Dear FSHS members,

I am excited to announce the new Agritourism (and alternative enterprises) section which will be launched at the FSHS Annual meeting this year in Orlando.

Agritourism combines Florida’s two largest industries – tourism and agriculture – and allows farmers to create opportunities for additional income by opening their farms and agricultural operations to the general public, who are more interested than ever in learning where their food comes from, and the technological advancements behind producing that food. Additional revenue generated by agritourism can allow a farm to increase its economic viability and stay in business.

The FSHS agritourism section seeks to (1) share recent research findings in disciplines involved in agritourism (including plan production, animal production, food science and food safety, digital communication, hospitality management), (2) present successful Extension programs in agritourism, (3) contribute to the proceedings of the Florida State Horticultural Society to advance Florida horticulture, and (4) advance and develop of agritourism sciences.

The abstract limit is 250 words excluding titles and affiliations. Abstracts should be submitted at the FSHS website. For complete format instructions for abstract and manuscript preparation (www.fshs.org).

As with other sections, submission of a paper by presenters is mandatory, but unlike the other sections it is anticipated that most papers submitted will most likely be short scientific note (1 printed page or less). The scientific note can be a research study or a case study. Case studies are different from formal scientific studies in that they describe something that somebody did, as opposed to introduction, materials and methods, results and discussion. Both case studies and research papers can be presented as papers (several printed pages in length) or scientific notes (one printed page or less), depending on their length.

Please direct inquiries regarding the agritourism section to Gene McAvoy Section VP gmcavoy@ufl.edu.
The FSHS Board of Directors unanimously approved some changes on how our Society handles submissions of papers for our Annual Conferences and the editing and publishing of the Proceedings.

These changes will result in more efficient and timely processing of papers and more timely publication of these papers. They will also put the fees more in line with actual publication costs.

**Change #1:** Increased abstract fee and additional page charge will each be increased by $5 (previously $75):
- $80 for abstract submission and first published page
- $80 per additional published page

**Change #2:** While submission of manuscripts will remain at the time of the Annual Conference, the absolute final deadline for submission of manuscripts will now be January 31 of the year following the FSHS Annual Conference. Nothing will be accepted after January 31st.

---

**LOOKING AHEAD.....**

**June 9 - 11, 2024**

**DoubleTree Orlando SeaWorld**

The 137th Florida State Horticultural Society Annual Meeting - we hope to see you there!

**renew your membership today!**

**fshs.org**
The Annual Meeting of the FSHS features applied research pertaining to horticultural crops and products, and to new developments and practices that have been put into use by growers, processors, allied industries, and other horticultural interests in Florida.

Growers, processors, and those in allied industries are encouraged to attend. For those wishing to present a topic of interest, the abstract limit is 250 words excluding titles and affiliations. Abstracts should be submitted at the FSHS website. For complete format instructions visit Instructions for Authors or www.fshs.org.

Oral presentations and posters will be accepted in all sectional categories. Posters should follow regular poster format, being sure to include the title, author(s), affiliation, presentation of the research project or extension program, and references as appropriate. Poster size limitations will be made available soon. Easels will be provided at the venue. For further information contact Anna Mészáros (ameszaros@ufl.edu)

2023-2024 Sectional Vice Presidents

AGROTURISMO SECTION
Coordinator: Gene McAvoy gmcavoy@ufl.edu
VP & VP elect: To be elected during the FSHS 2024

AGROECOLOGY/NATURAL RESOURCES SECTION
VP: Leslie Nicole Munroe lnmunroe@ufl.edu
VP elect: Jay Capasso jcapasso@ufl.edu

HANDLING AND PROCESSING SECTION
VP: Adrian Berry adberry@ufl.edu
VP elect: Moshe Doron moshik@ufl.edu

ORNAMENTAL, GARDEN, AND LANDSCAPE SECTION
VP: David Austin davidaus@ufl.edu
VP elect: Kara Krueger karackrueger@ufl.edu

CITRUS SECTION
VP: John Chater jchater@ufl.edu
VP elect: Muhammad Adnan Shahid mshahid@ufl.edu

KROME MEMORIAL INSTITUTE SECTION
VP: Muhammad Adnan Shahid mshahid@ufl.edu
VP elect: Jeff Wasielewski jwasielewski@ufl.edu

VEGETABLE SECTION
VP: Alex Bolques Alejandro.bolques@famu.edu
VP elect: Wael Elwakil wael.elwakil@ufl.edu
Dr. Kevin Athearn has served as treasurer of the Florida State Horticultural Society since 2019.

