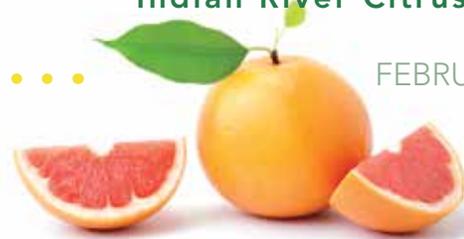


# RIVER RAMBLINGS

The newsletter of the  
Indian River Citrus League

FEBRUARY 2015



## Legend of the River

Award presented at the League's Annual Banquet .....

On January 27, 2015, The Club at Pointe West in Vero Beach was the backdrop for an evening of relaxation and fun. Dr. Megan Davis, Interim Executive Director of the Harbor Branch Oceanographic Institute Florida Atlantic University provided an engaging presentation of research on aquatic life in the Caicos Turk Islands. Many found this refreshing topic a much welcome change from the doom and gloom talk of the industry.

This year a Legend of the River award presentation was made to George H. Streetman. The award presentation was made by George Hamner, Jr., who pulled out all the stops to highlight George's life and career in the citrus industry here on the River, which included a power point presentation of past and present photos of George. Much humbled by the award, George thanked everyone, especially his family that was present.



Kevin and Bobbi Streetman and Cal Streetman (top row)  
George and Sandy Streetman (bottom row)

The evening wrapped up with a raffle and lucky winners won prizes ranging from a back-pack sprayer to 100 lb. fire ant killer.

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Sid Banack, Cheryl Roseland, Cody Estes and Mike Sparks



George and Sandy Streetman



George Streetman and George Hamner, Jr.

Photos courtesy of Ron O'Connor-Farm Credit

↑ this issue

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# Advertising Opportunities .....

Looking for a way to reach our readers? Why not try our newsletter that reaches our grower members, packinghouses, associate members and affiliated businesses that make up the Indian River citrus growing district. Our publication schedule is September through June and is distributed electronically. Also, the newsletter is posted on our website of [www.ircitrusleague.org](http://www.ircitrusleague.org). If interested, please give Karen a call at the League office at 772/562-2728 or email at [info@ircitrusleague.org](mailto:info@ircitrusleague.org) for more details.

## Ad Copy Specifications

### Fonts

- Please embed all fonts.
- Do not use artificial font formatting; all formatting (bold, italics, etc.) must be done using stylized fonts.

### Logos

- When submitting logos, convert all fonts to outlines.
- Preferred format: vector eps

### Color

- We print in 4-color CMYK process.
- All pantone colors must be converted to CMYK.
- Black type should be made with 100% black.

### Resolution

- Resolution should be a minimum of 300 dpi at actual size.
- 72 dpi images pulled from websites are not acceptable.
- Line art should be scanned at a minimum of 600 dpi.

### File Format

- PDF files and InDesign files are preferred (collected output to include layout, linked pictures, embedded pictures, color profiles, screen fonts and printer fonts).
- Other file formats accepted:  
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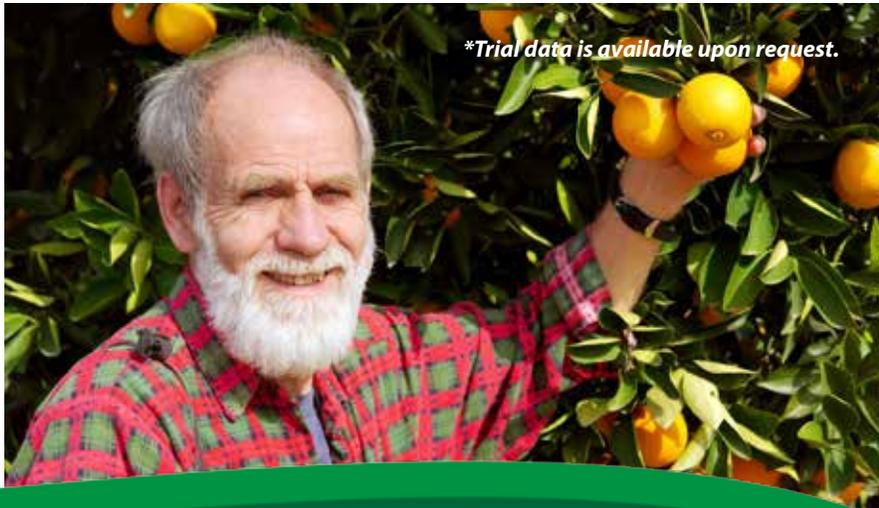
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## Florida Citrus

