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Description of document: Meeting minutes for the National Watermelon Promotion Board (NWPB), 2003-2013

Requested date: 06-January-2014

Released date: 29-January-2013

Posted date: 17-February-2014

Source of document: USDA, Agricultural Marketing Service
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STOP 0202-Room 3521-S
1400 Independence Avenue, SW.
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JAN 29 2014

In reply, please refer to
FOIA No. 2014-AMS-01407-F

This is in response to your Freedom of Information Act (FOIA) request received by the Agricultural Marketing Service (AMS) via email on January 6, 2014. You requested meeting minutes for the National Watermelon Promotion Board. You requested this information for the period of January 1, 2003 through the present.

With this letter, I am providing you 94 pages in their entirety on a CD consisting of National Watermelon Promotion Board meeting minutes from 2003 to 2013.

Under the FOIA [5 U.S.C. § 552(a)(4)(A)] fees can be charged for search, review, and duplication of documents. However, because the cost of duplication for this request is less than \$25.00, there will be no charge for the information at this time.

You may appeal this action within 45 days from the date of this letter. Any such appeal should be in writing and be addressed to the Administrator, Agricultural Marketing Service, U.S. Department of Agriculture, 1400 Independence Avenue, S.W., South Building, Room 3071, Stop Code 0201, Washington, D.C. 20250-0201. If you decide to file an appeal, please provide specific reasons why you believe modifications of the initial action is warranted. To facilitate processing your appeal, the phrase "FOIA APPEAL" should be placed in capital letters on the front envelope.

Sincerely,

A handwritten signature in black ink, appearing to read "William D. Allen, IV". The signature is stylized with a large "W" and a long horizontal stroke.

William D. Allen, IV
Acting AMS Freedom of Information Act Officer

Enclosures

**National Watermelon Promotion Board
Full Board Meeting
Wednesday, February 26, 2003**

**Hyatt Regency Hotel
Savannah, GA**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 1:00 p.m., Wednesday, February 26, 2003 at the Hyatt Regency Hotel. The presiding officer was President, Bob Dyer.

Present were the following Board Members:

Bob Dyer, President	Ryan Van Groningen
Annette Land, Secretary/Treasurer	Wayde Kirschenman
Doug Dickerson, Ex-Officio	Art Perry
Ralph Chastain	Nina Estes
Tommy Smith	Frank Day
Bill Ward	Jim Schmidt
Mike Caruthers	Kevin Hughes
Alto Straughn	Ellen Peffley
Billy Smith	William Watson, Staff
Lynn Wimberley	Rebekah Dossett, Staff
Ricky Jackson	Leslie Coleman, Staff
Dennis Mouzin	Bill McGinn, Staff
Josh Bailey	Wendy McManus, Staff
Kolby Frey	Rafael Manzoni, USDA
Brent Jackson	
Bill Grasmick	

Not present were the following Board Members:

Jerry Danford	Jeff Roper
Paul Teague, 1 st Vice President	Arnott Duncan
Rex Creel	Todd Harrison
Ann Hartman	

Announcements & Introductions - Dyer

Dyer introduced Mark Arney as the new Executive Director of NWPB. The Executive Director Search Committee and NWPB staff interviewed the top three candidates in November. Arney was selected as the top candidate and asked to make another trip to Orlando to meet with each staff member individually. Dyer offered the position to Arney which he accepted and began his employment on January 6, 2003.

Arney gave a brief introduction of himself. He has spent the last 21 years with the Michigan Apple Commission.

Over the last six weeks he and Watson have been travelling extensively to state watermelon association meetings to met with industry members as part of the industry outreach campaign.

Review of Minutes - Dyer

Motion by Dickerson to accept minutes of 11/13/02 & 11/14/02 Board Meeting, seconded by Wimberley. Motion passed.

2002/2003 Budget Amendments - Watson

Watson gave an overview of the areas that went over/under budget. Although some line items have gone over budget, it appears that expenses as a whole will be under budget.

Red Hawk Farming and Cooling Lawsuit Update - Dyer

Watson, McGinn & Ransom testified on March 12 and March 13, 2002 in Phoenix, AZ. On January 23, 2003 Ron Ward, with the University of Florida, testified on behalf of the watermelon industry.

A decision has not been rendered at this time. Higher profile cases will likely dictate the final decision. The judge indicated she wanted to review other cases before making a decision.

Petition Update - Dyer

The petition that was circulating calling for a referendum to close down the Board has been recalled as a result of a vote taken at the Texas/Oklahoma convention. The petitioner has been in contact with USDA to update the status of the petition. As a side note, the petitioner has been nominated to serve on the Board.

Elections

The following members were selected to serve on the Executive Committee:

District I - Ralph Chastain

District II - Billy Smith

District III - Paul Teague

District IV - Josh Bailey

District V - Wayde Kirschenman

District VI - Frank Day

District VII - Jim Schmidt

Importer - Kevin Hughes

Ex-Officio - Bob Dyer

Nominations for President were as follows - Schmidt nominates Teague, Land nominates Hughes.

Motion by Dickerson to cease nominations, seconded by Ward. Nominations ceased.

Paul Teague was named President.

Nominations for 1st Vice President were as follows - Smith nominates Hughes.

Motion by Land to cease nominations, seconded by Ward. Nominations ceased.

Kevin Hughes was named 1st Vice President.

Dyer suggested that board members speak to Teague if there is a particular committee they would like to serve on. Teague will be making committee assignments in the upcoming weeks.

Presentations

Dyer presented Dickerson with a plaque for his service as Ex-Officio. Dickerson expressed his appreciation for being allowed to serve on the board.

Dyer expressed great appreciation to Watson for his service and presented him with a pocket watch.

Hughes presented Dyer with a plaque for his service as President.

2003/2004 Budget - Watson

The 2003/04 budget was reviewed.

Motion by Smith to accept the 2003/04 budget as presented, seconded by Ward. Motion passed.

Nomination Schedule - Watson

- District III will hold their nomination meeting in Savannah this Saturday.
- District II will hold their nomination meeting in Panama Beach in conjunction with FWA, on March 28th.
- The nomination meeting for Importers will probably be the beginning of June - anyone who knows any interested parties please advise them of the upcoming meeting. To qualify as an Importer, 51% of your business must be imported.

Executive Director's Address - Watson

Watson congratulated NWA on the programs they have developed. Thanks to Greg Leger for his commitment to making the bond between the NWA and NWPB stronger. In thirteen years this is the most we've been involved.

On Thursday from 3:00-4:00pm NWPB will conduct a Q&A session as part of the NWA convention. Board members are encouraged board to attend.

An educational workshop will be held after breakfast on Friday. NWPB worked with NWA to schedule the presenters with the goal of providing beneficial information for all attendees.

Watson will not be joining Association Partners Plus, as previously announced. The company was not able to secure a large account so Watson has decided to start his own business. He will focus on management, marketing, research (marketing and sales) and public policy consulting. His contract prevents him from working for anyone who sells watermelons or products from the melon category for 24 months.

Watson recognized the staff for their contributions during the year. He thanked the industry for all their help and commitment during his tenure at the Board.

President's Address - Hughes

Teague was not present so Hughes, the newly elected 1st Vice President, thanked Dyer for his service as President.

Board Meeting Schedule - Hughes

The board members agreed to have the Fall 2003 Board Meeting on November 11-12 in Orlando at the Renaissance Hotel.

Motion by Smith to adjourn, seconded by Wimberley. Meeting adjourned.

Minutes Approved:

Annette Land, Secretary/Treasurer

Date

**National Watermelon Promotion Board
Full Board Meeting
Wednesday, November 12, 2003**

**Renaissance Orlando Hotel
Orlando, Florida**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 9:00 a.m., Wednesday, November 12, 2003 at the Renaissance Orlando Hotel. The presiding officer was President, Paul Teague.

Present were the following Board Members:

Paul Teague, President	Art Perry
Kevin Hughes, 1 st Vice President	Nina Estes
Josh Bailey, Secretary/Treasurer	Frank Day
Bob Dyer, Ex-Officio	Arthur Saikhon
Ralph Chastain	Jim Auchard
Tommy Smith	Brent Harrison
Bill Ward	Ellen Peffley
Mike Caruthers	Mark Arney Staff
Annette Land	Rebekah Dossett, Staff
Alto Straughn	Leslie Coleman, Staff
Lynn Wimberley	Bill McGinn, Staff
Ricky Jackson	Wendy McManus, Staff
Dennis Mouzin	Diana Musto, Staff
Brent Jackson	Leah Garcia, Staff
Bill Grasmick	Margaret Irby, USDA
Ryan Van Groningen	Rafael Manzoni, USDA
Wayde Kirschenman	

Present were the following Incoming Board Members:

Dan Thomas	Bradley O'Neal
Shawn Valentine-Shurley	Rodney Stephens
Rose Elliotte	Paul Wiggins
Joe Simmons	Jody Wiggins
Greg Leger	

Not present were the following Board Members:

Jerry Danford	Ann Hartman
Billy Smith	Jeff Roper
Rex Creel	Gary Schubert
Kolby Frey	

Review of Minutes – Teague

Motion by Estes to accept minutes of 2/26/03 Board Meeting, seconded by Day. Motion passed.

Announcements – Teague

Teague recognized Land, Straughn, Wimberley, Estes and Day for their service on the Board. This will be their last meeting as Board Members.

NWA Update – Tracy Rosselle

- Rosselle has been participating in NWPB strategic planning sessions.
- Rosselle and Jody Land have been participating in NWPB Research Review teleconferences.
- At the NWA meeting held during PMA it was decided to establish NWA as a 501(c)3 company. This will be beneficial in applying and receiving grant funding.
- NWA looking into the feasibility study being performed for crop insurance.
- The NWA 2004 convention will be held in Las Vegas, Nevada February 22-26.

Spring 2004 Board Meeting Schedule – Teague

There was discussion on having the Spring 2004 board meeting in conjunction with NWA's annual convention. It was agreed that having the meeting in Las Vegas would allow West Coast industry members the chance to attend and gain some insight on NWPB activities.

Motion by Hughes to have the Spring 2004 NWPB Board Meeting on Monday, February 23, 2004, seconded by Caruthers. Motion passed.

NWPB staff will distribute information regarding the board meeting at all state association meetings.

Committee Reports

Marketing – Jackson and McManus presented Marketing Committee report (attached)

Communications – Mouzin and Coleman presented Communications Committee report (attached)

Research – Van Groningen and Musto presented Research Review Committee report (attached)

Executive – Teague, Arney and McGinn presented Executive Committee report (attached)

Strategic Plan

The new strategic plan was introduced (see outline attached).

Motion by Day to approve new strategic plan as presented (copy attached), seconded by Ward. Motion passed.

Motion by Straughn to adjourn, seconded by Dyer. Meeting adjourned.

Minutes Approved:

Josh Bailey, Secretary/Treasurer

Date _____

**National Watermelon Promotion Board
Full Board Meeting
Monday, February 23, 2004**

**Flamingo Resort & Casino
Las Vegas, Nevada**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 8:00 a.m., Monday, February 23, 2004 at the Flamingo Resort & Casino. The presiding officer was President, Paul Teague.

Present were the following Board Members:

Paul Teague, President	Wayde Kirschenman
Kevin Hughes, 1 st Vice President	Art Perry
Josh Bailey, Secretary/Treasurer	Rodney Stephens
Bob Dyer, Ex-Officio	Paul Wiggins
Ralph Chastain	Jody Wiggins
Tommy Smith	Nowell Borders
Mike Caruthers	Arthur Saikhon
Dan Thomas	Jim Auchard
Rose Elliotte	Brent Harrison
Ricky Jackson	Ellen Peffley
Joe Simmons	Mark Arney, Staff
Greg Leger	Rebekah Dossett, Staff
Bradley O'Neal	Leslie Coleman, Staff
Dennis Mouzin	Bill McGinn, Staff
Brent Jackson	Wendy McManus, Staff
Kolby Frey	Diana Musto, Staff
Bill Grasmick	Rafael Manzoni, USDA
Ryan Van Groningen	

Not present were the following Board Members:

Bill Ward	Gary Schubert
Rantz Smith	
Shawn Valentine-Shurley	

Announcements & Introductions

Teague commended the board members and staff on a successful year.

- NWPB secured its first grant - USDA Value Added grant for watermelon juice and concentrate.
- Our MAP funding is the highest since NWPB's inception into the program.
- The outstanding balance on USDA user fees was settled.

Review of Minutes

Motion by T. Smith to accept minutes of 11/12/03 Board Meeting, seconded by Harrison. Motion passed.

Miscellaneous

Lawsuit Update

- Pork/Beef cases have been combined
- February 19, 2004 - Solicitor General agreed to file a Writ of Certiorari in order to present appeal for Supreme Court to hear Pork/Beef cases
- Writ of Certiorari does not necessarily mean the Supreme Court will hear the cases, however, they most likely will
- Fall 2004 – Projected hearing before Supreme Court on Pork/Beef cases
- Spring 2005 – Projected ruling from Supreme Court on Pork/Beef cases
- NWPB case is still awaiting decision from a Federal Law Judge

NWPB Strategy to NWA

- NWPB prohibited from lobbying activities
- October 2003 – NWA unanimously agreed to support an Amicus Curiae or “friend of the court”
- New strategy call for industry trade associations to put their efforts into garnering congressional support for a Congressional Amicus Curiae Brief
- This strategy seen as more productive by leading attorneys
- Mr. Chandler Keys, VP of Gov. Affairs, National Cattleman’s Beef Association is the contact for coordinating Congressional Amicus Curiae Briefs. He can be reached at (202) 879-9126 or ckeys@beef.org

Mango Program

A Mango Board was established recently. The establishment of this program shows USDA support for commodity boards.

Fall 2004 Board Meeting

When and where the Fall 2004 board meeting should be held was discussed.

Motion by Dyer to have the Fall 2004 board meeting on November 9-10, 2004 in Orlando, seconded by Leger. Motion passed.

Committee Review & Update

McManus gave a review and update of the 2004/05 Marketing Plan (see attached).
Coleman gave a review and update of the 2004/05 Communications Plan (see attached).
Van Groningen gave a review and update of the 2004/05 Research Plan (see attached).

2004/05 Budget Approval

The proposed 2004/05 budget was reviewed. There were no questions.

Motion by Bailey to approve the 2004/05 budget as presented, seconded by Chastain. Motion passed.

Elections

The district's caucused and appointed the following members to serve on the Executive Committee:

District I	Ralph Chastain
District II	Dan Thomas
District III	Greg Leger
District IV	Josh Bailey
District V	Wayde Kirschenman
District VI	Paul Wiggins
District VII	Brent Harrison
Importers	Kevin Hughes
Ex-Officio	Paul Teague

Motion by Dyer to elect Hughes as President, seconded by Mouzin.

Motion by T. Smith to close nominations for President, seconded Thomas.

Hughes elected NWPB President.

Motion by Chastain to elect Bailey as 1st Vice President, seconded by Leger

Motion by Jackson to close nominations for 1st Vice President, seconded by Caruthers.

Bailey elected NWPB 1st Vice President.

Presentations

Teague presented Dyer with a plaque in recognition of his dedication and service as Ex-Officio.

Hughes presented Teague with a plaque in recognition of his dedication and service as President.

Motion by Frey to adjourn, seconded by Caruthers. Meeting adjourned.

Minutes Approved:

Josh Bailey, Secretary/Treasurer

Date

**National Watermelon Promotion Board
Full Board Meeting
Tuesday, November 9, 2004**

**Renaissance Orlando Hotel
Orlando, Florida**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 9:00 a.m., Tuesday, November 9, 2004 at the Renaissance Orlando Hotel. The presiding officer was President, Kevin Hughes.

Present were the following Board Members:

Kevin Hughes, President	Paul Wiggins
Brent Harrison, 1 st Vice President	Jody Wiggins
Wayde Kirschenman, Secretary/Treasurer	Arthur Saikhon
Ralph Chastain	Jim Auchard
Tommy Smith	Bob Dyer
Mike Caruthers	Ramon Murillo
Bill Ward	Ellen Peffley
Rantz Smith	Mark Arney, Staff
Dan Thomas	Rebekah Dossett, Staff
Shawn Valentine-Shurley	Leslie Coleman, Staff
Joe Simmons	Bill McGinn, Staff
Greg Leger	Gordon Hunt, Staff
Bradley O'Neal	Christyl Davis, Staff
Dennis Mouzin	Steven Fore, Staff
Brent Jackson	Andrea Smith, Staff
Ryan Van Groningen	Maria Maldonado, Staff
Art Perry	Rafael Manzoni, USDA
Rodney Stephens	

Not present were the following Board Members:

Rose Elliotte	Gary Schubert
Ricky Jackson	Paul Teague, Ex-Officio
Kolby Frey	
Bill Grasmick	
Nowell Borders	

Announcements & Introductions

Hughes welcomed our newest board member Ramon Murillo. Murillo serves as an importer from Nogales, Arizona. He also introduced new staff members Steven Fore, Research Associate, Gordon Hunt, Director of Marketing and Christyl Davis, Marketing/Communications Associate.

Review of Minutes

Motion by T. Smith to accept minutes of 2/23/04 Board Meeting as presented, seconded by Caruthers. Motion passed.

