



Planting pride in our communities!

America

in Bloom

2015 Annual Report

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Holland, MI



Winter Park, FL

Dear Friends and Supporters,

Our 2015 investment in growing the America in Bloom national awards program has yielded positive results. I'm delighted to report that with 40 cities registered, we have increased year-to-year registrations by 21%, including nine new cities. We are so pleased that 75% of the 2015 participants are returning—they have discovered the power of continuous improvement and the value of having one-on-one consultations with our specially trained judges. In fact, we had so many champion cities returning that in 2015, we debuted a new category of competition – *Champions* – for those participants who have a combination of three population category wins and/or outstanding achievement awards. Participants in the Champions category were thrilled with the new level of competition, while others were equally pleased that they didn't have to compete for top honors against current and past national champions.

Our message about focusing on the four pillars of livable communities—horticulture, heritage, environment, and community involvement is resonating with more towns than ever. Towns are using their AIB participation as part of their branding and promotion. We are pleased that this year, as a result of a grant from the Diane Clasen Memorial Fund, we were able to provide beautiful AIB signs for all our 2015 participants. This program was so well received that several towns have made the effort to acquire more signs and install them at gateways to their city. Details on p. 13.

We continue to partner with the Canadian National Railway Company (CN) on their EcoConnexions *From the Ground Up* program. This year, six grants were awarded. Please see p. 10 for more details and photos of projects funded in 2014.

Another pilot project we tested this year was offering community workshops by judges as silent auction opportunities. These offered the services of one judge for one day to give a custom-designed presentation to a town to address their specific needs. Response was remarkable and we are looking into ways to expand this program.

In terms of outreach, we are meeting more people than ever as a result of our participation in the National League of Cities conference, Cultivate, and the Philadelphia Flower Show. More details on p.12.

Another new project for us is the Million Pollinator Garden Challenge. Via a donation of seeds from the National Garden Bureau, all attendees of the AIB 2015 Symposium and Awards Program received a box of seeds for a variety of pollinator-friendly plants. As a result, we're looking forward to lots of bee-friendly gardens in 2016.

America in Bloom continues to be the catalyst for great accomplishments all across America. We couldn't do it without our sponsors whose donations are highly leveraged by our working board and judges. Thousands of volunteers in participating cities continue to leverage our mission's reach. Many thanks to each of you for making a difference!



Dr. Charlie Hall

Texas A&M University ★ President, AIB Board of Directors



 **Our Vision:**

America in Bloom envisions communities across the country as welcoming and vibrant places to live, work, and play—benefiting from colorful plants and trees; enjoying clean environments; celebrating heritage; and planting pride through volunteerism.

 **Our Mission:**

America in Bloom's mission is to promote nationwide beautification through education and community involvement by encouraging the use of flowers, plants, trees, and other environmental and lifestyle enhancements.

Facing page

Top row: Holland, MI; Catskill, NY; Marietta, OH

Middle row: Saratoga, CA; Lewes, DE; McCall, ID

Bottom row: Combined Locks, WI; West Columbia, TX; Lexington, KY

 America in Bloom by the Numbers

235 cities, 40 states

More than 22 million lives touched

More than 300 million media impressions

AlabamaBrewton
Demopolis
Fairhope, AL
Gardendale
Madison**Arkansas**Eureka Springs
Fayetteville
U of AR - Fort Smith**Arizona**

Peoria

British Columbia(partner in 2002)
Qualicum Beach, BC**California**Arroyo Grande
Artesia
Calabasas
Elfin Forest
Encinitas
Escondido
Lompoc Valley
Modesto
Morro Bay
Rancho Santa Fe
Riverside
Santa Paula
Saratoga**Colorado**Estes Park
Northglenn
Wheat Ridge**Connecticut**Norwich
Stratford**Delaware**

