



# Quarterly FSHS Newsletter

May 2025 • Volume 34 Issue 1

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## The 138th Annual Meeting of the Florida State Horticultural Society

**The 138<sup>th</sup> Annual Meeting of the Florida State Horticultural Society will be held in beautiful Bonita Springs!** Join us and learn about the latest research and innovations in Florida horticulture—including the newly added agritourism section!

### When:

June 8<sup>th</sup> to 10<sup>th</sup>, 2025

### Where:

**Hyatt Regency Coconut Point, Bonita Springs**

(5001 Coconut Road, Bonita Springs, FL 34134)

Links to register for the conference, reserve your hotel room, and other details can be found [here](#).



In addition to over 125 technical presentations, there will also be special programs, guest speakers, an in-service training, the Mango Summit, and evening receptions to get together with friends and colleagues.

# Guest Speaker Schedule

## 138th Annual Meeting of FSHS



Keynote Speaker  
**Robin Back**  
FSHS Annual Meeting | June 8-10, 2025  
Hyatt Regency Coconut Point, Bonita Springs.

**Sunday, June 8<sup>th</sup>, 2025**

***Evaluating consumer perceptions: Challenging the negative perceptions of Vitis rotundifolia wines through effective marketing strategies***

Dr. Robin M. Back is an Associate Professor at the University of Central Florida's (UCF) Rosen College of Hospitality Management and serves as the Assistant Dean for Academic Policy in the College of Undergraduate Studies. In this role, he oversees undergraduate academic policies, grade appeals, and dual enrollment initiatives. His research interests focus on consumer behavior and marketing, particularly within the wine industry, wine tourism, agritourism, and gastronomy tourism and he has over 35 years of experience in academia and the hospitality and tourism industries across South Africa, the United Kingdom, the Caribbean, and the United States.



Keynote Speaker  
**Marcella Lucio-Chinchilla**  
FSHS Annual Meeting | June 8-10, 2025  
Hyatt Regency Coconut Point, Bonita Springs.

**Monday, June 9<sup>th</sup>, 2025**

***Dig Deep, Grow Bold: A Horticultural Journey of Discovery and Drive***

Marcella Lucio-Chinchilla serves as the Vice President of Marketing and Sales at Silver Vase Inc., a leading grower of orchids and bromeliads based in Homestead, Florida. With a background in marketing and a deep passion for floriculture, she has played a pivotal role in transforming Silver Vase into one of the most innovative and community-focused orchid producers in the country. She is currently serving as the President-Elect of the Florida Nursery, Growers & Landscape Association (FNGLA).



Hort Breakfast Speaker  
**Patricio Munoz**  
FSHS Annual Meeting | June 8-10, 2025  
Hyatt Regency Coconut Point, Bonita Springs.

**Tuesday, June 10<sup>th</sup>, 2025**

***Breeding blueberries for Florida and the world***

Dr. Patricio Muñoz is a blueberry breeder and associate professor at the University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS). He holds the Horticulture Crop Breeding Endowed Chair, a position that recognizes his significant contributions to plant breeding. Muñoz has been instrumental in developing over 14 blueberry cultivars and has played a key role in creating the UF/IFAS Doctorate in Plant Breeding program, one of the first of its kind in the nation.

# Conference Tours, Training, & Mango Summit

## Introducing Emerging Crops and Enhancing Their Productivity Through Adapted Cultivars and Optimized Practices (IST)

FSHS IST Date: June 10, 2025 Time: 1:00-4:30

IST objectives:

1. Increase Awareness of Emerging Crops – Educate extension agents and agricultural professionals on the potential of emerging crops suited to Florida’s climate and market demands.
2. Introduce Adapted Cultivars – Present information on newly developed or introduced cultivars of emerging crops with improved traits such as disease resistance, heat tolerance, and yield potential.
3. Optimize Agronomic Practices – Provide training on best management practices for maximizing productivity, including soil preparation, irrigation, fertilization, and pest management strategies.
4. Address Market Opportunities and Barriers – Discuss consumer demand, supply chain logistics, and market development strategies for successfully integrating emerging crops into commercial production.

