



# NWA Launches NEW Membership Offering

Within the past few weeks you should have received a mailed packet from the Association that describes the numerous details related to our new national membership program. If by chance we missed you, the information is posted on our website for your review at [www.watermelon.ag](http://www.watermelon.ag).

For many decades, every member of our chapters was automatically enrolled as a member of the National Watermelon Association, with the chapters submitting a fee of \$25 per member to the NWA. Whether you participated in the NWA (or not) was not a consideration. Well, now it is.

We have discovered across the years that people and their companies are different. Some companies wish to be affiliated with a national organization, while others prefer to remain local. Choice is a good thing to have, and now you have that choice to make yourself.

Beginning now, you can choose to join the National Watermelon Association and take advantage of the numerous member services that we provide to our members. And, you can also choose to join a local chapter and participate in their promotional efforts, if that is what you choose to do. The choice is yours to make.

On page 30 of this issue of The Vine line, you will see many of the details of our new program, including a shortened version of our numerous member services and the rate ranges (based on watermelon sales for each company). When you sign up, you will receive a personalized login and temporary password that will allow you to access key interior pages and information that will be for member eyes only.

There is much to share with you related to membership in the National Watermelon Association. To put it in perspective, when our organization was first created in March of 1914, the initial membership fee was \$25. That fee had not changed in over 104 years. Taking inflation into account, our fee today should be north of \$600 per company.

We believe that you will find our rate schedule (compared to the lengthy list of member services) to be fair and reasonable. Please join us by completing the application and send it in soon. Let's not allow any time to lapse, and allow us to continue to serve you as a Member of the National Watermelon Association. Thank you very much.



Dear Watermelon Family,

Thank you for being a member of the National Watermelon Association. I'm proud of what we've accomplished and the path that we have crafted for the future. We continue to work hard to make a positive difference in the livelihoods of members like you.

But, we cannot rest on past successes and let our guard down. We've got more work to do, and we are prepared to do it. Staying ahead and being aware of the issues are vital to making that positive difference in everything that we do for you. Because of your belief in this Association, we're able to put the right foot forward and accomplish much.

I am excited to introduce you to the National Watermelon Association's national membership, a new opportunity that we hope you will take advantage of. Kicking off on January 1st you will have a choice to join the national association while keeping your membership in the local chapter separate. For many years, chapter members were enrolled automatically as national members when the chapters paid \$25 to the NWA for you (which is the same \$25 fee that dates-back to our beginnings in 1914.) You should make that choice for yourself, and now you can.

There are two ways that you can become a member: you can fill out the membership application (enclosed), or online at [www.watermelon.ag](http://www.watermelon.ag).

It's our job to work together to make the watermelon business even better, to pursue the things that make positive differences, and to ensure that our children and grandchildren can inherit the family business that's even stronger than the one that you run today.

With your help, I'm confident that we will. Sign up today. Thank you again for your support.

Sincerely,

Bob Morrissey  
Executive Director

190 Fitzgerald Road | Suite 3 | Lakeland, FL 33813  
Phone: 863.619.7575 | Fax: 863.619.7577  
[www.watermelon.ag](http://www.watermelon.ag)



Dear Future Family,

Here at the National Watermelon Association, we have been serving members since our humble beginnings in early 1914. I'm proud of what we've accomplished, and the path that we have crafted for the future. With a focused dedication on the watermelon crop, we work hard to make a positive difference in the livelihoods of our members each and every day.

But, we know that we cannot rest on past successes and let our guard down. We've got more work to do, and we are prepared to do it. Staying ahead and being aware of the issues are vital to making that positive difference in everything that we do. The commitment and belief by our members in what we do enables us to put the right foot forward and accomplish much.

From federal public policy & government relations, farm research, food safety & traceability, and so much more ..... We work hard to make a positive difference for our members, each and every one, on each and every day. I am hopeful that you will consider joining our Association and allowing us to serve you as well.

There are two ways that you can become a member: you can fill out the membership application (enclosed), or online at [www.watermelon.ag](http://www.watermelon.ag).

It's our job to work together to make the watermelon business even better, to pursue the things that make positive differences, and to ensure that our children and grandchildren can inherit the family business that's even stronger than the one that you run today.

With your help, I'm confident that we will. Sign up today and begin to make the National Watermelon Association your own. Let's do this!

Sincerely,

Bob Morrissey  
Executive Director

190 Fitzgerald Road | Suite 3 | Lakeland, FL 33813  
Phone: 863.619.7575 | Fax: 863.619.7577  
[www.watermelon.ag](http://www.watermelon.ag)



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# National Report

It's been a busy tour for our queen Savannah Christensen. It slowed down briefly at the end of summer, and we have enjoyed a crazy busy fall. We have so many exciting promotions yet to share. I will once again let the pictures highlight these promotions.

Please make you plans to attend the National Watermelon Convention on the Big Island of Hawaii, Savannah and I look forward to seeing you there!

A huge thanks to the following sponsors featured in this printing, we so appreciate your support!

**NWPB.. St John's and west coast Corner Brook, Newfoundland**

**Wiggins Farms..Center, Texas**

**NWPB ..grant money.. Kings Bay Military Produce..Kingsland, GA**

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**Mar-Del Watermelon Association..Maryland and Delaware**

**NWPB...Quality Foods.. Vancouver Islands.. Parksville, BC**

**NWPB..Roche Bros; Boston, MA area**

**Melon 1...Dover NAS-CAR Race; Dover, DE**

**Gibson Produce...PMA.. Orlando, FL**

**NWPB..MCM (Marine Corps Marathon)... Washington, DC**

**Thank You Sponsors**

Until Next Printing,  
  
National Watermelon Association Promotion Coordinator  
Eleanor Bullock etb.  
nwa@gmail.com  
229.322.9933



Savannah was interviewed by Newfoundland Television in St. John's, Newfoundland during her Coleman's promotion



Coleman's Co-Op store in Clarendville had a huge turnout for the Watermelon Eating Contest, the winner won a new bike.



