

**SINCE 2001** **MAKING AMERICA BLOOM**



**2016 Annual Report**



Washington  
Square  
Historic  
District

## OUR VISION & MISSION MAKING AMERICA BLOOM



### *Our Vision:*

*America in Bloom envisions communities across the country as welcoming and vibrant places to live, work, and play – benefitting 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.*

Copyright ©2017 by America in Bloom.

America in Bloom is a registered trademark.

Printed in USA

ISBN-13: 978-1544884196

ISBN-10: 1544884129

Ottawa, IL





Narrowsburg, NY

## *Dear Friends and Supporters,*

2016 was an important year for America in Bloom as we celebrated our 15th anniversary. This important anniversary year set some important milestones for America in Bloom.

- The National Awards Program once again reached communities throughout America – 39 of them this year – encouraging them to focus on the 6 critical criteria that are the foundation of America in Bloom – Floral Displays, Urban Forestry, Landscaped Areas, Heritage Preservation, Environmental Efforts, and Overall Impression.
- Thousands of residents in each of these communities have been involved in transforming where they live to a place they love.
- Our team of 26 professional judges offered their time pro bono to visit each of our communities to discover the remarkable ways in which they have “planted pride.” Our judges provided more than 8,400 volunteer hours to the national awards program in 2016.
- Our annual AIB educational Symposium brought together nearly 200 leaders from 85 communities across America and provided best ideas and inspiration for new programs and projects.
- The new online auction was added to our already successful silent auction to generate revenue and offer unique opportunities to visit AIB communities and buy unique horticultural products.
- The “*Best Ideas Annual*” was published yet again with the best ideas collected in 2016 – a terrific resource for communities everywhere.
- Our partnership with CN Railroad delivered grants through their EcoConnexions from the Ground Up program totaling more than \$201,000 to 9 communities situated along the CN Railroad lines.
- Our presence at the National League of Cities conference, AmericanHort’s Cultivate Show, and the Philadelphia Flower Show have brought the message of AIB to an ever-increasing audience of community leaders and horticulture industry leaders.

Organizationally there were a number of giant leaps forward. The management of America in Bloom has now been transferred to Second Wind Management with none other than Laura Kunkle at the helm. She was present as America in Bloom was formed 15 years ago and continues to provide thoughtful, forward thinking, spirited leadership. We are so fortunate to have Laura leading our important work. Edith Makra of the Metropolitan Mayors Caucus in Chicago is now leading our AIB fundraising efforts and has added a program of crowdfunding within our AIB community to our existing sponsorship program. Leslie Pittenger, AIB Judge, Board member, and Chair of the Belpre in Bloom program, has taken on the leadership of the AIB National Awards Program. Linda Hart, AIB Board member and active participant in the Holland in Bloom program, has taken on the leadership of the AIB annual Symposium. We are so fortunate that these leaders and many others have come forward with their professional expertise, precious time, and leadership experience to bring us to new heights in what we can offer communities and community leaders across America.

This 2016 Annual Report offers insight into the impact America in Bloom has had and continues to have on communities across America. It demonstrates that the efforts being made benefit these communities with enhanced quality of life, sustained economic vitality, and pride in the overall beauty and uniqueness of their communities. For those of you who help us in these efforts – AIB Board members, AIB judges, AIB community leaders, AIB sponsors and donors – we cannot thank you enough. Thank you!

To a great new 2017!



*Katy Moss Warner, President  
AIB Board of Directors*



**Alabama**

Brewton  
Demopolis  
Fairhope  
Gardendale  
Madison

**Arizona**

Peoria

**Arkansas**

Eureka Springs  
Fayetteville  
U of AR - Fort Smith

**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

**Florida**

Ocala  
Stuart  
Venice  
Winter Garden  
Winter Park

**Georgia**

Lavonia  
Milledgeville

**Idaho**

Coeur d'Alene  
McCall

**Illinois**

Batavia  
Bedford Park  
Bolingbrook  
Chicago  
DeKalb  
Dixon  
Fox Lake  
Glen Carbon  
Glen Ellyn  
Hoffman Estates  
Montgomery  
Naperville  
Ottawa  
Peru  
Rockford  
Rockton  
Springfield  
St. Charles  
Warrenville  
West Chicago