[Register here on PDEC](#)

Travel funding is provided by the office of Dean for Extension and is limited to the first 20 registered agents (\$255/participant). To receive the Chartfield for reimbursement or with any questions, please contact Xiaoying Li via email: [xiaoying.li@ufl.edu](mailto:xiaoying.li@ufl.edu) or phone: 540-998-4590.

## Conference Tours

This year we are pleased to add a few optional tours to our 2025 Conference Agenda. Attendees can participate in one or all tours for a small fee added to your conference registration form. For more information, see [here](#).

### Tour 1: Saturday, June 7 @ 2pm

FruitScapes Nursery LLC opened in 2008 and quickly became the premier location for tropical and rare fruit trees, shrubs, and vines throughout the state of Florida. On this tour, you will see how nursery stocks are grown from seeds, grafting, and air layering to sales. Then visit their famous fruit stand, located on site, to sample the fruits of their labor.

### Tour 2: Sunday, June 8 @ 10am

The Winter estates of the famous Thomas Edison and Henry Ford are located near the beautiful Caloosahatchee River and include more than 20 acres of botanical gardens, historic homes, the Edison Botanical Research Laboratory, and a museum featuring Edison’s and Ford’s most prominent inventions. The gardens contain more than 1,700 plants representing more than 400 species from six continents. One of the highlights is a huge banyan tree, planted by Edison in 1925.

### Tour 3: Tuesday, June 10 @ 2pm

Naples Botanical Garden. This 170-acre garden is among a handful of tropical gardens in the US and a place to experience everything from rainforests to succulent displays to waterlily laden pools to flowering trees whose bold colors enliven lush green backdrops. The tour will consist of a 45-minute tour which highlights the gardens, followed by visiting an exhibit in an air-conditioned space which is a collection of paintings from the gardens.

# Mango Summit

Tuesday Afternoon

June 10, 2025

See program book for full agenda

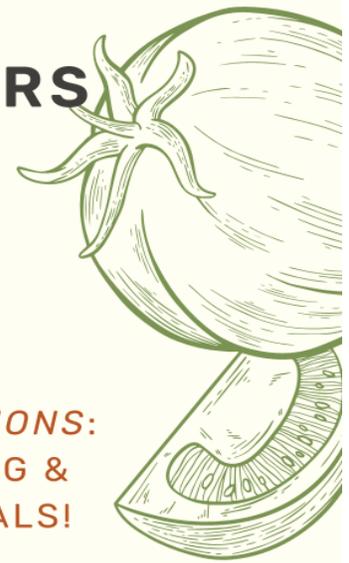


# FREE MEMBERSHIP! FOR STUDENTS AND GROWERS

JOIN FSHS AND ENJOY WAIVED  
MEMBERSHIP DUES FOR YOUR FIRST  
YEAR IN THE SOCIETY

[HTTPS://WWW.FSHS.ORG/MEMBERSHIP](https://www.fshs.org/membership)

PARTICIPATE IN OUR MANY EDUCATIONAL SECTIONS:  
CITRUS, VEGETABLES, AGRITOURISM, HANDLING &  
PROCESSING, AGROECOLOGY, AND ORNAMENTALS!



