



FSHS



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Florida State Horticultural Society

February 2005

Hello Friends of the FSHS:

We are writing to let you know about some of the vexing challenges encountered by the Florida State Horticultural Society Board during 2004. Due in part to these challenges, our society has recently undergone some important changes that will improve the service provided to members. We are also writing to help explain some significant confusion that occurred during 2004 regarding membership, and payments at the June meeting.

The FSHS Board of Directors recently established a new arrangement whereby the American Society for Horticultural Science will be paid a reasonable fee to manage most of our society's administrative and accounting functions. ASHS will also help promote our society in an effort to help us add new members; something we think is sorely needed. The FSHS will still be headquartered in Central Florida, however, at the UF/IFAS Citrus Research and Education Center in Lake Alfred.

As for the confusion about meeting payments and membership applications, we have been working since late in 2004 to discover how and why many members were never charged when they used credit cards to pay at the June meeting. We also fear that some membership forms were never processed, or that names & addresses were never added to the membership list. With the great help of our Treasurer, Garvie Hall, we have gone back and figured out who needed to be charged. Our bank then helped us collect most of the money that was owed. There were also other mistakes that have been corrected, but we think it is most important to explain why some individuals have only recently been charged for the meeting expenses from last June. The volunteer administrative assistant working for FSHS last

year fell behind, and then was unable to devise a system to adequately manage FSHS' business needs. Recovering from the hurricanes also prevented our administrative assistant from completing the needed duties. As soon as we found out about this situation, a team of board members started sorting out the details, and made plans to correct the problems. We are almost finished establishing the new business administration arrangement, and pledge that it will work effectively to serve your needs as members. We urge you to write or email the society at the Lake Alfred addresses listed on this stationery if you think there is any chance that the FSHS has lost track of you or if you know of another individual you think may have been lost. Please also check out the website or a recent newsletter to get more information and to see for yourself how nice they are.

There were several important advancements made by FSHS last year that hopefully help offset the problems we faced with finances. Our website, payment system, online proceedings, and bound proceedings are in all in excellent shape. We hope you agree that the newsletter gets better with every issue. And finally, we think our new arrangement with ASHS will help improve member service, advertise and promote the society better, and allow us to securely move into the future as the prominent horticultural society in the state, and one of the best in the USA.

Sincerely yours,
Craig Campbell, Chair, BOD
George Hochmuth President

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2005 Board of Directors

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(2002-2006)**

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***CHECK THE FSHS WEB PAGE FOR
THE LATEST UPDATES ON THIS
YEAR'S PROGRAM:
WWW.FSHS.ORG***

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Where Have We Been Proceeding?

For our next installment we focus on the nifty 50's. What kind of horticulture insights were we developing just a half a century ago? How far have we come? Following are excerpts from the FSHS Proceedings, Volume 67 from 1954. M.U Mounts was President of the Executive Committee and annual dues were just \$4.

- The Effect of Lead Arsenate Sprays on Quality and Maturity of Ruby Red Grapefruit, by Deszyck and Sites – explaining that the results of a three season experiment showed that applications of lead arsenate spray was “highly satisfactory in the production of early passing legal maturity ratios in the juice” of Ruby Red Grapefruit.
- Will Recommended Insecticidal Practices Result in Toxic Residues in the Soil? By AJ Overman, EL Spencer and EG Kelsheimer. The authors reported on a three-year study using foliar applications of DDT in dust and spray, parathion spray; and soil applications of chlordane, dieldrin, heptachlor and demeton in small routine amounts to simulate commercial tomato production practices on the West Coast of Florida. The conclusion was that microbiological soil data have given no indication of toxic accumulations of the materials or their breakdown products in Leon fine sand.
- Aluminum Foil – Its Uses and Potential Uses in the Citrus Industry, by EG Battle of Reynolds Metals Company. Reportedly, the tests made by Reynolds strongly indicate that foil-lined containers for packaging and storing citrus fruit without refrigeration may be a practical approach to more efficient methods of transport from grower to consumer.
- The Fertilizer and Insecticide Situation for 1944-45, by P.H. Groggins, War Food Administration, Washington DC - reporting that pyrethrum is in short supply because the troops abroad needed mass amounts to protect against malaria-carrying mosquitoes, but the supply of arsenic is excellent.
- Salt Tolerant Plants Grown in South Australia, by TRN Lothian, Director of Botanic Garden in South Australia. Several species of trees native to Australia are suggested as being adaptable to coastal areas in Florida including *Buddleia madagascariensis*, *Araucaria excelsa*, and *Ficus macrophylla*.
- Chrysanthemum Industry in Florida, by S. Smith. The author estimates seasonal production costs for growing Chrysanthemum crops would be about \$10,000/acre and that with proper marketing distribution, chrysanthemums should be Florida's largest cut flower business.