Welcomed warmly at Colemans, thanks Judy Bennett



Corner Brook Colemans should have entered the display contest



Thanks to Wiggins Farms and Luke Brown Watermelons for sponsoring us to Center, Texas for their What A Melon Festival, and a good time was had by all



A little field tour at Wiggins Farms, thanks Kerri, Darren, Jesse, Jared, Ashlyn and Zane Klaire Wiggins, so excited to also spend time with Hannah and Barbara



Savannah and Hannah enjoy the Wiggins ladies



Wiggins supplied and served the watermelon for the Watermelon Run at the Festival



Absolutely beautiful at the Kings Bay Commissary in Kingsland, GA



They went all out for Watermelon



Neighborhood Market customers loved those samples



On the air in Salisbury channel 47



Thanks to this group, we were able get a group shot this year



A visit with Bob and Rob Gibson in Laurel, DE, thanks for all you do



Mar-Del President Kevin Evans and 2 of his 3 beautiful daughters



Thank you Terra and Dan, at the Crab Feast in Annapolis



Caitlin Givens and Kendall hosted a fabulous delicious breakfast at her home for all of the visiting queens, thank you



A Laurel tradition, the benefit auction at the Auction Block



A wonderful lunch hosted by Melon I, love seeing all of this group



Served watermelon, and hosted games at the USDA farmers market in Washington DC



Annapolis Rotary Club, host world's largest Crab Feast, around 5000 attending , free watermelon for everyone



Bill and Savannah at Quality Foods in Parksville, BC



Savannah teaches the Quality Foods customers how to select the perfect melon

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# National Pictures



1000 kids attended the Kids Sand Sculpting contest on the beach in Parksville, BC



Awesome group, fantastic prizes



Roche Bros. in the Boston area, the store welcomes our Queen



Samples for everyone



A visit from NWPB's Cece Krumrine and her husband Mike at Roche Bros in Boston



Gabby and Savannah enjoy the Ross Chastain fan zone in Dover



Gabby and Savannah pose with Ross and the good-looking watermelon car



Host Traci and her mom Pat Hasting at the Hospitality Suite at the Dover track



Ross and Savannah in his Fan Zone in Dover



Thank you Melon1, Rachel and Ross



Sponsors Bob and Rob Gibson and the Gibson Produce booth at PMA



Trevor Colom poses with Savannah at the booth



FWA President Carr Hussey and wife Jane visit the booth



Samantha Gibson, Bob's daughter and son Rob pose with Savannah



A visit with Melon1 at PMA



A group shot of the Gibson Produce team



Thanks Greg Leger for all you do!



Thanks to Mitch Mitchell of International paper for the party and dinner



Bring it on the 2018 MCM



This great group of Watermelon queens worked hard at the marathon, thank you



Mission accomplished !



This hardworking group of Queens and Coordinators, and Don Hiller did a great job



The girls and the hard working NWPB group at the marathon, thanks



# New Membership Program 2019

Your National Watermelon Association is excited to officially announce a new approach to our national membership, which will begin on January 1, 2019. Beginning shortly, you will have a choice: You can join the parent organization of our local chapters (the NWA) and take advantage of the many benefits that we provide. The NWA serves our members in far different ways than our chapters do, and it is therefore right to offer our members a choice that is fair, as the NWA becomes member-centric. We look forward to a prosperous future with hundreds of growers, shippers and affiliated businesses that we will serve for the greater good. Join us! For more details, please visit [www.watermelon.ag](http://www.watermelon.ag). Join us! Together we will be strong and successful.

## Promotion

The National Watermelon Queen represent the National Watermelon Association at promotional events throughout the year as our ambassador, encouraging the consumption and sales of watermelon.



The National Watermelon Association has a long history of remarkable leaders from the watermelon industry that have contributed their time, energy, and expertise to the Association and its

members. As a result, the Association's Hall of Fame was created to honor the lives and contributions of these members, both past and present.



Founding Member James Leonard  
Hall of Fame Class II Member

## What does National Watermelon Association do for you?

### Year Round Representation

The National Watermelon Association provides year round representation in Washington D.C. to address rules, regulations, and federal law that can affect your business and livelihood.

### Member - Only Access

- |  |   |
|--|---|
| Membership Lists                                 | NWA Website   |
| Farm Research (results from NWA research grants) | Eligibility for nomination into programs such as FWFL   |
| Food safety resources & program                  | Complimentary online subscriptions:   |
| Discounted rates to the Annual Convention        | Magazine - <i>The Vineline</i><br>Weekly e-newsletter - <i>Off the Vine</i><br>Monthly - <i>The Slice</i> |



### Grower & Shipper:

|   |                    |
|---|--------------------|
| Annual Sales of less than \$1 Million               | \$100 Annual Dues  |
| Annual Sales of \$1Million; less than \$5 Million   | \$500 Annual Dues  |
| Annual Sales of \$5 Million; less than \$10 Million | \$1500 Annual Dues |
| Annual Sales of \$10 Million (or more)              | \$2500 Annual Dues |

(Note: Each membership accounts for 2 members per company)  
(Note: all additional members from a company = \$50 each)

### Allied Industries (Suppliers):

|  |                    |
|--|--------------------|
| Annual Sales of less than \$10 Million               | \$1000 Annual Dues |
| Annual Sales of \$10 Million; less than \$10 Million | \$2000 Annual Dues |
| Annual Sales of \$50 Million (or more)               | \$3000 Annual Dues |

(Note: Each membership accounts for 2 members per company)  
(Note: all additional members from a company = \$50 each)

### Other (Retailers, wholesalers, researchers, past queens, chapter coordinators, boards, commissions, government, harvesters, and other non-sales entities):

|                               |                   |
|-------------------------------|-------------------|
| Non-sales entities per person | \$100 Annual Dues |
|-------------------------------|-------------------|

## Conventions



The Association gathers together at the National Watermelon Convention in February of each year. The members and their families gather for special seminars, committee meetings, networking, fellowship and fun.



The Future Watermelon Farm Leaders (FWFL) program recognizes and celebrates the next generation of growers who will lead the industry (and this great Association) into the future. They represent the generation that will meet the demands of a growing global population, sustain family farms, and provide the nutritious food that will feed the world.



# Florida Report

## Greetings from Florida

Hope everyone enjoyed their Holiday seasons this past year. As our 2018 comes to an end, Queen Camri and I are finishing up our season and looking forward in seeing everyone at our 2019 Florida Watermelon Convention being held at the Vinoy Renaissance in St. Petersburg, Florida. We hope to see everyone there.

