



Quarterly FSHS Newsletter

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In this issue:

- 1 Update from the President
- 2 2021 Conference Updates & Registration
- 3 New rules and fees for publishing in the FSHS proceedings
- 3 Editor's Report
- 4 Let's get social with FSHS!
- 5-6 Extension efforts multiplied by UF/IFAS Volunteers
- 6 How to sponsor the FSHS
- 6 2020-2021 FSHS Board of Directors & Sectional Vice Presidents

Update from the President

By Noris Ledesma , FSHS President



Dear colleagues:

It is with great pleasure that we invite you to our 134th annual meeting of the Florida State Horticultural Society to be held September 26 to 28,

2021 **IN PERSON** at the Hilton Daytona Beach Oceanfront Resort, 100 North Atlantic Avenue, Daytona Beach, FL 32118. Registration is currently open online: [Conferences](#)

It has been a difficult year, but it's time to move forward. Horticultural production continues to be one of the most intensive systems to meet the increasing demand and competitive world market despite the environmental challenges faced. The rise in demand is linked to the awareness among consumers and dietary preferences for fruit and vegetables. It is good timing for horticultural professionals to stand up. This event is a great opportunity to bring together researchers, academics, students, growers, technicians, and other professionals in horticulture to share knowledge and ideas, discuss common challenges, and seek solutions.

The Florida State Horticultural Society is currently accepting abstracts online: [FSHS Abstract Submission Form](#)
Share and publish your work in one or more sections on a wide variety of topics of interest to our membership.

Our meeting covers diverse topics from natural resources, vegetables, ornamental plants, citrus, tropical and subtropical fruits, nursery production, breeding, harvest and postharvest protocols, organic management systems, and more:

- Seeds, seedlings and nursery stocks
- Soil fertility and nutrient management
- Composting for horticultural applications
- Biological control at pre- and post-harvest
- Organic greenhouse horticulture
- Organic fruit production
- Wild harvest
- Long-term trials and case studies
- Post-harvest and processing
- Quality and safety management, standards and quality schemes
- Economics and marketing
- Value chain management
- Impact on climate change and environment

Members make an important investment in the Society's work to address the horticultural challenges of Florida and beyond through the sharing of knowledge. Please consider renewing your membership or becoming a patron to receive all the benefits that the society has to offer. Membership services are provided by the American Society for Horticultural Science. [Membership / Join / Renew](#)

We are looking forward to meeting you in September,

Noris Ledesma

2021 Conference Updates and Registration

Check your calendars, register and make your hotel reservations for the **134th annual meeting of FSHS** that will be held at the **Hilton Daytona Beach Oceanfront Resort** (100 N Atlantic Ave., Daytona Beach FL 32118; (386) 254-8200) on **September 26 to 28, 2021**.

The 2021 Meeting of FSHS will feature presentations of applied research pertaining to horticultural and agronomic crops and products, and new developments and practices that have been put into use by growers, processors, allied industries, and other horticultural interests in Florida.

Don't hesitate — **renew your membership**, **submit your abstract**, and **register early**:



Membership Fees for 2021

CATEGORY	MEMBERSHIP FEE		
	Jan-Feb 15	Feb 16*	Annual Meeting (First Day)
Professional	\$60	\$80	\$105
Patron	\$200	\$200	\$200
International	\$70	\$90	\$115
Student	\$25	\$35	\$50

**Up to the day before the annual meeting.*

Register for the 134th Florida State Horticultural Society Annual Meeting:
[**CLICK HERE TO REGISTER**](#)

FSHS Conference Registration

	Early Bird	April 16 - June 5	On Site
Member Basic	\$200	\$250	\$275
Member Full (includes 2 meals)	\$300	\$350	\$375
Non-Member Basic	\$300	\$350	\$400
Non-Member Full (includes 2 meals)	\$400	\$450	\$500
Student Member	\$125	\$150	\$175
Student Non-Member	\$175	\$200	\$225

New rules and fees for publishing in the FSHS proceedings

By **Noris Ledesma**, FSHS President

An abstract fee of **\$75** will be charged on submission of all abstracts.