Spring 2005 Board Meeting Schedule

It was determined that holding the spring board meeting in conjunction with NWA's annual convention would be the most convenient. Many board members are traveling to various state association meetings and it would be one less trip to make.

Motion by Dyer to hold the spring board meeting on Tuesday, February 22, 2005 at the Wyndham Palace Resort & Spa in Orlando, Florida, seconded by T. Smith. Motion passed.

NWA Update

B. Jackson gave an update on some of NWA's recent activities. Their fall board meeting was held in Washington, DC in September. While in DC they did some lobbying to solicit funds for vine decline. Senator Issacson will pursue funding for 2005. Also, board members meet with USDA to discuss "lumping".

Lawsuit Update

Arney gave a lawsuit update. (copy attached)

Executive Committee Report

Hughes gave the executive committee report. (copy attached)

Motion by Dyer to adjourn, seconded by Caruthers. Meeting adjourned.

Minutes Approved:

Wayde Kirschenman, Secretary/Treasurer

Date

**National Watermelon Promotion Board
Full Board Meeting
Tuesday, February 22, 2005**

**Wyndham Palace Resort & Spa
Orlando, Florida**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 9:00 a.m., Tuesday, February 22, 2005 at the Wyndham Palace Resort & Spa. The presiding officer was President, Kevin Hughes.

Present were the following Board Members:

Kevin Hughes, President	Jody Wiggins
Brent Harrison, 1 st Vice President	Nowell Borders
Wayde Kirschenman, Secretary/Treasurer	Jim Auchard
Paul Teague, Ex-Officio	Bob Dyer
Ralph Chastain	Ramon Murillo
Bill Ward	Ellen Peffley
Rose Elliotte	Mark Arney, Staff
Dan Thomas	Rebekah Dossett, Staff
Shawn Valentine-Shurley	Leslie Coleman, Staff
Joe Simmons	Bill Winsemann, Staff
Greg Leger	Gordon Hunt, Staff
Bradley O'Neal	Christyl Davis, Staff
Dennis Mouzin	Steven Fore, Staff
Brent Jackson	Andrea Smith, Staff
Kolby Frey	Maria Maldonado, Staff
Ryan Van Groningen	Delila Cain, Staff
Art Perry	Rafael Manzoni, USDA
Rodney Stephens	
Paul Wiggins	

Not present were the following Board Members:

Tommy Smith	Arthur Saikhon
Mike Caruthers	Gary Schubert
Rantz Smith	
Ricky Jackson	
Bill Grasmick	

Review of Minutes

<i>Motion by Ward to accept minutes of 11/23/04 Board Meeting as presented, seconded by Caruthers. Motion passed.</i>

Lawsuit Update

Arney gave the following update on the Beef Board lawsuit:

- Oral arguments were heard by the Supreme Court on 12/8/04
- Attorneys for the Beef Board feel the arguments went.
- A decision will likely be rendered in 6/05.

Fall 2005 Board Meeting Schedule

It was agreed that the Fall 2005 board meeting will be held on 11/15-11/16 in Orlando, Florida at the Renaissance Hotel.

Motion by Dyer to hold the Fall 2005 board meeting on November 15-16, 2005 at the Renaissance Hotel in Orlando, Florida, seconded by Harrison. Motion passed.

NWA Update

Bob Morrissey will be presenting his vision for NWA to their executive committee later this week. His goal is create consensus on what is best for the industry. In doing that he will be working with the NWPB to provide value to the organization.

Rind Pathogen Study Presentation

Trevor Suslow gave a presentation on the results of the rind pathogen study. (copy attached)

2005/06 Communication Program Presentation

Coleman presented the 2005/06 Communication Plan. (copy attached)

2005/06 Marketing Program Presentation

Hunt presented the 2005/06 Marketing Plan. (copy attached)

2005/06 Research Program Presentation

Fore presented the 2005/06 Research Plan. (copy attached)

2005/06 Industry Affairs Program Presentation

Winseman presented the 2005/06 Industry Affairs Plan. (copy attached)

Redistricting Committee Report

Winseman presented the proposed redistricting plan outlined by the redistricting committee. (copy attached)

Motion by Borders to accept the redistricting plan as presented, seconded by Van Groningen. Motion passed.

Approve 2005/06 Budget

The Board reviewed the proposed 2005/06 budget. There were no questions.

Motion by Auchard to approve the 2005/06 budget as presented, seconded by Harrison. Motion passed.

Elections

The district's caucused and appointed the following members to serve on the Executive Committee:

District I	Mike Caruthers
District II	Shawn Valentine-Shurley
District III	Greg Leger
District IV	Kolby Frey
District V	Wayde Kirschenman
District VI	Paul Wiggins
District VII	Brent Harrison
Importers	Kevin Hughes
Ex-Officio	Paul Teague

Motion by Dyer to elect Hughes as President, seconded by Leger.

Hughes elected NWPB President.

Motion by Auchard to elect Harrison as 1st Vice President, seconded by O'Neal.

Harrison elected NWPB 1st Vice President.

Motion by Borders to adjourn, seconded by J. Wiggins. Meeting adjourned.

Minutes Approved:

Wayde Kirschenman, Secretary/Treasurer

Date

**National Watermelon Promotion Board
Full Board Meeting
Tuesday, November 16, 2005**

**Renaissance Orlando Hotel
Orlando, Florida**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 9:00 a.m., Wednesday, November 16, 2005 at the Renaissance Orlando Hotel. The presiding officer was President, Kevin Hughes.

Present were the following Board Members:

Kevin Hughes, President	Bob Dyer
Brent Harrison, 1 st Vice President	Ramon Murillo
Wayde Kirschenman, Secretary/Treasurer	Matthew Bradley
Ralph Chastain	Alan Guzi
Mike Caruthers	Ellen Peffley
Bill Ward	Mark Arney, Staff
Shawn Valentine-Shurley	Rebekah Dossett, Staff
Joe Simmons	Leslie Coleman, Staff
Greg Leger	Bill McGinn, Staff
Bradley O'Neal	Gordon Hunt, Staff
Dennis Mouzin	Christyl Davis, Staff
Ryan Van Groningen	Steven Fore, Staff
Art Perry	Andrea Smith, Staff
Paul Wiggins	Maria Maldonado, Staff
Arthur Saikhon	Rafael Manzoni, USDA
George Cordero	

Not present were the following Board Members:

Tommy Smith	Jody Wiggins
Rose Elliotte	Jim Auchard
Rantz Smith	Paul Teague, Ex-Officio
Dan Thomas	
Ricky Jackson	
Brent Jackson	
Kolby Frey	
Charlie Nowaskie	
Bill Grasmick	
Rodney Stephens	
Nowell Borders	

Announcements & Introductions

Hughes welcomed our newest board members Matthew Bradley, Alan Guzi and George Cordero.

Review of Minutes

Motion by Ward to accept minutes of 2/22/05 Board Meeting as presented, seconded by Harrison. Motion passed.

Spring 2006 Board Meeting Schedule

There was discussion as to where the Spring 2006 board meeting would be held.

Motion by Dyer to table the discussion of the board meeting schedule until we are able to get some clarification of NWA's annual convention events, seconded by Perry. Motion passed.

Executive Committee Report

Hughes presented the Executive Committee report. (copy attached)

NWA Update

Morrissey gave an update on some of NWA's recent activities outlined below.

- Research
 - Focusing on scientific research such as vine decline. Working with universities, USDA-ARS and Florida Dept. of Agriculture. To date, two viruses have been identified causing vine decline. Looking to generate \$500,000 in funds for research.
- Public Affairs –
 - Involved in United Fresh Fruit & Vegetable
 - 2007 Farm Bill
 - Trying to get estate tax repealed
 - Trying to expand fresh fruit & vegetable program in schools
- Communications
 - Will be reporting research findings in the *Vineline* as feature stories.
- Queen Program
 - The queen program is very successful. Stephanie Duda is doing a great job as National Watermelon Queen.
- 2006 National Convention
 - The 2006 convention will be held at Harvey's Resort & Casino in Lake Tahoe, Nevada. There will be workshop presenters and key note speakers.

Spring 2006 Board Meeting Schedule

Hughes resumed the discussion on the Spring 2006 board meeting schedule.

Motion by O'Neal to have the Spring 2006 board meeting in conjunction with NWA's annual convention on 2/22/06, seconded by Harrison. Motion passed.

NWPB Database & Information Management System Upgrade

Winsemann gave an update on the NWPB database and information management system upgrade. All existing files have been moved to a more flexible, secure, and Internet capable system. An online collection demo was presented. This feature will allow for online collection, publication and transfer of information in the future.

Strategic Plan Update

Arney reviewed the strategic plan. It was determined that NWPB's mission still makes sense. Each director reviewed what worked, what did not and what now. (copy attached)

<i>Motion by Ward to adjourn, seconded by Caruthers. Meeting adjourned.</i>
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Minutes Approved:

<hr/> Wayde Kirschenman, Secretary/Treasurer

<hr/> Date

**National Watermelon Promotion Board
Full Board Meeting
Wednesday, February 22, 2006**

**Harvey's Lake Tahoe Casino & Resort
Stateline, Nevada**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 9:00 a.m., Wednesday, February 22, 2006 at Harvey's Lake Tahoe Casino & Resort. The presiding officer was President, Kevin Hughes.

Present were the following Board Members:

Kevin Hughes, President	Arthur Saikhon
Brent Harrison, 1 st Vice President	Jim Auchard
Wayde Kirschenman, Secretary/Treasurer	Ramon Murillo
Chandler Mack	Matthew Bradley
Tommy Smith	Mario Cardenas
Rose Elliotte	Ellen Peffley
Dan Thomas	Paul Teague, Ex-Officio
Greg Leger	Mark Arney, Staff
Bradley O'Neal	Rebekah Dossett, Staff
Dennis Mouzin	Leslie Coleman, Staff
Brent Jackson	Bill Winseman, Staff
Ryan Van Groningen	Gordon Hunt, Staff
Art Perry	Stephanie Simek, Staff
Paul Wiggins	Andrea Smith, Staff
Jody Wiggins	Margaret Irby, USDA
Rodney Stephens	
Nowell Borders	

Not present were the following Board Members:

Mike Caruthers	Bill Grasmick
Bill Ward	George Cordero
Shawn Valentine-Shurley	Michael Warren
Rantz Smith	Jesus Lopez
Ricky Jackson	Alan Guzi
Joe Simmons	Maureen Ellis
Kolby Frey	
Charlie Nowaskie	

Announcements & Introductions

Hughes announced the new board member appointments.

District I

Tommy Smith – reappointed
Mike Caruthers – reappointed
Bill Ward – reappointed
Chandler Mack

Importers

Alan Guzi - reappointed
Matthew Bradley - reappointed
Ramon Murillo - reappointed
Mario Cardenas
Jesus Lopez
Michael Warren

Public Member

Maureen Ellis

Review of Minutes

Motion by T. Smith to accept minutes of 11/16/05 Board Meeting as presented, seconded by Elliotte. Motion passed.

Lawsuit Updates

- Red Hawk Farming & Cooling has filed an appeal to the Federal district court level to have the lower court's decision, in favor of NWPB, overturned.
- Quest, NWPB's former landlord, presented a settlement offer in regard to the office space vacated due to mold. However, the settlement was withdrawn immediately when NWPB's insurance company contacted Quest indicating a subrogation claim was being filed against them. NWPB's attorneys are working with both the insurance company and former landlord's attorney to settle the case. The 2006/07 budget has been funded with \$20,000 to hopefully settle the suit.

Fall 2006 Board Meeting Schedule

There was discussion as to where the Fall 2006 board meeting would be held.

Motion by B. Jackson to hold the Fall 2006 Board meeting in Orlando, Florida at the Hyatt Regency Orlando International Airport Hotel on November 7 & 8, 2006, seconded by Stephens. Motion passed.

NWA Update

B. Jackson gave an update on some of NWA's recent activities outlined below.

- Public Affairs –
 - Involved in United Fresh Fruit & Vegetable
 - 2007 Farm Bill
 - Trying to get estate tax repealed
 - Trying to expand fresh fruit & vegetable program in schools
- 2006 National Convention
 - Full schedule with AJ Yates and Bruce Peterson as key note speakers.

2006/07 Communications Program Presentation

Coleman presented the 2006/07 Communication Plan. (copy attached)

Research Presentation – Dr. Dan Egel

Dr Egel presented his study to date on watermelon vine decline. (copy attached)

2006/06 Research Program Presentation

Arney presented the 2006/07 Research Plan. (copy attached)

Arney suggested that NWPB's bylaws be amended to incorporate language concerning overhead charges on research grants. The language would state that 100% of funds would be used toward research and not used to cover any administrative costs. NWPB staff will work with USDA-AMS to finalize appropriate language and distribute to board members for approval.

Hughes recommended that everyone present, as an industry member, contact your congressman to show your support for USDA's Lane, Oklahoma Agriculture Research Center. There is a possibility that funding will be pulled and the facility will be shut down.

2006/07 Marketing Program Presentation

Hunt presented the 2006/07 Marketing Plan. (copy attached)

2006/07 Industry Affairs Program Presentation

Winseman presented the 2006/07 Industry Affairs Plan. (copy attached)

Approve 2006/07 Budget

The Board reviewed the proposed 2006/07 budget. There were no questions.

<p><i>Motion by P. Wiggins to approve 2006/07 budget as presented, seconded by Leger. Motion passed.</i></p>

Elections

The district's caucused and appointed the following members to serve on the Executive Committee:

District I	Mike Caruthers
District II	Shawn Valentine-Shurley
District III	Greg Leger
District IV	Dennis Mouzin
District V	Wayde Kirschenman
District VI	Paul Wiggins
District VII	Brent Harrison
Importers	Matthew Bradley
Ex-Officio	Kevin Hughes

Motion by Hughes to elect Harrison as President, seconded by Leger.

Harrison elected NWPB President.

Motion by O'Neal to nominate P. Wiggins as 1st Vice President, seconded by O'Neal.

Motion by T. Smith to close nominations, seconded by Mouzin.

P. Wiggins elected NWPB 1st Vice President.

Motion by Stephens to adjourn, seconded by Van Groningen. Meeting adjourned.

Minutes Approved:

Wayde Kirschenman, Secretary/Treasurer

Date

**National Watermelon Promotion Board
Full Board Meeting
Wednesday, November 15, 2006**

**Hyatt Regency – Orlando Airport
Orlando, Florida**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 9:00 a.m., Wednesday, November 15, 2006 at the Hyatt Regency – Orlando Airport. The presiding officer was President, Brent Harrison.

Present were the following Board Members:

Brent Harrison, President	George Cordero
Paul Wiggins, 1 st Vice President	Ramon Murillo
Wayde Kirschenman, Secretary/Treasurer	Matthew Bradley
Kevin Hughes, Ex-Officio	Mario Cardenas
Chandler Mack	Jesus Lopez
Tommy Smith	Alan Guzi
Bill Ward	Maureen Ellis
Shawn Valentine-Shurley	Mark Arney, Staff
Rose Elliotte	Rebekah Dossett, Staff
Greg Leger	Leslie Coleman, Staff
Bradley O'Neal	Bill Winsemann, Staff
Joe Simmons	Gordon Hunt, Staff
Dennis Mouzin	Stephanie Simek, Staff
Brent Jackson	Andrea Smith, Staff
Art Perry	Andrew Kress, Staff
Jody Wiggins	Jeanette Palmer, USDA
Rodney Stephens	
Arthur Saikhon	

Not present were the following Board Members:

Mike Caruthers	Ryan Van Groningen
Dan Thomas	Nowell Borders
Rantz Smith	Jim Auchard
Ricky Jackson	Michael Warren
Kolby Frey	
Charlie Nowaskie	

Review of Minutes

Motion by Leger to accept minutes of 2/22/06 Board Meeting as presented, seconded by Ward. Motion passed.

Updates & Spring 2007 Board Meeting Schedule

Lawsuit Updates

- On October 3, 2006 USDA requested to dismiss the plaintiff's cross-motion for Summary Judgment and dismiss the case of Jack Dixon and Red Hawk Cooling & Farming v. Michael Johanns, Secretary of the U.S. Department of Agriculture. Judge Neil Wake was scheduled to hear oral arguments on November 14, 2006. No decision has been as of yet.
- NWPB retained a new attorney, William Osborne, to defend us in the case of BGK Properties/Tomorrow 34 Lakeview v. NWPB. Attached is a status letter from William Osborne.

Spring 2007 Board Meeting Schedule

There is a NWPB/NWA liaison meeting scheduled for Thursday, February 22, 2007 as part of NWA's national convention being held at the Grove Park Inn in Asheville, North Carolina. It was agreed that the spring 2007 board meeting will be held after that meeting on February 24, 2007 from 2pm-5pm. at the same location.

NWA Update

B. Jackson and Morrissey gave an update on some of NWA's recent activities outlined below.

- Public Affairs –
 - Speaking with Congressmen and Senators regarding current labor issues.
 - Contributed \$55,000 to the University of Florida for vine decline research. It has been determined that there is a possible link to white flies.
 - Met with Oklahoma congressman to put together a five-year plan for what the USDA-ARS Lane, OK facility can do for watermelon. Trying to get legislation written in support of the facility.
 - Working with Congress to get a congressional proclamation passed naming July "National Watermelon Month."
- 2007 National Convention
 - Being held at the Grove Park Inn, Asheville, NC from 2/21-2/25/07.
 - Trip to Biltmore House planned that includes tour and dinner for \$100/person.
 - Chef Harry Schwartz and Chef Joe Poon will be participating in interactive sessions at the convention.
 - Food safety seminar to be conducted with a panel of highly-qualified guest speakers.