The month of October, Queen Camri attend the Produce Marketing Association (PMA) in Orlando and then the 43rd Marine Corp. Marathon in Washington, D.C. Then in November, she headed out to Homestead, Florida to hand out Florida Watermelon slices along with South Carolina Queen Emily to all of the Nascar Race Fans with our #4 Driver Ross Chastain. As I look back on our year in 2018 Queen Camri has visited so many places, and talked to so many people on the healthy benefits of Florida Watermelons. Queen Camri, Ashley and Sydney have done an awesome job this past year on promoting watermelons. Queen Camri has traveled not only in Florida but other states and Canada doing something she loves promoting watermelons.

The Florida Watermelon Association and I would like to wish Queen Camri “Good Luck” as she competes for the 2019 National Watermelon Queen Title being held in Waikoloa, Hawaii. Queen Camri has done a wonderful job as our Florida Ambassador promoting Florida Watermelons. Queen Camri is looking forward in the next months in seeing and visiting with everyone on the upcoming conventions this year.

Until next time!

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

I was very thankful to represent the Florida Watermelon Association as the public ambassador and Queen in 2018. As it comes to an end, I am able to cherish all of the wonderful things that I got to experience. From festivals, to schools, grocery stores or produce shows- I have gotten the opportunity to educate people of all ages on watermelon and the industry within. Emphasizing the importance of how our watermelons get from the field to the grocery stores was and still is my favorite thing to explain to individuals. My favorite promotions this year definitely had to be the NASCAR races with Ross Chastain. The watermelon association was generous enough to sponsor him in four races this season, all which I was able to attend. I think that everyone in the watermelon industry can agree that we are beyond happy that Ross has received a full-time sponsorship for the 2019 season with Chip Ganassi Racing. The Watermelon association along with myself can't wait to cheer him on in the times to come! On another note, I am and always will be very grateful for this opportunity and experience I have had in this industry!

Let's eat more Florida Watermelon!

2018 Florida Watermelon Queen Camri Campbell



A beautiful group of ladies!



Enjoying having “The Gibson Gang” in our booth with Dept. of Ag.



Queen Camri and Queen Savannah visiting with James and Penny Carlton at PMA.



We love seeing “Chef Poon” and his talented work at all the Produce Shows.



Queen Camri always enjoys getting time with her family and friends at Melon 1.



National Queen Savannah and Florida Queen Camri with Chef Justin with Dept. of Ag.



Our 2018 National and State Queens at the Marine Marathon!



Thanks Don Hilliard for being there every year helping all of us with the Marine Corp. Marathon.



Queen Camri with a New Orleans firefighter that ran the whole race in his uniform.



Beautiful ladies with beautiful smiles handed out cups of watermelons at the race.



Taking time out for a group photo, thank you for all of your hard work at Marine Corp Marathon in Washington D.C.



Camri handed out watermelon slices to all the Nascar Race Fans.



Queen Camri standing along the #4 Car at NASCAR infinity Race in Homestead.



Our beautiful queens taking a break to enjoyed a #4 Cupcake at the Race in Homestead.



Congratulations and Good Luck Ross Chastain on your new adventures in 2019.



“Good Luck” Queen Camri as you compete for Nationals in Hawaii.

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# Georgia Report

Happy New Year from Georgia!

In just a couple of weeks we will all be coming together once again for the Georgia Watermelon Association Conference and Annual Meeting to be held January 25-27, 2019. We look forward to reconvening at the King & Prince Resort in St. Simons Island for a weekend filled with many special events—informative educational sessions, recreational opportunities, the appointment of our 2019 GWA Queen and so much more! If you have not yet registered for the conference, please call our office at (706) 845-8575 or register online at [www.georgiawatermelonassociation.org](http://www.georgiawatermelonassociation.org). Be sure to go ahead and register now to take advantage of the early bird rates!

Our watermelon promotional season concluded with attending and exhibiting at PMA in Orlando and the Marine Corps Marathon. Athletes running in the marathon were greeted at the finish line with their favorite treat and something they look forward to year after year....WATERMELON! You could feel the love at the finish line from the participants as they were handed samples of rejuvenating, hydrating, and refreshing watermelon! Thank you to the NWPB Team for their hard work in organizing this promotion and thank you to Don Hiller for your tireless efforts, hard work and for providing the fresh cut watermelon in the refrigerated truck! A lot of hard work and orchestration went into pulling off this promotion but it was well worth the effort and we are looking forward to returning in 2019!

We are extremely proud of our 2018 Queen Savannah Hartley and our First and Second Runners-Up Ashley Rodgers and Emily Stewart Peters for their dedication and hard work promoting watermelon all across our state, across the U.S. and into Canada. The 2018 Queen Tour has been a great success and one of the largest promotional seasons the GWA has ever had. THANK YOU to Melon 1 and the National Watermelon Promotion Board for supporting the 2018 GWA Queen Program!

Our 2019 Queen Tour will be here before we know and we can't wait to see what's on the horizon as we prepare for promoting sweet, GA Grown watermelon! If you would like to schedule a date for our Georgia Watermelon Queen to visit your location, please call Dawn Cheplick at 706-845-8575 or email [dcheplick@asginfo.net](mailto:dcheplick@asginfo.net).

Hoping all of you are making plans to join us at the 2019 GWA Annual Meeting the end of this month in St. Simons Island, GA! Safe travels to all of you who will be attending.

Wishing everyone a healthy and prosperous New Year!  
Sincerely,

Dawn Cheplick, Promotions Coordinator  
Happy New Year from Georgia!



Queen Savannah at 2018 PMA – Ready to promote #georgiawatermelon



The 'Savannah' Queen duo! GWA and NWA Queens prepping for another day on the tradeshow floor at PMA



Marine Corps Marathon finish line with tons of watermelon to give away!



Marathon runners can't get to this sweet treat quick enough! GA, SC and FL Watermelon Queens ready to hydrate!



Queen Savannah with the 'best dressed' trade show attendee at PMA



## ARE YOU READY TO BENEFIT FROM TAP?

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for her.





# Gulf Coast Report

Greetings from Gulf Coast!

We are getting ready to dance the night away at this year’s Watermelon Ball! Please join us at the 2019 Gulf Coast Watermelon Association Convention on February 8th and 9th. This year’s convention will be held at the beautiful Beau Rivage Resort and Casino in Biloxi, Mississippi. For more information please contact Marti Smith at 352-463-6925 or [marti\\_s\\_63@hotmail.com](mailto:marti_s_63@hotmail.com).