Lewes

FloridaOcala
Stuart
Venice
Winter Garden
Winter Park**Georgia**Lavonia
Milledgeville**Iowa**Charles City
Des Moines
Montrose
Pella**Idaho**Coeur d'Alene
McCall**Illinois**Batavia
Bedford Park
Bolingbrook
Chicago
DeKalb
Dixon
Fox Lake
Glen Carbon
Glen Ellyn
Hoffman Estates**Indiana**Montgomery
Naperville
Ottawa
Peru
Rockford
Rockton
Springfield
St. Charles
Warrenville
West Chicago**Indiana**Aurora
Bloomington
Columbus
Frankfort
Greendale
Greenfield
Indianapolis
Lafayette
Ligonier
Michigan City
New Castle
North Manchester
Plymouth
Rising Sun
Shipshewana
West Lafayette**Kansas**

Junction City

KentuckyCynthiana
Hopkinsville
Lexington
London
Madisonville
Richmond**Louisiana**Hammond
Independence**Massachusetts**Boston
Haverhill
Holliston
New Bedford
Newburyport
Quincy
U of MA - Amherst
Winchester**Maryland**Annapolis
Mount Rainier**Maine**

Portland

MichiganAllegan
Bad Axe
Bay City
Belleville
Cadillac
Charlevoix
Frankenmuth
Holland
Jonesville
Kalamazoo County
Lapeer
Woodhaven**Minnesota**Bemidji
Buffalo
Northfield
Red Wing
St. Paul**Missouri**Columbia
Hermann
Kirkwood
Lee's Summit
U of MO - Columbia
Washington

Webster Groves

MississippiTupelo
Henderson County
Mecklenburg County**North Carolina**Tarboro
Wake Forest**New Hampshire**

Meredith

New JerseyFlemington
River Edge
Westfield**Nevada**Incline Village
General
Improvement
District**New York**Catskill
Columbus Ave.
Business
Improvement
District, New York
City
Corning
Goshen
Grand Central
Partnership,
New York City
Greenwood Lake
Hofstra University
Horseheads
Ithaca
Lincoln Square
Business
Improvement
District, New York
City
Monroe County
Sackets Harbor

Saratoga Springs
Warwick
Waterloo

Ohio

Akron
Amelia
Ashland University
Barberton
Bay Village
Belpre
Berea
Bexley
Blanchester
Bowling Green
Brecksville
Bremen
Burton
Cleveland
Columbus
Coshocton
Fairview Park
Forest Park
Gallipolis
Hudson
Ironton
Kent
Kettering
Lakeside
Logan
Loveland
Marietta
Mason
Middlefield
Oberlin
Oberlin College
Olmsted Falls
Portsmouth
Rocky River
Sandusky
Silverton
Springfield
St. Clairsville
Swanton
Sylvania
Tipp City
Toledo
U of Findlay
Vermilion

Washington Court
House
Westlake
Wickliffe
Willoughby

Ontario (partner in 2002)

Goderich, ON

Oregon

Echo
Lake Oswego

Pennsylvania

Camp Hill
Cheltenham

Hershey-Derry
Township
Hummelstown
Newtown Square
North East
Slippery Rock

Tennessee

Bartlett
Collierville

Texas

Addison
Colleyville
West Columbia

Utah

Brigham Young
University
Murray City
Utah State University
Vernal

Virginia

Reston
Smithfield

Vermont

Manchester
Williston

Washington

Castle Rock
Lynden
Sequim
Spokane

Wisconsin

Beloit
Combined Locks
Greater Racine
Greendale
Milwaukee
Racine
River Falls
Wisconsin Rapids

West Virginia

Huntington
Lewisburg
Point Pleasant



Lewes, DE



Tulips at Gateway Garden



1812 Park



Haybaskets on Canal Bridge

“The America in Bloom program generated our local organization of Lewes in Bloom (LIB). LIB has enhanced the beauty of this community. In the twelve years since its founding, the efforts of the men and women of LIB not only made this a more beautiful community but they have encouraged the entire community to become involved. As a result, the lives of everyone who lives in or visits this community have been enriched. Lewes is extremely fortunate to have such dedicated community members who work together to provide an environment that is admired and enjoyed by all.”

Theodore W. Becker, Mayor

“America in Bloom has provided the structure and the challenge to our town of Lewes to successfully create an environment that lifts the spirit of the soul and delights the eye.”

*Warren Golde,
Founder, Lewes in Bloom*

Fairhope, AL



Flower Clock



Dogwood Trail Court



School environmental project



Children's art in a park



Holliston, MA



Much more than just another small southern town, Fairhope is a pioneer of the farm-to-table movement, as well as a leader in environmental stewardship, including recycling programs, storm water management, and green living. The city boasts a state-of-the-art wastewater treatment system, award-winning schools, involved citizens with more than 70% engaged in community service.

