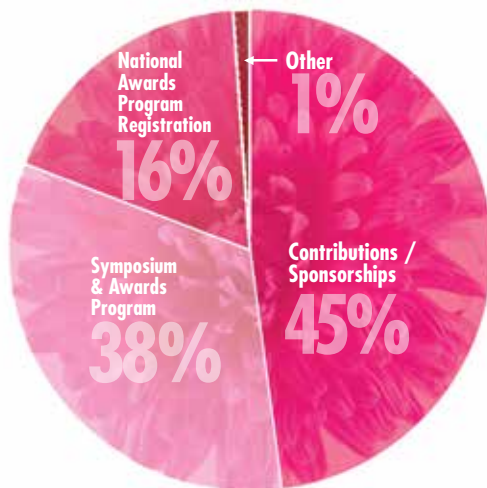


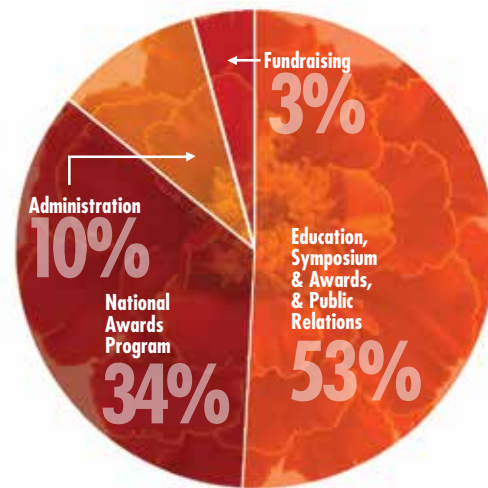
## Symposium & Awards Program

The 2013 symposium will be in Orlando, Florida. We are privileged to feature nationally prominent speakers and guests including Peter Kageyama, author of *For the Love of Cities*.

### 2013 Budgeted Income of \$212,867



### 2013 Budgeted Expenses of \$211,070



## 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



- 1 **Evelyn Alemanni:** ALL.EA Consulting
- 2 **Bobby Barnitz:** Bob's Market & Greenhouses Inc.
- 3 **Skip Blackmore:** Blackmore Company
- 4 **Dr. Jack Clasen**
- 5 **Doug Cole:** D.S. Cole Growers
- 6 **Tony Ferrara:** City of Arroyo Grande, CA.
- 7 **Michael V. Geary, CAE:** OFA - The Association of Horticulture Professionals
- 8 **Dr. Charlie Hall:** Texas A&M University
- 9 **Sandy Hering:** Floral Marketing Innovations
- 10 **Joe Lamp'1:** Growing a Greener World
- 11 **Edith Malera:** Metropolitan Mayors Caucus
- 12 **Dr. Marvin Miller:** Ball Horticultural Company
- 13 **Ron Pierre**
- 14 **Stan Pohmer:** Pohmer Consulting
- 15 **Katy Moss Warner:** President Emeritus, American Horticultural Society
- 16 **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

Ball Horticultural Company  
OFA – The Association of Horticulture Professionals

#### Platinum

Blackmore Company  
**Gold**  
American Nurseryman  
Greenhouse Grower  
Greenhouse Product News  
Greenhouse Management  
Greeley and Hansen  
Garden Center  
Green Profit  
GrowerTalks  
Lawn & Garden Retailer  
Neal Mast & Son Greenhouses  
Pennsylvania Horticulture Society  
Suntory Flowers  
Today's Garden Center

#### Silver

Abbott-IPCO  
All-America Selections  
American Horticultural Society  
Americascape  
Arborjet  
BioSafe  
Bob's Market & Greenhouses  
Dummen USA  
Excelsa Gardens  
Florida Nursery, Growers & Landscape Association  
Home & Garden Showplace  
SHS Griffin  
J Frank Schmidt Family Charitable Foundation  
Peace Tree Farms  
Smithers Oasis  
Zaunscherb Roberts Blair

#### Bronze

BioWorks  
Botanical Interests  
Cherry Lake Tree Farm  
Classic Caladiums  
Eason Horticultural Resources  
Flower Bulb Innovations  
KBW Horticultural Supplies  
Longwood Gardens  
Masterpiece Flower Company  
Spring Meadow Nursery  
Timbuk Farms  
Walnut Springs Nursery  
**Ally**  
AMA Plastics Ltd  
Barton's Greenhouse & Nursery Inc  
Coyote Valley Nursery  
Ecke Ranch  
Wolo's Greenhouse  
**Friend**  
Agrinomix  
Waldo & Associates  
**Contributor**  
Vis Seed Company



