50th Annual Short Course

History of “the Short Course”

Created by
Adrienne Wilson
Presented by
Barry Wilson
50th Anniversary
Short Course for the Food Industry

Florida Section
Institute of Food Technologists
What has made the short course so special?

- It has been a cooperative spirit within the food industry.

- A unique connection has been created between Academia- The University of Florida and Institute of Food Technologists, Citrus Industry Professionals and Corporations within Citrus Processing and the Food Industry.
  
  This includes a strong base of support from vendors supplying the industry.

THIS HAS HELPED TO CREATE THE BEST VALUE IN A CONFERENCE ANYWHERE IN THE WORLD.
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“This has been an Industry family.”
– Dick Matthews
50th Anniversary
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1961

McCarty Hall
50th Anniversary
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1961

First Short Course Attendees
Dick Matthews with Statistics material.
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1966-1988 – Holiday Inn

Holiday Inn – University Blvd.
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1966-1988 – Holiday Inn

November 1975, Vittles
50th Anniversary
Short Course for the Food Industry
1966-1988 – Holiday Inn

Dick and Dot
50th Anniversary Short Course for the Food Industry
1966-1988 – Holiday Inn

- Fresh Squeezed Orange Juice Development
- Consumer Trends and Rapid Expansion of Juice Beverages
- Aseptic Technology for Bulk Storage and Packaging
- Essence Recovery and Orange Juice Flavor Enhancement
- More Focus on the International Market and Global Citrus and Beverage Processing
- Weather Events, Multiple Freezes, Hurricanes
- The Resulting Rapid Development of the Brazilian Orange Juice Processing Industry
- Computers, Process Control, and the Information Explosion
- Evolution of N.F.C. Orange Juice within Florida
- Personnel Development Management Technologies
- Environmental and Water Regulatory Issues
- Weather Events, Multiple Freezes, Hurricanes
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1966-1988 – Holiday Inn

Charlie Hendrix

Palmer Tuthill
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1966-1988 – Holiday Inn

Frozen Citrus Grove, 1962
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1966-1988 – Holiday Inn

Hurricane Donna at Landfall, 1960
Regarding overly gloomy forecasts cited the Wall Street Digest: “The Florida Citrus Industry is terminal,” and indicated that there would not be an industry in Florida by 1990. The ad goes on to say that Florida Orange Juice will be a memory.

This was based on a 1980 book entitled *Climate and the Affairs of Man.*
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1966-1988 – Holiday Inn
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1966-1988 – Holiday Inn

Holiday Inn Conference Room
50th Anniversary
Short Course for the Food Industry
1966-1988 – Holiday Inn

Holiday Inn Years Committee
Members
50th Anniversary
Short Course for the Food Industry
1989-1994 - Hilton

Gainesville Hilton
50th Anniversary
Short Course for the Food Industry
1989-1994 - Hilton

Gainesville Hilton
50th Anniversary Short Course for the Food Industry
1989-1994 - Hilton

Bob Olsen
50th Anniversary
Short Course for the Food Industry
1989-1994 - Hilton

Boyd Wynne
50th Anniversary
Short Course for the Food Industry
1994 - Hilton

Dick Matthews
50th Anniversary
Short Course for the Food Industry
1995 – Sheraton Sand Key

Sheraton Sand Key, Clearwater, FL
50th Anniversary Short Course for the Food Industry
1995 – Sheraton Sand Key

Sheraton Sand Key, Clearwater, FL
50th Anniversary
Short Course for the Food Industry
1995 – Sheraton Sand Key

Sheraton Sand Key, Clearwater, FL
50th Anniversary
Short Course for the Food Industry
1995 – Sheraton Sand Key

Dave Johnson
Peace River Citrus

Jon Leonard
Florida Chemical Co.

Staci Braswell, Esq.
Florida Farm Bureau
50th Anniversary
Short Course for the Food Industry
2010 – Sheraton Sand Key
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