The 2018 Queen Tour has been very successful and full of excitement! We ended our promotions this year with a bang. Starting with the United Fresh Washington Conference in Washington, D.C., where Queen Sarah Jane traveled to Capitol Hill to help move the Farm Bill. There she was able to speak with 6 state representatives about nutrition in schools, immigration laws, food safety, and SNAP. Sarah Jane was able to witness firsthand the issues the watermelon industry is facing.

Lastly, we headed to Washington, DC for the Marine Corp Marathon. During the weekend Queen Sarah Jane was able to speak to many of the runners. Many stated “The watermelon booth is what they look forward to the most at the end of the race.” I would like to thank our sponsors for this promotion: National Watermelon Association. This was one of the busiest and most successful weekends of promotions. There were approximately 30,000 runners and we handed out thousands of containers watermelon. I would like to thank the National Watermelon Promotion Board for organizing such a terrific promotion.

Queen Sarah Jane and I look forward to seeing you all at conventions and of course the National Watermelon Association Convention in Hawaii.

See you all soon,

Jordan Sawyers  
Alabama Watermelon Association  
Promotions Coordinator  
[jordanskipsawyersgmail.com](mailto:jordanskipsawyersgmail.com)  
334-791-6230



Queen Sarah Jane loves her Fresh Cut Watermelon at the MCM!



Queen Sarah Jane was honored to meet and discuss the Farm Bill with this South Carolina Representative!



Queen Sarah Jane and our United States Capital Building.



Queen Sarah Jane and Senator Aderholt, Alabama State Representative.



Alabama Watermelon Queen, Sarah Jane Levine at the United Fresh Public Policy Conference.



Sarah Jane enjoyed sightseeing around D.C.



GO TEAM WATERMELON



Florida Queen Camrie and Queen Sarah Jane at the MCM.



Watermelon lovers of all ages get to have watermelon at the Marine Corp Marathon



“There are not enough words to express how incredible my year as the Alabama Watermelon Queen has been. It has taught me so much about myself that I will appreciate for the rest of my life. I have a new found respect for the farmers, their families, and the rest of the companies that all make watermelons possible.” –Sarah Jane Levine, 2018 Alabama Watermelon Queen





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# 2018 Mid-term Election is Over - What It Means for 2019



The Congressional election on November 6, 2018 produced a new split Congress with a House Democratic majority and a Senate Republican majority starting in January 2019. The difference between the outgoing 115th Congress, with a Republican House and Senate, and the 116th Congress starting in 2019 will be significant for U.S. businesses.

While the divided Congress brings opportunities to advance bipartisan legislation involving infrastructure, energy, and pharmaceuticals, the new House Democratic majority in the 116th Congress will produce a series of new committee chairs who will use their power to oversee and investigate the Trump Administration, U.S. businesses that have benefited from the Republicans’ deregulatory agenda of the past two years, and even some businesses on less friendly terms with the Trump Administration.

One of the first examples of this will be in the energy and environmental sectors. The expected chairman of the House Energy & Commerce Committee has already announced plans to hold oversight hearings in the new year focusing on the chemical industry and implementation by the U.S. Environmental Protection Agency of recent amendments. The House Energy & Commerce Committee, the House Science, Space, and Technology Committee and the House Natural Resources Committee are planning a series of hearings on the Administration’s plans to address climate change and regulate greenhouse gas emissions. The leadership of EPA, the Department of Energy, and the Department of the Interior can expect to testify on Capitol Hill to explain why they are replacing the Clean Power Plan and Waters of the U.S. rule, rolling back environmental protections for federal lands, and favoring oil and gas companies and the mining industry, as opposed to promoting renewable energy and protections for endangered species.

Another example will be the health care industry. The House Energy & Commerce Committee, and its Subcommittee on Health, will require the leadership of the U.S. Department of Health and Human Services, the Centers for Medicare and Medicaid Services, and the Food and Drug Administration to explain what they are doing to reduce drug pricing. Although this issue resonates personally with the President and is one that the Administration has already begun to address, the House Democrats will demand that the Administration do more to make drug prices cheaper for Americans. They will likewise press some of the major health care companies on their actions with regard to curbing the opioid crisis.

A final example will be the House Financial Services Committee who will bring senior leaders from the Treasury Department, Consumer Financial Protection Bureau, and other agencies to Capitol Hill to explain why they have moderated the consumer protections in the Dodd-Frank Act and given more power and flexibility to banks and financial institutions.

- What issues are most ripe for bipartisan compromise in the new Congress?
- Does the 116th Congress promise legislative productivity or political posturing and gridlock?



## The 116th U.S. Congress – What It Looks Like

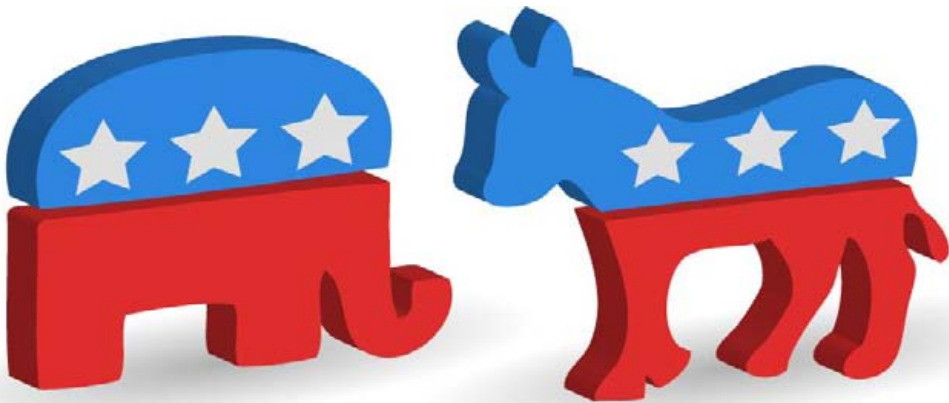
It’s been two months since Election Day, and at the writing of this article there were two House seats and one Senate seat yet to be called.

What has been resolved: The tight races that were called in the days after November 6th were all breaking for Democrats until Democrat Gina Ortiz Jones conceded to GOP Rep. Will Hurd in the 23rd District of Texas, a race that was decided by just under 700 votes. That was followed by the Utah 4th Congressional District race called for Salt Lake County Mayor Ben McAdams over incumbent Mia Love, the only African American Republican woman in the House.

That puts the Democrats at 233 House seats, a pick up of 38, to Republicans at 201, with one undecided. In the Senate, the Democrats have 47 seats and the Republicans have increased their majority to 53.