2130 Stella Ct.,  
Columbus, OH 43215  
Tel: 614-487-1117  
Fax: 614-487-1216  
www.AmericanInBloom.org  
aib@ofa.org

Proud sponsor of  
**America In Bloom**  
with OFA  
– The Association of Horticulture Professionals

[www.TimbukFarms.com](http://www.TimbukFarms.com)



## 2013 Annual Report

Planting Pride in American Communities

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





# Effecting Change

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

America in Bloom has now spread its message to 211 cities and towns in 40 states through the annual National Awards Program. These efforts have affected the lives of over 24 million citizens living in the involved cities and countless others who may have visited or otherwise been inspired by these communities. We've mailed nearly 300 AIB Startup Kits in the last year to towns, neighborhoods, universities, business districts and even military installations exploring the program, so the potential is great that even more participants will soon get involved. We're so proud that 7,250 copies of our new "Discover the Surprising Side of Plants" brochure have been distributed, further allowing us the opportunity to spread our message about the power of plants and the positive impacts they can make economically, emotionally, and physically.

We are more than pleased by changes AIB participation has inspired in the lives of the people touched. Here is where America in Bloom really stands out. We have truly affected the lives of the residents in the communities which have adopted the program, in many ways. Examples abound.

Certainly, **volunteerism** has to be at the top of the list. Many participants have told us that our America in Bloom program has inspired residents to turn out, to roll up their sleeves, and to contribute countless hours of work for the public good. In some cities, this has evolved into a standing volunteer corps that can be called upon to help in many different venues for many different activities, even beyond those involving the America in Bloom activities. Volunteer efforts often involve youth, as schools sometimes



challenge students, and youth groups frequently challenge members, to contribute a certain minimum number of hours toward community improvement efforts. And the youth often inspire adults to volunteer as well. Recorded efforts include not only the planting and maintenance of flowers and plants, but the building and restoration of entire parks, cleanup of litter, the painting of structures, and the list goes on. Youth groups have helped close generation gaps, as they have helped the elderly with garden and home maintenance.



**Transformation** also occurs. Sometimes the recommendations of our judges provide enough impetus to alter the attitudes and the fortunes of residents, businesses, and cities. It is amazing, but the power of the outside visitors' comments often provides the stimulus needed, and America in Bloom is proud to say we have often been a meaningful change agent. We can cite examples where buildings have been repurposed, remodeled, or rehabilitated for a variety of purposes and benefits. An armory turned into a theater, a train station transformed into an art gallery, warehouses turned into condominiums, riverfronts turned into historic educational trails, and vacant lands or abandoned lots turned into parks are just some of the examples of the transformative power of America in Bloom in action.

A big benefit of many cities' America in Bloom efforts has been **rejuvenation**. Cities that plant trees and flowers, shrubs, turf, and other groundcovers really can change the whole perspective of townspeople and visitors alike. The city literally looks to have rolled out the welcome mat. Visitors immediately notice the vibrancy radiating from the city, its businesses, and its residents. Tourism increases. The tax base improves due to increased sales tax revenues. People socialize more. Crime is reduced. Spirits improve as other psychological and sociological benefits of greening accrue. Students remember more and do better in school when exposed to green spaces. People are generally happier. Businesses and residents invest more in the community, as they aspire to even loftier visions of what the city could become.

When adopted by a city, the America in Bloom program can become truly **inspirational**. While we have often seen results from a single AIB interaction, we have seen tremendous growth when a city has institutionalized the America in Bloom program over time with a sustained effort. This is when America in Bloom really shines. Cities have seen measureable improvements in property values as green spaces are developed, as properties are rehabilitated, and as citizens unify for the common good. Economic development results, as businesses are attracted, as residential turnover stabilizes, as wages rise, and as the average citizen truly bonds with his city. This is when pride becomes entrenched and residents call a city home.

This **is** America in Bloom's story. This is why we talk of Planting Pride in Our Communities. And we welcome your support and participation.



## America in Bloom by the Numbers

- 211 cities
- 40 states
- 24 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.



### 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 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 14,500 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.



### AIB Startup Kit

To make participation easy, AIB offers an exciting turnkey AIB Startup 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.



### Recruit a New Participant

Communities that have participated in AIB know the power it has to transform. When they get others 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 participant they recruit, up to four, meaning that their registration could be free.