**Indiana**

Aurora  
Bloomington  
Columbus  
Dyer  
Frankfort  
Greendale  
Greenfield  
Indianapolis  
Lafayette  
Ligonier  
Michigan City  
Narrowsburg  
New Castle  
North Manchester  
Plymouth  
Rising Sun  
Shipshewana  
West Lafayette

**Iowa**

Charles City  
Des Moines  
Montrose  
Pella

**Kansas**

Junction City

**Kentucky**

Cynthiana  
Hopkinsville  
Lawrenceburg  
Lexington  
London  
Madisonville  
Richmond

**Louisiana**

Hammond  
Independence

**Maine**

Portland

**Maryland**

Annapolis  
Mount Rainier  
Edmonston

**Massachusetts**

Boston  
Haverhill  
Holliston  
New Bedford  
Newburyport  
Quincy  
U of MA - Amherst  
Winchester

**Michigan**

Allegan  
Bad Axe  
Bay City  
Belleville  
Cadillac  
Charlevoix  
Ferndale  
Frankenmuth  
Holland

Jonesville  
Kalamazoo County  
Lapeer  
Midland  
Woodhaven

**Minnesota**

Bemidji  
Buffalo  
Northfield  
Red Wing  
St. Paul

**Missouri**

Columbia  
Hermann  
Kirkwood  
Lee's Summit  
U of MO - Columbia  
Washington  
Webster Groves

**Mississippi**

Tupelo

**New Hampshire**

Meredith

**New Jersey**

Flemington  
Greenwood  
Newark Downtown  
District  
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  
Narrowsburg  
Sackets Harbor  
Saratoga Springs  
Warwick  
Waterloo

**North Carolina**

Henderson County  
Hendersonville  
Mecklenburg County  
Tarboro  
Wake Forest

**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  
Ledgeside  
Logan  
Loveland  
Marietta  
Mason  
Middlefield  
North Canton  
Oberlin  
Oberlin College  
Olmsted Falls  
Portsmouth  
Rocky River  
Sandusky  
Silverton  
Springfield  
St Clairsville  
Swanton  
Sylvania  
Tipp City  
Toledo  
University of Findlay  
Vermilion  
Washington Court  
House  
Westlake  
Wickliffe  
Willoughby

**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

**Vermont**

Manchester  
Williston

**Virginia**

Reston  
Smithfield

**Washington**

Castle Rock  
Lynden  
Sequim  
Spokane  
Washtucna

**West Virginia**

Huntington  
Lewisburg  
Point Pleasant

**Wisconsin**

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

## **America in Bloom by the Numbers**

245 communities 40 states

954 individual judging visits by 98 judges

More than 22 million lives touched

More than 300 million media impressions

More than 13,000 volunteer hours visiting communities, writing evaluations, and supporting AIB towns and cities.



## Good Things are Growing in Greendale, Indiana

Call them stream of consciousness success stories: Problems offer possibilities that become plans that propel progress that produces pride. That's the way we think in AIB-centric Greendale, Indiana.

Case in point: Take an eyesore of a rundown dairy mart dealing mainly in lottery tickets and candy-wrapper litter situated across a parking lot from the city utility offices. Factor in the mayor, clerk treasurer, and her assistant operating out of a second-story non-ADA compliant office with a leaky roof three blocks away. Problems offer possibilities.

Dairy Mart owes back taxes. Sheriff's sale offers a progressive city council an opportunity to acquire the ugly duckling for little more than "egg money." Heroic city workers gear up and gut the building. Sympathetic engineering firm partners with city to hatch drawings for new offices and meeting rooms with state-of-the art technology and environmentally-friendly features. Possibilities become plans.

