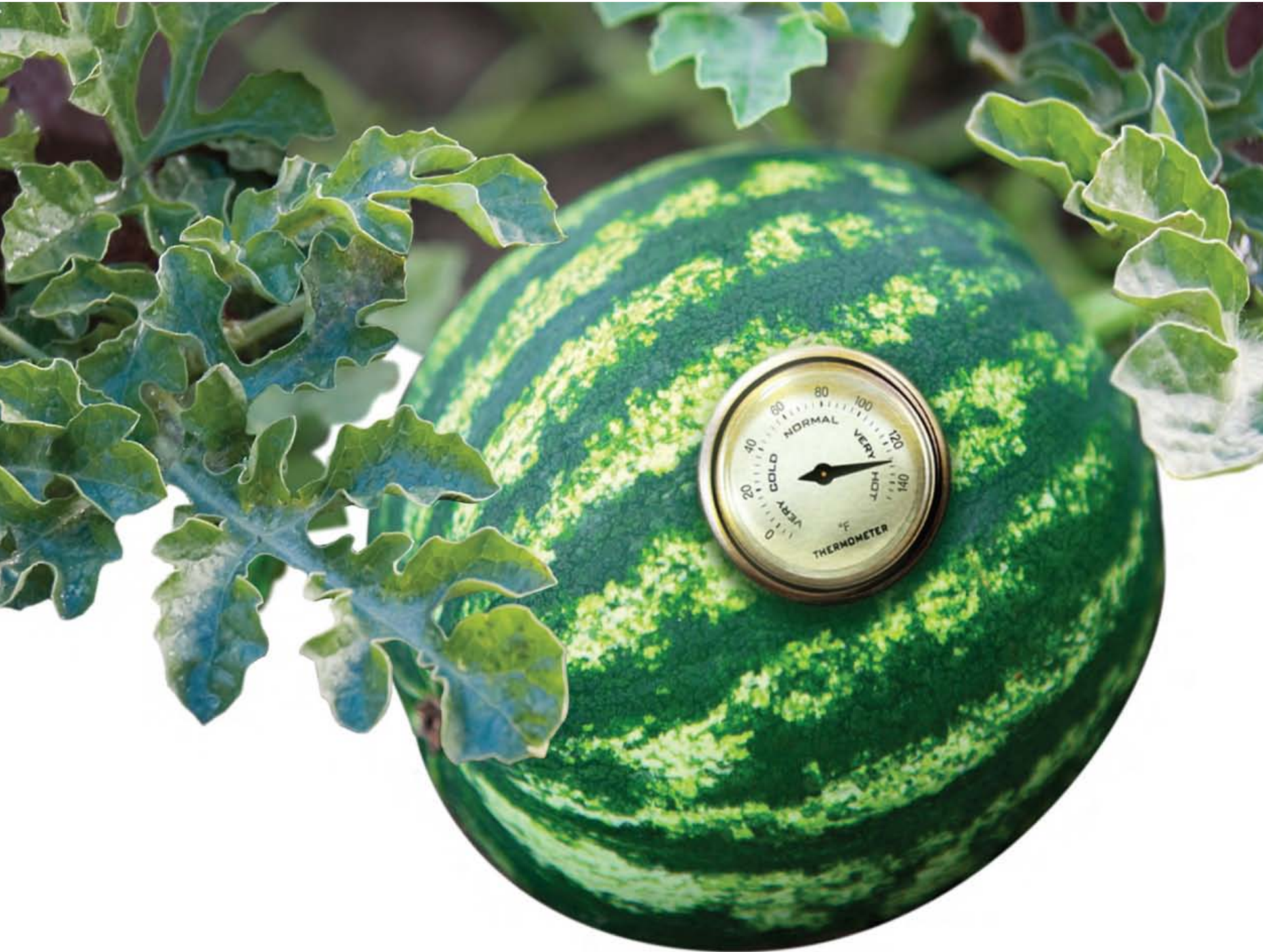




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North Carolina Report

Watermelon Day celebrations, watermelon festivals, retail promotions, media interviews and many other events have kept Queen Emma busy this summer.

