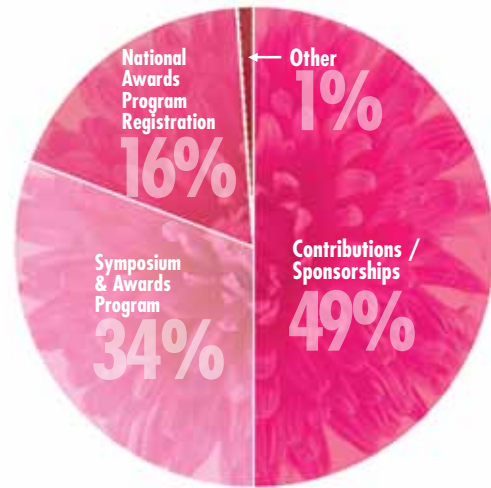




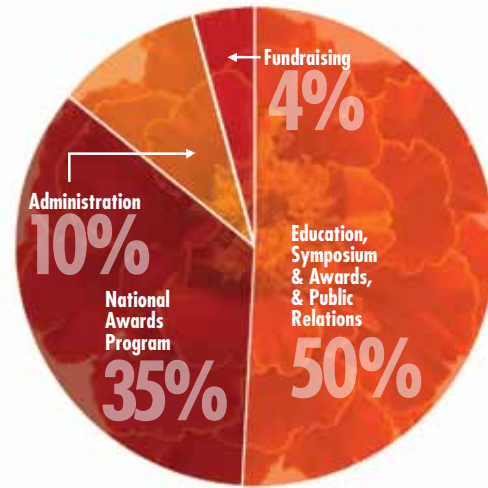
Symposium & Awards Program

The 2012 symposium will be in Fayetteville, Arkansas. We are privileged to feature nationally prominent speakers and guests including P. Allen Smith, national TV personality, designer, and garden expert; and Robin Moore, celebrated author and Director of the National Learning Initiative.

2012 Budgeted Income of \$188,990



2012 Budgeted Expenses of \$186,685



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 Alemanni:** *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*
- Dr. Charlie Hall:** *Texas A&M University*
- Dr. Marvin Miller:** *Ball Horticultural Company*
- Delilah Onofrey:** *Flower Power Marketing*
- 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 thank you to our national sponsors, symposium sponsors, and media partners.

- Platinum Elite**
OFA – The Association of Horticulture Professionals
- Platinum**
Ball Horticultural Company
Blackmore Company
- Gold**
American Nurseryman
Costa Farms
Greenhouse Grower
Greenhouse Product News
Greenhouse Management
Greeley and Hansen
Green Circle Growers
Garden Center
Green Profit
GrowerTalks
Lawn & Garden Retailer
National Foliage Foundation
Neal Mast & Son
Greenhouses
- Pennsylvania Horticulture Society
Suntory Flowers
Today's Garden Center
- Silver**
American Horticultural Society
Bob's Market & Greenhouses
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- Friend**
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2012 Annual Report

Starting Our
Second Decade
of Planting Pride in
American Communities

www.AmericanInBloom.org



Yes, Plants Are Beautiful. But They Are So Much More!

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

As America in Bloom begins its second decade, I am happy to report that our organization has a renewed commitment to our mission statement. Nationwide beautification, through education and community involvement, is our ultimate goal.

At the same time, we have realized that not everyone can relate to spending money on what has often been viewed as a luxury category. So, we've begun to tackle that issue by helping to change the perception of flowers and plants. We still consider flowers and plants to be very special; to us, they are essential components to having a full and rewarding life.

At America in Bloom, we understand the power of plants to change lives and change communities. We understand the environmental, economic, sociological, and psychological benefits of having people close to flowers and plants. Through both active and passive relationships, flowers and plants can help transform cities and towns into real communities. Flowers and plants have been scientifically documented to help reduce crime, to increase social interaction, to foster creativity in the workplace, to be good for both the economy at large and at the local level (a single business or a single home). In addition, flowers and plants help students to focus and excel in school, to help reduce pollution, to produce oxygen, to sequester carbon, and to contribute so much more for the betterment of individual lives and society as a whole.