### Crate Labels .....

The Florida Citrus Hall of Fame is pleased to announce the availability of a new 108-page book filled with over 180 images of Florida citrus crate labels from the collections of Jerry Chicone, Jr. and Jim Ellis, as well as various photos, ads and postcards depicting images of fresh citrus production in the early years. This magnificent volume compiled by Jerry Chicone, Jr. and Brenda Eubanks Burnette documents the story of "Florida's first billboards" and is certain to become a collector's item. Designed as a companion volume to their first book, it showcases a variety of different labels that will be enjoyed by anyone who is a fan of citrus crate labels. The book was made possible through a grant from the Chicone Family Foundation and funds from the book sales will go towards outreach efforts of the Florida Citrus Hall of Fame. Order online at [www.FloridaCitrusHallofFame.com](http://www.FloridaCitrusHallofFame.com) or send a check for \$60.45 (\$50.00, \$6.95 s/h + 7% sales tax) to: Florida Citrus Hall of Fame, 411 East Orange Street, Lakeland, FL 33801.

## US Horticultural Research Lab

### Open House 2015 .....

The public is invited to the USDA, Agricultural Research Service, U.S. Horticultural Research Laboratory annual open house on Wednesday, April 8th from 11:00 AM – 3:00 PM at 2001 South Rock Road, Ft. Pierce, FL. Labs, farm, pilot plant and greenhouses will showcase research on a broad range of science topics including citrus variety genetics, disease and insect pest biology and management, water quality and post-production quality and value-added studies on fresh and processed fruits and vegetables. For more information, please call (772) 462-5800.





# Golf Tournament

## at The Club at Pointe West

The Indian River Citrus League hosted a four-man scramble golf tournament on January 27, 2015 in Vero Beach at The Club at Pointe West. The funds raised at this tournament will be channeled towards issues faced by growers in our region today. Despite the cool temperatures and slight wind, it was a great day on the course.

First place winning team from Everglades Farm Equipment included: **Mike Lellie, Derrick Cave, Gary Nole and Bob Wells**. This team also won first place in the last tournament.

We would like to acknowledge our generous sponsors of the tournament:

### Breakfast

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### Hole in One

Florida Coast Equipment

### Tee Signs

Florida Grower Magazine

### Contest Prizes

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### Team Prizes

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## Florida Citrus Hall of Fame Luncheon

Scheduled for March 6 .....

Three distinguished leaders will be inducted into the Florida Citrus Hall of Fame during the 53rd Citrus Celebration Luncheon on Friday, March 6.

- **Nicholas "Nick" D. Faryna (deceased), formerly of Umatilla, Fla.**
- **Sherwood J. "Buddy" Johnson, of Ft. Pierce, Fla.**
- **John C. Updike, Sr. (deceased), formerly of Lake Wales, Fla.**

Tickets to the luncheon, which is sponsored by Florida Citrus Mutual and The Florida Department of Citrus, are \$100 for Patron Seating or \$1,500 for a Sponsor Table, which includes preferred seating for 8, table signage and a listing in the program. The event will be followed by the Florida Citrus Processors' Association's OJ "Meet & Greet" with the inductees as they unveil their names on the Florida Citrus Hall of Fame Tree, located in the McKay Archives Center. An educational citrus exhibit will be featured during the month of March and tours of the Citrus Archives will be provided by the Florida Citrus Hall of Fame Fellowship students on the day of the event. Shuttles will provide transportation between the Hollis Wellness Center and the McKay Archives Center, where the main parking lot is located. A portion of the proceeds from all ticket sales will go to fund an Educational Outreach program to promote the history of the Florida citrus industry.

To purchase tickets, please call Florida Citrus Mutual at (863) 682-1111 or visit the Florida Citrus Hall of Fame website at [www.FloridaCitrusHallofFame.com](http://www.FloridaCitrusHallofFame.com).

For more information, please contact Brenda Eubanks Burnette at (561) 351-4314.

# FSHS Introduces Powerful New Proceedings Search Engine .....

by Steve Rogers, Ecostat, Inc.

If you're a member of the Florida State Horticultural Society, you already know about great benefits like knowledge sharing and networking at the annual conference. [The FSHS website](#) has professional development resources as well, like job posting, newsletters and the Annual Proceedings. The latest addition to our website is a powerful new search feature. Dr. Bill Castle asked us to improve the scope of references provided by FSHS' online search and the result is an in-depth way to mine our Proceedings for current and historical references dating back to 1888.