New York’s 22nd District Democrat Anthony Brindisi declared victory over GOP Rep. Claudia Tenney. There were some absentee ballots to be counted, but Tenney would need to win most of them to overcome Brindisi’s lead. Unlike many vulnerable Republicans who distanced themselves from the president, Tenney embraced Trump, who even came to the district in October to raise money for her. Though Trump lost New York handily in 2016, he won the district by double digits.

What will all this election business mean? Well, the elected legislators will make up the 116th Congress of our United States. We can be hopeful that they will work together and create a process of representation that we all vote for, we deserve, and that we should expect. Cows may not be able to jump over the moon, but we can hope that pigs will fly. Let’s not give up hope. And by the way ..... the next election is only 22 months away.



- Will House Democrats exercise their newly gained majority for rigorous oversight and investigations of the Trump Administration to the exclusion of significant policy work?
- How will increased oversight by House Democrats affect industries that have benefited from the Trump Administration’s regulatory reform agenda, and can these industries expect to be the target of any increased oversight?
- Are Senate Republicans prepared to work on a bipartisan basis to pass legislation or will that chamber spend much of the next two years on judicial confirmations?

- Can the two parties find any common ground on energy and environment issues?

The over-arching issues that many experts believe will take center stage in 2019 include (but are not limited to) Health Care Stabilization, Disaster Relief, National Flood Insurance Program, Children’s Health Insurance Program, Infrastructure, Trade Agreements, Budget Gaps, The DACA program, and Trade Matters before the U.S. government.

So, get your scorecards ready for the first inning (late January). Batter Up!





# Illiana Report

Greetings from Illiana!

The highlight from the last few months has to be our trip to Washington DC! Our trip started a few days early so we could get in some sightseeing, including the Washington Monument, Lincoln Memorial, and a tour of the White House! The cherry on top was working the Marine Corps Marathon with the other queens, it was great to get everyone together and to talk with so many runners who love watermelon as much as we do!

Locally, Queen Brilee has been busy making appearances in multiple parades and fundraisers. This fall Brilee participated in the Fall Festival parade in Evansville, Indiana. It was an unseasonably warm day, but that did not stop her from greeting festival goers and spreading the word about Illiana watermelon! She also participated in the Vincennes Parade of Lights. It was a wonderful way to kick off the Christmas season and the crowd loved her light up crown! Lastly, Brilee helped IWA member Brad Toney raise money for the YMCA at the 100 Men Who Cook charity fundraiser in Vincennes, Indiana. The event was a huge success and raised over \$105 thousand dollars for the local chapter!

Next up is preparing for the National Convention! See you in Hawaii!

Kind Regards,

Lana Brothers  
(314)724-6305  
iwapromocoordinator@gmail.com



Touring the White House



It was rainy and cold but we made the best of sightseeing in DC!



The Washington Monument



Queens reporting for duty



Marathon fun with the other queens!



Brilee at the Fall Festival Parade in Evansville, Indiana



Brilee in the Parade of Lights in Vincennes, Indiana



Ready to hand out watermelon at the MCM!



Brilee and Brad Toney, raising money for the YMCA!



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## Tailgate

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

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Road Trip

a 45-count watermelon hybrid



Joy Ride

produces a large percentage  
of 36-count watermelon

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# Mar-Del Report

The end of summer brings last minute vacations, family barbeques and enjoying the last slices of watermelon. We welcomed fall with the Dover Monster Mile NASCAR race. We had a great weekend cheering Ross Chastain on in the race. From the Dover Air force base, Giant grocery store, the fan zone and our favorite, Race Day! It is always a great time catching up with friends and fans.

Queen Gabby started her sophomore year of college at the University of Delaware. She was able to take her mid-term exams and take a quick fall break for the Marine Corps marathon in Washington D.C. It was awesome to see so many runners cross the finish line and enjoy a serving of watermelon. The watermelon promotion board did a great job coordinating a rewarding weekend. We were able to share many nutritional benefits of watermelon with the runners. Queen Gabby might have been motivated to start training for a marathon?!

With the fall temperatures chilling the Delmarva, we are preparing for Nationals in warm Hawaii! We can't wait to see all of our watermelon family!

We are also anxiously preparing for our 2019 Mar-Del Watermelon Association banquet. The theme this year is Denim and Diamonds. We can't wait to see you in Mar-Del! Stay warm this winter and as always, sending warm watermelon wishes!



Team watermelon for the marine marathon!



Use your Melon! Drive Sober



Queen Gabby ready to wand out watermelon at the race.



Grocery store promotion with Ross Chastain.



Queen Gabby congratulating a marathon runner



Did someone say free watermelon? Queen Gabby was excited to fuel runners with hydrating watermelon.



Queen Gabby showing off her 2018 Mar-Del Queen title.



Showing fans of all ages how to use your melon at the NASCAR race!




We are always smiling for watermelon



Queen Gabby attempting one of the games in the fan zone



Mar-Del Association is very proud of Queen Gabby and all her hard work during her year as watermelon queen.



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# The Next Vegetable Generation

**ENZA ZADEN**

We are pleased to announce that **Enza Zaden** recently started a watermelon breeding program. Red Opal, Red Garnet and Red Amber round out the trio of currently available Enza Zaden varieties that are together establishing the company's position as a **flavor and overall innovation partner** in commercial watermelons.

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# North Carolina Report

Cooler temperatures in North Carolina don’t slow down our watermelon promotions and Queen Katie has been busy with events across the state and nation.

The North Carolina State Fair is one of the largest agriculture fairs in the country and Queen Katie was invited to help represent North Carolina Agriculture during the Opening Ceremony of the 2018 Fair. Katie joined North Carolina Commissioner of Agriculture Steve Troxler, Miss North Carolina Caelynn Miller-Keyes and other guests to cut the ribbon officially opening the fair. It was a great day to showcase NC agriculture, especially since the days preceding the fair North Carolina had been hit by its second hurricane of the season, so the beautiful sunny day was very welcome.

The Marine Corp Marathon was once again a huge success for watermelon. The weather was a bit chilly for Sunday the big marathon day. But for the runners it was a great day. The Queens, NWPB, Don Hiller and the coordinators worked very hard to distribute the thousands of watermelon cups to the marathon runners and they loved it. It is always super exciting to hear the runners declare the watermelon is the greatest and they look forward to finding it to rehydrate after the race. What an impactful promotion for watermelon! Thanks to Stephanie and everyone from NWPB for making it such a successful day.