“The flowers must be watered today, the pothole can be patched tomorrow.”

Tim Kant, Mayor

“The heartbeat of Fairhope pulses downtown, but as our city continues to grow, the ‘Fairhope effect’ is spreading to our highways, commercial districts, subdivisions, and outlying areas.

Mayor Kant is the keeper of the vision – a vision of unspoiled beauty, a vision of preservation and restoration, a vision of green living, a vision of local culture, a vision of community, a vision of Fairhope.”

Sherry Sullivan, Director of Community Affairs and Recreation



Historic aqueduct



Holliston town hall



Casey at the bat. Holliston IS Mudville.

“America In Bloom has opened up new doors for Holliston, Massachusetts! America In Bloom has provided guidance with its *Best Ideas* book that illustrates best practices, valuable information, and shares how other communities have benefited from AIB participation. AIB has opened up our peripheral vision. Our involvement with AIB has slowly given us confidence and better organizational skills so we can involve the entire community to accomplish projects that might not have been done otherwise.

We are so proud to be hosting the AIB symposium and awards in 2017 and look forward to your visit.”

Mark Ahronian
Holliston In Bloom (HIB)
Co-Chair

“I am amazed and gratified each year by the new people that join and the enthusiasm they bring. We certainly had no such expectations during our first year of AIB involvement.... I can honestly say, HIB has a life of its own!”

Mary Greendale
HIB Volunteer



America in Bloom is proud to continue its partnership with CN's banner program entitled *From the Ground Up* which provides funding of up to \$25,000 for the greening of America in Bloom communities along its rail lines in the U.S. Projects address local issues and provide a means for engagement at the local level since local community groups and service clubs will join AIB in support of the projects. The projects also address concerns related to water conservation, naturalization, stewardship and environmentally friendly transportation.

As one of North America's leading railroads, CN's network extends to three North American coasts, passing through a wide range of urban and rural communities. As part of the CN EcoConnexions *From the Ground Up* program, CN is encouraging communities along the CN corridor to take environmental action by improving their communities through natural landscaping, groundcover improvement, floral displays, and healthy urban forests.

Six communities selected in 2015 will receive grants totalling more than \$127,000 to create sustainable community greening and beautification projects. Local matches from recipients will bring the total investment to more than \$453,000.

.....

“Support funding from the CN EcoConnexions grant, awarded in 2014, for two planting and beautification projects enhancing public spaces at Klehm Arboretum & Botanic Garden and the Ethnic Heritage Museum are critical funding and development tools for supporting communities and community improvement/beautification initiatives.

The concepts are simple but have the potential for enduring long-term benefits for communities who plant pride and harvest dreams.”

Dan Riggs
2015 AIB Committee Chair
Executive Director
Klehm Arboretum & Botanic Garden



Thanks to a CN grant received in 2014, on June 13, 2015, more than 50 volunteers helped plant 4,000 perennials in the 13,000 square foot Contemporary Perennial Garden at the Klehm Arboretum in Rockford, IL. The “Know Maintenance” site was planned for minimal weed invasion and optimal beauty.

2015 CN Grant Recipients

Combined Locks, WI

The Village of Combined Locks beautified its Civic Center Complex, a 65-acre area that includes the Administrative Building, active recreation and ball fields, and access to several miles of wooded trails.

Ferndale, MI

The City of Ferndale will beautify property in and around Fair Park, a neighborhood linear park. City staff and volunteers will plant some 90 trees, 200 shrubs, and over 800 plants and create a sitting area. The project also will create 50-100 raised beds to allow residents to cultivate their own plots in a new community garden.

Newbern, TN

Newbern landscaped several highly visible parcels parallel to residential, business and commercial zones. Where railroad tracks once traversed the town, civic groups in Newbern cultivated colorful, hardy landscape plants. New ornamental trees, evergreen trees, ornamental shrubs and ornamental grasses complement downtown streetscape improvements, such as street lights and sidewalks. Volunteer groups supplement professional and municipal services to plant and maintain the enhancements.