**STUDENT  
PROMO CODE:  
1YRFREESTDNT**

*(STUDENT MEMBERSHIP  
REQUIRES A LETTER OF CONSENT  
FROM YOUR ADVISOR)*



**GROWER  
PROMO CODE:  
FARMER25**



# FSHS Represented at the CALS Spring Festival



The Florida State Horticultural Society was represented at the College of Agricultural and Life Science (CALS) Spring Festival. More than six-hundred students, faculty, and residents registered for the event. Mark Bailey, a membership coordinator for the FSHS, had a table at the event to encourage new membership for anyone who has an interest in horticultural science. Presently, the FSHS is composed of approximately 98% of University of Florida faculty and students. Going back to the late 1800s, the FSHS was almost entirely composed of nurserymen and fruit growers. The original purpose was to exchange observations and methods between growers. Eventually, the FSHS would shift to an almost exclusive composition of UF faculty and students. The goal of outreach is to bring attention to the great work done by the FSHS and the benefits of becoming a member. Faculty and students from other universities are more than welcome to join. Additionally, any professional involved in horticulture is encouraged to join the FSHS to benefit from the latest research and apply what they learn back out in the field. The FSHS can benefit from the addition from diverse membership both in academia as well as private industry. Membership from a range backgrounds within horticulture can better guide where the FSHS allocates its resources for the benefit of Florida growers and the state as a whole.



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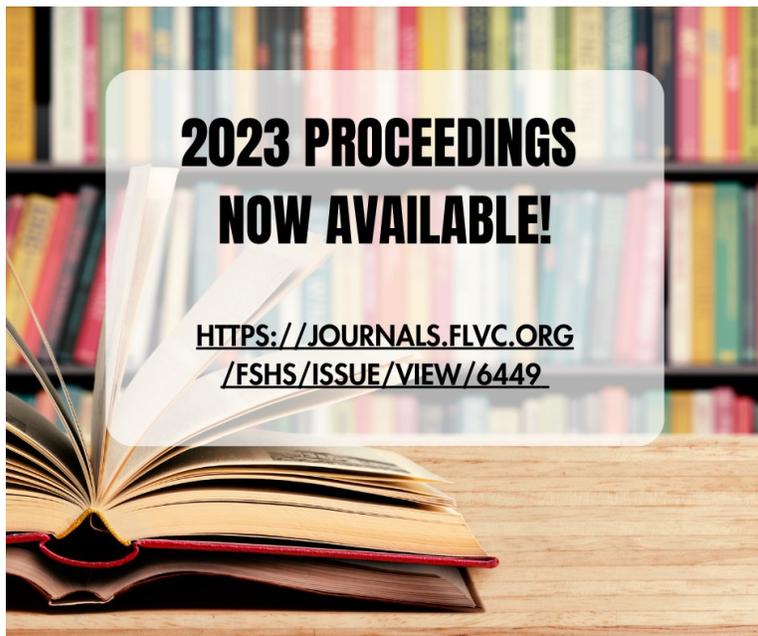
# Tips from the Editor, 2023 Proceedings, & Proposed By-Law Changes

## Tips from the Editor

By: Mary Lamberts, Ph.D., FSHS Editor

When you are writing your manuscript, please consult the FSHS website for the Instructions for Authors: <https://www.fshs.org/instructions-for-authors>. A couple of things that will make it easier for an editor are:

1. Please put **all** your tables and figures into a separate document with the same filename as your paper, with the addition of **tables + figures**. Make sure you reference tables using (Table 1, Table 2, etc.) and figures as (Fig. 1, Fig. 2, etc.) Tables need to have titles and figures should have a descriptive caption.
2. Please consult the Literature Cited Chart: [FSHS Literature Cited Chart](#) as you are preparing your manuscript. Editors currently must spend a lot of time correcting incorrect formats and **missing information**. If you are citing an online publication, please make sure the links take the reader to the correct document.



## Proposed By-Law Changes

Proposed amendments highlighted in yellow:

Article 4, Section 3. Classification of members.

- Annual Members. Annual, **or individual members**, shall be full members of the Corporation. **Growers, small or commercial, who choose to identify under this classification will receive their first year of dues waived.**

- Patron Members. Patron members qualify as such based-on dues paid to the society at a level set by the Board of Directors **for professional businesses and organizations**. Patron members shall be full members of the Corporation.

- Student Members. **Student members will include high school or college students with written permission from their advisor. First year of dues will be waived.** Students shall be full members of the Corporation.