“Watermelon Day” events at the NC Department of Agriculture Farmers Markets in Charlotte, Asheville, Greensboro and Raleigh gave Emma an opportunity to meet hundreds of consumers. Highlights of the events included free watermelon slices, watermelon eating and the largest watermelon contest. Nick Augustini, Marketing Specialist with NCDA helped us sample lots of watermelon at each market. Television appearance in Charlotte and Raleigh gave the NC watermelon industry and our watermelon day celebrations some great exposure. Senator Brent Jackson hosted a “Watermelon Day” celebration at the NC General Assembly in Raleigh, NC. State Senators, House Representatives and staffers enjoyed tasty watermelon and got to meet Queen Emma. Deans Farm Market in Wilson, NC held a watermelon day event. A watermelon batter’s box, watermelon wall art painting, seed spitting and lots more fun activities kept everyone busy during the celebration.

NC Watermelon Festivals are a big part of watermelon season in our state. The Fair Bluff Festival was lots of fun with Joe Jones escorting Queen Emma in the parade. The 32nd Annual Murfreesboro festival was a true celebration of everything watermelon. Mr. and Mrs. Percy Bunch hosted the queen, during the festival Emma served as emcee for the “Little Miss Watermelon” pageant and assisted with the watermelon eating and seed spitting contests.

Retail promotions help to sell more NC melons. Our Food Lion stores hosted special promotions to benefit the Hope for the Warriors program. Emma took part in these events promoting watermelon and raising money for a great cause. Emma also did additional in-store promotions with Food Lion, Ingles, Military Commissaries and Giant.

Queen Emma really enjoyed her opportunity to support the NC watermelon industry as part of the Mar-Del Queen Tour. Thanks to the Mar-Del Watermelon Association, Terra Eby and Queen Connor for a fun filled week in Maryland and Delaware.

Jackson Farming Co. hosted Queen Emma for a farm tour where she learned all about the production side of growing, packing and shipping watermelons. Emma especially enjoyed learning about watermelon productions from Senator Brent Jackson and Rodney Jackson at their farm in Autryville, NC.

Lots more events to come. Until next time....

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



Emma assisting Food Lion customer with selecting the perfect watermelon.



Food Lion in-store promotion in Sneads Ferry, NC. Great NC watermelons and watermelon cake.



Steve VanMeter, Queen Emma and Ross Chastain enjoying “Watermelon Day” at the Food Lion executive offices in Salisbury, NC.



NC Senator Brent Jackson and Queen Emma celebrating all the goodness of NC watermelons at the NC General Assembly in Raleigh, NC.



Emerald Isle Food Lion promotion to support “Hope for the Warriors” charity.



Good Day Charlotte – FOX 46 television interview.



Happy watermelon customers at the NCDA Charlotte Farmers Market.



Jackson Farming Company Tour in Autryville, NC. Senator Brent Jackson showing Emma the watermelon line.



Wilson Tobs baseball team players and Queen Emma at Deans Farm Market. The players used the “mini” melons to help everyone with their batting practice.



Joe Jones escorting Emma and NCWA President James Sharp in the Fair Bluff Watermelon Festival parade.



CBS 17 interview on selecting the best watermelon from the Raleigh Farmers Market.



State Farmers Market in Raleigh, NC largest watermelon contest winner.



Free watermelon give away winner at the Western NC Farmers Market “Watermelon Day” celebration.



Queen Emma sharing free watermelon slices with consumers on the Rehoboth Beach boardwalk in Delaware during the Mar-Del Queen Tour.



State Queens touring Vincent’s Farm in Laurel, Delaware.



Murfreesboro Watermelon Festival – Mr. and Mrs. Percy Bunch and Queen Emma enjoying the festival.



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CAPTIVATION



EXCURSION



FASCINATION



SWEET DAWN

CAPTIVATION | 89 Day Triploid Crimson Seedless

Captivation produces a heavy set of medium- to large-sized, blocky shaped seedless fruit with a rich Crimson Sweet skin appearance that is suitable for both fresh market and fresh-cut use. Attractive, dark red flesh with firm texture and small pip size for repeat sales. 14-17 lb. fruit. Mostly 45-count fruit for whole fruit markets.