Warrenville, IL

The Leone Schmidt Heritage Park in the Old Town section contains historic landmarks and provides public access to the DuPage River. Landscape enhancements include functioning rain gardens which protect water quality and help mitigate periodic flooding. The project includes the installation of five species of shade trees, two types of evergreen trees, six varieties of deciduous and evergreen shrubs, and 11 species of perennials.

Kimberly, WI

The Village of Kimberly will plant 300 trees to anchor a central park project on a vacant parcel of land in the center of town. The village will create a pond and a central park corridor connecting downtown to the river front.

Dyer, IN

Dyer planted more than 100 evergreen trees to provide a buffer between railroad tracks and adjacent residential communities. The city will contribute some 500 trees to complete the project along a one-mile corridor in three phases.




“Helping communities through which CN operates contribute towards a more sustainable future is a cornerstone of our corporate philosophy,” said John Orr, CN’s Senior Vice President, Southern Region. “Through our partnership with America in Bloom, we are proud to help achieve this goal in supporting municipalities in their tree planting and beautification initiatives, making those communities better places to live, work, and play.”

Great Ideas and Resources

Besides providing our participants with written evaluations that help guide their progress, America in Bloom offers resources including an informative, easy to navigate website, social media, unique books, brochures about the benefits of plants and, new in 2015, signs for our participants.

AmericaInBloom.org a trusted resource for details about AIB's national awards program, press releases, news, benefits of plants, grant opportunities, and more.

Webinars Free, online, on-demand webinars cover topics related to harnessing the America in Bloom spirit in communities around the country.

YouTube Channel  Our own YouTube channel features videos created by participating towns telling the story of the benefits of America in Bloom participation. You can also see sessions from this year's symposium and awards on YouTube.

Social Media We use blogs, Facebook, Twitter, and LinkedIn to connect people to the benefits of improving quality of life through attention to horticulture, heritage preservation, environmental awareness, and community involvement.









E-Newsletter Our monthly email newsletter reaches more than 14,500 people with tips, resources, and success stories.

Reaching Out To grow our national awards and educational programs, we participated in these nationally significant events:

National League of Cities conference (attendance ~4,000) where we met mayors, city councilors, and city managers, our target audience.

Cultivate'15 - an AmericanHort experience (attendance 10,000+) is our way to link to the professional horticulture industry and many of our sponsors.

Philadelphia Flower Show is the oldest and largest flower show in the US with attendance of more than 250,000 people interested in creating a better quality of life in their own community.



Arroyo Grande, CA Volunteers

AIB Startup Kit To make participation easy, an exciting turnkey Startup Kit includes participation brochures; a CD with customizable presentations, posters, postcards; sample evaluation form; ideas and suggestions for a local contest involving the entire community, and more. It's everything participants need to build momentum.

City Signs Thanks to a grant from the Diane Clasen Memorial Fund, we were able to provide each 2015 participant with a large metal AIB sign to demonstrate their involvement in the awards program. Diane was an AIB judge since the beginning of the program and looked forward to the day when AIB could provide signs to our communities.



AIB Bookshelf We continue to add to our lineup of book offerings.

Perspectives on Planting Pride is a 156-page retrospective of AIB's past president Dr. Marvin N. Miller's thoughts on community, plants, people, and how horticulture can improve lives.

Our popular *Ten Years of Best Ideas* book by board member Evelyn Alemanni features more than 2,000 ideas and photos. Now it has two companion pieces. *Best Ideas AIB Annual 2014* and *Annual 2015* showcase the best ideas from program participants in their own words and special mentions from the judges.