So, in the last year, our organization has increased its educational messaging to suggest that "plants are more than pretty!" We have highlighted this phrase in our media outreach, in our new "Discover the Surprising Side of Plants" brochure and its accompanying PowerPoint presentation, in several of our webinars and e-newsletters, on our web site, in presentations, and in a series of YouTube videos. Each of these has targeted a different mix of people, some of whom may not even "know" that plants exist. We have done this because the unfortunate fact remains that some people still cannot relate to plants. We felt it important to explain that flowers and plants have benefits that go well beyond their aesthetic qualities.



In other efforts, America in Bloom continues to embrace its community evaluation opportunities through our National Awards Program. In our eleventh year, our AIB program honors towns and cities that excel in using horticulture, in preserving the environment, in honoring their heritage, and in involving all sectors of the community to make their town an exemplary place to live, work, and play. We have now tallied 199 communities in 40 states and have impacted the lives of at least 23 million Americans through this program.

Simply put, many communities find the feedback from the program's evaluation teams worth so much when it comes to stimulating positive change within the community. A number of communities now participate annually, specifically to garner the feedback from a pair of outside evaluators. Others are in the program for the opportunity to showcase what they do. Naturally, some are in the program for the bragging rights.

To bolster the participation in this program, America in Bloom has developed and mailed hundreds of its new Community Action Kits communities across America. We have also conducted a number of webinars specifically aimed at new communities to help answer questions and to alleviate any anxiety new participants may be feeling. In addition, AIB published a new book, "Ten Years of Best Ideas," continuing our series of these superb benchmarking tools, so cities can learn from one another how best to explore alternatives for each of the judging criteria. Feedback from each of these efforts has been positive, and we are exploring additional initiatives to help bolster involvement with our program.

All in all, the last year has been exhilarating on so many fronts. We certainly would love to have even more cities "planting pride in their communities," and someday soon, we'd love to be able to say we have at least one participating community from each state. More importantly, we would hope that all Americans will soon be able to understand that the value of flowers and plants goes well beyond the aesthetic. Yes, plants are beautiful, but they are so much more! We welcome all to join us in our work.

America in Bloom by the Numbers

- 199 cities
- 40 states
- 23 million lives touched
- 300 million media impressions



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



New!

Discover the Surprising Side of Plants is a new 12-page brochure that 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 or downloaded free from the website. A free companion PowerPoint presentation has been created so that anyone can share this powerful message with groups of all kinds.

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.AmericaInBloom.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.

Growing the Awards Program

This year, we've focused on making our national awards program more accessible, easy to enjoy, and open to many more types of participants. These efforts have already resulted in a 23 percent increase in registrations over 2011, and we are expecting significantly more for 2013.

Community Action Kit

To make participation easy, AIB offers an exciting turnkey Community Action Kit that 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 cities need to build momentum.



New Evaluation Form

For 2012, we have introduced a new evaluation form with input from cities, judges, and board members. It is considerably simpler for cities and makes participation easier, while still offering judges the opportunity to develop the type of detailed written evaluation that participating cities have always valued.



Recruit a New City

Communities that have participated in AIB know the power it has to transform communities. When they get cities that have never been in the program to join, they receive 25 percent off their registration fee. And that 25 percent applies for each additional city they recruit, up to four, meaning that their registration could be free.



Expanded Participation Opportunities

Looking ahead to the 2013 national awards program, the board of directors has expanded eligibility. America in Bloom has always welcomed participants from towns, villages, cities, townships, and counties. Starting in 2013, applications from college and university campuses, business districts, and military installations will be accepted. Also, identifiable sections of large cities will be evaluated individually for consideration as participants in AIB. This has the potential to greatly expand our reach over the next few years.



New Competition Category

A new designation has been created to honor the achievement of communities that have won a combination of three population and/or criteria awards. This special recognition will highlight these communities for a period of three years. To maintain the elite status the community would have to participate in AIB at the end of the three-year period. Only a small number of communities have achieved this new designation.