EXCURSION | 81 Day Triploid Crimson Seedless

Excellent fruit size potential. Attractive deep red, firm flesh, with small pips. Strong vine growth. Large, oval shaped fruit with crimson striped appearance. 18 - 22 lbs. Mostly 36- and 45-count fruit.

FASCINATION | 83 Day Triploid Crimson Seedless

High-yielding Fascination produces excellent seedless watermelons with unique, advanced features that bring premium market pricing. Uniform 45- and 36- count blocky fruit. 16-20 lbs. Attractive red, firm flesh. Improved disease resistance with intermediate resistance to Fusarium Wilt Race 1 and Anthracnose Race 1.

SWEET DAWN | 74 Day Triploid Crimson Seedless

Sweet Dawn is an early-maturing variety that produces consistently high yields, offering growers significant first-to-market advantages. Its large, oval-shaped fruit, sweet, firm flesh and rich, classic Crimson rind pattern make it a sweet option for retailers and consumers alike. 16 - 20 lbs. Mostly 36- and 45-count fruit.

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South Carolina Report

We began our watermelon season with an appearance at a BJ's Grand Opening in Summerville, SC. Blakely was able to roll the watermelons out and empty a bin in no time. What a great day we had in Summerville with some wonderful people.

Next, we were off to Hilton Head and Harris Teeter where we were met by Eleanor Bullock and Madison Laney. The girls sold watermelons from Willis Farms in Bamberg, SC. After leaving Hilton Head, we traveled to Hampton, SC, where Blakely and Madison rode in the Hampton Watermelon Festival parade. Visits were made to Coosaw Farms in Fairfax, Kinard Farms in Lodge, and Willis Farms in Bamberg.

On July 13th, Blakely attended the Blackville Field Day in Blackville, SC, where she was a member of the watermelon crew under Dr. Gilbert Miller. After the event, we visited Sandifer Farms which is also in Blackville, SC.

Boston, MA, was the next stop where Blakely made appearances at Westwood, MA, West Roxbury, MA, Sudbury, MA, and Natick, MA, for Roche Brothers Stores. Thanks to the NWPB for allowing Blakely to make this very worthwhile trip.

August 1st through 5th, found us on the MarDel Queen Tour. During this visit with Terra Ebby and Connor Vincent, we made appearances at Rehoboth Beach Boardwalk in Rehoboth Beach, DE; a Giant Store in Rehoboth Beach; the Laurel Auction block in Laurel, DE; Melon 1 in Laurel, DE; Vincent Farms in Laurel, DE; Evans Farms in Bridgeville, DE; the Rotary Crab Fest in Cambridge, MD; and Whole Foods in Cambridge, MD. We also were welcomed into the home of the MarDel Queen and her parents for a brunch and by Melon 1 for a wonderful luncheon. Thanks to all of the folks from the MarDel Watermelon Association who make this event possible every year.

Our August football cuttings included: The Furman Paladins in Greenville, SC; the Clemson Tigers in Clemson, SC; the Presbyterian Blue Hose in Newberry, SC; and the USC Gamecocks in Columbia, SC. Also, in August was the Schutzenfest Festival where Blakely was honored to ride in the annual parade.

We are looking forward to our last few promotions that include the United Fresh Conference in Washington, DC and PMA in New Orleans, LA.

This has been a very productive and beneficial year for our queen, Blakely Johnson. Blakely has done a wonderful job representing our state and our product as a whole. Many thanks to all of our members who have been there for us along the way.

Until next time,
Ann Bryant
SC Promotions Coordinator
Abryant028@chater.net
Ann.bryant@furman.edu
864-303-3995



BJ's Grand Opening, Summerville, SC.



Scotty and Denver Sandifer at Sandifer Farms in Blackville, SC.



Harris Teeter, Hilton Head, SC.



Greeting the customers at Roche Brothers in Sudbury, MA.



Hampton Watermelon Festival, Hampton, SC.



Visiting with the Governor of Delaware at the Laurel Market in Laurel, DE.



Coosaw Farms, Fairfax, SC.



Enjoying the folks in MarDel.



Kinard Farms, Lodge, SC.



Fun at the Crab Feast in Cambridge, MD.



Willis Farms, Bamberg, SC.