Executive Committee Report - Harrison

Harrison presented the Executive Committee report. (copy attached)

Winseman, A. Smith and Kress presented and Industry Affairs update (copy attached) as part of the Executive Committee report.

USDA-AMS Management Review – Palmer

Palmer conducted a management review of the National Watermelon Promotion Board in August, 2006. A review is required to confirm that the Board staff is following procedures in accordance with the Plan and The Act. Palmer indicated that the review was positive with the staff acting within all guidelines currently in place.

Assessment Discussion – Harrison

Palmer explained the process for an assessment increase to be put in place. In order for the assessment rate to be changed in the Plan the following must take place:

- A majority vote is required by the Board to approve a budget along with proposed assessment rate to fund the budget.
- A proposed rule will be published followed by a 60-day comment period.
- USDA-AMS will review comments submitted and make a recommendation to the Secretary of Agriculture.
- The Secretary of Agriculture makes a ruling.
- A final rule is published in the Federal Register.

Harrison gave a presentation on a proposed assessment increase. The proposed increase would take the assessment rate of 4-cents per cwt to 6-cents per cwt to be paid equally by the producer and handler. (copy attached)

Leger asked if the increase should be voted on at this meeting.

O'Neal feels the vote should take place during this meeting.

Jackson feels that the increase would be better received by the industry if the Board voted at the February board meeting. This would allow board members and staff to inform the industry of the increase and what the funds would be used for.

Mouzin and Elliotte agreed that the vote should take place at the February board meeting.

Ellis suggested that information regarding the increase be distributed to the industry prior to the February board meeting.

It was suggested that a “leave behind” sheet be created that can be distributed at the state/regional meetings beginning in January.

Valentine-Shurley indicated that the proposed increase was brought up at the Florida Watermelon Association Board of Director's meeting where approximately 20 were in attendance. The majority of those present were in favor of an increase. However, it was suggested that a 1-cent increase be put into place rather than 2-cents.

Harrison explained that a 1-cent increase would allow the Board to continue to fund programs at its current rate without any new or additional activities due to inflation. A 2-cent increase would allow for existing programs to be expanded and new opportunities to be pursued.

Elliotte stated that when she was appointed to the Board she was not fully supportive of its activities but now sees the many benefits of the Board. She is in favor of a 2-cent increase.

Mouzin stated that the Board should possibly entertain a 4-cent increase to allow for further growth.

Ward suggested that a straw poll be taken to gauge whether the Full Board was in support of the proposed increase. It was unanimous that everyone present was in favor of a 2-cent assessment increase.

O'Neal stated that he was now in favor of a vote at the February board meeting rather than at this meeting.

Jackson stated that NWA will schedule a liaison meeting on Thursday, February 22, 2007 from 11:00am – 12:00pm. This will give industry members an opportunity to voice their support or opposition to the proposed increase.

Motion by T. Smith that NWPB board members will vote regarding the proposed increase at the February board meeting, seconded by Ward. Motion passed.

Motion by Leger to adjourn, seconded by Ward. Meeting adjourned.

Minutes Approved:

Wayde Kirschenman, Secretary/Treasurer

Date

**National Watermelon Promotion Board
Full Board Meeting
Saturday, February 24, 2007**

**Grove Park Inn Resort & Spa
Asheville, North Carolina**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 2:00 p.m., Saturday, February 24, 2007 at the Grove Park Inn Resort & Spa, Asheville, North Carolina. The presiding officer was President, Brent Harrison.

Present were the following Board Members:

Brent Harrison, President	Art Perry
Paul Wiggins, 1 st Vice President	Jody Wiggins
Wayde Kirschenman, Secretary/Treasurer	Nowell Borders
Kevin Hughes, Ex-Officio	Arthur Saikhon
Chandler Mack	George Cordero
Tommy Smith	Ramon Murillo
Shawn Valentine-Shurley	Jesus Lopez
Rose Elliotte	Alan Guzi
Dan Thomas	Maureen Ellis
Greg Leger	Mark Arney, Staff
Bradley O'Neal	Rebekah Dossett, Staff
Joe Simmons	Gordon Hunt, Staff
Dennis Mouzin	Jeanette Palmer, USDA
Brent Jackson	

Not present were the following Board Members:

Bill Ward	Rodney Stephens
Mike Caruthers	Jim Auchard
Rantz Smith	Matthew Bradley
Ricky Jackson	Michael Warren
Kolby Frey	Mario Cardenas
Charlie Nowaskie	
Ryan Van Groningen	

Review of Minutes

<i>Motion by P. Wiggins to accept minutes of 11/15/06 Board Meeting as presented, seconded by Mouzin. Motion passed.</i>
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By-Law Changes

On January 15, 2007 a memo was distributed outlining the proposed by-law changes. The changes are primarily to clarify what was previously approved. (see copy attached)

Motion by B. Jackson to accept the changes to the by-laws as presented, seconded by Elliotte. Motion passed.

Fall 2007 Board Meeting Schedule

It was agreed that the fall 2007 board meeting will be held in November at the Hyatt Regency Orlando Airport hotel. The board members will be notified of the exact dates once the staff is able to negotiate a contract with the hotel. November 15 and 16 were the preferred dates.

2007/08 Marketing & Communications Program Presentation

Hunt presented the 2007/08 Marketing & Communication plans. (copies attached)

2007/08 Research Program Presentation

Arney presented the 2007/08 Research plan. (copy attached)

2007/08 Industry Affairs Program Presentation

Arney presented the 2007/08 Industry Affairs plan. (copy attached)

Assessment Discussion & 2007/08 Budget Approval

Harrison gave a presentation on the proposed assessment rate increase at the NWPB/NWA liaison meeting on Thursday. The meeting allowed industry members to voice their opinion on the proposed increase.

During NWA's Executive Committee session there was a 40 to 5 vote in favor of supporting the proposed increase. Another vote was taken at NWA's general session where the vote was 44 to 7 in favor of supporting the increase.

Mouzin thanked Harrison for his commitment to the proposed rate increase.

Motion by P. Wiggins that the Board adopt the proposed budget, Exhibit A, and recommend an assessment rate of 6 cents as defined in The Watermelon Promotion and Research Plan (3 cents for the account of the producer, 3 cents for the account of the handler, and 6 cents for importers), to support that budget, provided that until such time as the Secretary publishes the rule establishing a 6 cent assessment rate, a Board budget, Exhibit B, based on a 4 cent assessment will be in effect, seconded by Borders. Motion passed with a vote of 22 to 1 in favor.

Harrison announced that Van Groningen, Bradley, Auchard, Ward and Cardenas had forwarded letters of support for the increase prior to the board meeting as they were not able to be present.

Elliott indicated that the majority of the members that voted against supporting the increase during NWA's meetings were not necessarily against an increase but would like the Plan changed to require any change to the assessment rate be done through a referendum.

Board Accomplishments

Gerald Funderburk thanked the Board for allowing him to attend the meeting and expressed his high regard for Board's accomplishments since its inception.

He pointed out his awareness of handlers not paying assessments and suggested that the Board work with USDA to see if there is a way to identify non-compliant industry members.

Motion by Kirschenman that the Board go into Executive Session to discuss lawsuit updates, seconded by P. Wiggins. Motion passed.

Motion by Leger that the Board return to its regular session, seconded by B. Jackson, Motion passed.

Crisis Planning

Perry expressed his concern regarding the recent spinach crisis. He feels the Board should make crisis training a top priority.

Elliott suggested that a notation be made on future editions of the *Watermelon Update* that the National Watermelon Promotion Board be contacted immediately in the event of a crisis.

Motion by Perry that the staff addresses food safety in watermelon as a top priority with the full support of the Board, seconded by O'Neal. Motion passed.

Elections

The district's caucused and appointed the following members to serve on the Executive Committee:

District I	Chandler Mack
District II	Shawn Valentine-Shurley
District III	Greg Leger
District IV	Dennis Mouzin
District V	Wayde Kirschenman
District VI	Paul Wiggins
District VII	Brent Harrison
Importers	Alan Guzi

Motion by P. Wiggins to elect Harrison as President, seconded by Mouzin.

Harrison elected NWPB President.

Motion by Hughes to nominate P. Wiggins as 1st Vice President, seconded by Kirschenman

P. Wiggins elected NWPB 1st Vice President.

Harrison appointed Kirschenman as Secretary/Treasurer.

Before the meeting adjourned Thomas indicated that he was not opposed to an assessment rate increase. However, he could only support a 1 cent increase rather than the proposed 2 cents.

Meeting adjourned.

Minutes Approved:

Wayde Kirschenman, Secretary/Treasurer

Date



To: NWPB Board of Directors
FROM: Mark Arney
SUBJECT: Proposed By-Law Changes
DATE: January 15, 2007

We are in the process of recommending changes to our By-Laws. (Attached) President Harrison has reviewed these changes with the USDA and Executive Committee. He would like a motion and approval for support at our February board meeting.

Given the limited time we have at that meeting, and the other issues we have to discuss, he has asked that I provide the full board with the proposed changes, and explanation of the changes, well in advance of the meeting so we can answer any questions in advance of the meeting and thereby expedite the approval process during the meeting. Please contact Brent or myself if you have any questions.

KEY:

~~Strikethrough~~ language = deletions

***Bold mode** = additions*

Green text = explanation of changes

Article II

Purpose

The purpose of the Board, the Plan, and these By-Laws shall be to implement the provisions of the Watermelon Research and Promotion Act (7 U.S.C. 4901-4916) (For clarification purposes)

Article IV:

Section 1. All Board members shall be qualified from the watermelon industry and a general public representative, as defined in the Plan. The Board shall be composed of two producers and two handlers from each of the ~~seven~~ districts (For clarification purposes)

Section 4. ~~The Board, by majority vote, may expressly waive the above provision. A majority vote by the Board, to remove a member under the aforementioned terms, will waive the requirement of recommending to the Secretary of Agriculture such removal.~~ (For clarification purposes)

Article V:

Section 7. Checks shall be signed on behalf of the Board by use of manual or facsimile signature of the Treasurer **or Assistant Treasurer** (a facsimile or manual signature of the President will be used if the Treasurer **or Assistant Treasurer** becomes inaccessible) ~~and one additional manual signature of persons authorized by Board~~

resolution: (The Executive Director is designated the Assistant Treasurer in Article VII, Section 1 of the By-Laws. Section 3, gives the Assistant Treasurer the authorization to sign checks, along with other duties, provided the authorization is granted by the Treasurer. Furthermore, a change in the NWPB internal controls, approved by the Executive Committee, gives the Assistant Treasurer authority to be the sole signatory on checks. Checks are still reviewed by the President to insure integrity).

Article VI

Section 6. The Executive Committee shall act for the Board in implementing such research, development, advertising, and/or promotion activities as directed by the Board, and shall, subject to such direction, be charged with developing specific programs or projects in the name of the Board. As directed by the Board, the Executive Committee shall further act for the Board in authorizing contracts or agreements for the development and carrying out of such programs or projects and the payment of the costs thereof. **As directed by the Board,** The Executive Committee shall act on behalf of, and in the name of, the Board in all administrative matters, including **but not limited to** amending the budget, contracting with cooperating agencies, **resolving litigation matters** and authorizing the President to appoint advisory committees and sub-committees. The Executive Committee shall approve salary of ~~staff personnel~~ **the Executive Director**. (Most of the changes here are for clarifying the authority of the executive committee, with some suggested language by USDA. In terms of salary, with the exception of the Executive Director, the salary of the other staff personnel is set by the Salary Review Committee established by the NWPB president, hence the need to change the last sentence in this section)

Article VII

Section 3. The Executive Director, serving as Assistant Secretary and Assistant Treasurer, under the general supervision of the Secretary and Treasurer, respectively, shall perform such duties as the Secretary and the Treasurer may authorize and direct, including the: preparation and maintenance of minutes of all meetings, cosigning of contracts and checks on behalf of the Board, collection and deposit of all funds due to the Board, and keeping the books of accounts. (For clarification purposes)

Article VIII

Section 3. Notice of all meetings, together with a written agenda, shall be mailed to each member of the Board at the member's last known address. Such notices will be mailed at least twenty days prior to the meeting date. In case of an emergency, all possible advance notice will be given by telephone, **email**, or ~~telegraph~~ **facsimile** without regard to the twenty-day requirement. The Secretary of Agriculture shall be given the same notice as members. (When this Article was drafted, fax machines may have not been as common or even in existence; hence the exclusion. There certainly was no email and we know of no one that currently uses telegraph on a regular basis, if at all; hence, the deletion of "telegraph" and the addition of "email". Similar changes to the communications mode have been made in the By-Laws to be consistent with this section)

Article XIII

Powers of the Board

If an employee is under an employment contract with the Board, then the terms of the contract shall govern the employee's employment status including, but not limited to, separation of service. (This change was a recommendation by our auditor and is consistent with the language in the Executive Director's contract with the NWPB) No officer, member, employee or agent of the Board or the Executive Committee shall have the authority to obligate the Board unless such authority has been expressly delegated **by the Board** (for clarification). All decisions, acts or performances of any such officer, member, employee, or agent shall be subject to the continuing right of the Board to disapprove of the same and, upon disapproval by the Board, shall be deemed null and void to such extent as the Board may determine.

ARTICLE XVI

Administrative Costs

Any research grants provided to universities or government agencies must be used in total toward the ~~implied and~~ **written objective of the grant**, (Suggested changes from our attorney to clarify. The objectives of a grant are typically specified and not implied) and not be used in any percentage or form to cover administrative costs of such university or agency.

**National Watermelon Promotion Board
Full Board Meeting
Friday, November 16, 2007**

**Hyatt Regency – Orlando Airport
Orlando, Florida**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 9:00 a.m., Friday, November 16, 2007 at the Hyatt Regency Orlando Airport, Orlando, Florida. The presiding officer was President, Brent Harrison.

Present were the following Board Members:

Brent Harrison, President	Kevin Green
Paul Wiggins, 1 st Vice President	George Cordero
Wayde Kirschenman, Secretary/Treasurer	Jim Auchard
Kevin Hughes, Ex-Officio	Ramon Murillo
Bill Ward	Matthew Bradley
Chandler Mack	Alan Guzi
Shawn Valentine-Shurley	Mario Cardenas
Keith Hall	Mark Arney, Staff
Bradley O'Neal	Rebekah Dossett, Staff
Joe Simmons	Gordon Hunt, Staff
Bob Rawlins	Leslie Coleman, Staff
Dennis Mouzin	Stephanie Simek, Staff
Art Perry	Andrea Smith, Staff
Ryan Van Groningen	Jason Hanselman, Staff
Randy Hageman	Jeanette Palmer, USDA
Rodney Stephens	

Not present were the following Board Members:

Tommy Smith	Paul Bowling
Mike Caruthers	Arthur Saikhon
Rose Elliotte	Jesus Lopez
Rodney Jackson	Michael Warren
Greg Leger	Maureen Ellis
Kolby Frey	
Charlie Nowaskie	

Review of Minutes

<i>Motion by Mack to accept minutes of 2/24/07 Board Meeting as presented, seconded by Ward. Motion passed.</i>

Spring 2008 Board Meeting Schedule

It was agreed that the spring 2008 board meeting will be held in conjunction with the National Watermelon Association's annual convention in Orange Beach, Alabama. The meeting will be held on Thursday, February 21, 2008 from 11:00am – 1:30pm at the Perdido Beach Resort & Hotel.

Updates

- USDA's Secretary of Agriculture has made the new appointments for district 4, 5 and 7. The new term begins January 1, 2008 through December 31, 2010.
- The assessment rate increase was approved and will be effective January 1, 2008. Hall congratulated the Board and staff on their work in getting the increase approved. O'Neal thanked Harrison and Arney for their efforts. Palmer thanked the staff.
- Coleman passed out a production chart and asked board members to update as they see necessary. The updated information will be added to NWPB's web site.

NWA Update

Morrissey gave the following update on NWA activities.

- The national convention will be held on February 20-24, 2008 at the Perdido Beach Resort & Hotel in Orange Beach, Alabama.
- The Senate has approved July as National Watermelon Month. The House of Representatives will vote and the bill will be forwarded to the President.
- The House of Representatives passed the Farm Bill with \$9M-\$340M guaranteed funding for special crops. The Senate will vote on the Bill after the Thanksgiving break.
- Morrissey was appointed to the Fruit & Vegetable Industry Advisory Committee. The committee reviews fruit and vegetable policies in the United States.
- NWA is taking a lead role on food safety for the industry.

Executive Committee Report

Harrison gave the Executive Committee Report. (copy attached)

DVD Presentation

A DVD, prepared by the staff, was shown highlighting the year's accomplishments and events. Each board member was given a copy.

Imagery Award Presentation

Derek Kirk, Vice President of Marketing with Chevy's was unable to make the board meeting. The Imagery Award will be presented to him at the spring 2008 board meeting.

Guest Speaker – Bill Jorgenson, SJH and Co.

