

NEW JERSEY STATE HORTICULTURAL SOCIETY

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December 10, 2010

Dear Members:

This is the time of year to reflect on our past years endeavors and to plan for the upcoming year. Hopefully all of you had a successful 2010 and are anxiously looking forward to 2011.

It has been a year of change as we transition from the old copy and format to our new electronic copy and format of NJ Horticultural News. As publication and mail costs rise we felt it was necessary to take this big step in publication. We will still try to send hard copies to those not able to access NJ Hort News on the internet at this time. <http://www.umass.edu/fruitadvisor/hortnews/>

We have enclosed the full program of the Mid Atlantic Fruit and Vegetable Convention and Trade Show. This continues to be one of the most popular projects we undertake. The program is bigger and better than ever. We continue to honor the program with the Ernest Christ Memorial Lecture on Wednesday afternoon February 2 in the peach session. Thanks to your contributions to this fund Dr. John Clark will be recognized as he discusses the Arkansas peach and nectarine varieties and his breeding and development program.

Please remember to stay at the Hershey Lodge when you come to the conference as the prices we charge for the program are in part subsidized by the number that stay at "the Lodge". A registration form was not enclosed because you must register on lodge or call the lodge to get the reduced convention rate. The Lodge number for registration is 717 533-3311 or the web site is www.mafvc.org/html/.

All of us are aware of the tight financial times we are in and our universities and agricultural research facilities are also feeling this same pinch (to put it mildly!). One of the Horticultural Societies primary goals is to assist in fruit research thru direct financial grants to our New Jersey fruit researchers. This money comes from the interest we earn, excess revenues over expenses and from direct contributions from our members towards fruit research. This is the area where you can make a tremendous impact on your own future via a financial contribution to The New Jersey Horticultural Society earmarked for fruit research. On your membership renewal application is a line entitled "Research Contribution" and I hope you will all think seriously about putting some of your hard-earned dollars to work supporting the individuals whose research is contributing to the success of your operation and its bottom line.

Wishing you all a most joyous Holiday Season and successful 2011 and I sincerely hope to see all of you at Hershey in February.

Sincerely yours,

Ken Wightman

Ken Wightman
President

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