Blakely enjoyed meeting Coach Will Muschamp at USC in Columbia, SC.



Blakely doing what she does best in Blackville, SC.



Meeting the coaches of the Furman Paladins in Greenville, SC.



Dr. Gilbert Miller with his watermelon queen intern in Blackville, SC.



Billie and Barbara Jenkins enjoying the Clemson Tigers and spending time with Blakely in Clemson, SC



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NASHVILLE continued on page 26



Fame, and Class III of our Future Watermelon Farm Leaders. This is where the past meets the present, and leaders of multiple generations join hands for the betterment of the Association.

Additionally, every five years the Association recognizes leaders that have served on the Executive Committee for more than 25 years, a lifetime of dedication and service. In Nashville, we will honor 15 leaders that have committed many years of service with our Lifetime Achievement award.

The Winds of Change: How do We React?

Almost everything around us in our daily and business lives is changing, as the world spins around the sun and the technology age advances at light speed pace. Hear from your Executive Director of many of those changes; how they are changing how we do the simplest of things; and what our leaders are doing to create and posture the National Watermelon Association to meet new demands while evolving the business into a thriving and stronger association.

Brand New: A Mobile APP and Convention Website

For the very first time, the National Watermelon Association has a mobile APP that is a free download in the

APPLE and GOOGLE Stores. Everything that has to do with the National Watermelon Association convention & annual meeting is found there, and it is pretty cool. Download it today, and enjoy using this new tool that was built just for you.

Additionally, we have a separate convention website that is almost a duplicate of the mobile APP. The next time that you are on the internet, search for the website, www.watermelonconvention.com, and save it to your desktop or favorites. Both of these new marketing tools are designed with you in mind.



Special Guests have been Invited

We have invited a star-studded cast from government, to the music industry to high profile speakers. As we receive commitments from them, we will make those announcements across the next couple of months. In the past, we've had U.S. legislators, State legislators, University Deans, a Watermelon-Smashing Comedian, Federal Officials, and even a U.S. President. Stay tuned as we fill out this guest list.



So, Let's Roll and Giddy-Up on to Nashville

So, what are you waiting for? Download our new mobile APP (free download), or logon to our new convention website, www.watermelonconvention.com. There you will find the details of all that you need to reserve your hotel room, register for the convention, and sign up for the outside events.

And while you're at it Invite a friend that may not be a member of the National Watermelon Association, or someone that you think should be involved. We work hard for you (our stakeholders) each and every day. Let's spread the wealth, and get others involved also. We look forward to seeing you in Nashville, where the music will lead us to the next note, the next lyric, the next song, and the next memories of our lives.

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Texas Report

Hello Wonderful Watermelon Family!

I hope this letter finds you well. Our lovely queen Chloe started off the summer with a fun festival in Center, Texas, which happens to be her hometown. During the festival she visited with many of the hometown folks and took part in helping with the various events. First there was the contest for the largest watermelon grown and later that evening people enjoyed gospel music. Friday morning there was a pet show in which people brought their precious pets decked out in watermelon accessories and outfits. That evening we had a wonderful meal at the country club with some of the Wiggins family and friends. The following morning there was a 5K and a kids run and the participants rehydrated with some delicious watermelon after the event. Saturday afternoon there was a pageant for babies on up to teenagers. Now that contest must have been the hardest to judge because all of the participants were adorable and many were wearing cute, creative watermelon attire. We also found it pretty amusing that some of the crowns were almost as big as the children. The other events the people enjoyed were the watermelon seed spit and the watermelon eating contests. Chloe and I would like to thank Wiggins Watermelons for sponsoring the festival and the trip. Jesse, his dad, and the rest of the family were busy most of the time at the packing shed, but they made sure we had a great time and were well taken care of.

Next up for Chloe were some in-store promotions at two Market Street stores in Colleyville and Coppell, Texas. She did a great job of teaching the customers the one, two, threes' of picking out a good watermelon and explaining her role as the Texas Watermelon Queen. A couple of weeks later we had a two day HEB promotion for a store's grand opening in San Antonio. This store was so busy they were having people direct traffic in the parking lot, and there was a constant stream of customers to give samples to and visit with. The people were very appreciative of the help Chloe gave and friendliness she displayed. In all, both events were extremely successful, as a high volume of watermelon was sold.

