

To all National Watermelon Association members:

Your quarterly member magazine, *The Vineline*, has come a long way across the years. Originally a newsletter that was printed, folded & mailed by staff on plain paper ..... we are proud of the high quality that we offer today to members and advertisers alike.

We have embraced the technology age with mobile and digital APPs that you can download and receive the quarterly issues on your electronic devices. Please take a few moments to download the APP (Username: Vineline / Password: 1234567) that work with your device(s), and enjoy *The Vineline* digitally. We are excited about this, especially in consideration that it will allow us to get each issue out two weeks in advance of our normal timing.

We have seen an aggressive trend in the media world of digitization, and a significant movement away from newspapers and magazines. The majority of people these days receive their news via the internet, which ties in well with our digitizing of the magazine.

When it comes to the print version, we have an offer for you – our members. As a member, you can download and receive each issue electronically, as well as view past issues on our website. That service is part of our commitment to you as members of the Association.

In 2017, the print version will become an 'option' for you to choose, if you wish. If you choose to receive a printed & mailed copy of each quarterly issue, you can sign-up to receive those four quarterly issues for the nominal price of \$50.00 annually. If you do not make that choice, then you will still have the availability of the electronic version either through a downloaded APP or on our website.

This change in delivery is an advancement for the Association, as we embrace the technology age and follow along with the ever-changing media delivery trend. And, for those members that wish to have a hard copy in print, they can have that version for a nominal price.

Please let us know by December 5, 2016 if you wish to have a print version mailed to you. We will begin this new process effective with the winter issue (January). Thank you very much, and continue to enjoy our member magazine, *The Vineline*.



\* For members opting to proceed with the digital version of the Vinline, please disregard this form.

Yes, I would like to purchase an annual subscription of the Vinline for \$50.

Name:

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Company Name:

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Street Address:

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City:

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State:

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Zip code:

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Mail this form to 190 Fitzgerald Rd., Suite 3, Lakeland, FL, 33813 or scan and email to [Monicam@nwawatermelon.com](mailto:Monicam@nwawatermelon.com). We will invoice you in January.