Article 9. Section 1. The officers of the corporation: Chairman of the Board, who is the immediate past President, President who is the immediate past President-elect, President-elect, **six (6) seven (7)** sectional Vice-Presidents and Vice-Presidents-elect, as more particularly hereinafter described, Secretary, Treasurer, Editor, Program Coordinator, Marketing Coordinator, Membership Coordinator, Student Affairs Coordinator, In-Service Training Coordinator, Newsletter Editor, two Members-at-Large and such other officers with such powers and duties not inconsistent with these By-laws as may be appointed and determined by the Board of Directors from time to time.

Section 2. Term of Office. The terms of office for the Editor, Program Coordinator, Secretary, Treasurer, and Marketing Coordinator shall be **five (5) four (4) years** on a staggered basis with no member serving more than two (2) terms in such offices. The term of the Membership Coordinator, Student Affairs Coordinator, Poster Session Coordinator, In-Service Training Coordinator, and Newsletter Editor shall be three (3) years. The terms of the Members at-Large shall be three (3) years, beginning in alternate years. All other offices shall be for a term of one (1) year.

(Continued on page 7)

# Florida State Horticultural Society

## Proposed By-law Changes...continued from page 6

Section 8. Duties of Officers. (C) President-elect. The President-elect shall be a member of the Board of Directors and shall have and perform such duties as may be delegated to him/her by the Board of Directors. Upon the expiration of his or her term of office, the President-elect shall automatically assume the office of President of the Society. The President-elect will be responsible for inviting the two keynote speakers and the horticultural breakfast speaker to present at the FSHS annual conference. He/she will also be responsible for assisting the President in selecting the location of the annual membership meeting for the following year.

(D) Sectional Vice-Presidents and Vice-Presidents-Elect. The sectional vice-presidents shall be members of the Board of Directors. The sections comprising the corporate body shall be: Citrus Section, Vegetable Section, Krome Memorial Institute (tropical and subtropical fruits), Ornamental, Garden & Landscape Section, Handling and Processing Section, and Agroecology and Natural Resources Section, and Agritourism Section. The vice-presidents of the various sections shall develop the programs for the particular sections of which they are representatives at the annual meeting, preside over the sectional programs, The sectional Vice Presidents shall work with the Poster Session Coordinator to fill and balance the program between the oral presentations and the poster presentations. They shall support the Editor in collecting papers at the annual meeting. The vice-presidents-elect assist the vice-president of their section as requested and will also serve as sectional Editors who work with the Editor in carrying out his or her duties as requested. The vice-presidents-elect become vice-presidents after serving their initial one (1) year term of office.

## FSHS Board of Directors

**Board Chair:** Ute Albrecht  
**President:** Prissy Fletcher  
**President Elect:** Manjul Dutt  
**Secretary:** Fernando Alferez  
**Treasurer:** Kimberly Morgan  
**Proceedings Editor:** Mary Lamberts



## FSHS Sectional Vice Presidents

### **Citrus:**

Vice President: Muhammad Adnan Shahid  
VP Elect: Flavia Zambon

### **Ornamentals, Garden & Landscape:**

Vice President: Kara Krueger  
VP Elect: Julio Perez

### **Handling & Processing:**

Vice-President: Moshe Doron  
VP Elect: Jiuxu Zhang

**Agritourism:** Vice President: Stephen Jennewein VP Elect: Brittany Council-Morton

### **Krome Memorial:**

Vice President: Jeff Wasiliewski  
VP Elect: Lisa Strange

### **Vegetables:**

Vice President: Wael Elwakil  
VP Elect: Donna Arnold

### **Agroecology/Natural Resources:**

Vice President: Jay Capasso  
VP Elect: Zack Brym

## FSHS Committee Chairs & Administrative Contacts

**Program Coordinator:** German Sandoya Miranda

**Marketing Coordinator:** Tia Silvasy

**Membership Coordinator:** Mark Bailey

**Membership 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:** Tie Liu

**Poster Coordinator:** Anna Meszaros