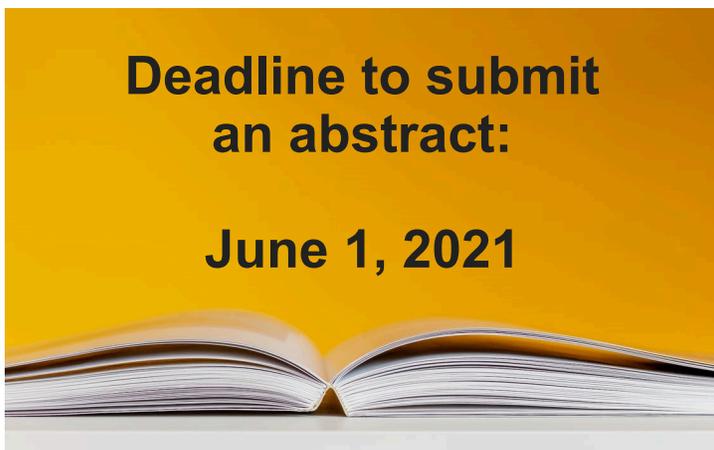
The fee will be deducted from the final invoice for manuscript fees for papers submitted for publication in the FSHS Proceedings. Page fees are **\$75 per page**.

When your abstract has been submitted, you will receive an invoice for the abstract fee (along with payment instructions). Your paper will not be included in the meeting program until the payment has been made.

Authors submitting papers to the ASHS journals for publication will receive a refund of their abstract fee if their paper has been accepted for publication before the FSHS Proceedings are ready to be published in the spring of 2022.

Page charges: for 2021 and beyond

- Scientific Note – \$75
- Full papers – \$75 per page



[FSHS Abstract Submission Form](#)



Editor's Report

By **Mary Lamberts**, Proceedings Editor

2020 Proceedings: All manuscripts received by the Editor have been sent to ASHS. The 2020 Proceedings will include **78** publications: 33 papers, 36 scientific notes, 3 abstracts, and 7 reprints of papers which have been published in one of the ASHS Journals.

2020 authors, please do your part: if you receive page proofs, please return them – with or without edits – within the 1-week deadline. This will help us get the Proceedings published by early May. Sometime in May, the digital version of both the 2020 and 2019 Proceedings will be put on the Florida Online Journal (FOJ) website.

Abstract deposits: Beginning with the 2021 meeting, **all** authors submitting an abstract will be charged a \$75 fee, with ASHS sending bills once abstracts have been submitted.

Type	Included in deposit
Regular paper	First page
Scientific note (SN)	Note
Abstracts (in lieu of a paper or SN)	Abstract

Authors who submit their paper(s) to ASHS will receive a refund from ASHS **only** if their submitted paper(s) are accepted by ASHS for publication **and** can be included in **that year's** Proceedings.

Author Agreements: There are two author agreements: one for regular authors and one for students, especially those who would like to participate in one of the competitions.

Author resources located in the green bar on the right side of the [Author Instructions](#) page include:

- Author agreement forms
- Instructions for papers and scientific notes
- Sample paper and scientific note
- Examples of citations
- And more!



Michelle Leonard-Mularz
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Let's get social with FSHS!

By Michelle Leonard-Mularz, FSHS Marketing Coordinator

To help promote the work of the society, our annual conference, and the important research and work of our members, FSHS has expanded its social networking presence on Facebook, Instagram, LinkedIn, and Twitter. One of our goals, as a society, is to continue to grow and expand our membership, and increase attendance to our annual conference. A great way to do that is to increase our social media presence. So, how can you help?

If you are on social media, please like and/or follow our pages, contribute to the content shared, and invite colleagues and other members to do the same. We want to help tell the story of your work and increase visibility of Florida horticultural science and research being conducted around the state. Have you written an article or blog, been interviewed about your research, or know of a job posting in your department? We want to share that information with others in the community and there are easy ways to share it with us.



If you are on Facebook, simply share an item of interest with us on our [Facebook](#) page. These posts are categorized as visitor posts and are not directly visible to followers, but we will receive a notification and will then be able to share the content. The more content shared by members, the more engagement and networking potential can be achieved.

Likewise, [twitter](#) allows its followers to build relationships with experts and like-minded organizations and keeps individuals engaged in the work that is being done in the community. It is easy to share content from followers, or tag organizations to increase visibility. Tag and/or follow FSHS so we can share content and increase interest in Florida horticulture: [@fshs_hort](#).



[Instagram](#) is used much differently than the other social media platforms and is a simple, visually focused platform. So, while Instagram might not be the platform to share job posts, it can benefit the horticultural industry in Florida by creating an alternative method for sharing our story, illustrate members work, and keep followers updated on research being conducted around the state. This will also be a wonderful way to recap our annual conference and share the experience with those not at the conference. Tag [@fshs_hort](#) to increase visibility of your work and our organization. By tagging another business or nonprofit, it increases visibility by 56 percent.