Local builder comes in on time and within budget. AIB committee invests in large planters to span street side length of building and enhance front façade. Garden Club develops planting scheme, buys floral material, and installs it. AIB water girl adds the new planters



Dairy Mart Parking Lot "Before"

to her photo-op watering repertoire. Civic engagement is looking good. Plans propel progress.

That ugly duckling developed into a swan that spread its wings to welcome residents and state officials in time to celebrate the 200th Anniversary of the State of Indiana. Everything went swimmingly. Progress produces pride.

The stars line up for projects such as these when you keep your focus, and Greendale has been focused on the America in Bloom program since 2005. We have story after story of achievements large and small, because we now frame our thinking around the potential for improvement that AIB encourages by looking at ourselves through the lens of the AIB criteria. We still have stars in our eyes after 12 consecutive years of participation.

America in Bloom has become a part of OUR story, Greendale's story. The continuing narrative of our successes



Admin Building "After"



Admin Building "After"

through collaborative effort gave the AIB Committee a seat at the table and a big voice in developing the City of Greendale 2013 Comprehensive Plan – and it's not a document that just gathers dust on a shelf in a closet. We use it every day as we work toward a better future for our kids and grandkids.

It's hard to quantify what our efforts have meant, but Economic Director Al Abdon is quick to point out, *"Success in attracting new business, new residents, and new energy are, in part, direct results of the innovative efforts and quality of life impact that America in Bloom has had for Greendale."*



# Ironton, Ohio: Planting Pride with America in Bloom

By Kristin Pategas, AIB Judge

America in Bloom's collaborative national awards program has helped **hundreds of communities realize their potential in becoming thriving places of work, play and living.** Ironton, Ohio is just one of the many towns that have embraced America in Bloom principles and ideas to generate programs that provide the motivation and energy to plant pride in their community.

Ironton is a community that has experienced many economic setbacks throughout its history, from the 1970s with the closing of numerous industries due to the implementation of environmental standards, the exodus of jobs overseas, low employment, and finally the city's fall into bankruptcy in 1982. Ironton, though, was true to its name and stood strong through these obstacles and used the promise of flowers to hearten its residents and create a symbol of rebirth. From its initial Downtown Clean-Up Days and spring plantings, Ironton discovered a path to raise spirits and rally support.

Kudos to sister America in Bloom community Gallipolis, OH for sharing with Ironton the guiding principles and resources of the America in Bloom program. Nine years ago Ironton in Bloom (IIB) planted the seed that has been nurtured by city government, businesses, and residents to become the catalyst for new business growth,



improved property values, and a sense of pride. Ironton has seen its property values increase, derelict commercial properties redeveloped into thriving businesses, and the downtown beautified with hanging baskets, containers, decorative street furnishings, and weed-free sidewalks. This transformation not only benefits businesses and home owners, but encourages Ironton to present its best to visitors, investors, potential residents, and new businesses. Ironton has a number of future projects in the furnace: the Riverfront Park, a gateway for the new bridge over the Ohio River and the Iron Furnace Trail.



Ironton in Bloom knew in order for their dreams of a transformed community to come true, they needed to develop programs that guaranteed success, from design to funding, implementation and on-going maintenance. Too often such beautification projects in the past failed due to lack of funds and maintenance strategies. Today, 9 years after its inception, IIB has an annual \$50,000 budget for their floral displays supported by the city, local businesses, civic organizations, and individuals. Members of IIB continue to work with the city to improve and expand Ironton's design standards to include floral and landscape requirements. They have also developed the OPT Program: Opportunity, Partnership and Teamwork, that recognizes sponsor donations and continued monetary support.





Much of the remaining open space within Ironton remains under environmental mitigation, but as these brownfields are cleaned, IIB, along with the city and other re-development agencies, have channeled revitalization efforts toward projects that benefit the community. Gateway Centre includes the city's first hotel, a family restaurant, and space for a future brewery. Landscape enhancements include shade trees, floral displays, lighting, seating, bike racks, and an interpretive display on the history of Ironton and the Ohio River.