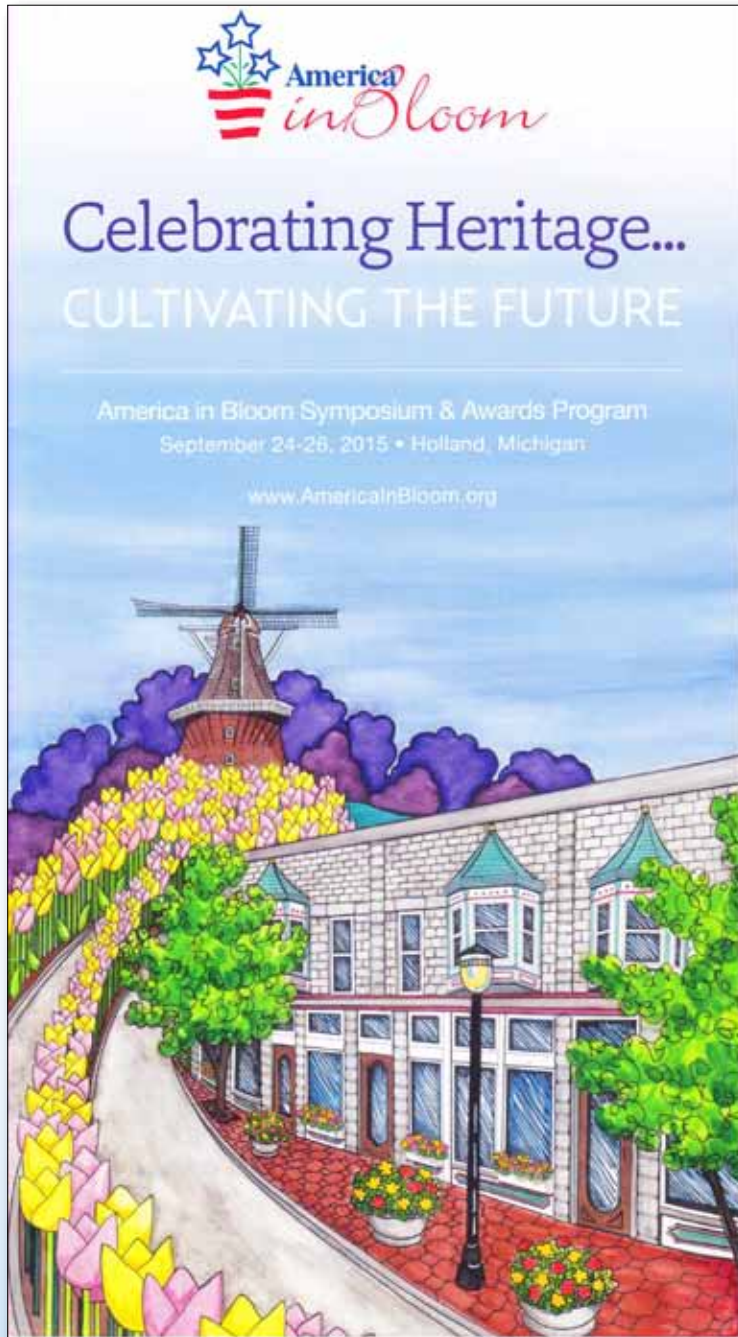


Discover the Surprising Side of Plants

This 12-page brochure explains why and how plants go way beyond “pretty” to enhance your home, your work, your town, and even your friendships.

Learn what plants do for you where you live, work, and play. Printed versions of the brochure can be purchased from AIB or an electronic version can be downloaded free from the AIB website (www.AmericaInBloom.org). A free companion PowerPoint presentation can be downloaded from the website so that anyone can share this powerful message with groups of all kinds.





Symposium & Awards Program

Each year, our educational symposium and awards program moves to a different city. The 2015 event was held in Holland, MI and the proceedings were streamed live and are available on YouTube.

We continue to have commitments for locations several years in advance. Each location promises exciting venues that showcase the power of working within the America in Bloom framework to create great communities of all sizes.

Save the Date: 2016 America in Bloom Symposium & Awards Program will be October 6-8, **2016** in Arroyo Grande, one of the first members of the Circle of Champions and a long-time AIB participant. The symposium and awards program offers a unique opportunity to gain insight into the many aspects critical to improving quality of life in cities, and will include opportunities to visit special Pacific Coast venues.

2017 in Holliston, MA.

2018 in Lexington, KY.



Top row:
Scenes from Holland, MI

Middle row:
Holliston, MA volunteers receive their plaque at the AIB 2015 awards.

Bottom row:
(left) Warrenville, IL volunteers receive their plaque at the AIB 2015 awards.

(right) Educational tour during symposium.



Thank You!