A fun event we do each year is the Food Lion family picnic in Salisbury, NC. This year we were joined by South Carolina Queen Emily Dicks and Coordinator Ann Bryant. Katie and Emily promoted watermelon to the hundreds of Food Lion employees who come out to enjoy the food and fun of the festival. The Queen’s supplied watermelon slices, stickers and recipes to attendees. Another retail promotion with Ingles Market in western North Carolina was a “Taste of Local” event featuring all North Carolina products.

Queen Katie will be attending the upcoming Southeast Fruit & Vegetable Expo in Myrtle Beach, SC. There she will have the opportunity to network with growers, industry representative and academia about the current state of the NC Watermelon Association and the fruit and vegetable industries in North and South Carolina. Thanks to Howell Farming Company and all the members of the North Carolina Watermelon Association for their support of Katie for the expo.

Convention season is just around the corner and we look forward to seeing everyone at state conventions and in Hawaii.

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



NC State Fair opening ceremony ribbon cutting.



Watermelon craving at the MCM



NC State Fair Opening Ceremony. Queen Katie and NC Commissioner of Agriculture Steve Troxler



Marine Corp Marathon, Katie sharing watermelon with Marines.



NC Department of Agriculture’s commodity promotional “BIG” truck has watermelon prominently displayed.



Katie learning more about marathons from runners at the Marine Corp Marathon



Katie sharing watermelon with Food Lion Family Picnic attendee



Katie enjoyed sharing watermelon to everyone at the Marine Corp Marathon



Queens Katie & Emily have fun at the Food Lion Family Picnic in Salisbury, NC



More happy runners enjoying the watermelon



Antique Food Lion truck on display at the family picnic



Who could resist watermelon from a Queen!



Queen Katie chats with Ingles Market dietician Leah McGrath during the “Taste of Local” in store promotion



Queen Katie and Mr. Don Hiller of Class Produce distributing watermelon at the MCM



Katie is excited for the Marine Corp Marathon. Look at all this watermelon!



Watermelon crew at the Marine Corp Marathon!

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**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.

**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.

**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.

**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

The South Carolina Watermelon Association has had a very successful year with promotions. Some old and some new, we have reached consumers from one side of the state to the other as well as outside of South Carolina.

On August 26th, First-Runner Up, Courtney Kubu, opened a new Lidl Store in Lexington, SC. There was a huge turnout for this grand-opening and Courtney passed out many watermelon samples to customers in the store.

September 18th-20th, found Queen Emily Dicks, at the United Fresh Meeting in Washington, DC. As in years past, there were many informative seminars that Emily attended and learned about many issues pending within the industry.

Food Lion Family Day was held in Salisbury, NC, where Emily joined the NC Queen and Coordinator for a fun-filled day of rides, games, prizes, food, and watermelon slices. Melon 1 provided the melons for this event.

The Beaufort Shrimp Festival in Beaufort, SC was held on October 6th, and First-Runner Up, Courtney Kubu, attended this promotion. After the 5k race held at the Beaufort Harbor, watermelon slices were passed out to spectators and runners. Gilbert Miller and Kyle Tisdale helped with the cutting.

Orlando, Fl, on October 19th-20th, was the next stop for Emily Dicks, where she attended PMA. Then it was off to the Marine Corp Marathon in Washington, DC on October 26th-28th. All of the state queens along with nationals were in attendance at the marathon where they passed out pre-packaged watermelon cubes to 40,000 runners and also spectators in attendance. Many thanks to the NWPB for hosting this event.

Emily will be attending a NASCAR race in November and the Southeast Fruit & Vegetable Show in New York in December. While the watermelon season is coming to a close for 2018, the holidays are fast approaching. We would like to wish each and every one of our watermelon family a very safe, happy and peaceful holiday season!

Respectfully,  
Ann Bryant  
SC Promotions Coordinator  
Abryant028@charter.net  
864-303-3995



Lidl Grand Opening in Lexington, SC.



Courtney greeting patrons at Lidl.



Queens getting ready for General Session at United Fresh Conference in Washington, DC.



Getting some useful information on issues in the industry.



Enjoying Food Lion Family Fun Day in Salisbury, NC.



Making another child happy with watermelon!



Courtney Kubu, Gilbert Miller, and Kyle Tisdale at The Beaufort Shrimp Festival and 5k Run in Beaufort, SC.



Runners and family enjoying fresh sliced watermelon.



Queens getting prepped by Rachel Syngo at PMA in Orlando, FL.



Visiting the SC Booth.



The Melon 1 gang is all here!



Emily checking out displays at PMA.



Getting ready for the Marine Corp Marathon in Washington, DC.



Emily distributing her first box of cubed melons at the run.



Lined up and ready to go.



Much love and thanks to our beautiful queen, Emily Dicks.



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Turnpike

L/XL size, mid maturing crimson sweet triploid with excellent internal quality.



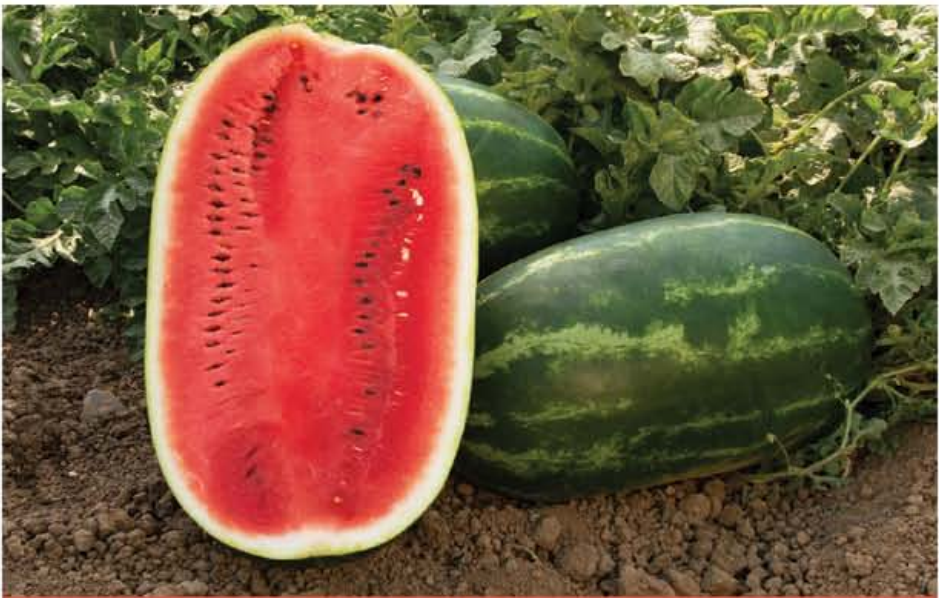
Troubadour

L size, dark rind, crimson sweet main maturity with uniform size and excellent fruit quality.



