



*Planting Pride in American Communities for a Decade*



# Ten Years of Planting Pride

By **Dr. Marvin N. Miller**  
*President, America in Bloom Board of Directors*

WOW! This year, America in Bloom celebrates 10 years of achievements. It seems like just yesterday we were developing the organization, debating the mission statement, and launching various programs, including the first contest.

We have come a long way. In fact, nearly 200 cities have been involved coast-to-coast in the annual program and AIB has affected the lives of more than 22 million Americans in those cities.

In addition, thousands more have been engaged in AIB through webinars, in-person educational programs, symposia, and other community development initiatives.

To a great extent, many of us involved with America in Bloom have participated since the beginning. This is true among the volunteers on the Board of Directors and among the ranks of volunteers in cities. Some of our judges are originals as well, as is much of our staff. Of the participating cities, 70 have participated more than once,



and we have 3 cities (Greendale, Indiana; Fayetteville, Arkansas and Rising Sun, Indiana) that have been involved in 7 of the 10 years.

As proud as we are of these statistics, the opportunities for the next 10 years are even greater. America in Bloom testifies to horticulture's importance in the lives of the citizens of every community. We know there are positive economic, environmental, sociological, and psychological impacts when a city adopts the AIB program as its own.

Mayor after mayor has told us that the program unifies the city into a real community in ways never thought possible. AIB is the only awards program that provides personal, on-site, one-on-one consulting and coaching.

I look forward, with great enthusiasm, to the next decade of progress and the many cities yet to be involved with the program. It will be through our partnership with them that AIB will grow; that horticulture will change the lives of Americans going forward; that Americans will really learn what "community" means. We are poised for an amazing next decade!

America in Bloom promotes nationwide beautification through education by encouraging the use of flowers, plants, trees, and other environmental

**10** <sup>185</sup> <sup>22</sup>  
**40** <sup>300</sup>

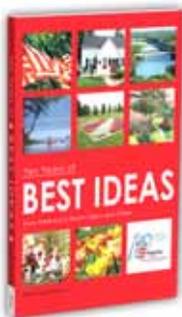
## Ten Years of America in Bloom by the Numbers

185 cities

40 states

22 million lives touched

300 million media impressions



### New!

Celebrating ten years of planting pride in America, the America in Bloom Best Ideas book offers a unique resource for communities across the country. It's packed with the best and brightest examples of what communities are actively doing to develop and improve.



on and community involvement  
al and lifestyle enhancements.

# Connecting People to Great Ideas

## Webinars

Learn from experts how to harness the America in Bloom spirit in your community.



## Social Media

AIB uses blogs, Facebook, Twitter, and LinkedIn to connect people to the benefits of plants and community beautification.



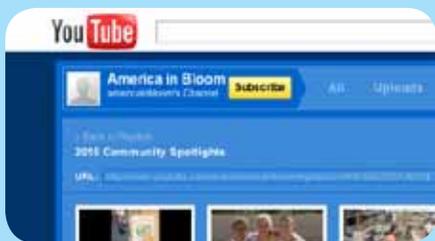
## E-Newsletter

Monthly communication that reaches more than 13,000 people with beautification tips, resources, and success stories.



## [www.AmericanInBloom.org](http://www.AmericanInBloom.org)

A trusted source for researching the AIB evaluation criteria, best practices, benefits of plants, and grant opportunities.



## YouTube Channel

America in Bloom has its own YouTube channel, featuring videos by participating towns telling the story of the benefits of America in Bloom participation.



## White Paper

*Plants Bring Communities Together: The Benefits of Human-Plant Interactions*

Dr. Charles R. Hall, Ellison Chair in International Floriculture, Texas A&M University, Department of Horticultural Sciences and AIB Board Member has written for AIB a brilliant white paper that demonstrates the economic, social, and physical benefits that quality landscaping offers to communities. It can be downloaded from the AIB web site.



## New Role for Judges

Understanding that great gardens can build a rich community, our national judges are taking on the additional role of location scout for Growing a Greener World, an award-winning TV show. This will help to shine a spotlight on the vibrant programs ongoing in AIB towns and tell the story of people, places, and organizations making a difference through gardening.

## New Evaluation Form

In 2012, we will introduce a new evaluation form that has been in development for 18 months with input from cities, judges, and board members. It is considerably simpler and makes participation easier.