The difference between the old search engine and our new one is that the former was based on Google. Google's algorithms are designed to [hone in on the best answer to your search queries](#). In other words, Google pre-filters it's results to give you what it thinks you want to know. There's a 100-reference limit to what Google provides you through the FSHS website. Sometimes, though, you might want to find ALL references related to your query without the automatic filtering provided by Google. That's what our new search feature does for you—it returns as many results as are associated with your search query. This could number in the thousands in some cases. You can fine-tune these results to a smaller number after your initial query.

To use FSHS' new Search, go to [www.fshs.org/zoomsearch](http://www.fshs.org/zoomsearch) to see the main search query box (Fig. 1). Enter your search words in the text box and click the Search button. FSHS will take you to a new window containing your results. (We're working on improving the appearance of the results page and look forward to hearing your ideas for this as well.) You can refine your results and limit or expand your search for other terms related to the original query from there.

**OR, EITHER or AND** It helps to know how the new search feature works to use it effectively. First, it assumes your terms are intended to be used with an "OR" joiner. You'll see this as, "match any search words" in the main dialog panel. This means that if you search for "gottwald graham canker", you'll get all results containing references to either "gottwald

OR graham OR canker". This could return more references than you want to see. To change this default search behavior, select the "all search words" radio button located below the search query box. This is the same as using an "AND" joiner. Your results list should now be smaller as it'll be pruned to those results containing all three of your search terms in the same reference. More tips for searching are at [www.fshs.org/zoomsearch](http://www.fshs.org/zoomsearch).

**Power search** An experimental search feature appearing on our new search page is what we're calling "Power Search". This is under the "Add CRDF Reports" tab in the search panel (Fig. 1). Power Search will comb both FSHS Proceedings and quarterly reports from the Citrus Research and Development Foundation and show results from both on the same page. This is a great time saver if you're auditing the performance of research projects, because you can track the work from proposal through publication this way without having to visit different websites. We may add other citrus-specific reference databases to this feature in the future.

**Reducing background noise** An important design feature of our new Search is to reduce the background noise you often get by searching for citrus information on the broader web. There, advertisements and other pieces of not-very-useful information are pushed in front of you that may or may not relate to your search. Our new Search is designed to help you target your search efforts and mine a range of citrus references without having to deal with that noise. Currently, our new Search contains Proceedings volumes dating back to 1980. More volumes are being added each month until references dating back to the earliest volumes from the 1888's are included.

Our new search feature is the result of a member's idea on how to make our website better. To take advantage of FSHS' new search feature, go to [www.fshs.org](http://www.fshs.org) and try it out. While you're there,

consider signing up for or renewing your membership in the FSHS to enjoy benefits and support future innovation on our website, annual conference and member resources.

*Acknowledgements* The author acknowledges the contributions of Dr. Bill Castle, Dr. Mark Ritenour and the staff and board of the Florida State Horticultural Society for this article.

*Author disclaimer* The information in this article is provided "as is". The authors and publisher of this article disclaim any loss or liability, either directly or indirectly as a consequence of applying the information presented, or in regard to the use and application of any of this information, in whole or in part, for any purpose whatsoever. No guarantee is given, either expressed or implied, in regard to the merchantability, accuracy, or acceptability of the information. Dr. Steven Rogers is a well-known innovator of digital technologies in citrus and works with FSHS on their member website.