MARK YOUR CALENDARS NOW FOR THE 2005 ANNUAL MEETING

**118TH FSHS ANNUAL MEETING
JUNE 5 – 7, 2005
MARRIOTT TAMPA WESTSHORE**

It's never too
early to think
about abstracts!

NEWS and ANNOUNCEMENTS

Encouragement from your President and Chair, Board of Directors,

We are writing to you to add our encouragement to renew your FSHS membership for 2005. We believe you will be very happy with the way FSHS is growing and developing, especially with our new relationship with The American Society for Horticultural Science. Your FSHS Board of Directors has been extremely busy this year with you, the member, in mind. We have worked to make FSHS more responsive to your needs as a member, and we have worked to make the annual program a very rewarding and learning experience for you and your friends and colleagues. But we have more work to do! You can help by remaining an active member of your society. Please renew your membership in a very good and exciting society, your Florida State Horticultural Society.

Sincerely,

George Hochmuth, President and Craig Campbell, Chairman of the Board

Report from the Program Coordinator:

The program is coming along well for this year's meeting. The sectional Vice Presidents are putting the final touches on the programs for each of their sections, and CEU credits will be offered again this year. A number of students will be participating in the Best Student Paper Award competition. There will also be two special sessions in conjunction with the joint UF/IFAS In-service Training, "Best Management Practices for Vegetables" and "Disease Resistance Management".

Attention Master Gardeners: we will offer the half-day session again this year!

We look forward to seeing you all there!

Steve Sargent

Newsletter Editor: Anita S. Neal, 8400 Picos Road, Ste. #101, Fort Pierce FL 34945
asn@ifas.ufl.edu or (772) 462-1660 your submissions are welcome!

CALENDAR OF EVENTS 2005

AG IN THE CLASSROOM ANNOUNCES SECOND ANNUAL LITERACY DAY

In an effort to increase agricultural literacy statewide, Florida Agriculture in the Classroom Inc. (FAITC) and the Florida Department of Agriculture and Consumer Services (FDACS) are designating March 17, 2005 as the 2nd-annual Florida Agriculture Literacy Day.

FAITC urges farmers, ranchers, members of local FFA chapters and agriculture industry representatives to participate by visiting elementary school classrooms around the state that day to read books about farming and talk about the importance of agriculture to the Sunshine State. **National Agriculture Week is March 20-26.** For information, call the FAITC office at (352) 846-1391 or go to www.agtag.org

2005 Gulf Citrus Country Gala

Saturday, April 9, 2005 6pm – 10pm at the LaBelle Civic Center, LaBelle FL—directly behind City Hall—481 Highway 80. Fifth Annual Gulf Citrus Growers Association Country Gala with Steak Dinner'n Fixins prepared by the Hendry County Cattlemen. \$1000 CASH PRIZE DRAWING! Enjoy fabulous raffle and auction goodies. Country Casual Attire. Tickets \$100 ticket admits 2. For more information contact Becky at the Gulf Citrus office (863) 675-2180.

Floriculture Field Day

FNGLA has teamed up with the University of Florida, Grandiflora, and Ornamental Outlook to enhance the already popular Floriculture Field Day! This year's program will include topics from new crops to container gardening, plus offer an exclusive look at the Floristar Elite Trials. The newly revised annual [Floriculture Field Day](#) is scheduled for **Wednesday, May 18th and Thursday, May 19th**. The seminar will start at the Paramount Plaza Hotel and Suites in Gainesville, FL and end on campus at Fifield Hall. Hotel reservations made before April 27th will receive the \$69.00 group rate. The full program line-up and on-line registration will be available in early March. Log onto the FNGLA website at www.fn gla.org for further details.

Gulf Coast Turfgrass Expo and Field Day

June 15, 2005 8:00 a.m. – 3:00 p.m. at the West Florida REC, Jay Research Center. For more information go to <http://wfrec.ifas.ufl.edu/center/events/04-turfexpo.htm> or phone: (850) 983-5216

For more information on upcoming trainings, short courses and CEU opportunities, be sure to check out the IFAS calendar at <http://calendar.ifas.ufl.edu>

Don't be shy! Feel free to share the FSHS Newsletter with
Some one you know who might be interested!
You can always drop an email to us at fshs@crec.ifas.ufl.edu and let us know who
should be receiving the newsletter, beside yourself!