Kevin grew up in Pennsylvania and New Jersey and completed a B.A. degree in international relations at Ursinus College. After working as an international freight forwarder for five years, he moved to Gainesville to attend graduate school at the University of Florida. He earned an M.A. in Latin American studies and a Ph.D. in food and resource economics, both from UF.

From 2004 to 2015, Kevin was a faculty member at the University of Maine at Machias. There, he taught university courses and conducted applied research on Maine’s fishing, agricultural, and tourism industries. He also served as university accreditation coordinator, chair of the institutional review board, and division chair.

In 2015, Kevin moved back to Florida to accept a position as regional specialized agent for rural and agribusiness development with UF/IFAS Extension. In this position he conducts practical research on crop production economics and agricultural markets, and he delivers educational programs for farmers, food entrepreneurs, and other Florida stakeholders.

In his younger days, Kevin traveled extensively and spent summers working in Germany, Spain, and Mexico. Kevin enjoys spending time outdoors and participating in sports. He has coached high school wrestling and tennis and coached youth soccer. While in Maine, he founded the Downeast Youth Soccer Association and served as its president. He currently lives with his wife and two children in High Springs, FL.
Incentive Program for Members

It’s never too early to approach a new sponsor for our annual meeting!

FSHS Annual Sponsorship Categories & Member Incentive

- **Bronze:** $250 - $25 credit toward registration or member dues
- **Silver:** $500 - $50 credit toward registration or member dues
- **Gold:** $1000 - $100 credit toward registration or member dues
- **Platinum:** $2000 - $200 credit toward registration or member dues
- **Diamond:** $5000 - $500 credit toward registration or member dues

For more information, contact: Gene McAvoy, Sponsorship Chair  gmcavoy@ufl.edu

---

FSHS Board of Directors

- **Board Chair:** George Fitzpatrick
- **President:** Ute Albrecht
- **President Elect:** Prissy Fletcher
- **Secretary:** Fernando Alferez
- **Treasurer:** Kevin Athearn
- **Proceedings Editor:** Mary Lamberts

---

FSHS Sectional Vice Presidents

- **Citrus:**
  - Vice President: John Chater
  - VP Elect: Muhammad Adnan Shahid

- **Ornamentals, Garden & Landscape:**
  - Vice President: David Austin
  - VP Elect: Kara Krueger

- **Handling & Processing:**
  - Vice-President: Adrian Berry
  - VP Elect: Moshe Doron

- **Krome Memorial:**
  - Vice President: Muhammad Adnan Shahid
  - VP Elect: Jeff Wasiliewski

- **Vegetables:**
  - Vice President: Alejandro Bolques
  - VP Elect: Wael Elwakil

- **Agroecology/Natural Resources:**
  - Vice President: Leslie Nicole Munroe
  - VP Elect: Jay Capasso

---

FSHS Committee Chairs & Administrative Contacts

- **Program Coordinator:** German Sandoya Miranda
- **Marketing Coordinator:** vacant
- **Member Coordinator:** Ali Sarkhosh
- **Member Coordinator:** Davie Kadyampakeni
- **Sponsorship Coordinator:** Gene McAvoy

- **Newsletter Editor:** Alicia Lamborn
- **Board Member-at-Large:** Craig Campbell
- **Board Member-at-Large:** Richard Campbell
- **Student Competition Coordinator:** Xin Zhao
- **Poster Coordinator:** Anna Meszaros