Unfortunately, our latest in-store promotion with a Fiesta Store in Houston was postponed due to Hurricane Harvey. We were so looking forward to working with our National Watermelon Queen, Madison Laney, and Miss Eleanor. Our hearts and prayers go out to all the people the storm affected.

Soon, Chloe and I will be traveling to the Marine Corps Marathon in October. Then we will have 2017 Texas Watermelon Convention in November in McAllen, Texas. If you would like information on the convention please email me.

Fondest Regards,
Barbara Duda
TWA Promotions Coordinator
bcduda62@gmail.com



Chloe and the biggest watermelon entries of the Center Texas Watermelon Festival



Chloe and Mr. James Wiggins



A friend and a best friend



Chloe congratulates the ladies 5K winner



Chloe visited with the owner of a beautiful husky



An abundance of beauty queens



Pet contestants are ready!



Yum! The watermelon eating contest



A proud winner



Happy customers



Some bunny is happy!



Ready to sample some watermelon



Thank you, Wiggins family!



Chloe says hello to a shy little one.



The Center Texas Watermelon Festival 5K start



Someone who wanted to meet the Texas Watermelon Queen

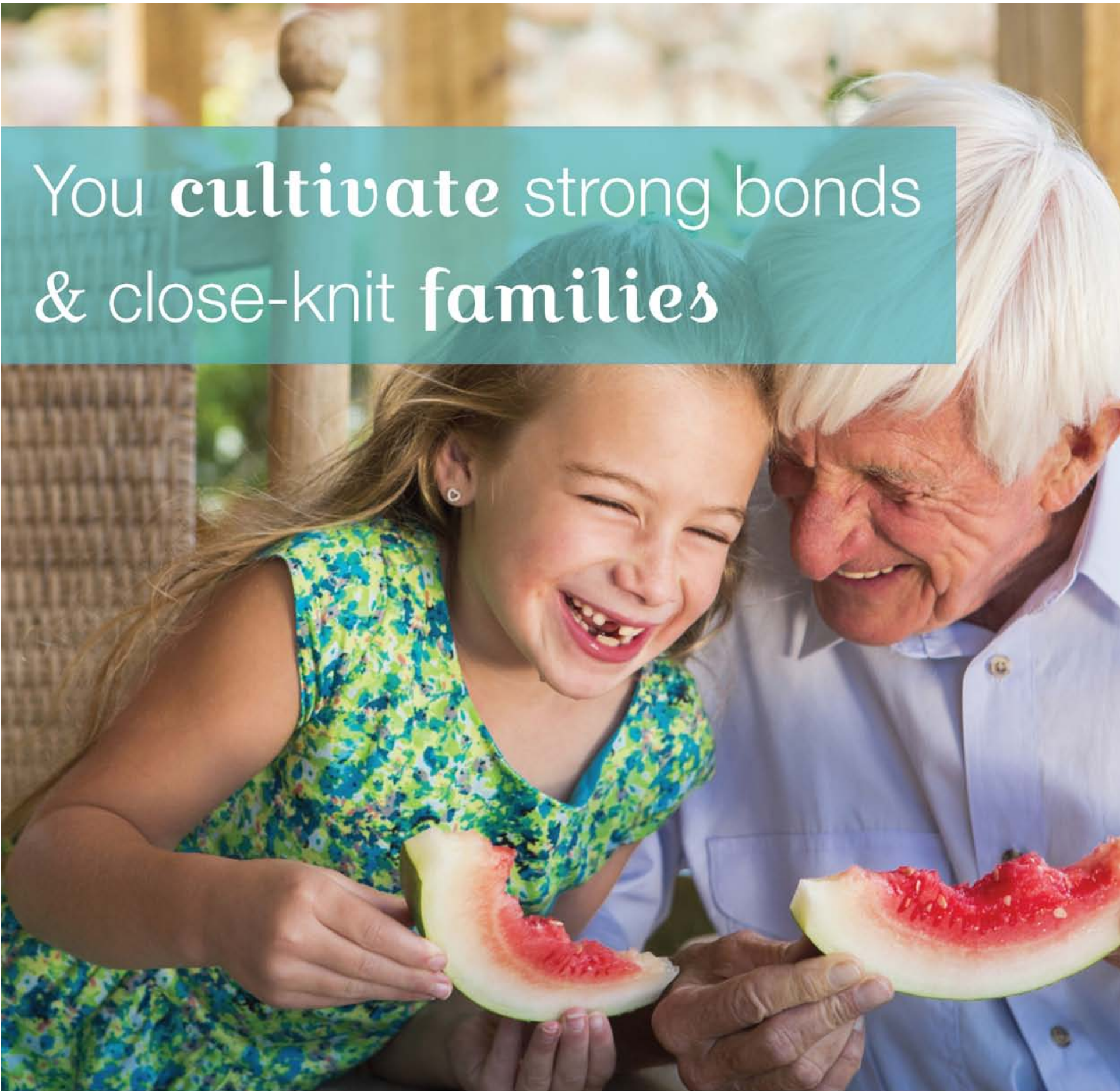


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801.376.2187



Western Report

SAVE THE DATE!!!

WWA CONVENTION
January 20, 2018
New York, New York Hotel & Casino
Las Vegas, NV



The Western Watermelon Association will hold its annual convention on January 20th, 2018 in Las Vegas, NV. This convention brings together growers, shippers, distributors and related service providers of the watermelon industry in a relaxed environment. We have an exciting line up of guest speakers this year. Breakfast and lunch will be provided as well as a three hour long social hour for members to gather together and exchange ideas and meet one another. All are welcome and encouraged to attend! Please contact the Western Watermelon Association for more information.

Western Watermelon Association
P.O. Box 6695
Nogales, AZ 85628
www.westernwatermelon.org



CHEP

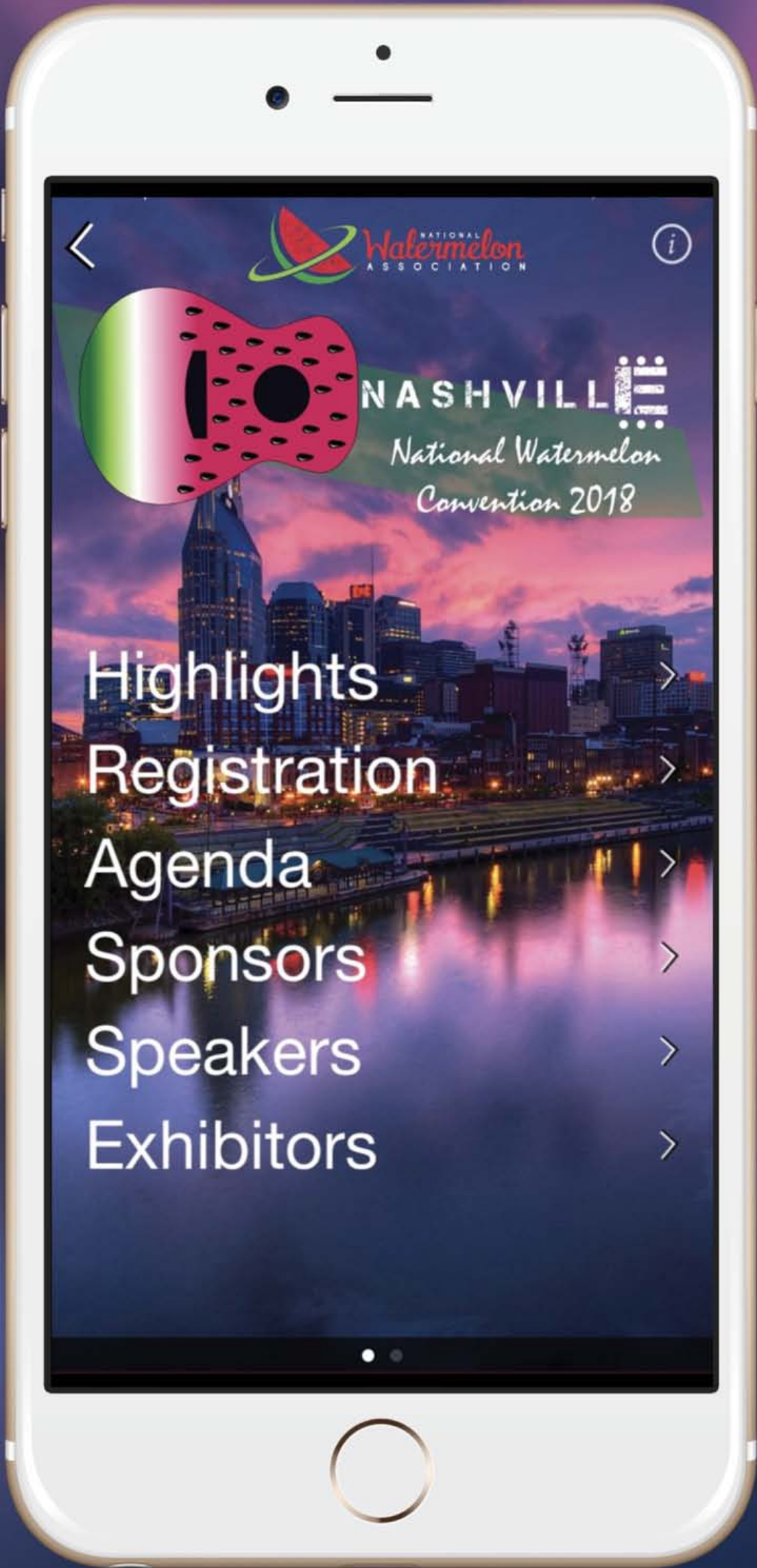
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CONVENTION