Information about Membership

The Florida State Horticulture Society encourages all individuals who enjoy horticulture to become a member. Print this page and complete the membership application, then mail, FAX or e-mail directly to:

Florida State Horticultural Society

700 Experiment Station Road

Lake Alfred, FL 33850-2299

E-mail: fshs@crec.ifas.ufl.edu

Membership application - please check the type of membership:

Annual member \$50 International member \$60 Patron member \$150

Institutional / Corporate member \$80

Horticulture student* \$5 *professor's signature required: _____

Total amount enclosed \$ _____

Name: _____ E-mail address: _____

Address: _____

Phone: (____)____ - _____ FAX: (____)____ - _____

Please check your affiliation:

federal government state agency grower student

academic industry urban gardener

landscaper other (please specify) _____

Which section are you most interested in?

Citrus Vegetable Handling and Processing

Krome Memorial Ornamental & Garden and Landscape

_____ I'd like to receive my newsletter by email.

Please send a copy of the FSHS Newsletter to _____

WWW.FSHS.ORG



Registration Form
FSHS Annual Meeting 2005

118th Annual Meeting, June 5-7, 2005

All meetings and functions will be held at the Marriott Tampa Westshore, Tampa, FL
1-800-564-3489 - Room Reservation Deadline - May 9, 2005

Room Rate \$94.00 - Identify yourself as being with the Florida State Horticultural Society.

Florida State Horticultural Society, Inc.
Citrus Research & Education Center, 700 Experiment Station Road, Lake Alfred, FL 33850-2299
Phone: 863-956-1151; Fax: 863-956-4631; Website: www.fshs.org

Name: Guest/Spouse Name:

Company/Affiliation:

Address:

Phone: Fax: E-mail:

Please Rank Section (1-5) in Order of Preference (with 1 as the Section of Primary Interest):
Citrus Handling and Processing Krome Memorial Institute Ornamental, Garden and

REGISTRATION FEE

(Includes: Sunday - Welcome Reception; Monday - Continental Breakfast and Industry Reception)
Early Bird Registration (Postmarked by May 6, 2005) @ \$100.00 = \$
Late Registration (After May 6, 2005) @ \$110.00 = \$

ATTENDING SPOUSE/GUEST (Indicate Name Above)
(Includes: Welcome Reception and Industry Reception) @ \$30.00 = \$

MASTER GARDENER PROGRAM - REGISTRATION FEE

(Includes: Pass to attend Monday Sessions and Evening Industry Reception)
Registration @ \$50.00 = \$

STUDENT REGISTRATION FEE

Early Bird Registration (Postmarked by May 6, 2005) @ \$10.00 = \$
Late Registration (After May 6, 2005) @ \$20.00 = \$

OPTIONAL EVENT TICKETS

Tuesday Horticultural Crops Breakfast @ \$20.00 = \$
Student Price Horticultural Crops Breakfast @ \$10.00 = \$
Tuesday Extension Luncheon @ \$24.00 = \$

OPTIONAL DUES PAYMENT - Dues must be current to receive 118th Annual Meeting Proceedings
(Annual \$50.00; Out of Country \$60.00; Student \$5.00; Patron \$150.00 - Add \$5.00 late fee after 6/1/2005)
2005 Dues \$

DONATION - FSHS Endowment Fund \$

TOTAL \$

PAYMENT INFORMATION
Check # Amount \$
Credit Card # Exp. Date *CVV Number
Name on Card Signature
Billing Address (including zip code)



118th Annual Meeting
Florida State Horticultural Society
June 5 – 7, 2005

**FSHS will hold its 118th Annual Meeting at the
Marriot Tampa Westshore Hotel
This will be no ordinary meeting!**

The Marriott Tampa Westshore is a 14-story hotel located in the heart of the exciting Westshore business district, which includes the best shopping, night life and restaurants in all of Tampa. Only minutes away from beaches, Raymond James Stadium, International Plaza, Westshore Mall, and Tampa International Airport, the Marriott offers upscale dining available in the Westshore Grille and a more relaxed atmosphere in Champions - the #1 local sports bar. There's also a convenient Starbucks coffee bar in the lobby. Also available is high-speed Internet access, business centers, Express Check-in/Check-out, and concierge services. The flexible meeting facilities and services are complemented by Marriott's renowned meeting expertise.