To create additional public spaces, in 2010 an America in Bloom judge recommended the creation of "pocket parks," transforming vacant residential lots into green spaces. Today, a number of these green respites have become important neighborhood centers, community gardens, and connection hubs for healthy walking and biking trails.

Ironton has embraced its heritage by designating three residential historic districts and restoring two historic sites for reuse: the Ro-Na Theater and the Veterans Memorial Hall. Historic home owners and churches annually open for tours and the Lawrence County History Museum provides docents in period costume and character.

Ironton in Bloom has developed an Annual Inventory Program where volunteers walk the city's streets each spring assessing cleanliness and maintenance needs including litter, weeds, sign maintenance, storm drain blockage, and sidewalk repairs. These reports are passed on to the respective city departments to address as time and budget allow during the fiscal year.

Ironton is proof of the benefits of implementing America in Bloom's framework for improvements.



## AIB Means Business in Brewton, Alabama

By Linda Cromer, AIB Judge

Brewton, Alabama is a model of the pride and progress that typifies America in Bloom communities. Participating in the AIB program since 2014, Brewton demonstrates that when it comes to making America in Bloom work for a community, "taking care of business" the AIB way provides opportunities for businesses to take care of you.

When Frontier Manufacturing and Engineering Technologies (headquartered in Long Beach, California) started looking in summer 2016 for a production center to serve a Pensacola, Florida GE plant, contestants started lining up. Frontier manufactures high-tech aerospace, energy, and architectural components and was looking for a location within a 60-mile radius of Pensacola, prioritizing relative privacy to protect proprietary processes and the availability of a quality workforce. After considering candidate communities and working with the Coastal Gateway Economic Development Alliance, Frontier officials visited a spec building in Brewton's industrial park but instead chose to invest in an adjacent and larger pre-owned 55,000 sq. ft. facility.

Frontier president Steven Hoekstra was quoted in area press saying the purchase represents a \$1.5 million investment and the Brewton site was selected because the city's "quality of life is great" and



the local work ethic “outstanding.” That means 25 new jobs in Brewton with an expectation of 200 within 5 years. A winning workforce is the direct result of creating communities where talented folks want to live.

Brewton’s burgeoning economic development isn’t unique to the industrial park. Forty-seven properties dating to the 19th and 20th centuries were added to the National Register of Historic Places in 1982, but many sat empty or under-utilized for too many years. Community leaders made a bold move and literally “turned around” a block of empty historic buildings that directly face a noisy, dirty rail track by creating an attractive, accessible boardwalk behind the buildings and essentially recreating new main pedestrian entrances. Façade-improvement incentives and America in Bloom efforts have enhanced appealing and appropriate new storefronts with lush landscaping and floral displays, and there is a steady stream of patrons for bustling businesses. Stroll down the boardwalk and visit a friendly provider to purchase some personal-injury insurance before stepping into a neighboring yoga studio. Unwind yourself from the lotus position and ease on next door for a latte to reward yourself for your exertions.

Preparation....perspiration....payoff. Personal and commercial development have a lot in common.

Convenient sidewalks connect the boardwalk to other businesses in the historic district, residential neighborhoods, and recreational facilities. Since financial incentives and America in Bloom-fostered improvements have been encouraging development in the historic district, seven structures have been restored and reused and three more are in the pipeline. Brewton, Alabama, twice named one of the 100 Best Small Towns in America, just keeps getting better.

Wonderfully preserved, restored, and repurposed buildings; state-of-the-art educational facilities; an expansive and expanding park system; attractive



horticultural features including floral displays, landscapes, and trees; and a myriad of festivals and community events add up to an enviable quality of life for the residents of Brewton, Alabama. America in Bloom participation has been a vital component in the process.







America in Bloom is proud to continue its partnership with CN's banner program entitled "EcoConnexions 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 community groups and service clubs will join AIB in support of the projects. The projects also address concerns related to water conservation, 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 rail corridor to take environmental action by improving their communities through natural landscaping, groundcover improvement, floral displays, and healthy urban forests.