Jorgenson gave a presentation on traceability entitled "Crisis Management System for Watermelons – Rapid Response Reduces Risk." (copy attached)

Guest Speaker – Jim Prevot, Produce Business

Prevor gave a presentation entitled "Food Safety and the Future." (copy attached)

Strategic Planning Discussion

Arney announced that Kerry Tucker of Nuffer, Smith & Tucker will facilitate a strategic planning session with Harrison, Wiggins and NWPB directors in January. At that time the current plan will be reviewed and any recommendations will be brought to the full board at the spring 2008 board meeting.

Meeting adjourned.

Minutes Approved:

Wayde Kirschenman, Secretary/Treasurer

Date

NWPB Executive Committee Report
November 16, 2007
Orlando, Florida

As you know, the Executive Committee is required to give an accounting of its activities throughout the year. Following is the report.

✓ **Executive Committee Teleconferences**

The Executive Committee met once a month (via teleconference) since March 13, 2007. The following issues were reviewed.

✓ **2007/08 Budget Amendment**

At the Spring board meeting the staff was directed to make crisis communications a top priority. As a result a training session was scheduled and crisis materials were distributed. The materials included a crisis tip card and a consumer food safety brochure that is available for retail promotions and various events. The cost for these additional items is approximately \$30,000. The staff requested the crisis communications line item be amended to allow for the increased crisis activities and the Executive Committee agreed.

✓ **Crisis Training for the Executive Committee**

On April 10, 2007 a crisis training session was held for the Executive Committee members. All board members were invited to participate with the Board paying the expenses of the Executive Committee. The invitation was also extended to Bob Morrissey and state chapter presidents.

✓ **Staff Goals & Objectives**

The Executive Committee approved five bonus opportunities for the staff. The projects are:

State & Regional Marketing Activities Suggested Monetary Value \$5,000

Goal: Help plan, facilitate and carry out a locally based marketing activity with each state or regional watermelon association.

Benefit: As a result of NWPB staff and merchandising reps working in conjunction with the associations' members and staff, new sales and marketing opportunities that best suit the needs of each association will be developed.

Schedule: Completion by March 31, 2008.

Report: A report of completion of the project will be submitted to the Executive Committee for review. *Team Leader: Gordon Hunt*

New Export Activities Suggested Monetary Value \$3,000

Goal: Actively facilitate the first commercial shipment of watermelon from the US to Great Britain and possibly, Ireland.

Benefit: Completion of this activity will finally determine the prospects for developing a profitable new long term market for US watermelon.

Schedule: Completion by October 31, 2007.

Report: A report of completion of the project will be submitted to the Executive Committee for review. *Team Leader: Gordon Hunt*

Online Assessment Payments Suggested Monetary Value \$5,000

Goal: To complete implementation of the online handler's reporting system by enabling the payment of assessments online.

Benefit: Reduction in paperwork and time costs to industry members for reporting and payment of assessments. In addition there is a reduction in administration costs, NWPB staff time and clerical activity.

Schedule: Completion by March 31, 2008.

Report: A report of completion of the project will be submitted to the Executive Committee for review. *Team Leader: Bill Winsemann*

Watermelon Marketplace Suggested Monetary Value \$5,000

Goal: Complete the implementation of the Watermelon Marketplace. This includes software programming, testing, and beta testing to bring the marketplace into operation.

Benefit: By increasing communication via the internet, growers, handlers, and allied vendors will be better able to promote their products and services, while also laying the foundation for future internet-based marketing activities.

Schedule: Completion by March 31, 2008

Report: A report of completion of the project will be presented to the Executive Committee for review. *Team Leader: Bill Winsemann*

Crisis Communications Program for the Industry Suggested Monetary Value \$2,000

Goal: Develop a crisis communications program for watermelon industry members. The program will include a wallet-sized crisis communication tip card, and a crisis guidelines brochure.

Benefit: Because of the prevalence of spinach, pet food and other food-related crises, it is even more important that the industry be prepared. The kit will provide the industry with direction and specific steps they can use to respond to a crisis.

Schedule: Completion by March 31, 2008.

Report: A report of completion of the project will be submitted to the Executive Committee for review. *Team Leader: Leslie Coleman*

✓ **2006/2007 Audit Review**

The Executive Committee reviewed the board's annual audit by Cross, Fernandez & Riley, LLP. There were no significant findings. A copy of the audit is available for review.

✓ **Restructuring of Industry Affairs**

After evaluating the position that was vacated by Bill Winsemann the staff proposed a restructuring. The Operations Manager and Director of Industry Affairs combined job responsibilities creating a new position titled Director of Operations and Industry Affairs. Rebekah Dossett assumed this new role. With extensive automation to the collection process, especially online filing and online payment in beta testing, coupled with a more experienced staff, the Board can save approximately \$65,000/year by combining the positions. The staff is confident that the restructuring will result in as good, if not better completion of responsibilities.

**National Watermelon Promotion Board
Full Board Meeting
Thursday, February 21, 2008**

**Perdido Beach Resort & Hotel
Orange Beach, Alabama**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 11:00 a.m., Thursday, February 21, 2008 at the Perdido Beach Resort & Hotel, Orange Beach, Alabama. The presiding officer was President, Brent Harrison.

Present were the following Board Members:

Brent Harrison, President	Kelly Tyner
Paul Wiggins, 1 st Vice President	Ron Perry
Wayde Kirschenman, Secretary/Treasurer	Randy Hageman
Kevin Hughes, Ex-Officio	Dan Van Groningen
Chandler Mack	Rodney Stephens
Tommy Smith	Kevin Green
Bill Ward	George Cordero
Shawn Valentine-Shurley	Raul Paez
Rose Elliott	Ramon Murillo
Keith Hall	Matthew Bradley
Greg Leger	Maureen Ellis
Bradley O'Neal	Mark Arney, Staff
Joe Simmons	Rebekah Dossett, Staff
Bob Rawlins	Gordon Hunt, Staff
Josh Bailey	Leslie Coleman, Staff
Will Hales	Jeanette Palmer, USDA
Michael Horrall	

Not present were the following Board Members:

Mike Caruthers	Alan Guzi
Rodney Jackson	Michael Warren
Paul Bowling	Mario Cardenas
Jack Thomson	Jesus Lopez
Justin Schmidt	

New Board Members Sworn In

The newly appointed board members were sworn in by Jeanette Palmer, USDA-AMS Marketing Specialist for NWPB.

Review of Minutes

Motion by Ward to accept minutes of 11/16/07 Board Meeting minutes as presented, seconded by Leger. Motion passed.

Fall 2008 Board Meeting Schedule

It was agreed that the fall 2008 board meeting will be held in November at the Hyatt Regency Orlando Airport hotel. The board members will be notified of the exact dates once the staff is able to negotiate a contract with the hotel. November 13 and 14 were the preferred dates.

Strategic Planning Discussion

Arney discussed the plan to hold a strategic planning session with Kerry Tucker, Brent Harrison, the new president and 1st vice president elected today and staff directors. The session will be held in Orlando in October. A full report will be given at the fall board meeting in November.

Econometric Evaluation

Ron Ward, with the University of Florida, has completed his econometric review of the watermelon program. USDA requires this review be performed every five years. The report is 60 pages in length. Following are a few highlights:

- 10.6 ROI (return on investment) The ROI for the Beef Promotion Board is 5.1.
- ROI most likely conservative since the retail scan data only accounts for a portion of total watermelon supplies.
- Highly complementary of NWPB for using the retail scan data as it was used heavily to aid in the evaluation.
- The retail scan data is even more important now that USDA has reduced “disappearance reporting” and more product is circumventing the wholesale markets.
- Shows incremental increase in promotions is well worth the added expense to the industry, thus supporting the argument for the NWPB increase.

The complete report is available upon request from the NWPB office.

Staff Goals & Objectives

For the benefit of the new board members Arney gave an overview of the staff goals and objectives program.

- In 1999 the Executive Committee established a \$20,000 annual goals and objectives bonus program for the staff.
- Each fiscal year the staff presents the Executive Committee with several goals and a suggested monetary value that they feel would be beneficiary to the watermelon industry.

- The Executive Committee reviews the goals presented and either selects all of the, some of them or can provide alternative goals they would like completed.
- As each goal is achieved a report is provided to the Executive Committee for review and approval of payout.
- A list of the goals and monetary values are provided to the Full Board during the Executive Committee report given at the fall board meeting each year.

2008/09 Communications Program Presentation

Coleman presented the 2008/09 Communication plan. (copy attached)

2008/09 Research Program Presentation

Arney presented the 2008/09 Research plan. (copy attached)

2008/09 Marketing Program Presentation

Hunt presented the 2008/09 Marketing plan. (copy attached)

2008/09 Budget Approval

The Board reviewed the 2008/09 proposed budget that was approved by each respective committee.

Motion by Bailey that the Board adopt the proposed 2008/09 budget as presented, seconded by Wiggins. Motion passed.

Imagery Award Presentation

Arney presented Derek Kirk, Vice President Marketing for Chevy's with NWPB's Imagery Award. Following the presentation Kirk gave an overview of how Chevy's uses fresh watermelon in various recipes during the year.

Elections

The district's caucused and appointed the following members to serve on the Executive Committee:

District I	Chandler Mack
District II	Shawn Valentine-Shurley
District III	Greg Leger
District IV	Josh Bailey
District V	Ron Perry
District VI	Paul Wiggins
District VII	Raul Paez
Importers	Matthew Bradley
Ex-Officio	Brent Harrison

Motion by Green to elect Wiggins as President.

Wiggins was elected NWPB President.

Motion by Murillo to nominate Bailey as 1st Vice President.

Motion by Ward to nominate Leger as 1st Vice President.

Bailey was elected NWPB 1st Vice President.

Motion by Tyner to adjourn, seconded by Paez. Meeting adjourned.

Minutes Approved:

Mark Arney, Secretary/Treasurer

Date

**National Watermelon Promotion Board
Full Board Meeting
Friday, November 14, 2008**

**Hyatt Regency Orlando International Airport
Orlando, Florida**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 9:00 a.m., Friday, November 14, 2008 at the Hyatt Regency Orlando International Airport Hotel. The presiding officer was President, Paul Wiggins.

Present were the following Board Members:

Paul Wiggins, President	Raul Paez
Josh Bailey, 1 st Vice President	Jack Thomson
Greg Leger, Secretary/Treasurer	Justin Schmidt
Bill Ward	Ramon Murillo
Shawn Valentine-Shurley	Matthew Bradley
Keith Hall	Alan Guzi
Bradley O'Neal	Maureen Ellis
Joe Simmons	Mark Arney, Staff
Bob Rawlins	Rebekah Dossett, Staff
Michael Horrall	Gordon Hunt, Staff
Kelly Tyner	Leslie Coleman, Staff
Ron Perry	Stephanie Simek, Staff
Adam Icardo	Andrea Smith, Staff
Rodney Stephens	Jason Hanselman, Staff
Kevin Green	Jeanette Palmer, USDA
George Cordero	

Not present were the following Board Members:

Chandler Mack	Randy Hageman
Tommy Smith	Paul Bowling
Mike Caruthers	Michael Warren
Rose Elliotte	Jesus Lopez
Rodney Jackson	Brent Harrison, Ex-Officio
Will Hales	
Dan Van Groningen	

Review of Minutes

<i>Motion by Leger to accept minutes of 2/21/08 Board Meeting minutes as presented, seconded by O'Neal. Motion passed.</i>
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Spring 2009 Board Meeting Schedule

There was discussion regarding the Spring 2009 board meeting being held in conjunction with NWA's convention in Charleston, South Carolina. Bob Morrissey has indicated that Saturday, February 21, 2009 from 1:30pm – 4:30pm is an available time slot that would not interfere with any NWA meetings.

Motion by Tyner to hold NWPB's Spring 2009 board meeting in conjunction with NWA's convention on February 21, 2009 from 1:30-4:30pm, seconded by Thomson. Motion passed.

Executive Committee Report

Wiggins gave the Executive Committee Report. (copy attached)

Management Review

Jeanette Palmer with USDA-AMS gave an overview of the recent management review conducted on NWPB. There were no adverse findings. The Board was commended for its security procedures.

Palmer announced the new board member appointments that will become effective on 1/1/09. They are as follows:

District 1 – Chandler Mack (reappointed), Jim Barfield, Stephen Nichols and Jean Marinaro

Importers – Jesus Lopez (reappointed), Alan Guzi (reappointed), Jeff Fawcett, Dale DeBerry, Les Hefner and Jim Henderson

Public Member – Patrick O'Connor

Updates

There was discussion regarding the Fall 2009 board meeting being held in conjunction with PMA in Anaheim, California in October. This would eliminate additional travel time for board members who usually attend PMA and allow those who don't to experience the show and attend NWPB's board meeting.

Motion by Bailey to hold the Fall 2009 NWPB board meeting in conjunction with PMA on October 5 and 6 (time and exact location to be determined), seconded by Hall. Motion passed.

NWA Update

- Morrissey invited all in attendance to NWA's annual convention being held February 18-22, 2009 in Charleston, SC.
- Morrissey gave a presentation on food safety (copy attached) and NWA's efforts to promote the program to the watermelon industry. He distributed a food safety guideline created by NWA.

NWPB 2008 Recap DVD Presentation

A DVD, prepared by the staff, was shown highlighting the year's accomplishments and events.

Strategic Plan Update

Arney gave a presentation on the updated strategic plan (copy attached). There were no dramatic changes, only minor shifts due to changes in the marketplace.

Entitlement Program

Arney discussed the staff's desire to pursue placing watermelon on the entitlement list. The first steps would be to meet with Food and Nutrition Service representatives in Washington, DC and then develop a plan and specifications for watermelon to be part of the entitlement procurement process.

Motion by Hall for NWPB staff to pursue entitlement program details, including necessary travel, seconded by Paez. Motion passed.

Program details with specifications will be distributed to the full board for approval prior to moving forward with placing watermelon on the entitlement list.

Postage Stamp

NWPB staff has begun the process requesting the postal service issue a "watermelon" stamp. The process is a lengthy one, usually taking up to 3 years for approval and acceptance by the US Postal Service.

Non-voting position on NWPB and NWA's Board

Leger informed the Board that NWA's Board of Directors has agreed to have NWPB's Executive Director hold a non-voting position on their board. This would allow for the two agencies to remain informed of each other's activities to avoid duplication in efforts.

Motion by Leger to allow NWPB's Executive Director to hold a non-voting position on NWA's Board and vice-versa, seconded by Bailey. Motion passed.

Guest Speaker – Kelly Ewen, Rose Research

Steve Rose and Kelly Ewen gave a presentation on the consumer research project they completed for the Board. (copy attached)

Guest Speaker – Jim Prevor, Produce Business

Jim Prevor gave a presentation on Produce Marketing. (copy attached)

Meeting adjourned.

Minutes Approved:

Greg Leger, Secretary/Treasurer

Date

NWPB Executive Committee Report
November 14, 2008
Orlando, Florida

As you know, the Executive Committee is required to give an accounting of its activities throughout the year. Following is the report.

✓ **Executive Committee Teleconferences**

The Executive Committee met once a month (via teleconference) since March 18, 2008. The following issues were reviewed.

✓ **New Appointments**

Wiggins made the following appointments:

Secretary/Treasurer – Greg Leger

Research Committee Chair – Keith Hall

Marketing Committee Chair – Raul Paez

✓ **Watermelon Specific Food Safety Plan**

The Executive Committee instructed the staff to distribute an NWA watermelon specific food safety plan using the NWPB industry database mailing list. At the same time, the Committee made a motion that no information be released by the Board in accordance with the Act and Plan unless deemed necessary by the Secretary of Agriculture.

✓ **2007/2008 Audit Review**

The Executive Committee reviewed the board's annual audit by Cross, Fernandez & Riley, LLP. There were no findings. A copy of the audit is available for review at your request from the Board.

✓ **Staff Goals & Objectives**

The Executive Committee approved six bonus opportunities for the staff. The projects are:

New Export Activities Suggested Monetary Value \$4,000

Goal: Actively facilitate the first commercial shipment of watermelon from the US to Mexico.

Benefit: Completion of this activity will begin active promotion of US watermelon in a new market, thus bolstering the Board's credibility and performance with USDA's FAS and increasing the likelihood of receiving additional financial support in coming years.

Schedule: Completion by December, 2008

Report: A report of the completion of the project will be submitted to the Executive Committee for review. *Team Leader: Gordon Hunt*

New Marketing Venue Suggested Monetary Value \$5,000

Goal: Develop a new means for reaching lower income, high watermelon consumption retail customers through mass transit.

Benefit: Completion of this activity will give us the ability to target the most likely users of the new \$500 million WIC program for produce in 2009.

Schedule: Completion by December, 2008 for implementation in 2009.

Report: A report of the completion of the project will be submitted to the Executive Committee for review. *Team Leader: Gordon Hunt*

Customs Data Reporting Application Suggested Monetary Value \$3,000

Goal: Develop an application that will be able to import monthly transaction data received from USDA/Department of Homeland Security on CD, and add the information to the Oracle database.

Benefit: Information from the USDA/Department of Homeland Security will be imported directly into the Oracle database. The system will have the ability to provide reports similar in nature to the reports provided by NWPB's Access database, plus the ability to combine elements from these reports.