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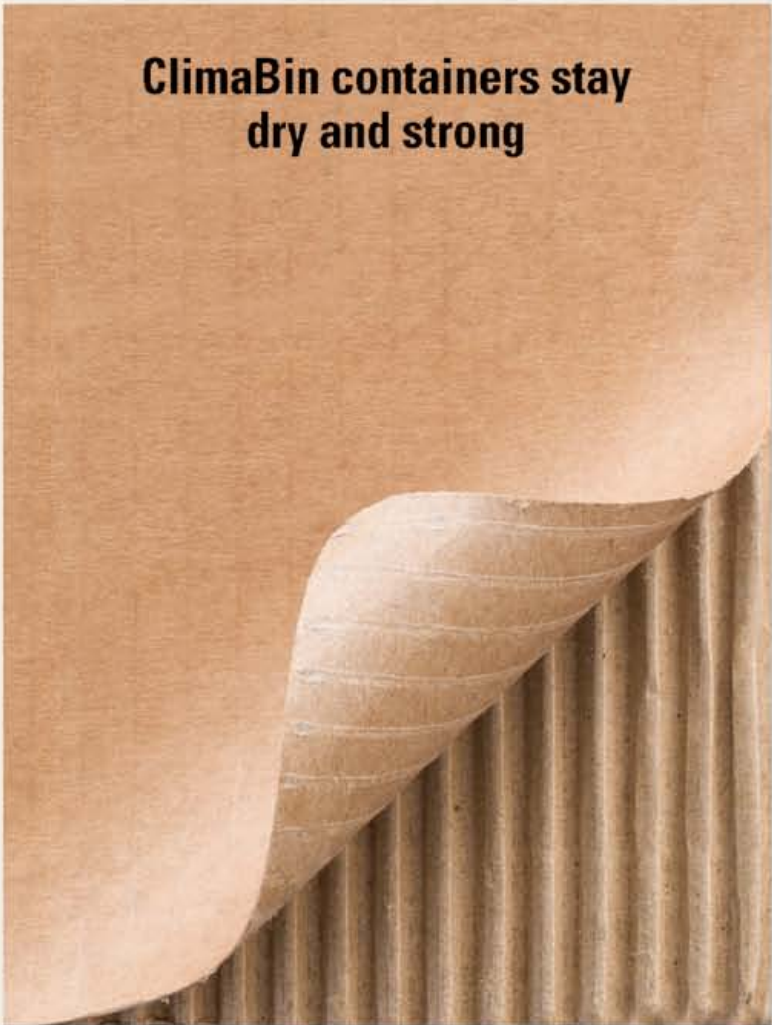
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