## Results

People from towns across America tell us that the America in Bloom program provides a framework for their efforts. It helps unify projects and achieve visible results. Here are just a few comments:

AIB has the power to engage any demographic. Participating in the program can make you fall in love with your town all over again.... Trust great ideas. Trust your community. Trust your neighbors. Trust strength in numbers. Trust hard work. Trust the mission of America in Bloom. Your community will thank you!

*-Bloomington, Indiana*

America in Bloom provides a perfect framework for promoting community involvement, creating an awareness of the importance of each of us to all of us and giving us the resources to turn good intentions into positive outcomes.

*-Greendale, Indiana*

We intend to participate each year in the AIB program and symposium because the program provides an incentive to excel ... and to share our best practices with all of the friends we have made in the America in Bloom organization.

*-Arroyo Grande, California*

America in Bloom Coshocton (ABC) has insinuated itself into the fabric of our community. Today there is a community-wide, palpable awareness that we are taking action, doing something and visioning an alternate future. The importance of this attitude change cannot be over-stated at this time of economic despair in the Appalachian Region.

*-Coshocton, Ohio*

Funds may be limited, but great ideas, imagination and determination are not. Volunteers are coming together, partnerships are being forged, and we have new hope for a better attitude and improved reputation. We have achieved something most precious; hope and confidence in ourselves and what we can do for the place we call home.

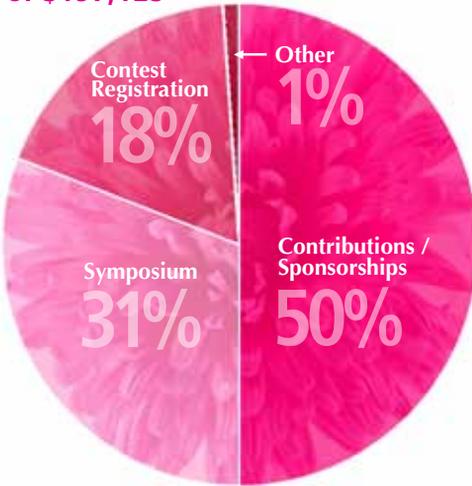
*-Escondido, California*



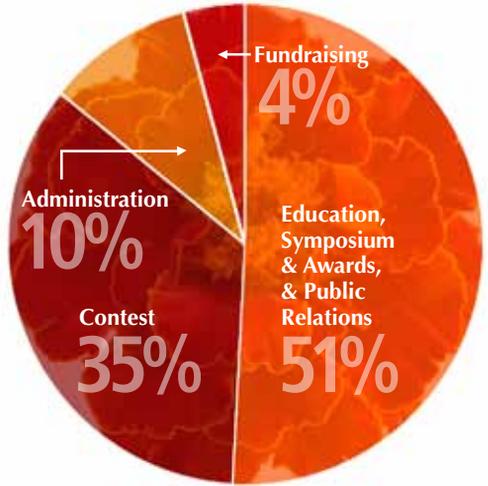
## Symposium & Awards Program

The 2011 symposium will be in the Washington, DC area. We are privileged to feature nationally prominent speakers and guests including Laura Dowling, Chief Florist for the White House; Joe Lamp'l, host of the Growing a Greener World TV show; and USDA Undersecretary Eduard Avalos.

## 2011 Budgeted Income of \$197,125



## 2011 Budgeted Expenses of \$198,685



## Thank You

Our gratitude and appreciation to the many sponsors who make the America in Bloom program possible. • Heartfelt thanks to our judges who each donate nearly a month or more of their time to personally visit participating towns, meet with community leaders, write evaluations, and provide ongoing coaching. • Thanks to the hundreds of people who buy raffle tickets in support of the program. • Thanks to our hard-working, all-volunteer board that donates thousands of hours annually to promote and implement the program.



## Board Members

**Evelyn Alemani:** *ALL.EA Consulting*

**Skip Blackmore:** *Blackmore Company*

**Jack Clasen**

**Doug Cole:** *D.S. Cole Growers*

**Michael V. Geary, CAE:** *OFA - The Association of Horticulture Professionals*

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**Ron Pierre**

**Stan Pohmer:** *Pohmer Consulting*

**Katy Moss Warner:** *President Emeritus, American Horticultural Society*

**Laura Kunkle:** *Executive Director*



## 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 who are dedicated to planting pride in their communities. We look forward to working with you. Contact our office for sponsorship details. Your contributions are tax-deductible.

## Sponsors

A special thanks to our national sponsors, symposium sponsors, and media partners.

### Platinum

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Group (ITML, Dillen,  
Pro Cal, Listo, Akro-Mils,  
Planters Pride)  
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### Silver

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