Nine communities selected in 2016 will receive grants totaling more than \$201,000 to create sustainable community greening and beautification projects. Local matches from recipients will bring the total investment to more than \$5 million.

## 2016 CN Grant Recipients

### Decatur, Illinois

In effort to replace the trees that have been lost due to weather and disease as well as improve the biodiversity of the urban forest and beautify the community, focus has been on the Park Reforestation Program. The Decatur Parks Foundation with the help of Archer Daniels Midland Company, Beautify Decatur, Grow Decatur, Decatur City Limitless and local neighborhood groups will plant 240 trees. Special attention will be given to parks that are in the inner city and along city corridors.

### Duluth, Minnesota

The grant will help to restore over 88 acres of forest disturbed by invasive common buckthorn and with another approximately 40 acres of selectively-cut aspen and pine forest. Most of the trees planted will create healthier habitats left from buckthorn removal.

### Detroit, Michigan

Grant funding will support implementation of a comprehensive landscape stewardship plan on vacant properties in a quarter-square mile area of the Fitzgerald neighborhood in the city. The project intends to increase tree canopy and green infrastructure to improve the environmental services in the neighborhood. It will also improve social, economic, public health, and ecological benefits with the creation of green job and career opportunities for neighborhood residents, who will be trained to install and maintain the landscape treatments. The project is the first of its kind at this scale in Detroit and is intended to serve as a model that can be replicated throughout other distressed neighborhoods.



Combined Locks, WI,  
2015 grant recipient

### **Ferndale, Michigan**

The city will enhance the appearance of an area on the east side along an active railway corridor. The goal is to beautify currently vacant private property and make it publicly accessible. The new public space will connect with, and expand the neighborhood's linear park and walkway to the south. Expansion of Fair Park will transform the abandoned lot from blight into an area filled with additional trees, flowers and a beautified berm.

### **Joliet, Illinois**

The City of Joliet is losing thousands of trees due to infestation by the Emerald Ash Borer. This grant will provide funding to improve the urban forest in the Forest Park neighborhood. Through the Forest Park Community Center, residents will be engaged in the project and taught how to identify, plant, mulch, water, and correctly prune newly planted community trees.

### **Lockport, Illinois**

Grant money will be used to remove dead trees, shrubs, and invasive plants. The finished project will provide a beautiful area for people to sit and will make a beautiful gateway to the bike/walking path to the I&M Canal.

### **Mundelein, Illinois**

The grant will be used to purchase numerous trees. The project site is very visible to anyone traveling to the downtown area and will provide a more beautiful green space. Boy Scouts and the Mundelein Community Connection will assist with raking, leveling, and planting.

### **Pleasant Ridge, Michigan**

The project includes beautification, environmental sustainability, and recreation components to Gainsboro Park, a 7.5-acre public park that extends along the railway. The project enjoys support from a broad coalition of community stakeholders including the City Commission, Recreation Commission, Environmental Committee, and community gardeners. The plans for the park improvement project were developed through a charrette design process led by consulting landscape architects. Over 200 people participated in the park planning process, and the resulting plan reflects broad community input.

### **Ranier, Minnesota**

The new gateway will highlight the beauty of the area with a new public space landscaped with ponds, fountains, fields of wildflowers, colorful native trees and shrubs, and a bird watching trail. The effort will draw more visitors and dollars into the area and create a better image so that the city can compete for new businesses and residents.