Schedule: Completion by March 21, 2009

Report: A report of completion of the project will be submitted to the Executive Committee for review. *Team Leader: Rebekah Dossett*

Watermelon MarketPlace Suggested Monetary Value \$3,000

Goal: Increase the number of product listings on the Watermelon MarketPlace by at least 100%.

Benefit: The MarketPlace is designed to increase channels of communication between growers, handlers, retailers, and allied vendors. To increase efficacy we need to have as many companies as possible registered and listed in the database.

Schedule: Completion by March 31, 2009

Report: A report of completion of the project will be presented to the Executive Committee for review. *Team Leader: Jason Hanselman*

Translate Watermelon Ditty Song & Create a Karaoke Video in Spanish Suggested Monetary Value \$1,000

Goal: Translate the lyrics of the watermelon ditty from English to Spanish, and develop a karaoke video for the Spanish version of the song.

Benefit: Because Hispanic immigration remains the greatest source of immigrants, and because of the United States closeness to Spanish-speaking areas, it is possible that the language in the Southern U.S., i.e. California, Arizona, New Mexico, Texas, and Florida, immigrants will continue using Spanish in quotidian life. This video will reach that audience.

Schedule: Completion by March 31, 2009

Report: A report of completion of the project will be submitted to the Executive Committee for review. *Team Leader: Andrea Smith*

Food Service Initiative Suggested Monetary Value \$4,000

Goal: To execute a food service initiative to make direct contact with at least one food service buyer.

Objective: During the recent School Nutrition Association meeting staff became increasingly aware of the potential that school food service offers as a channel for watermelon distribution and sales. The Association has 55,000 members and represents every buyer for every school district's lunch program. Staff will develop a promotional collateral piece that will provide potential buyers with information on year round availability, health benefits, promotional ideas, reasonable cost per serving and yield information, as well as how watermelon fits in the federal fruit and vegetable cafeteria grant programs. Staff will then distribute the information during a state association seminar, and will direct potential buyers to the Watermelon Marketplace to connect them with watermelon suppliers. The goal will be to make contact with every school district administrator in that state. Following the seminar staff will make a hit list of potential events to attend to continue the school food service outreach efforts for the purpose of including some of those into the 2009-2010 plan.

Schedule: Completion by December 31, 2008

Report: A report of completion of the project will be submitted to the Executive Committee for review. *Team Leader: Leslie Coleman*

✓ **USDA Management Review**

Jeanette Palmer conducted a USDA management review of the Board's policies, procedures and financial records. There were no findings. The Board was commended for its security system in the office, protection level on all servers and individual computers and for acquiring a safe deposit box to secure a backup copy of the Board's computer files in the event of a server failure or catastrophic disaster.

**National Watermelon Promotion Board
Full Board Meeting
Saturday, February 21, 2009**

**Francis Marion Hotel
Charleston, South Carolina**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 2:00 p.m., Saturday, February 21, 2009 at the Francis Marion Hotel. The presiding officer was President, Paul Wiggins.

Present were the following Board Members:

Paul Wiggins, President	Adam Icardo
Josh Bailey, 1 st Vice President	Kevin Green
Greg Leger, Secretary/Treasurer	George Cordero
Brent Harrison, Ex-Officio	Raul Paez
Chandler Mack	Jack Thomson
Steve Nichols	Justin Schmidt
Jean Marinaro	Jeff Fawcett
Keith Hall	Jim Henderson
Bradley O'Neal	Bubba DeBerry
Joe Simmons	Patrick O'Connor
Bob Rawlins	Mark Arney, Staff
Will Hales	Rebekah Dossett, Staff
Michael Horrall	Leslie Coleman, Staff
Kelly Tyner	Jason Hanselman, Staff
Ron Perry	Jeanette Palmer, USDA
Dan Van Groningen	

Not present were the following Board Members:

Jim Barfield	Paul Bowling
Shawn Valentine-Shurley	Alan Guzi
Rose Elliotte	Jesus Lopez
Rodney Jackson	Les Hofner
Randy Hageman	
Rodney Stephens	

New Board Members Sworn In

The newly appointed board members were sworn in by Jeanette Palmer, USDA-AMS Marketing Specialist for NWPB.

Introductions

Everyone present introduced themselves for the benefit of the new board members.

Review of Minutes

Motion by Harrison to accept minutes of 11/14/08 Board Meeting minutes as presented, seconded by Leger. Motion passed.

Fall 2009 Board Meeting Schedule

There was discussion regarding the Fall 2009 board meeting being held in conjunction with PMA's Fresh Summit convention in Anaheim, California. It was agreed that the meeting would begin on October 5 after the PMA convention closes, approximately 2:00pm. It was suggested that the crisis training be conducted from 2:00pm – 5:00pm followed by dinner for all board members. The full board would reconvene on October 6 at 9:00am – 3:00pm. The staff will determine the location of the meeting once the PMA hotels have been announced. A block of rooms will be secured and information forwarded accordingly. The Board will offer PMA floor passes to board members who wish to attend the convention prior to the meeting.

DVD Presentation (2009-10 Programs)

A DVD, prepared by the staff, was shown highlighting the year's accomplishments and proposed events for the upcoming fiscal year.

Dr. Penny Perkins-Veazie Presentation

Perkins gave a presentation on "Watermelons and Health." See also gave an update on her new position at the North Carolina State University Research Campus in Kannapolis, NC. (copy attached)

2009/10 Budget Approval

The Board reviewed the 2009/10 proposed budget that was approved by each respective committee.

Motion by Hall that the Board adopt the proposed 2009/10 budget as presented, seconded by Paetz. Motion passed.

Election of Officers

The district's caucused and appointed the following members to serve on the Executive Committee:

District I	Chandler Mack
District II	Keith Hall
District III	Greg Leger
District IV	Josh Bailey
District V	Ron Perry
District VI	Kevin Green
District VII	Raul Pacz
Importers	Jeff Fawcett
Ex-Officio	Paul Wiggins

Motion by Thomson to elect Bailey as President, seconded by Leger.

Bailey was elected NWPB President.

Motion by Harrison to nominate Leger as 1st Vice President, seconded by Perry.

Leger was elected NWPB 1st Vice President.

Plaque Presentation

Arney presented Harrison with a plaque for his service to the Board.

Motion by Leger to adjourn the meeting, seconded by Wiggins. Meeting adjourned.

Minutes Approved:

Chandler Mack, Secretary/Treasurer

Date

**National Watermelon Promotion Board
Full Board Meeting
Tuesday, October 6, 2009**

**Sheraton Garden Grove Anaheim South
Anaheim, California**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 9:00 a.m., Tuesday, October 6, 2009 at the Sheraton Garden Grove Anaheim South Hotel. The presiding officer was President, Josh Bailey.

Present were the following Board Members:

Josh Bailey, President	George Cordero
Greg Leger, 1 st Vice President	Jack Thomson
Chandler Mack, Secretary/Treasurer	Justin Schmidt
Steve Nichols	Alan Guzi
Jim Barfield	Jesus Lopez
Jean Marinaro	Jeff Fawcett
Keith Hall	Jim Henderson
Bradley O'Neal	Mark Arney, Staff
Bob Rawlins	Rebekah Dossett, Staff
Michael Horrall	Gordon Hunt, Staff
Ron Perry	Leslie Coleman, Staff
Dan Van Groningen	Stephanie Simek, Staff
Randy Hageman	Jason Hanselman, Staff
Adam Icardo	

Not present were the following Board Members:

Paul Wiggins, Ex-Officio	Rodney Stephens
Shawn Valentine-Shurley	Paul Bowling
Rose Elliotte	Raul Paez
Rodney Jackson	Les Hefner
Joe Simmons	Bubba DeBerry
Kelly Tyner	Patrick O'Connor
Will Hales	
Kevin Green	

Review of Minutes

<i>Motion by Mack to accept minutes of 2/21/09 Board Meeting minutes as presented, seconded by Fawcett. Motion passed.</i>
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Spring 2010 Board Meeting Schedule

There was discussion regarding the Spring 2010 board meeting being held in conjunction with NWA's annual convention in Dallas, Texas. It was agreed that the meeting would be held in Dallas. Staff will work with Bob Morrissey to confirm a date and time that doesn't conflict with any NWA meetings.

Motion by Barfield to hold NWPB's Spring 2010 board meeting in conjunction with NWA's annual convention in Dallas, Texas, seconded by Hall. Motion passed.

Executive Committee Report

Bailey highlighted the activities and actions of the Executive Committee to date. (copy of report attached)

NWPB 2009 Recap DVD Presentation

A DVD, prepared by the staff, was shown highlighting the year's accomplishments and events.

Updates

At the Fresh Summit tradeshow, the staff and guests at the NWPB booth were delighted to hear the results of the Best Booth award when the National Watermelon Promotion Board was announced. Of over 800 exhibitors, NWPB won 2nd place in the "Inline" booth category.

Booths were judged by a team of industry professionals on the following criteria.

- Booth presentation: Integration of company identity in booth design, design and graphic elements, clearly communicates message to attendee, and adherence to show rules/exhibitor guidelines.
- Product presentation: Product displays and benefit messaging.
- Exhibit personnel: Professional appearance/etiquette, engagement with visitors, and adequate staffing.

According to the judges, "[Our] inline exhibit did a masterful job of weaving clear and distinct product identity into a fun exhibit design and overall presentation." Our new tradeshow booth has really paid off!

Market Data Presentation

Hanselman gave a presentation on the various market data reports that are available to the industry. He is able to customize these reports upon request.

Award Presentation – Real Mex Restaurants (Chevy's)

Carlos Ramos and Tanya Dodge were presented with a plaque and check for their participation in the Chevy's summer watermelon drink contest. The server, Tanya Dodge, sold the most watermelon drinks during the promotion. The manager, Carlos Ramos, had the most watermelon drinks sold under his management.

Guest Speaker – Dr. Arturo Figueroa (Citrulline Research)

Dr. Figueroa gave a presentation on the citrulline research project completed for the Board.
(copy attached)

Guest Speaker – Dr. Penny Perkins-Veazie (Skin Research)

Dr. Perkins-Veazie gave a presentation on the skin research project completed for the Board. (copy attached)

Guest Speaker – Joel Gebet, Produce News

Joel Gebet gave a presentation over lunch highlighting the quarterly watermelon articles that were published in the Produce News.

Motion by O'Neal to adjourn the meeting, seconded by Nichols. Meeting adjourned.

Minutes Approved:

Chandler Mack, Secretary/Treasurer

Date

NWPB Executive Committee Report
October 6, 2009
Orlando, Florida

As you know, the Executive Committee is required to give an accounting of its activities throughout the year. Following is the report.

✓ **Executive Committee Teleconferences**

The Executive Committee met once a month (via teleconference) since March 10, 2009. The following issues were reviewed.

✓ **New Appointments**

Bailey made the following appointment:
Secretary/Treasurer – Chandler Mack

✓ **Entitlement Specifications**

The committee reviewed and approved page 21 entitlement specifications for fresh watermelon. These specifications were submitted to USDA with the hope that watermelon will be added to the entitlement program along with apples, cantaloupes and pears.

✓ **Produce Business Articles**

NWPB and NWA entered into an agreement with Produce Business to run a quarterly spread in their publication. It will be similar to what was done last year with Produce News. NWPB/NWA will have complete editorial control. The cost is \$30,000 which is being split by NWPB and NWA.

✓ **Jason Hanselman's Transition**

Jason Hanselman, one of our Industry Affairs Associate's, decided to move back to his home state of New York. After discussions with Bailey, the Board's attorney and USDA representatives it was determined that it would be extremely beneficial to both the NWPB and Hanselman for him to continue to his services with the Board as an independent contractor. The Executive Committee agreed and is providing him with a laptop and phone, directly connected to the office in Orlando. He continues to perform audits and industry affairs duties as directed by the NWPB staff.

✓ **2008/2009 Audit Review**

The Executive Committee reviewed the board's annual audit by Cross, Fernandez & Riley, LLP. There were no findings. A copy of the audit is available for review at your request from the Board.

✓ **Staff Goals & Objectives**

The Executive Committee approved six bonus opportunities for the staff. The projects are:

New Export Activities Suggested Monetary Value \$4,000

Goal: Actively facilitate the first official promotion of US watermelon in Japan.

Benefit: Completion of this activity will help open Japan's retail market to regular shipments by US grower/shippers. A strong result of this first promotional activity will prove the Board's ability to work effectively in the Japanese market and encourage USDA financial support through MAP funding in the coming season. We have been encouraged by USDA-FAS to build other markets in order to secure our funding in Canada.

Schedule: Completion by October 31, 2009.

Report: A report of the completion of this project will be submitted to the Executive Committee for review. *Team leader: Gordon Hunt*

Retail POS Suggested Monetary Value \$3,000

Goal: Design bin-wrap and in-store poster for US and foreign retailers. Products to be approved and budgeted for 2010 season.

Benefit: Completion of this activity will answer an increasing need for such materials and provide our retail reps with greater incentives in their negotiations with key retailers for the coming season. The Board has had no such materials for the past 5 years due to lack of retailer interest in POS materials. In light of the current recession, however, retailers have been asking for anything new they can put in the produce section to build customer interest.

Schedule: Completion by January 31, 2010.

Report: A report of the completion of the project will be submitted to the Executive Committee for review. *Team Leader: Gordon Hunt*

Electronic Filing of Handler's Files Suggested Monetary Value \$3,000

Goal: Create a complete electronic version of each handler's file to include copies of reports, checks and correspondence on the NWPB server.

Benefit: Staff members are able to access the server from their laptops from any location if a wireless Internet connection is available. An electronic version of the files will create a more secure filing system that allows staff to better review and make decisions when outside the office. As an added bonus it will reduce paper costs.

Schedule: Completion by March 31, 2010.

Report: A report of completion of the project will be submitted to the Executive Committee for review. *Team Leader: Andrea Smith*

School Foodservice Outreach Suggested Monetary Value \$3,000

Goal: Develop school food service material packages and distribute to school districts throughout Florida with the plan to eventually roll out nationally.

Incorporate instructional and food safety information, new promotional materials for K-12 cafeterias, as well as an educational component to support requirements of fruit and vegetable grant programs.

Benefit: To increase exposure and usage of watermelon in the school food service sector.

Schedule: Completion by March 31, 2010.

Report: A report of completion of the project will be submitted to the Executive Committee for review. *Team Leader: Leslie Coleman*

"Watermelon Day" Tool Kit for Educators Suggested Monetary Value \$2,000

Goal: Create a "How to Host a Watermelon Day" packet for teachers that will include activities, lessons, games and hands-on recipes. The packet can be used at the classroom level all the way to the cafeteria and potentially across multiple schools.

Benefit: With the increasing Fresh Fruit & Vegetable grants being awarded to school systems and the growing number of educators incorporating healthy eating lessons and activities with their curriculum, this tool kit will be developed and available for distribution that details a "Watermelon Day" in the classroom.

Schedule: Completion by March 31, 2010.

Report: A report of completion of the project will be submitted to the Executive Committee for review. *Team Leader: Leslie Coleman*

Watermelon.org Website Redesign Suggested Monetary Value \$5,000

Goal: Redesign of Watermelon.org homepage and sub-sections.

Benefit: After nearly 5 years of operating at its peak performance, the Watermelon.org site needs a facelift to make it more compatible to today's needs. The site needs to showcase banners, buttons and important links in a more organic structure providing maximum efficiency and exposure, and the subsections needs to operate more independently. Each subsection will be treated with a different look, applicable to that group, i.e. the Kid's section will be fun and interactive for kids versus the very adult look it has now. Furthermore, with the importance of being an information bank and resource provider, the subsections will offer a variety of tools for instant download while not sacrificing basic definitions in text.

Schedule: Completion by March 31, 2010.

Report: A report of completion of the project will be submitted to the Executive Committee for review. *Team Leader: Stephanie Simek*

✓ **40 Leaders Under Forty**

Stephanie Simek, Marketing and Communications Manager for NWPB was selected as one of Produce Business' "40 Leaders Under Forty". As a result of all the hard work Stephanie does she will now hold the title Associate Director of Marketing & Communications. Great job Stephanie!!

**National Watermelon Promotion Board
Full Board Meeting
Saturday, February 20, 2010**

**The Fairmont Dallas
Dallas, Texas**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 1:00 p.m., Saturday, February 20, 2010 at The Fairmont Dallas. The presiding officer was President, Josh Bailey.

Present were the following Board Members:

Josh Bailey, President	Dan Van Groningen
Greg Leger, 1 st Vice President	Adam Icardo
Chandler Mack, Secretary/Treasurer	Randy Hageman
Brent Harrison, Ex-Officio	Tony Anderson
Steve Nichols	Gene Guerra
Jean Marinaro	Ward Thomas
Jim Barfield	Dana Strong
Keith Hall	Jesus Lopez
Brent Jackson	Jeff Fawcett
Hank Floyd	Jim Henderson
Tony Moore	Mark Arney, Staff
Bob Rawlins	Rebekah Dossett, Staff
Ricky Tucker	Gordon Hunt, Staff
Leslie Bloebaum	Leslie Coleman, Staff
Will Hales	Jason Hanselman, Staff
Michael Horrall	Stephanie Simek, Staff
Kelly Tyner	Jeanette Palmer, USDA
Ron Perry	

Not present were the following Board Members:

Angela O'Neal-Chappell	Alan Guzi
George Cordero	Bubba DeBerry
Raul Paez	Patrick O'Connor
Jack Thomson	

Swearing in New Board Members

The newly appointed board members were sworn in by Jeanette Palmer, USDA-AMS Marketing Specialist for NWPB.