Crunchy Red

XL size, later maturing crimson sweet with very firm flesh and wide growing adaptability.



Walker

Elongated XL size, mid-early crimson sweet diploid with uniform fruit size and a dark rind pattern.

Our watermelons deliver big yields and even bigger smiles.

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# Texas Report

Howdy from Texas! It’s hard to believe another year is upon us. We hope everyone had a successful, blessed 2018.

Queen Hannah and I have had some brief, but wonderful trips before our TWA convention in November. In September, we attended a school fair in Uvalde, Texas put on by the Texas AgriWomen. We were sponsored by Miss Kristin Anderson and the Texas AgriWomen . This is an annual event organized for fourth graders to help them understand and appreciate the different agricultural, farming and ranch businesses in the area and state. Hannah, of course, was there to promote watermelon and teach the children the health benefits of eating our favorite fruit. She also taught them the three steps of picking out a ripe watermelon. It was a hot day so the youngsters especially enjoyed having some delicious watermelon, donated by Luke Brown Farms, at lunchtime too.

The next event was in October and it was the Marine Corps Marathon in Washington, D.C. We got there the day before the marathon so Hannah was able to tour a little of D.C. before the work began. The weather cooperated nicely with it being only a little chilly, so everything came together very well. The National Watermelon Promotion Board and Class Produce made the promotion a success once again and all of the queens got to experience how much love and appreciation the runners have for the watermelon that is passed out to them at the end of the race. Though they work very hard, it is inevitably a highlight of the year in many ways for the queens in that they get to spend time together and they get to experience one of the nations’ largest marathons in a wonderful city.

The final trip for Hannah in 2018 was the 53rd Annual Texas Watermelon Association Convention in McAllen, Texas. The outgoing TWA President, Mr. Gerry Lozano did a wonderful job planning the convention. Things began on Thursday November 8th with a skeet shoot, a delicious meal, and live music for the president’s reception at Sophie’s Saloon. We then had a great turnout for Friday’s speakers, meetings and auction, which was also a success. Saturday was the big day for the pageant and we had three lovely young ladies competing. They were Miss Crissy Maldonado of Edinburg, Texas, Miss Madison Paige Huntington of Jefferson, Texas, and Miss Deanna Hairrell of Somerville, Texas. After the speeches, the impromptu question, the promotion wear competition, the interviews and the evening gown competition, the young lady chosen to be the 2019 Texas Watermelon Queen was Miss Madison Paige Huntington. Madison, or Paige as her friends call her, is a pre-nursing major at Texas A&M University Texarkana. I look forward to getting to know Madison next year and I’m sure she will do an excellent job as our 2019 queen. In the meantime, Hannah and I look forward to Nationals in Hawaii. She has been an excellent promotions ambassador for our association and I wish her all the best.

Until next time, God bless you and yours.

Best regards,  
Barbara Duda  
TWA Coordinator  
bcduda62@gmail.com



Hannah was teaching the health benefits of watermelon.



The 2019 TWA contestants and Queen Hannah helped at the auction.



The children also learned the three steps to picking out a good watermelon.



Darren Wiggins was a terrific model and auctioneer.



These beauties were ready to work at the Marine Corps Marathon.



Our contestants Crissy Maldonado, Madison Huntington, and Deanna Hairrell model their promotion wear.



Runners were appreciative at the MMC.



Jesse Wiggins with the 2018 NWA Queen Savannah and TWA Queen Hannah and Gerry Lozano



The TWA convention was kicked off with a skeet shoot at the president's reception.



Savannah and Hannah and a future Texas queen, Zayne Klaire Wiggins



Some of the lovely ladies of the TWA at the reception were Kendall Brown, Helen Dickerson, and Sonja Duke.



And the 2019 Texas Watermelon Queen is Miss Madison Paige Huntington!



Eleanor Bullock, 2018 NWA Queen, Savannah Cristensen, Jane Jennings and Sue Thomas enjoyed catching up.



Passing down the crown



Skeet shoot winners Clint Wiggins and Jesse Wiggins with TWA president, Gerry Lozano.



Kerri and Darren Wiggins helped the magician, Dewayne Hill with a trick.

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# KEYNOTE SPEAKERS



Major Ed Pulido,  
retired U.S. Army,  
Purple Heart



Jessica McCabe, You-  
Tube sensation of  
'How to ADHD'



Sonny Perdue, U.S.  
Secretary of  
Agriculture (Invited)