“Since its very inception, America In Bloom has served as the preeminent volunteer organization, dedicated to gracefully linking our entire industry to communities across America, in order to advance our mutual interests. AIB is, by far, our best investment in the future and we consider it money well spent in support of their mission,”
Scott Giesbrecht, VP of Marketing and Sales, Green Circle Growers.

Our gratitude and heartfelt thanks to our national sponsors, symposium sponsors, and media partners who continue to invest in our mission. Our progress and success are a direct result of their generous support.

Platinum Elite

AmericanHort
 Ball Horticultural Company
 Holland, Michigan Visitor's Bureau

Platinum

Blackmore Company

Gold

Carolyn Stich Studio
 City of Holland, MI
Greenhouse Grower
Greenhouse Product News
Greenhouse Management
 Greeley and Hansen
Garden Center
Green Profit
GrowerTalks
Lawn & Garden Retailer
 Neal Mast & Sons Greenhouses
 Pennsylvania Horticultural Society
Today's Garden Center

Silver

American Horticultural Society
 Bartlett Tree Experts
 Bob's Market & Greenhouses
 Dosatron International
 Ewing Irrigation
 Green Circle Growers
 Holland in Bloom
 J Frank Schmidt Family Charitable
 Foundation
 Masterpiece Flower Company
 Proven Winners
 Sakata Ornamentals
 Spring Meadow Nursery
 Walters Gardens
 Zaunscherb Roberts Blair, Inc.

Bronze

American Floral Endowment
 Dramm Corporation
 Eason Horticultural Resources
 Ed Hooker & Ron Barnes
 Hope College
 Karin Rindal
 MasterTag
 Mountaineer Mechanical
 Smithers-Oasis
 Sporticulture

Ally

AMA Plastics Ltd
 Barton's Greenhouse
 Jonkers Greenhouse
 JW Greenhouse
 KBW Horticultural Supply
 Wojo's Greenhouse

Friend

Eckert's Greenhouse
 Vis Seed Company
 Walnut Springs Nursery

“Greeley and Hansen provides engineering and consulting services for water-related infrastructure projects. Ultimately, our firm collaborates with municipalities to create better urban environments by developing sustainable water resources programs that benefit their communities. Our focus on environmental sustainability is strongly aligned with America in Bloom's mission to improve communities as well, and we're very proud to support their important efforts as a national sponsor.”

John C. Robak
 President and Chief Operating Officer, Greeley and Hansen

Making the Most of Generosity

Financial gifts to AIB are highly leveraged by many in-kind gifts and the efforts of our judges who each donate nearly a month or more to personally visit participating towns, meet community leaders, write evaluations, and provide ongoing coaching. Our dedicated all-volunteer board donates thousands of hours annually to promote and implement the program.

2015 Board of Directors

President: Dr. Charlie Hall:
Texas A&M University
Vice President: Katy Moss Warner:
President Emeritus, American
Horticultural Society
Treasurer: Michael V. Geary, CAE:
AmericanHort
Past President: Dr. Marvin Miller:
Ball Horticultural Company
Evelyn Alemanni: ALL.EA Consulting
Bobby Barnitz:
Bob's Market & Greenhouses Inc.
Drew Becher
Kurt Becker: Dramm Corporation
Dr. Jack Clasen
Marshall Dirks: Proven Winners

Tony Ferrara
Dale Fisher: Jon Carloftis Fine
Gardens
Lela Kelly: Dosatron International
Edith Makra:
Metropolitan Mayors Caucus
John Manchester:
Mayor, Lewisburg, WV
Diana K. Weiner: Sullivan Renaissance

Special advisors:

Peter Kagayama
Joe Lamp'l: Growing a Greener World
Executive Director: Laura Kunkle

2015 National Judges

Evelyn Alemanni
Billy Butterfield
Jack Clasen
Linda Cromer
Bill Hahn
(William) Ed Hooker III
Lisa Netherland
Marlborough Packard
Kristin Pategas
Stephen Pategas
Alex Pearl
Leslie Pittenger
Bruce Riggs
Melanie Riggs
Karin Rindal
Susie Stratton
Barbara Vincentsen
Diana K. Weiner
Katy Moss Warner
Meg Whitmer

Here are just a few of the reasons why Bob's Market is a proud sponsor of America in Bloom:

- It is an excellent way to give back to the horticultural industry while beautifying our local communities and allowing the to take pride in themselves.
- It is an opportunity to market new or different products to consumers.
- It is a way to be a good steward in our local communities.

