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America in Bloom Welcomes New Board Members

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For Immediate Release

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Dr. Charlie Hall, America in Bloom (AIB) president, today announced the appointment of five new board members: Marshall Dirks (director of marketing and public relations for Proven Winners), Drew Becher (president of the Pennsylvania Horticultural Society), Dale Fisher (partner/owner of Jon Carloftis Fine Gardens), John Manchester (mayor of Lewisburg, West Virginia), and Diana Weiner (coordinator for the Sullivan Renaissance Program). Weiner has been involved with America in Bloom since its inception and also serves as a judge.

Each will serve a two-year term.

Hall commented, "It is a great pleasure to see so many exceptionally talented individuals who want to be a part of the great momentum that America in Bloom is experiencing! We are looking forward to working with all of them over the coming years. Communities all across the country are embracing the ideals of AIB and are finding a great number of benefits from doing so. Not only do those communities have the opportunity to enjoy the aesthetic benefits of their efforts, but they are finding many economic, environmental, and health/well-being benefits as well. To me, that is the exciting part of America in Bloom — how quality of life is enhanced by the program!"

"We also recognize the contributions of retiring board member Stan Pohmer, who has been involved with America in Bloom since its' inception." Pohmer, who heads up the Flower Promotion Organization has been an integral part of the strategic planning efforts of AIB and has contributed many hours of service on behalf of the organization and the horticultural industry.

A complete list of America in Bloom board members can be viewed at <http://americainbloom.org/About-AIB/About-AIB.aspx>.

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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.