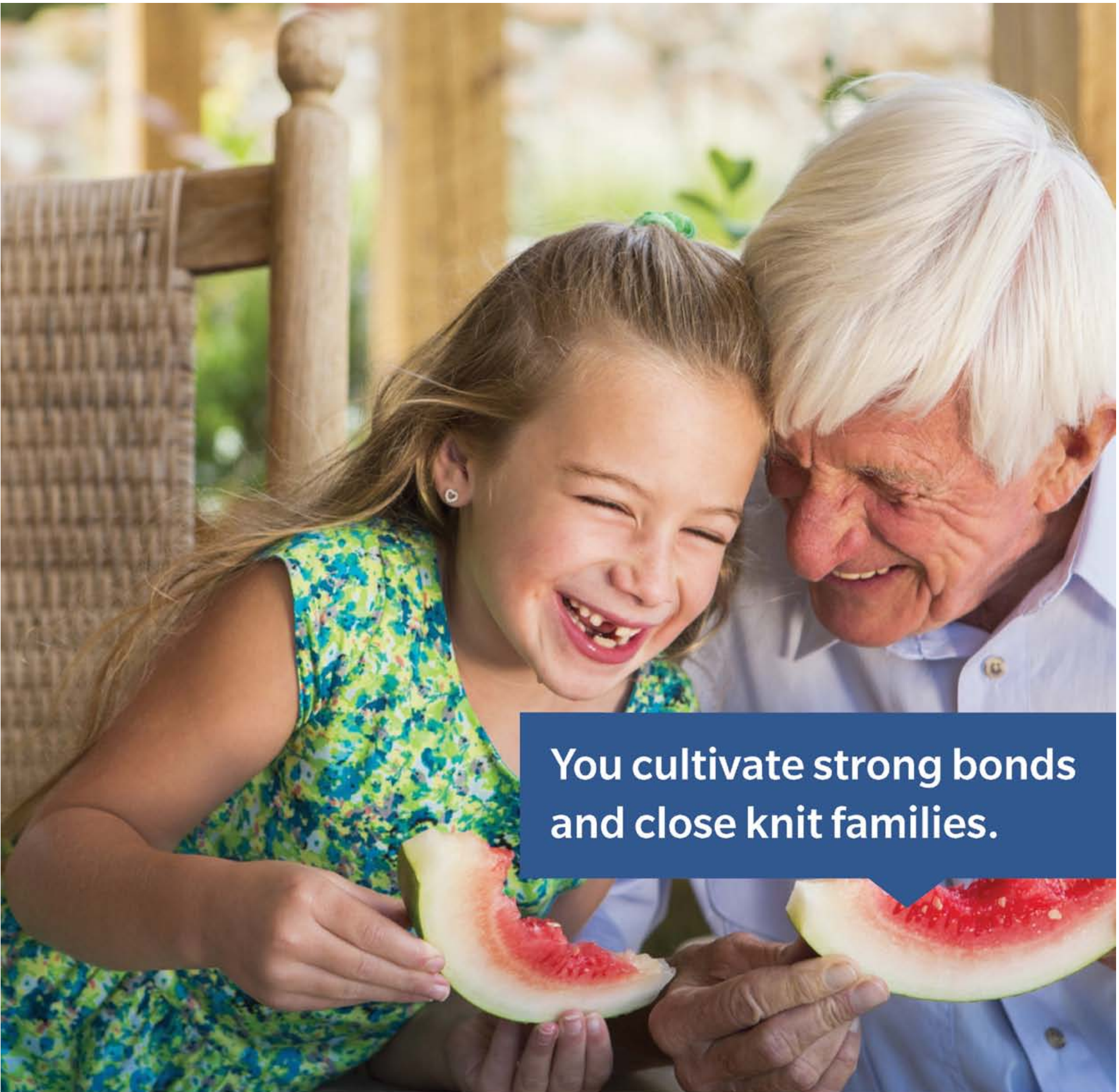


**VISIT:**  
**WATERMELONCONVENTION.COM**  
**FOR MORE INFORMATION.**

# GOLF TOURNAMENT

The Arnold Mack Invitational Golf Tournament will take place on Wednesday, February 20, 2019 with a shotgun start at 12 noon (Hawai'ian time). A four player best-ball scramble, with a maximum team score of bogey on each hole will be our tournament format, with multiple Prize contests on the course. A coach bus from the resort hotel, range balls, greens & cart fees, a boxed lunch, drink tickets and goodies will all be part of the NWA Package.





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## Western Report

**LAST CHANCE TO SIGN UP!!**

**January 26, 2019**

**New York, New York Hotel & Casino  
Las Vegas, NV**



The Western Watermelon Association will hold its annual convention on January 26th, 2019 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. Online registration is now available at [www.westernwatermelon.com](http://www.westernwatermelon.com). We look forward to seeing all of you there!

**Western Watermelon Association  
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- Syngenta genetics:** now on more than half of the U.S. watermelon acreage
- Experienced, dedicated customer service:** over 100 years experience
- Variety choice:** nine market-leading seedless varieties and counting
- Technology-based:** multiple U.S. patents, dedicated research and development teams, Super-Pollenizer™ technology, Full Count® Dual and Deuce companion transplant programs

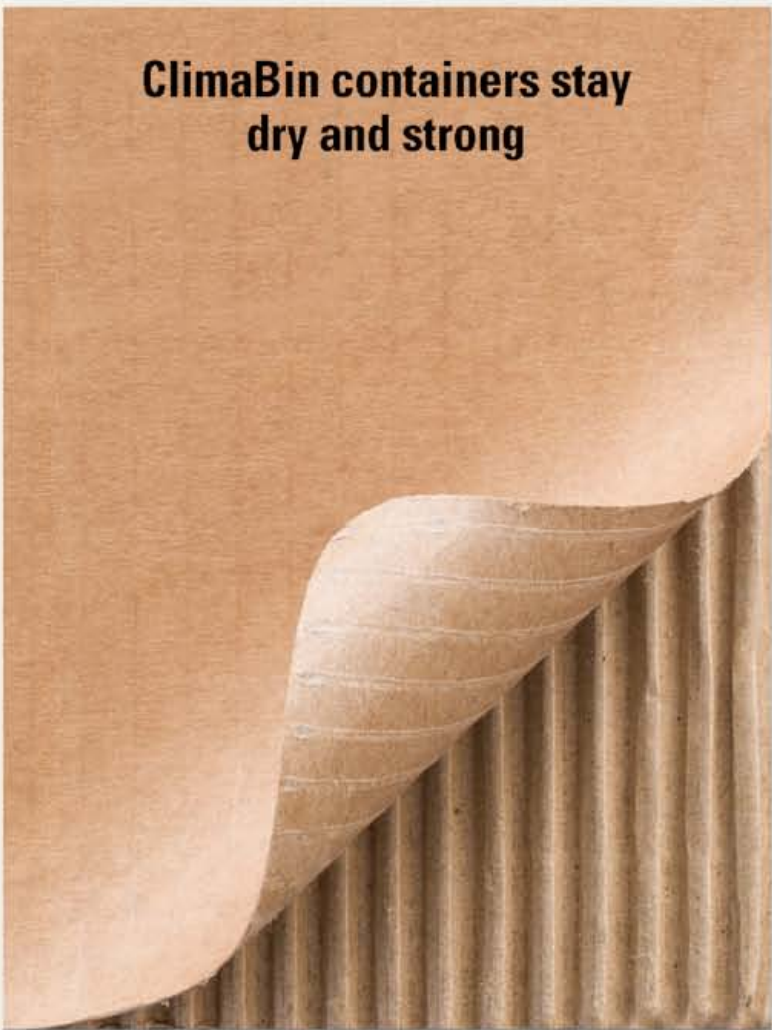
The numbers speak for themselves.  
Trust in  **Full Count**<sup>®</sup>  
Plant program



**syngenta**<sup>®</sup>



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