Introductions

Everyone present introduced themselves for the benefit of the new board members.

Review of Minutes

Motion by Barfield to accept minutes of 10/6/09 Board Meeting minutes as presented, seconded by Fawcett. Motion passed.

Fall 2010 Board Meeting Schedule

There was discussion regarding the Fall 2010 board meeting being held in conjunction with PMA's Fresh Summit convention in Orlando, Florida. Board members agreed that they would prefer the meeting be held by itself in November.

Motion by Moore to have the Fall 2010 board meeting on a Friday and Saturday the first or second week of November, seconded by Barfield. Motion passed.

The staff will determine the date location of the meeting, likely the Hyatt Regency located in the Orlando International Airport. A block of rooms will be secured and information forwarded accordingly.

DVD Presentation (2010-11 Programs)

A DVD, prepared by the staff, was shown highlighting the year's accomplishments and proposed events for the upcoming fiscal year.

Jaime Buentello, HEB

Hugh Topper was originally scheduled to make HEB's presentation. In his absence Buentello gave an overview of HEB's history and a detailed outline of their approach to the marketing and sale of watermelon.

Kelly Ewen, Rose Research

Ewen gave a presentation on the 2009 consumer attitude and usage study that was performed. (copy attached)

Dr. Angela Davis, USDA-ARS

Davis gave a presentation on the skin research to date. (copy attached)

Strategic Planning Discussion

The Executive Committee and staff are going to participate in an online demonstration through Advanced Strategy Center. ASC conducts strategic planning sessions on site. The hope is that we can hold a session at our November board meeting. This would allow input from all board members rather than a select few as has been done in the past.

Redistricting Discussion

Every five years USDA-AMS requires the Board evaluate the watermelon production for each district to determine if any district requires re-alignment. The President will establish an adhoc committee to perform the evaluation and present a recommendation(s) to the Full Board in November for submission to USDA-AMS.

Bailey appointed Kelly Tyner (chair), Dana Strong and Jeff Fawcett to the adhoc committee.

2010/11 Budget Approval

Before approving the budget Arney advised the Board that the frozen reserve will be increased to \$500,000 at the end of this fiscal year in accordance with the last year's request. He also advised that the Executive Committee had voted to increase the reserve to \$600,000 by the end of the 2010/11 fiscal year.

Staff recently discovered that Policy 31 states "It shall be Board policy that each year at least 2% of the budgeted assessment amount will be deposited into the frozen reserve account." This policy was put in to place in 1996 before any current staff member was employed. Staff asked whether the Board wanted to continue with this policy.

Motion by Jackson to maintain Policy 31, seconded by Harrison. Motion passed.

The Board reviewed the 2010/11 proposed budget that was approved by each respective committee.

Motion by Moore that the Board adopt the proposed 2010/11 budget as presented, seconded by Mack. Motion passed.

Election of Officers

The district's caucused and appointed the following members to serve on the Executive Committee:

District I	Chandler Mack
District II	Keith Hall
District III	Bob Rawlins
District IV	Kelly Tyner
District V	Ron Perry
District VI	Tony Anderson
District VII	Raul Paez
Importers	Jimmy Henderson
Ex-Officio	Josh Bailey

Motion by Fawcett to elect Henderson as President, seconded by Thomas.

Motion by Harrison to elect Mack as President, seconded by Moore.

Mack was elected NWPB President by a vote of 15 to 10.

Motion Barfield to nominate Henderson as 1st Vice President, seconded by Jackson.

Henderson was elected NWPB 1st Vice President.

Mack took the helm as President and thanked Bailey for all his efforts.

Meeting adjourned.

Minutes Approved:

Ron Perry, Secretary/Treasurer

Date

**National Watermelon Promotion Board
Full Board Meeting
Saturday, November 13, 2010**

**The Hyatt Regency Orlando International Airport
Orlando, Florida**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 9:00 a.m., Saturday, November 13, 2010 at The Hyatt Regency. The presiding officer was 1st Vice President, Jimmy Henderson.

Present were the following Board Members:

Jim Henderson, 1 st Vice President	Tony Anderson
Ron Perry, Secretary/Treasurer	Gené Guerra
Josh Bailey, Ex-Officio	Ward Thomas
Steve Nichols	Dana Strong
Jean Marinaro	George Cordero
Keith Hall	Jesus Lopez
Hank Floyd	Jeff Fawcett
Tony Moore	Patrick O'Connor
Bob Rawlins	Mark Arney, Staff
Angela O'Neal-Chappell	Rebekah Dossett, Staff
Ricky Tucker	Gordon Hunt, Staff
Michael Horrall	Stephanie Simek, Staff
Kelly Tyner	Andrea Smith, Staff
Dan Van Groningen	Juliemar Rosado, Staff
Adam Icardo	Jason Hanselman, Contractor
Randy Hageman	

Not present were the following Board Members:

Chandler Mack, President	Raul Paez
Jim Barfield	Jack Thomson
Brent Jackson	Alan Guzi
Leslie Bloebaum	
Will Hales	

Announcements

Chandler Mack was not present at the meeting as he was at the hospital with his newborn son, Collins Sinclair Mack.

Review of Minutes

<i>Motion by Moore to accept minutes of 2/20/10 Board Meeting minutes as presented, seconded by Van Groningen. Motion passed.</i>

Spring 2011 Board Meeting Schedule

There was discussion regarding the Spring 2011 board meeting being held in conjunction with NWA's annual convention in La Jolla, California. It was agreed that the meeting would be held in La Jolla. Bob Morrissey indicated that Saturday, February 26 from 1:00-4:00pm would be the time slot that doesn't conflict with any NWA meetings.

Motion by Fawcett to hold NWPB's Spring 2011 board meeting in conjunction with NWA's annual convention in La Jolla, California on February 26, 2010 from 1:00-4:00pm, seconded by Moore. Motion passed.

It was suggested that NWPB sponsor Carmine Gallo to conduct a crisis training session at NWA's annual convention that could be attended by any industry member.

Motion by Hall to sponsor Carmine Gallo for a crisis training session at NWA's convention in La Jolla, California, seconded by Moore. Motion passed.

Staff will work with Bob Morrissey to determine the best time slot for the training session so flyers can be distributed announcing the session.

Executive Committee Report

Henderson highlighted the activities and actions of the Executive Committee to date. (copy of report attached)

Redistricting Committee Recommendation

Every five years USDA-AMS requires the Board evaluate the watermelon production for each district to determine if any district requires re-alignment. In February 2010 an adhoc committee was established to perform the evaluation and present a recommendation(s) to the Full Board in November 2010 for submission to USDA-AMS.

Tyner gave a report on the redistricting committee's recommendation. The committee recommends that the Board suggest the districts be set in accordance with scenario 1 (copy attached) Upon approval of the full board the redistricting plan will be submitted to USDA-AMS for further review and approval.

Motion by Floyd to accept and recommend scenario 1 to USDA-AMS for redistricting, seconded by Fawcett. Motion passed.

NWPB 2010 Recap DVD

A DVD, prepared by the staff, was shown highlighting the year's accomplishments and events.

PMA Discussion & Updates

There was discussion as to whether it is cost effective to have a booth at PMA. Arney presented the pros and cons to having a booth.

Motion by Thomas to continue having the NWPB booth at PMA, seconded by Van Groningen. Motion passed.

With the implementation of new USDA-AMS guidelines, NWPB can no longer use assessment dollars to fund any of the open bar at the watermelon reception held during PMA. As a result staff made a suggestion that NWA might fund the open bar. Brent Harrison has agreed to discuss this option with the NWA Executive Committee.

Market Data Presentation

Jason Hanselman gave a presentation on the market data that is available to all industry members. He can tailor reports to individual companies upon request. A variety of updated data is available on www.watermelon.org under the "Industry" tab. (copy attached)

Consumer Research Report

Steve Rose with Rose Research gave a presentation on the 2010 consumer attitude and usage study that was performed. (copy attached)

Motion by Tyner to adjourn, seconded by Fawcett. Meeting adjourned.

Minutes Approved:

Ron Perry, Secretary/Treasurer

Date

NWPB Executive Committee Report
November 13, 2010
Orlando, Florida

As you know, the Executive Committee is required to give an accounting of its activities throughout the year. Following is the report.

✓ **Executive Committee Teleconferences**

The Executive Committee met once a month (via teleconference) since March 9, 2010. The following issues were reviewed.

✓ **New Appointments**

Mack made the following appointment:
Secretary/Treasurer – Ron Perry

✓ **New Office Space**

NWPB moved its office to a new location on 4/1/10. The office is slightly smaller and will reduce costs by approximately \$100,000 over 5 years.

✓ **Conflict of Interest Policy**

USDA requested that all boards develop a conflict of interest policy. The Executive Committee approved the following policy:

Board Members should avoid any activity, investment, interest or association that interferes with or appears to interfere with the best interests of the NWPB. Conflicts can arise and occur in cases where a board member, or board member's family member, obtains some personal benefit at the expense of the NWPB's best interests. It is impossible to cover every possible conflict situation here. When in doubt, board members should consult with the president of the NWPB or, if the issue cannot be resolved, with a USDA/AMS Specialist and/or legal counsel to the NWPB.

✓ **Staff Goals & Objectives**

The Executive Committee approved four bonus opportunities for the staff. The projects are:

Increase Data Distribution Suggested Monetary Value \$5,000

Goal: Increase accessibility to NWPB-furnished data reports.

Benefit: Completion of this activity will help all industry members make sound, analytical, business decisions, in a timely manner, based on the current and past watermelon market. Additionally, data will be democratized so that everyone in the industry will have access to NWPB's data updates compared to the current request-based distribution.

Schedule: Implementation by October 1, 2010 with weekly updates going forward.

Report: A report of the completion of this project will be submitted to the Executive Committee for review. *Team leader: Rebekah Dossett*

U.S. Commissary Promotion Suggested Monetary Value \$5,000

Goal: Develop and implement a promotional agreement with the DeCA for all commissaries in the continental U.S. Secondary goal is to have at least one large promotion in a military base in each State/Regional Association's immediate area during the domestic season.

Benefit: To date, the Board has never been able to crack the Commissary market for active promotions. Regular access to the US Government buyers and designated vendors will open an entirely new retail chain which serves millions of captive customers, many located in watermelon growing regions.

Schedule: Completion by November, 2010.

Report: A report for the completion of this project will be submitted to the Executive Committee for review. *Team Leader: Gordon Hunt*

Radio Ad Package Development Suggested Monetary Value \$5,000

Goal: Develop a turn-key package for radio ad campaigns that can be utilized by the State and Regional Watermelon Associations.

Benefit: A generic radio ad campaign can be utilized, not only by the Board for regular promotions, but also by the State and Region organizations; particularly those who do not have full-time staffers or access to experienced media professionals. We would propose that the final package include generic promotional scripts, suggested retail and promotional activities, and likely costs for running the ads in key local and regional markets. Secondary goal would be to work with each Association to help implement their first ad placement.

Schedule: Completion by December, 2010.

Report: A report of the completion of this project will be submitted to the Executive Committee for review. *Team Leader: Stephanie Simek*

The Smithsonian's National Museum of American History Exhibit Suggested Monetary Value \$5,000

Goal: Secure a significant role for watermelon in the proposed new exhibition in the National Museum of American History.

Benefit: The Smithsonian's National Museum of American History—the only museum dedicated to the entire story of America—is planning a major exhibition, tentatively entitled American Enterprise, on the history of business, work, and money in America. The exhibit would be operational in approximately 3 years and on display for 25 to 30 years. Four million people visit the museum annually. Part of the exhibition is slated to feature agriculture. Our goal this year is to secure a significant role for watermelon as an icon of American agriculture.

Schedule: Completion by April, 2011

Report: A report of the completion of the project will be submitted to the Executive Committee for review. *Team Leader: Mark Arney*

✓ **Staff Reorganization**

In June the NWPB had a reorganization of staff endorsed by the Executive Committee. What brought about this decision are the tremendous changes in the way we are doing business compared to a few years ago. The lines between traditional marketing and communications are not as definitive as they once were. The activities of the NWPB Director of Marketing and Director of Communications oftentimes require so much coordination that sometimes overlaps and inefficiencies in resources result.

As a result of the reorganization, the Director of Communications position was eliminated. Leslie Coleman, formally the NWPB's Director of Communications, has left the organization resigning from her position. Newly created positions and staff in those positions are:

Director of Marketing & Communications – Gordon Hunt
Director of PR and Social Media - Stephanie Simek
Industry Affairs Manager - Andrea Smith
Marketing/Communications Associate – Juliemar Rosado

Other staff positions remain the same, including Rebekah Dossett as Director of Operations and Industry Affairs.

✓ **2009/2010 Audit Review**

Cross, Fernandez & Riley, LLP completed the Board's annual audit of its financial statements for the fiscal year 2009/2010. There was no material weaknesses identified, significant deficiencies or noncompliance material to the financial statements noted. This is our 5th year with a clean financial audit. USDA-AMS has also issued an acceptance letter for the audit. If anyone would like to receive a copy of the audit, it is available upon request.

✓ **Civil Penalties for Late Assessments**

USDA Office of General Counsel increased the monetary penalties to a minimum of \$750 and a maximum of \$7,500 for failing to pay assessments. The increase became effective 5/7/10.

✓ **Bad Debt Write-off**

The Executive Committee approved a write-off for a bad debt receivable of \$26,028.78. The balance was for a handler that's business has been placed in receivership and deemed uncollectable by USDA-AMS.

✓ **PC to MAC Transition**

On November 15, 2010 NWPB will begin the transition from PC's to Apple MAC's. The current platform has become very unstable, often going down without notice. The new network will provide stability and increase effectiveness.

Also being updated is the Board's database. This process will take approximately 4 months to convert to FileMaker. The conversion will reduce the amount of staff time spent switching from multiple programs to complete tasks and again greatly improve the stability and effectiveness of the system.

**National Watermelon Promotion Board
Full Board Meeting
Saturday, February 26, 2011**

**Hyatt Regency
La Jolla, California**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 1:00p.m., Saturday, February 26, 2011 at The Hyatt Regency. The presiding officer was President, Chandler Mack.

Present were the following Board Members:

Chandler Mack, President	Dana Strong
Jim Henderson, 1 st Vice President	Jack Thomson
Ron Perry, Secretary/Treasurer	Shelly Harrison-Vadiviva
Josh Bailey, Ex-Officio	T.J. Runyan
Steve Nichols	David Wucrtz
Jean Marinaro	Jeff Fawcett
Keith Hall	Barbara Murillo
Tony Moore	Patrick O'Connor
Bob Rawlins	Mark Arney, Staff
Ricky Tucker	Rebekah Dossett, Staff
Michael Horrall	Gordon Hunt, Staff
Kelly Tyner	Stephanie Simek, Staff
Brad Toney	Andrea Smith, Staff
Dan Van Groningen	Juliemar Rosado, Staff
Adam Icardo	Jason Hanselman, Contractor
Tony Anderson	Bob Keeney, USDA-AMS
Gene Guerra	
Ward Thomas	

Not present were the following Board Members:

Jim Barfield	David Celli, Jr.
Hank Floyd	Alan Guzi
Brent Jackson	Jesus Lopez
Leslie Bloebaum	Avi Nir
Angela O'Neal-Chappell	
Will Hales	

Swearing In New Board Members

The newly appointed board members were sworn in by Bob Keeney, USDA-AMS.

Introductions

Staff and board members introduced themselves for the benefit of the new board members. Gordon Hunt introduced Tommy Wilkins from United Grocers out of Lubbock, Texas as well as NWPB's merchandising representatives Cece Krumrine, Sheila Carden, Jim Hager, Marcia Adler and Kenton Kidd.

Review of Minutes

Motion by Moore to accept minutes of 11/13/10 Board Meeting minutes as presented, seconded by Fawcett. Motion passed.

Fall 2011 Board Meeting Schedule

There was discussion regarding the Spring 2011 board meeting being held in conjunction with PMA's Fresh Summit Convention in Atlanta, Georgia. It was agreed that the meeting would be held in Atlanta on Monday, October 17. The meeting location and time will be determined by staff and communicated to board members.

Motion by Thomas to hold NWPB's Fall 2011 board meeting in conjunction with PMA's Fresh Summit Convention in Atlanta, Georgia on October 17, 2011, seconded by Henderson. Motion passed.

DVD Presentation (2011/12 Programs)

A DVD, prepared by the staff, was shown highlighting the year's accomplishments and proposed events for the upcoming fiscal year.

By-law Change

At the December 2010 Executive Committee teleconference NWPB Policy 33 (Board Air Travel) was amended to allow some flexibility on air travel when documented procedures were followed.

Motion by Thomas to accept the amendment to Policy 33, seconded by Tyner. Motion passed.

As a result of Policy 33 being amended it became necessary to amend NWPB By-law Article XIV, Section 2. (Expenses).

Motion by Hall to amend Article XIV, Section 2 of the NWPB By-laws, seconded by Moore. Motion passed.