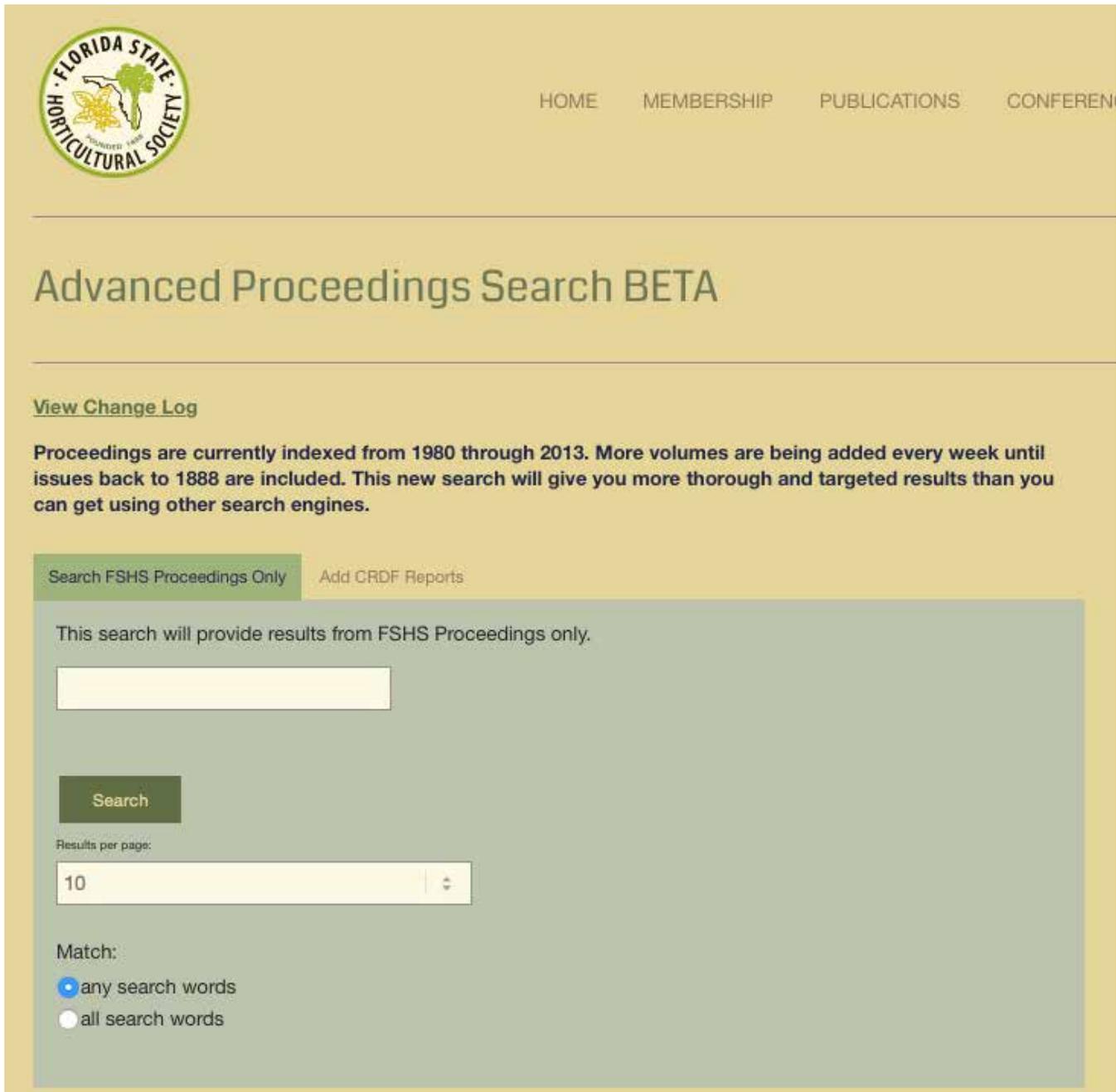


Fig. 1. FSHS' new search page, located at [www.fshs.org/zoomsearch](http://www.fshs.org/zoomsearch). Enter your search term(s) in the text box and click Search. FSHS will take you to a new window containing your search results. You can refine your results and limit or expand the search for other terms related to your original query from there.

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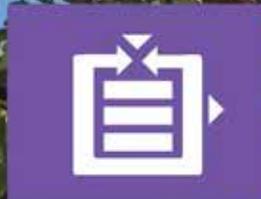
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# Florida Citrus Show

## Draws Hundreds Seeking Solutions .....

The 2015 Florida Citrus Show marked another hugely successful gathering in Ft. Pierce in January. Nearly 800 were in attendance for the two-day education program and trade show at the Havert L. Fenn Center.

The educational program focused on solutions for HLB, including the latest in psyllid control, antimicrobials, genetic modification to resist disease, and thermotherapy. Other topics included canker management, new varieties, and marketing.

“This year’s educational program was top-notch, which was evidenced by the standing-room-only attendance during many of the sessions,” says Frank Giles, editor of Florida Grower magazine. “In addition, the Citrus Show offers growers the first chance to see new data on research projects from the previous year. So, it is a can’t miss event for growers seeking the latest information on critical production issues.”

The trade show was packed and sold out with nearly 100 exhibitors. The floor stayed busy with activities and numerous giveaways and prizes throughout the event.

“The show attracted growers, packers and processors from across the state highlighting the fact it has become a premier event,” said Doug Bournique, Executive Vice President of the Indian River Citrus League.

The Florida Citrus Show is hosted in partnership between the Florida Grower, UF/IFAS, and the Indian River Citrus League.



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