[LinkedIn](#) is the largest professional social media platform with 660 million members. It allows users to engage with leaders and colleagues within their industry and relevant causes. It is a very useful platform for sharing job postings, important news, and more.

We hope you take advantage of these member opportunities to increase awareness and visibility of the important horticulture work being done across the state. If you have any additional questions, you can contact Michelle Leonard-Mularz, FSHS Marketing Coordinator, at mleonard@ufl.edu.

Extension efforts multiplied by UF/IFAS Volunteers

By: J. Scott Angle, Ph.D.

Vice President for Agriculture and Natural Resources
University of Florida Institute of Food and Agricultural Sciences (UF/IFAS)



Dr. J. Scott Angle
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Clara Mullins came to meet me late last year when I visited the [Leon County Extension Office](#). And why wouldn't she? She jumps at the chance to talk to strangers about plants.

She finds her audience at the nursery and garden store where she's given a presentation about butterflies. She visits an elementary school to cultivate plants and students' curiosity about them. She sets up a table at [Springtime Tallahassee](#), where people who came out to eat and hear music find themselves asking Clara about the trees in their yard. Then, they walk away with a brochure about pollinators and the plants those birds and bees prefer.

To reach enough people one by one to grow a greener Florida, we need people by the thousands. Fortunately we have Clara and her thousands of [Florida Master Gardener](#) Volunteer peers.

April is National Volunteer Month. Our Master Gardener Volunteers remind us at the University of Florida [Institute of Food and Agricultural Sciences](#) how much our Extension efforts are multiplied by people who promote plants out of passion, not for a paycheck.

How else to explain why Eileen Hart took the first Florida Master Gardener class ever, in Hillsborough County in 1979, and still travels the county giving talks to people about native plants, ferns and camellias?

Laurie Albrecht started as a Master Gardener Volunteer, turned her plant passion into a job as educational coordinator at the [UF/IFAS Extension Mounts Botanical Garden](#) and then eight years ago into her present position as a Palm Beach County horticultural Extension agent.

Santa Rosa County Master Gardener Volunteer Suzanne Spencer established 70 miles of roadside wildflowers, giving an extra glimpse of green to countless motorists while saving the Florida Department of Transportation an estimated \$1,000 a mile a year.

The stories go on and on. Their common thread is volunteers meeting people where they are, whether that's in their car at 70 mph or in third grade learning about how certain plants are better than others at attracting butterflies.

Clara Mullins gives presentations at a local garden store, visits an elementary school to cultivate students' curiosity of plants, and even does house calls.



Clara even does house calls as part of a Florida Yards & Neighborhood team. It's Clara's willingness to get out into the community that makes her such an important part of outreach efforts, says [Mark Tancig](#), our Leon County commercial and residential horticulture agent.

Leon County Extension Director [Marcus Boston](#) adds that he invited Clara to meet me because she's a leader. She oversees the volunteer effort that has turned Bed 4 of our demonstration garden into a magnet for bees, wasps, hummingbirds and the people who are fascinated by them. She takes the lead on instruction of an online monthly [4-H](#) horticulture club.

As someone engaged in this work day in and day out, Boston makes the point as well as I ever could: we simply could not reach the population we're designed to reach (everyone!) without faithful volunteers. In Tallahassee, he reminds me, that population includes people wearing Florida State University garnet and gold.

(Continued on page 6)

*Extension efforts multiplied by UF/IFAS
Volunteers...continued from page 5*

Clara changes people's relationships with plants. Often it's deepening that relationship, like the time a motorist driving by the Extension office was so dazzled by the blooms in the beds Clara maintains that she pulled over and went into the office to ask Clara about them.



Eileen Hart took the first Florida Master Gardener class ever, in Hillsborough County in 1979, and still travels the county giving talks to people about native plants, ferns and camellias.

Other times, Clara sparks the interest of someone who wasn't even aware of a desire to identify what's growing around them. You can't put a price on that.

[Scott Angle](#) is the University of Florida's Vice President for Agriculture and Natural Resources and leader of the UF Institute of Food and Agricultural Sciences (UF/IFAS).



**Registration
Now Open!**



How to Sponsor the FSHS

Our activities and meetings would not be possible without sponsor support.

Sponsor our organization and network with other horticultural professionals in Florida! The FSHS welcomes sponsors for its annual meeting.

If you're interested in being an FSHS sponsor, please contact Dr. Gene McAvoy at gmcavoy@ufl.edu for an explanatory letter.

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