Bobby Barnitz, Vice President, Bob's Market and Greenhouses, Inc.

"All of us at the American Horticultural Society are proud of our longstanding relationship with America in Bloom. The AIB awards program is unique in that it successfully marries the many benefits to be derived from plants and gardens with volunteerism and community pride, translating into more beautiful towns and cities across the country."

Tom Underwood, Executive Director, American Horticultural Society

Million Pollinator Garden Challenge

American in Bloom is proud to be a member of the Million Pollinator Garden Challenge.

With a generous donation of beautifully packaged seeds from the National Garden Bureau, Inc., every guest at the 2015 national awards went home with a selection of “tested nationally and proven locally” All-America Selections Winner seeds to create a pollinator habitat.

Many of these gardens will be registered at MillionPollinatorGardenChallenge.org.



Sponsor Spotlight

America in Bloom appreciates generous support of all kinds of sponsors—corporate, media, industry associations, people who purchase raffle tickets, and those who donated and bid on silent auction items at the 2015 symposium and awards.

Silent Auction Donors

In 2015, our silent auction revenues topped \$12,000. Our thanks to these generous donors:

A.M. Leonard Company
 American Horticultural Society
 Ball Horticultural Company
 Bates Sons and Daughters
 Caladiums
 Belpre in Bloom OH
 Bill Johnson
 Billy Butterfield
 Bob's Market & Greenhouse
 Carolyn Stich and the Holland
 Visitors Bureau
 Castle Rock in Bloom, OR
 City of Calabasas, CA
 City of Echo, OR / Diane Berry

City of Lewes, DE
 Connie Manchester
 D.S. Cole Growers
 Danny Takao
 Diana Weiner
 Dwight and Vivian Lund
 Eckert's Greenhouse
 Ed Hooker
 Edith Makra
 Emily Larson
 Evelyn Alemanni
 Fairhope, AL
 FNGLA
 Garden Design Magazine
 Holliston in Bloom
 Jack Clasen
 Jon Carloftis
 Karin Rindal

Katy Moss Warner
 Kurt Becker
 Lela Kelly
 Leslie Pittenger
 Linda Adams
 Longshadow
 McCall in Bloom ID
 Michael Geary
 Proven Winners
 Saratoga in Bloom
 Tournesol Site Works
 Warrenville in Bloom



AmericanHort - A Platinum Elite Sponsor

AmericanHort is a horticulture industry organization that truly represents the entire industry, including breeders, greenhouse and nursery growers, retailers, distributors, interior and exterior landscapers, florists, students, educators, researchers, manufacturers, and all those who are part of the industry market chain. It is the leading national association for the industry, and its size and scope makes AmericanHort the world's largest association for garden retailers.

One of AmericanHort's guiding principles is to be a passionate promoter of healthy communities. The association will support activities that, thanks to its industry's products and services, lead to healthier and more beautiful communities, and a more inspired way of life.

Since AIB's founding in 2001, AmericanHort (formed in January 2014 by the consolidation of OFA – The Association of Horticulture Professionals and the American Nursery & Landscape Association) in Columbus, OH has been an essential member of the AIB family and a loyal supporter.

They provide corporate offices and staffing for our program. They are the people you speak with when you call AIB. And just like our judges and board, many of them volunteer their time to AIB.

You've meet these hard working wonders at the national symposium and also in Columbus, OH at Cultivate—An AmericanHort Experience (formerly called Short Course).

When you look at the map of participants, you'll notice an enormous cluster of cities in Ohio. That, also, is due in part to the efforts of AmericanHort's staff.

Over the years, their personnel have been essential to communicating with participants, handling mailings, organizing our media presence, arranging judges' travel, and attending to myriad details related to presenting the national symposium and awards. They also serve as webmaster and take care of our accounting.

Two of AmericanHort's CEOs have held the position of treasurer on AIB's board of directors. When the first treasurer, John Holmes, passed away unexpectedly in 2009, his friends, family, and colleagues created a fund in his honor, knowing of his passion for AIB. That was the impetus for AIB's *John Holmes III Community Champion Award* that is still given to one person each year to honor outstanding commitment and leadership.

