



UF/IFAS Extension
Suwannee Valley Agricultural Extension Center

7580 County Road 136
Live Oak, FL 32060
386-362-1725
386-362-3067 Fax

Dear Watermelon Industry Supplier:

2017 Suwannee Valley Watermelon Institute
Thursday, November 30th
HOLD THE DATE

The University of Florida IFAS Extension agents in the Suwannee Valley of North Florida and the Suwannee River Partnership are planning the annual Suwannee Valley Watermelon Institute including educational sessions, an industry trade show, and dinner for Thursday, November 30, 2017. The meeting this year will return to the beautiful Straughn IFAS Extension Professional Development Center (<http://straughn.ifas.ufl.edu/>) at the University of Florida, Gainesville, FL from 1 to 7 p.m. The objective of the meeting is to gather watermelon producers from the Suwannee Valley and surrounding areas to meet. Well over 120 growers and industry representatives have attended this meeting in each of the past three years. The growers indicated they would like to see this meeting put together annually to bring the entire industry together, including: growers, suppliers, allied agencies, researchers, and educators.

We would like to let you know the date early and that you can contribute to the success with financial support of \$200.00 for the following specific items, an industry exhibitor reception, dinner, refreshments, facility rental, speaker travel, and program materials for each grower. If you would like to help sponsor the event, please fill out the enclosed form and return by November 20th. Sponsors will be given the opportunity to set up a booth (one 6-ft table area) anytime between 11:30-1:00 pm and **networking time will be set aside for growers to visit your booth during the industry exhibitor reception**. Lunch will be provided to exhibitors as well from noon to 1 pm for your convenience. A special topic pre-conference workshop will also be offered to growers in the morning from 9:30 am to noon, but is not part of the sponsored Institute.

Sincerely,

A handwritten signature in black ink that reads 'Robert C. Hochmuth'.

Robert C. Hochmuth
Regional Specialized Extension Agent
Suwannee Valley Agricultural Extension Center
Live Oak, FL
bobhoch@ufl.edu or 386-362-1725 ext. 103

Please check all that apply:

I would like to sponsor the 2017 Suwannee Valley Watermelon Institute (minimum of \$200).

A check in the total amount of _____ is enclosed.

-OR-

I will use the Eventbrite page to register and I will pay online (Additional fee will be charged):

<http://2017watermeloninstitute.eventbrite.com>

Sorry, I will not be able to sponsor this meeting.

Please make checks payable to: **University of Florida**

Name: _____

Address: _____

Business Name (as you want it to appear in the printed program):

Phone: _____ **Email:** _____

Names of those attending from your company: _____

Send to: Bob Hochmuth
Suwannee Valley AEC
7580 County Road 136
Live Oak, FL 32060-7434

Phone: 386-362-1725, ext. 103
Email: bobhoch@ufl.edu