Importer Qualifications Change

Earlier this month Mack established an ad hoc committee to research importer eligibility scenarios for recommendation to the Full Board at the upcoming board meeting. The ad hoc committee members are Jimmy Henderson (chair), Kelly Tyner and Shelly Harrison-Valdivia.

Currently to be eligible to serve on the Board as an importer 50% or more of your business must be imports if you handle both domestic and imported watermelons. If you are solely an importer you must import 150,000 pounds of watermelon to qualify.

Due to the percentage of imports rising, the Board will be required to increase the number of importer positions. The current definition of eligibility makes it increasingly more difficult to locate industry members willing to serve on the Board as an importer.

The committee recommends adjusting the nomination qualifiers to align with the definition of an importer as stated in Section 1210.601.

Motion by Thomas to accept the recommendation of the committee and move forward with the referendum process, seconded by Nichols. Motion passed.

Thomas made a suggestion of reducing the size of the Board by half. Hall feels the more representation the better. Moore feels it is viable to continue with the current board size. There was no further discussion.

Motion by Thomas to include a 5-year Board continuance vote to be added to the importer change referendum, seconded by Fawcett. Motion not passed.

Strategic Planning Presentation

Arney presented the highlights of the strategic planning session that was held at the November board meeting. A report was provided in the board member notebooks.

2011/12 Budget Review & Approval

The Board reviewed the 2011/12 proposed budget that was approved by each respective committee.

Motion by Moore that the Board adopt the proposed 2011/12 budget as presented, seconded by Harrison-Valdivia. Motion passed.

Election of Officers

The district's caucused and appointed the following members to serve on the Executive Committee:

District I	Chandler Mack
District II	Tony Moore
District III	Bob Rawlins
District IV	Kelly Tyner
District V	Ron Perry
District VI	Ward Thomas
District VII	Shelley Harrison-Valdivia
Importers	Jeff Fawcett
Ex-Officio	Josh Bailey

Motion by Bailey to elect Mack as President, seconded by Tyner.

Mack was elected NWPB President.

Motion by Thomas to nominate Fawcett as 1st Vice President.

Motion by Horrall to nominate Tyner as 1st Vice President.

Motion by Hall to nominate Moore as 1st Vice President.

Motion by Icardo to nominate Perry as 1st Vice President.

After a ballot vote Perry was named 1st Vice President.

Motion by Van Groningen to adjourn, seconded by Harrison-Valdivia. Meeting adjourned.

Minutes Approved:

Ron Perry, Secretary/Treasurer

Date



To: NWPB Board of Directors
FROM: Mark Arney
SUBJECT: Proposed By-Law Change
DATE: February 11, 2011

We are in the process of recommending a change to our By-Laws. President Mack has reviewed this change with the USDA and Executive Committee. He would like a motion and approval for support at our February board meeting.

Given the limited time we have at that meeting, and the other issues we have to discuss, he has asked that I provide the full board with the proposed change, and explanation of the change, well in advance of the meeting so we can answer any questions in advance of the meeting and thereby expedite the approval process during the meeting. Please contact Chandler or myself if you have any questions.

KEY:

Strikethrough language = deletions

Green text = explanation of changes

Article XIV

Expenses

Section 1. Members of the Board, Executive Committee, other committees or sub-committees and employees, when acting on authorized business, shall be reimbursed for expenses necessarily incurred by them in the performance of their duties. In addition to reimbursement of actual expenses incurred, the Board shall establish a per diem allowance to cover meals and incidentals.

Section 2. Each person filing a claim for reimbursement shall be responsible for supplying the necessary receipts or a reasonable explanation of the various expenses incurred. A standard expense voucher will be supplied by the Board for use in filing claims. All such claims for reimbursement shall be filed within 30 days following the date the expenses were incurred. Reimbursable expenses shall include the following: mileage for auto travel at the approved government rate; transportation charges of a common carrier ~~(when available, coach service must be utilized on plane flights)~~; bridge and highway tolls, parking or other charges incidental to transportation, but excluding fuel, oil, auto repairs or service; hotel or motel room charges, at approved government rates, when Board business requires the claimant to be away from his or her place of residence overnight. The per diem shall be deemed to have covered all meal and incidental expenses. Claims for per diem reimbursement must be accompanied by adequate documentation and shall be paid only for the time claimant is engaged on behalf of authorized Board activities.

On December 14, 2010 the Executive Committee amended Policy 33 as follows:

POLICY NO. 33

SUBJECT: BOARD AIR TRAVEL

DATE OF APPROVAL: December 14, 2010

Board members will only be reimbursed for coach or economy class air travel. Board members will be reimbursed for business or first class air travel provided fare does not exceed a fully refundable coach or economy published fare and proper documentation (printout of airline or travel website will suffice) is provided with reimbursement request to show business or first class fare did not exceed fully refundable coach fare for that destination and on those dates of travel at the time the ticket was purchased.

If a board member has a disability, that board member can fly business or first class provided board member is granted prior approval by board officer -president, first vice president or treasurer. For purposes of determining disability, board member may be required to produce medical verification from a licensed physician.

Business or first class air travel air travel is also permitted if board member uses free airline upgrades, frequent flyer mileage, or if board member uses a relative's airline employee discount where cost are minimal (usually taxes and airport fees).

As a result of the policy change, By-law Article XIV, Section 2 needs to be reviewed and amended accordingly.

**National Watermelon Promotion Board
Full Board Meeting
Monday, October 17, 2011**

**Omni @ CNN Center
Atlanta, Georgia**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 2:00p.m., Monday, October 17, 2011 at The Hyatt Regency. The presiding officer was President, Chandler Mack.

Present were the following Board Members:

Chandler Mack, President	T.J. Runyan
Ron Perry, 1 st Vice President	Alan Guzi
Kelly Tyner, Secretary/Treasurer	Jeff Fawcett
Josh Bailey, Ex-Officio	Jim Henderson
Steve Nichols	Barbara Murillo
Jean Marinaro	Avi Nir
Jim Barfield	Patrick O'Connor
Tony Moore	Mark Arney, Staff
Bob Rawlins	Rebekah Dossett, Staff
Leslie Bloebaum	Gordon Hunt, Staff
Michael Horrall	Stephanie Simek, Staff
Brad Toney	Andrea Smith, Staff
Dan Van Groningen	Juliemar Rosado, Staff
Gene Guerra	Jason Hanselman, Contractor
Ward Thomas	Veronica Douglas, USDA-AMS
Dana Strong	
Shelly Harrison-Vadivia	

Not present were the following Board Members:

Hank Floyd	David Celli, Jr.
Brent Jackson	Tony Anderson
Ricky Tucker	David Wuertz
Will Hales	Jesus Lopez
Adam Icardo	

Review of Minutes

<i>Motion by Fawcett to accept minutes of 2/26/11 Board Meeting minutes as presented, seconded by Thomas. Motion passed.</i>
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Importer Referendum Update

Arney outlined the current importer qualifications and the proposed referendum. All documentation has been submitted to USDA and awaiting the next step.

Douglas indicated that the referendum rule has been cleared by USDA-AMS and is being reviewed by the Office of General Counsel. A time frame of when the rule will be published is unknown at this time.

USDA Update – Veronica Douglas

- Nominations have been moved forward and are awaiting appointment from the Secretary of Agriculture. The appointments are expected to be announced by January.
- NWPB has a compliance case that they were seeking outside legal counsel on. Douglas informed the Board that compliance cases can only be handled by the Office of General Counsel.

Spring 2012 Board Meeting

After much discussion it was agreed to have the spring board meeting on the morning of Sunday, February 26. This will allow for a crisis training session for the entire industry on Saturday with Carmine Gallo.

Motion by Henderson to fund Carmine Gallo's crisis training session at NWA's convention on February 25, 2012, seconded by Tyner. Motion passed.

Marinero expressed her concern that NWA has not had a representative at NWPB's board meetings during the past year.

Motion by Tyner to send a letter to NWA officers requesting NWA's representation at NWPB's board meetings, seconded by Harrison-Valdivia. Motion passed.

Updates

As a result of the recent listeria outbreak in cantaloupes, NWPB staff contracted with Rose Research to conduct a study on the public conception of the outbreak.

NWPB's Crisis Committee reviewed the results and recommends that a rind pathogen study for listeria be conducted. NWPB staff requested a proposal from Dr. Trevor Suslow, at UC Davis. Dr. Suslow has recommended a two-phase study. The first phase being the rind pathogen study and phase two an efficacy study, possibly funded by NWA.

Motion by Henderson to move forward with phase one of the rind pathogen study, conferring with the Executive Committee if the study exceeds \$25,000, seconded by Thomas. Motion passed.

Arney announced the “watermelon reception” held on Saturday during PMA was well attended. There were approximately 850 attendees. The reception was completely revenue neutral, funded through sponsorships.

Executive Committee Report

Mack highlighted the activities and actions of the Executive Committee to date. (copy of report attached)

Adopt Code of Ethics/Conflict of Interest Policy

USDA-AMS is requiring all boards adopt a code of ethics/conflict of interest policy.

Motion by Moore to adopt the code of ethics/conflict of interest policy as presented, seconded by Fawcett. Motion passed.

NWPB 2011 Recap DVD

A DVD, prepared by the staff, was shown recapping the year’s accomplishments.

Guest Speaker – Dr. Penny Perkins-Veazie

Dr. Perkins-Veazie gave updates on the three projects she is partnering on, Watermelon Uses in Prevention of Skin Damage, Evaluation of Watermelon Varieties for Health Promoting Compounds and Using Fresh Watermelon to Alleviate Oxidative Stress in Athletes.

Market Data Presentation – Jason Hanselman

Hanselman gave a presentation on various market data statistical information. Many of the reports can be customized upon request.

Motion by Moore to adjourn, seconded by Barfield. Meeting adjourned.

Minutes Approved:

Kelly Tyner, Secretary/Treasurer

Date

NWPB Executive Committee Report
October 17, 2011
Atlanta, Georgia

As you know, the Executive Committee is required to give an accounting of its activities throughout the year. Following is the report.

✓ **Executive Committee Teleconferences**

The Executive Committee met once a month (via teleconference) since March 8, 2011. The following issues were reviewed.

✓ **New Appointments**

Mack made the following appointment:
Secretary/Treasurer – Kelly Tyner

✓ **2010/2011 Audit Review**

Cross, Fernandez & Riley, LLP completed the Board's annual audit of its financial statements for the fiscal year 2010/2011. There was one finding. USDA-AMS' investment policy requires all investments be short-term, with a maturity period of one year or less.

Due to declining interest rates, two 24-month certificates of deposit (CD) were acquired in an attempt to maximize the Board's investment return. As these CD's are a part of the Board's frozen reserve we were confident that there would not be a need to retrieve these funds before the maturity date. As we understand, the purpose of the USDA-AMS policy in limiting CD investments to a 12 month or less maturity date was to maintain liquidity. Because the rates of the longer maturity CD's were higher verses a 12-month CD, it offset any prepayment penalties. In addition, the Board carries a large enough balance in its money market checking account, that liquidity was never an issue. Moving forward, we will acquire CD's with a maturity period of one year or less but urge USDA-AMS to reconsider its position regarding this policy.

USDA-AMS has also issued an acceptance letter for the audit. If anyone would like to receive a copy of the audit, it is available upon request.

✓ **Staff Goals & Objectives**

The Executive Committee approved four bonus opportunities for the staff. The projects are:

Social Media Interaction – *Monetary Value \$4,000*

Goal: Increase the NWPB's social media interactions via Facebook, Twitter, YouTube, the What About Watermelon blog and the new consumer e-newsletter to the following goal numbers:

- 1,000 page likes on Facebook
- 250 Twitter followers

- 50 YouTube channel subscribers
- 500 consumer e-newsletter subscribers
- 250 What About Watermelon blog comments

Benefit: By stretching out our various social media platforms' communication arms, we will continue to communicate new and existing watermelon messages to consumers and customers alike, all year round, about the health, value and versatility of fresh watermelon, thereby driving demand.

Schedule: All numbers to be met or surpassed by March 31, 2012.

Report: A report of the completion of this project will be submitted to the Executive Committee for review. *Team leader: Stephanie Simek*

Educator Outreach – Monetary Value \$4,000

Goal: Reach 25,000 educators with our watermelon teacher tool kit, both hard copy and online element download.

- 5,000 individual hard copy tool kits sent out nationwide
- 25,000 online downloads of page elements from the Educator section of watermelon.org

Benefit: With the 2011-2012 emphasis on children's outreach and in-school education, the NWPB is creating a 3rd edition of our popular teacher's tool kit which has activities, lessons and games for grades K-8, middle school, high school and now cafeteria/after school activities. We plan on reaching a minimum goal of 25,000 educators by sending and measuring physical requests up to a postage budget of \$5,000 and then an additional 25,000 document downloads from our website. Teachers are one of the primary influencers on children and the messages of healthy eating, active living and watermelon all year long will go home to parents.

Schedule: All numbers to be met or surpassed by March 31, 2012.

Report: A report of the completion of this project will be submitted to the Executive Committee for review. *Team leader: Stephanie Simek*

Look! It's J. Slice! – Monetary Value \$4,000

Goal: Develop and manufacture a J. Slice mascot costume and promote/entertain at five events.

Benefit: Many events that staff attend throughout the year are aimed at kids or at child influencers. Seeing J. Slice in person has the strongest impact on a child, and he can give away his new storybook called J. Slice Saves Princess Cupcake from the Downhill Sugar Slide. This new costume and new story (which is ultimately a tale of moderation), will help drive the message the healthy, fun messages of watermelon home: for children, for parents, for school foodservice providers and more.

Schedule: Costume to be completed and delivered by August 1, 2011. Five events tentatively to promote J. Slice and new coloring book at are as follows: PMA, ADA, Our Kids World Family Fun Fest, Ronald McDonald House and NWA convention 2012.

Report: A report of the completion of this project will be submitted to the Executive Committee for review. *Team leader: Stephanie Simek*

NWPB Database Program – Monetary Value \$4,000

Goal: Design and develop a new database to maintain NWPB's assessment information with FileMaker, a Mac friendly software.

Benefit: FileMaker will provide a more stable database where all information is housed in one program. Currently NWPB's assessment information utilizes three different software programs.

Schedule: Design and development to be completed by 12/31/11.

Report: A report of the completion of this project will be submitted to the Executive Committee for review. *Team leader: Rebekah Dossett*

Queen-Driven Retail Promotion - Monetary Value \$4,000

Goal: Increase retail promotions featuring Watermelon Queens, through development of an electronic kit of How-to points and FAQs for in-store Queen promotions, and development of a Queen-driven "blitz" program to cover multiple store outlets simultaneously.

Benefit: As the demand for in-store watermelon queen promotions by retailers continues to rise, NWPB retail reps and retail accounts are in need of a S.O.P. guideline with step-by-step instructions: the Who, What, When, Why and How; most importantly, how to fund a watermelon queen in-store promotion. This will increase awareness to the regional watermelon associations, who have historically been tasked with raising sponsorship (travel) funds for the queen to make appearances. The kit will be 100% digital, available online at Watermelon.org and by email, and it will include pitching, procuring and media placement. The NWPB is fundamentally in place to help coordinate these events, however our budget will not grow to pay for the huge demand. Our function is to help facilitate the opportunity between retailer and watermelon association, and to work with local and trade media in an effort to secure publicity.

A "blitz" program template for use by the state and regional watermelon associations will feature Queen, Coordinator and Board staff training for local "Watermelon Ambassadors" who would be contracted for "one-time" in-store promotions in their area for a set fee paid to their organizations, i.e. sorority, club, etc. This would greatly increase the impact of a retail chain's watermelon promotion on a specific date and would give growers and handlers a cost-effective tool for negotiating with retailers. A full test of the concept would be done prior to the end of the current season and a comprehensive "kit" would be developed for the State and Regional Associations for presentation at the NWA Convention in February.

Schedule: All activities completed by March 31, 2012

Report: A report of the completion of this project will be submitted to the Executive Committee for review. *Team leader: Gordon Hunt*

✓ **Conflict of Interest Policy**

The Executive Committee approved the following expanded Conflict of Interest policy:

Board Members should avoid any activity, investment, interest or association that interferes with or appears to interfere with the best interests of the NWPB. Conflicts can arise and occur in cases where a board member, or board member's family member, obtains some personal benefit at the expense of the NWPB's best interests. It is impossible to cover every possible conflict situation here. When in doubt, board members should consult with the president of the NWPB or, if the issue cannot be resolved, with a USDA/AMS Specialist and/or legal counsel to the NWPB.

As broadcast media opportunities continue to rise with digital, online and traditional components, potential sponsorships and other NWPB-supported endeavors will be reviewed on a case-by-case basis. Evaluation will focus on return on investment (ROI), level of national exposure for the watermelon.org brand, and deliverance capabilities of NWPB's core watermelon messages. Under no circumstance will any opportunity influence, or conflict with, government policy.

**National Watermelon Promotion Board
Full Board Meeting
Sunday, February 26, 2012
Ritz Carlton Amelia Island, Florida**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 8:00 a.m., Sunday, February 26, 2012 at The Ritz Carlton. The presiding officer was President, Ron Perry.