Our executive director, Laura Kunkle, is also a staff member of AmericanHort and we are so fortunate that she has been with us since the inception of our organization.



Ball Horticulture - A Platinum Elite Sponsor

From its beginning as a wholesale cut flower operation started by George J. Ball in 1905, Ball Horticultural Company has grown into a leader in all facets of horticulture. The company has a global family of breeders, research and development teams, seed and vegetative producers, and distribution companies and has a strong presence on six continents in 18 countries.

We are so grateful that Ball Horticultural Company is a founding sponsor of America in Bloom. Dr. Marvin Miller, Market Research Manager for the company, was president of America in Bloom for many years and now serves as past president and treasurer.

Anna Caroline Ball, President of the company says, “At Ball Horticultural Company, we are always looking for ways to help grow the horticulture industry. When more people see the beauty of flowers, shrubs and trees and learn of the other benefits that plants bring to a community, they can’t help but want to acquire a similar ‘piece of heaven’ for their own yard. From America in Bloom’s beginning, we’ve seen this story repeated many times in community after community, in neighborhood after neighborhood, and in yard after yard.

“The big beneficiaries of AIB communities are the people who inherit a better place to live. These communities become safer places to live, more environmentally sound, and more socially aware. Neighbors meet with and work with neighbors to achieve the big gains; their towns are transformed into real communities. And the improved cities and neighborhoods almost automatically alter their own

economies into more thriving places to live. I can’t imagine a business which wouldn’t want to be associated with this kind of transformation!”

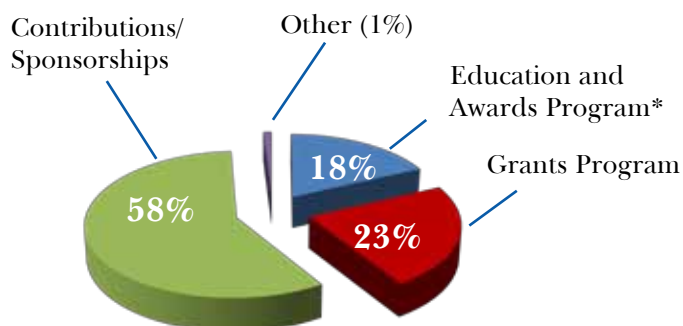
Ball®



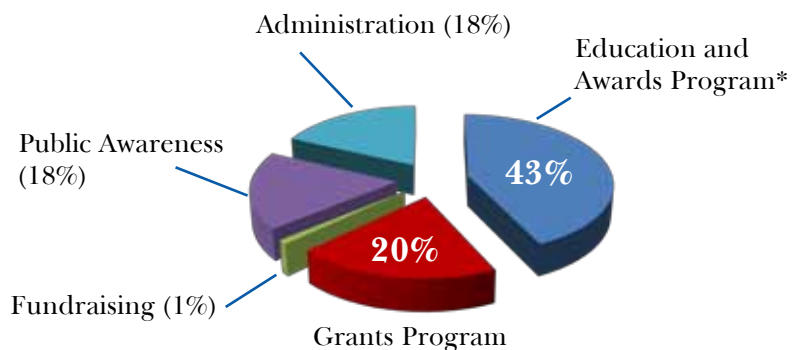
Financial Overview

For 2015, we had revenue of \$709,165 and expenses of \$698,870. Revenue and in-kind contributions include the thousands of hours donated by our judges, volunteers, and in-kind donations.

2015 Revenue and In-Kind Contributions



2015 Expenses + In-Kind



* Education and Awards Program includes judging and symposium/awards.



HENDERSON COUNTY

Henderson County, NC



Warrenville, IL Volunteers



Giving to America in Bloom

America in Bloom is committed to working with corporate partners and strategic allies to improve the quality of life in American towns and cities. By partnering with America in Bloom, you join a group of well-respected companies and a network of committed citizens dedicated to planting pride in their communities.

We look forward to working with you. Contact our office for sponsorship details.

*America in Bloom is an independent, 501(c)(3) non-profit corporation.
All contributions to America in Bloom are tax deductible to the fullest extent of the law.*