Present were the following Board Members:

Ron Perry, President	Dana Strong
Chandler Mack, Ex-Officio	Shelley Harrison-Valdivia
Steve Nichols	T.J. Runyan
Jean Marinaro	Jim Henderson
Jim Barfield	Barbara Murillo
Brenda Mack	Avi Nir
Hank Floyd	Gabriel Hinojosa
Tony Moore	John Gee
Bob Rawlins	Alex Lopez
Ricky Tucker	Raul Paez
Leslie Bloebaum	Richard De Los Santos
Brian Arrigo	
Michael Horrall	Mark Arney, Staff
Kelly Tyner	Gordon Hunt, Staff
Brad Toney	Stephanie Simck, Staff
Dan Van Groningen	Andrea Smith, Staff
Adam Icardo	Juliemar Rosado, Staff
Tony Anderson	Jason Hanselman, Contractor
Gene Guerra	Jeanette Palmer, USDA-AMS
Ward Thomas	

Not present were the following Board Members:

Brent Jackson	Jeff Fawcett
Will Hales	David Wuertz
David Celli, Jr.	

Swearing In New Board Members

The newly appointed board members were sworn in by Jeanette Palmer, USDA-AMS.

USDA Update – Jeanette Palmer

- Nominations: USDA continues to push a strong effort for diversity on the commodity boards' nominations. USDA asks for help in the NWPB districts by encouraging new nominees.
- AMS guidelines have been updated and are impacting all commodity groups. The new guidelines involve bylaws and board policies and require updating in house.

- The NWPB management review was conducted July 13-15, 2011. The review was of the board's financial records, policies and bylaws. There were two comments from the review: one involved a database glitch and has since been fixed by the database programmer and the other involved staff expense reports and credit card statement payments.

Review of Minutes

Motion by Moore to accept minutes of 10/17/11 Board Meeting minutes as presented, seconded by Barfield. Motion passed.

Fall 2012 Board Meeting

Due to the fact that the PMA Fresh Summit has removed its Monday program, it was agreed to have the fall board meeting on the morning of Monday, October 29, 2012.

Motion by Barfield to hold the fall board meeting on October 29, 2012 in the morning, seconded by Harrison-Valdivia. Motion passed.

DVD Presentation (2011/2012 Wrap Up and 2012/2013 Programs)

A DVD, prepared by the staff, was shown. It highlighted the end of the fiscal year's programs and import season accomplishments and upcoming 2012-2013 programs and projects.

Policy Changes & Additions

Motion by Henderson to accept the proposed changes and additions to the NWPB board policies as outlined in the board book of the Spring 2012 board meeting, seconded by Mack. Motion passed.

2012/2013 Budget Review & Approval

Motion by Moore to accept the proposed 2012/2013 budget as outlined in the board book of the Spring 2012 board meeting, seconded by Floyd. Motion passed.

Election of Officers

The districts caucused and appointed the following members to serve on the Executive Committee:

District I	Jean Marinaro
District II	Tony Moore
District III	Leslie Bloebaum
District IV	Kelly Tyner
District V	Ron Perry
District VI	Ward Thomas
District VII	Shelley Harrison-Valdivia
Importers	Raul Paez
Ex-Officio	Chandler Mack

Motion by Moore to elect Perry as President, seconded by Floyd.

Motion by Harrison-Valdivia to elect Tyner as 1st Vice President, seconded by Nichols.

Unanimously, Perry was elected NWPB President and Tyner was elected NWPB 1st Vice President.

Motion by Moore to adjourn, seconded by Floyd. Meeting adjourned.

Minutes Approved:

Tony Moore, Secretary/Treasurer

Date

**National Watermelon Promotion Board
Full Board Meeting
Saturday, October 13, 2012**

**Norway Pavilion @ Epcot
Orlando, Florida**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 9:00a.m., Saturday, October 13, 2012 at the Norway Pavilion @ Epcot. The presiding officer was President, Ron Perry.

Present were the following Board Members:

Ron Perry, President	Dana Strong
Kelly Tyner, 1 st Vice President	T.J. Runyan
Tony Moore, Secretary/Treasurer	Jeff Fawcett
Chandler Mack, Ex-Officio	Barbara Murillo
Steve Nichols	John Gee
Jean Marinaro	Raul Paz
Brenda Mack	Richard De Los Santos
Brent Jackson	Mark Arney, Staff
Bob Rawlins	Rebekah Dossett, Staff
Ricky Tucker	Gordon Hunt, Staff
Leslie Bloebaum	Stephanie Simck, Staff
Brian Arrigo	Andrea Smith, Staff
Michael Horrall	Juliemar Rosado, Staff
Brad Toney	Dolores Oroian, Staff
Dan Van Groningen	Jason Hanselman, Contractor
Adam Icardo	Jeanette Palmer, USDA-AMS
Gene Guerra	
Ward Thomas	

Not present were the following Board Members:

Jim Barfield	David Wuertz
Hank Floyd	Jim Henderson
Will Hales	Avi Nir
David Celli, Jr.	Gabriel Hinojosa
Tony Anderson	Alex Lopez
Shelly Harrison-Vadivia	

Review of Minutes

<i>Motion by Chandler Mack to accept minutes of the 2/26/12 Board Meeting minutes as presented, seconded by Fawcett. Motion passed.</i>

NWPB Updates

Hunt visited a fruit processor in Holland that makes watermelon lollipops for McDonalds. They are very successful in France. They are interested in using US watermelon for the lollipops.

NWPB agreed to send a load of US watermelon to the Holland processor in the spring.

USDA Update

- Nominations have been moved forward and are awaiting appointment from the Secretary of Agriculture. The appointments are expected to be announced by January.
- Robert Keeney retired and Chuck Parrott has replaced him as the USDA-AMS Deputy Administrator.

Spring 2013 Board Meeting

After discussion it was agreed to have the spring board meeting in conjunction with NWA's annual convention in San Antonio, Texas. The meeting will be on Saturday, February 23 from 1-4pm.

Motion by Chandler Mack to have the NWPB spring board meeting in conjunction with NWA's annual convention in San Antonio, Texas, seconded by Runyan. Motion passed.

Executive Committee Report

Perry highlighted the activities and actions of the Executive Committee to date. (copy of report attached)

By-law Change/Addition

To clarify voting procedures it was recommended that Article VI, Section 8, 9 and 10 be added to NWPB's current by-laws and Article IX have a sentence added addressing the voting procedure in the event of a tie.

Motion by Thomas to accept the additions to the Article VI, Section 8, 9, 10 and Article IX of NWPB's by-laws. seconded by Tyner. Motion passed.

NWPB 2012 Recap DVD

A DVD, prepared by the staff, was shown recapping the year's accomplishments.

Chamberlain Farms Crisis Communication Response

Tyner gave an update on the Chamberlain Farms crisis that involved cantaloupe. He had several meetings with the Indiana Department of Agriculture. Fortunately being able to differentiate watermelon from the "melon" category seems to have aided in sales not being affected in a negative fashion.

Tyner indicated that his crisis training received from the Board was very helpful in this situation as well as the assistance received from Board staff.

New Industry B-Roll Production

Bailey's operation was used to film b-roll tape that can be used for media requests needing generic high-quality footage of watermelon fields and the harvesting process.

Market Data Presentation – Jason Hanselman

Hanselman gave a presentation on various market data statistical information. Many of the reports can be customized upon request.

NWA Update

Morrissey gave an update on various NWA activities throughout the year. He encouraged everyone to attend the national convention being held in San Antonio on February 20-24. It will be the centennial year of the NWA.

<i>Motion by Thomas to adjourn, seconded by Marinaro. Meeting adjourned.</i>
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Minutes Approved:

_____	_____
Tony Moore, Secretary/Treasurer	Date

NWPB Executive Committee Report
October 13, 2012
Orlando, Florida

As you know, the Executive Committee is required to give an accounting of its activities throughout the year. Following is the report.

✓ **Executive Committee Teleconferences**

The Executive Committee met once a month (via teleconference) since March 13, 2012. The following issues were reviewed.

✓ **New Appointments**

Perry made the following appointment:
Secretary/Treasurer – Tony Moore

✓ **2011/2012 Audit Review**

Cross, Fernandez & Riley, LLP completed the Board's annual audit of its financial statements for the fiscal year 2011/2012. There were no material weaknesses identified, significant deficiencies or noncompliance material to the financial statements noted. If anyone would like to receive a copy of the audit, it is available upon request.

✓ **Budget Amendment**

The Communications budget was amended by \$40,000 to allow for participation in the 2012 Epcot Food & Wine Festival.

✓ **Staff Goals & Objectives**

The Executive Committee approved four bonus opportunities for the staff. The projects are:

Wholesale Produce Market Outreach Program - Suggested monetary value \$5,000

Goal: Develop and implement an outreach program for all Wholesale Produce Markets in the US and Canada with the objective of introducing the wholesale community to the NWPB and its marketing and promotional programs.

Benefit: To date, the Board has not made any concerted effort to educate wholesale produce companies of the potential benefits of watermelon promotional programs and activities. Initial meetings with the Officers and members of the new Philadelphia Wholesale Produce Market were extremely promising and they were highly supportive of an on-line piece for wholesalers that would be available on our website.

Schedule: Completion by March 31, 2013.

Report: A report for the completion of this project will be submitted to the Executive Committee for review. *Team Leader: Gordon Hunt*

Queen Program Media Outreach – Suggested monetary value \$5,000

Goal: Support the state associations' queen programs by providing proactive media outreach in the forms of contact lists, a sample media alert and guidelines for pitching promotions and events to local media. Email contact lists will be provided for each of the 8 state associations' queens for a statewide, state capitol, and home city of the queen and the coordinator.

Benefit: More media coverage for watermelon and for the watermelon queens' messaging at appearances and promotions within their home states, as well as for larger multi-queen promotions wherever they may be.

Schedule: All numbers to be met or surpassed by March 31, 2013.

Report: A report of the completion of this project will be submitted to the Executive Committee for review. *Team leader: Stephanie Barlow*

Social Media Audience Growth – Suggested monetary value \$5,000

Goal: To increase the reputation, audience reach and message spread of watermelon in our social media outlets by a minimum of 25%. Specific goals are as follows:

- Facebook "Watermelon.org" page: 4,000 fans
- Twitter "@All4Watermelon" feed: 1,100 followers
- YouTube "WhatAboutWatermelon" channel: 18,585 total video views
- What About Watermelon? Blog: 240 comments
- WhatAboutWatermelon eNewsletter: 4,375 subscribers
- Pinterest "Watermelon.org" page: 50 followers and 150 "repins"

Benefit: An increased number of fans, followers, subscribers and pinners [via Pinterest] will translate into an increased number of watermelon sales, usage and first time watermelon recipe or watermelon carving experimenters. The "share" factor multiplies with the fan base, which should multiply then into additional sales throughout the year.

Schedule: All numbers to be met or surpassed by March 31, 2013.

Report: A report of the completion of this project will be submitted to the Executive Committee for review. *Team leader: Stephanie Barlow*

Event Staffing Comparison Report – Suggested monetary value \$5,000

Goal: To examine the costs spent on various events throughout the year in staff time and travel days versus outsourcing booth staff, lead retrieval and leaving follow up in-house. Which is less costly? What are the pros and cons of attending in person? Are the event objectives perhaps better justified and met by allocating that time in office to execute strategic plans per market?

Report to include the following events:

- School Nutrition Association
- National Agriculture in the Classroom
- Academy of Nutrition and Dietetics
- Culinary Institute of America
- Food Blog Conference

Benefit: Show side by side the cost of staff travel to events versus communications strategies implemented via third party outsourcing. Ultimately,

to determine which, if any, events the NWPB exhibits at that can be equally benefited from without extra expense.

Schedule: All numbers to be met or surpassed by March 31, 2013.

Report: A report of the completion of this project will be submitted to the Executive Committee for review. *Team leader: Stephanie Barlow*

Watermelon Apps – Press Kit and Teacher Tool Kit – Suggested monetary value \$5,000

Goal: Research and report on the timeline and costs for building, designing and launching an App in the Apple App Store for the annual watermelon press kit, and subsequently the watermelon teacher's tool kit.

Benefit: If users can simply download a free app but receive the same information on their mobile devices (iPhone or iPad most commonly), then updates can be "pushed" once a year or as new assets become available via Notifications and Updates in the app store.

Schedule: All numbers to be met or surpassed by March 31, 2013.

Report: A report of the completion of this project will be submitted to the Executive Committee for review. *Team leader: Stephanie Barlow*

Sponsor Outreach for Retail National Display Contest – Suggested monetary value \$5,000

Goal: Secure a sponsor to assist in funding the 2013 National Retail Display Contest

Benefit: To provide retailers more incentives to participate in the display contest during the month of July, therefore moving more watermelon during its peak season. Securing a sponsor would provide the opportunity to offer retailers more incentives in the form of monetary prizes, particularly for the regional 1st, 2nd, and 3rd place winners. Retailers will also have the opportunity to gain some media exposure via the press release that is sent to media upon completion of the contest, listing the grand prize as well as the regional winners.

Schedule: Sponsor to be secured by March 31, 2013.

Report: A report of the completion of this project will be submitted to the Executive Committee for review. *Team leader: Juliemar Rosado*

**National Watermelon Promotion Board
Full Board Meeting
Saturday, February 23, 2013**

**Westin La Cantera
San Antonio, Texas**

Minutes of the Full Board Meeting:

The Full Board Meeting of the National Watermelon Promotion Board was called to order at 1:00p.m., Saturday, February 23, 2013 at the Westin La Cantera in San Antonio, Texas. The presiding officer was President, Ron Perry.

Present were the following Board Members:

Ron Perry, President	Jack Wallace
Kelly Tyner, 1 st Vice President	Shelly Harrison-Vadivia
Tony Moore, Secretary/Treasurer	T.J. Runyan
Chandler Mack, Ex-Officio	Jeff Fawcett
Steve Nichols	Barbara Murillo
Jean Marinaro	John Gee
Brenda Mack	Gabriel Hinojosa
Hank Floyd	Raul Paez
Joshua Moore	Mark Arney, Staff
Ricky Tucker	Rebekah Dossett, Staff
Brian Arrigo	Gordon Hunt, Staff
Dan King	Andrea Smith, Staff
Michael Horrall	Juliemar Rosado, Staff
Brad Toney	Dolores Oroian, Staff
Dan Van Groningen	Jason Hanselman, Contractor
Ward Thomas	Jeanette Palmer, USDA-AMS
Dana Strong	
Kevin Green	

Not present were the following Board Members:

Jim Barfield	David Wuertz
Brent Jackson	Jim Henderson
Leslie Bloebaum	Avi Nir
Will Hales	Alex Lopez
Adam Icardo	Richard De Los Santos
David Celli, Jr.	

NWA Update – Morrissey

A letter from Morrissey was distributed to board members giving an update on NWA's activities.

Swearing In New Board Members

The newly appointed board members were sworn in by Jeanette Palmer, USDA-AMS.

USDA Update – Jeanette Palmer

The proposed importer rule has been published in the Federal Register and everyone was encouraged to comment on the web site, email or USPS.

Review of Minutes

Motion by Tony Moore to accept minutes of the 10/13/12 Board Meeting minutes as presented, seconded by Marinaro. Motion passed.

Fall 2013 Board Meeting

After discussion it was agreed to have the Fall board meeting the first weekend of November 2013 in conjunction with sponsorship of the Food & Wine Festival at Epcot in Orlando, Florida. The board meeting will tentatively be on Friday, November 1 from 2-5pm followed by a dinner. A full day of crisis training will be conducted on Saturday, November 2.

Motion by Tony Moore to have the NWPB Fall board meeting in conjunction with the sponsorship of the Food & Wine Festival at Epcot in Orlando, Florida, seconded by Fawcett. Motion passed.

DVD Presentation (2012/2013 Wrap Up and 2013/2014 Programs)

A DVD, prepared by the staff, was shown. It highlighted the end of the fiscal year's programs and import season accomplishments and upcoming 2013-2014 programs and projects.

By-law Change/Addition

To clarify the duties of the Secretary and Treasurer it was recommended that Article V, Section 5 and 6 have a sentence added further defining the duties in the absence of the First Vice-President. Also, Article VI, Section 8 was simplified to outline the voting rights of the Past-President.

Motion by Nichols to accept the change/addition to Article V, Section 5, 6 and Article VI, Section 8 of NWPB's by-laws. seconded by Runyan. Motion passed.

2013/2014 Budget Review & Approval

Motion by Moore to accept the proposed 2013/2014 budget as outlined in the board book of the Spring 2013 board meeting, seconded by Paez. Motion passed.

Election of Officers

The districts caucused and appointed the following members to serve on the Executive Committee:

District I	Jean Marinaro
District II	Tony Moore
District III	Ricky Tucker
District IV	Kelly Tyner
District V	Ron Perry
District VI	Ward Thomas
District VII	TJ Runyan
Importers	John Gee
Ex-Officio	Chandler Mack

Motion by Moore to elect Perry as President, seconded by Paez.

Motion by Horrall to elect Tyner as 1st Vice President, seconded by Thomas.

Unanimously, Perry was elected NWPB President and Tyner was elected NWPB 1st Vice President.

Motion by Floyd to adjourn, seconded by Tyner. Meeting adjourned.

Minutes Approved:

Tony Moore, Secretary/Treasurer

Date