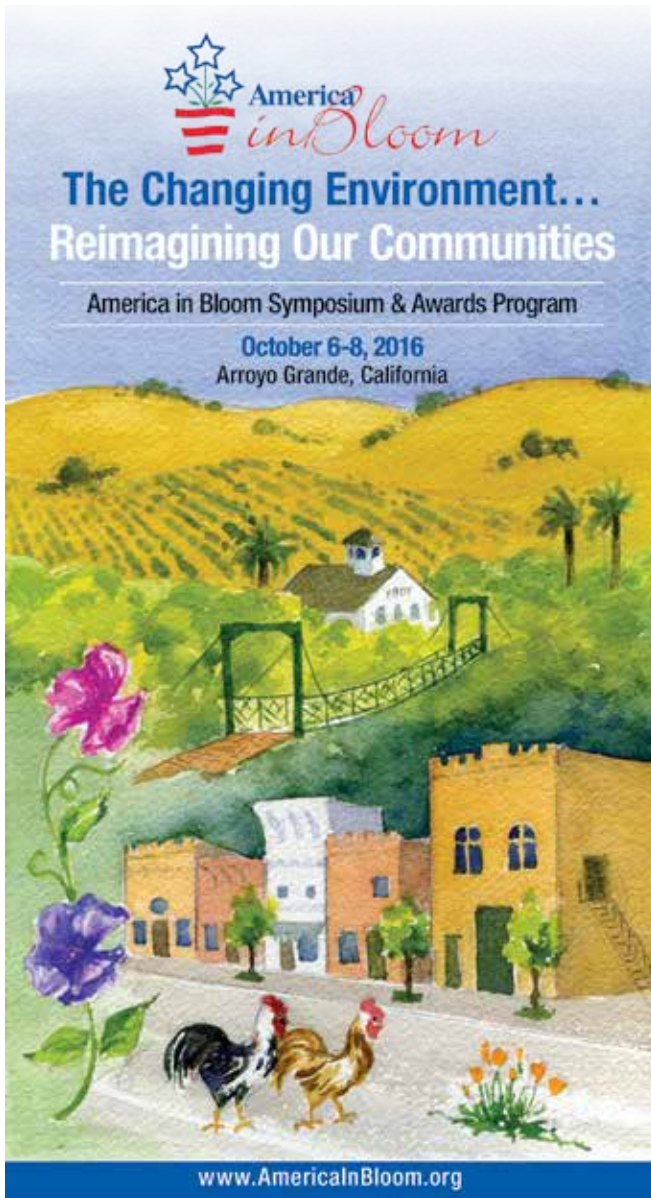
Top row:  
Scenes from Arroyo Grande, CA.

Middle row:  
Edmonston, MD receives  
recognition for their efforts.

Bottom row:  
Scenes from Arroyo Grande, CA.



## EDUCATION MAKING AMERICA BLOOM



### Symposium & Awards Program

The 2016 America in Bloom Symposium & Awards Program was held in Arroyo Grande, California, our first symposium held on the Pacific Coast. Strong educational sessions with dynamic speakers, outstanding networking and idea-sharing opportunities, and learning tours provided take-home solutions that attendees can implement in their own communities. Attendees enjoyed the expanded pre-symposium activities, which included tours of Hearst Castle, Point San Luis Lighthouse, and nearby AIB award-winning community Morro Bay.

There continues to be strong interest from communities to host the symposium in future years. 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: 2017 America In Bloom Symposium & Awards Program October 5-7, 2017 in Holliston, MA.

An AIB community steeped in history, Holliston has received numerous Heritage Preservation Awards as well as achieving honors in their Population Category. The symposium and awards program offers a unique opportunity to gain insight into the many aspects critical to improving quality of life in communities, and will include opportunities to visit special historical venues.

#### Save the Date: 2018 America in Bloom Symposium & Awards Program September 27-29 in Lexington, KY.



## Great Ideas and Resources

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

### 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 20,000 people with tips, resources, and success stories.



### Reaching Out

To grow our national awards and educational programs, we participated in these national events:

**National League of Cities conference** where we met mayors and city officials.

**Cultivate** where we connected with people in the horticulture industry.

**Philadelphia Flower Show**, where we met people of all demographics who are interested in creating a better quality of life in their own community.



Arroyo Grande in Bloom Committee

## 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 are able to provide each participant with a large metal AIB sign to demonstrate their involvement in the awards program. Diane was an AIB judge since 2001 and was the first to achieve judging 100 towns. The fund was created with donations from her family, friends, and colleagues after her passing.

## 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.

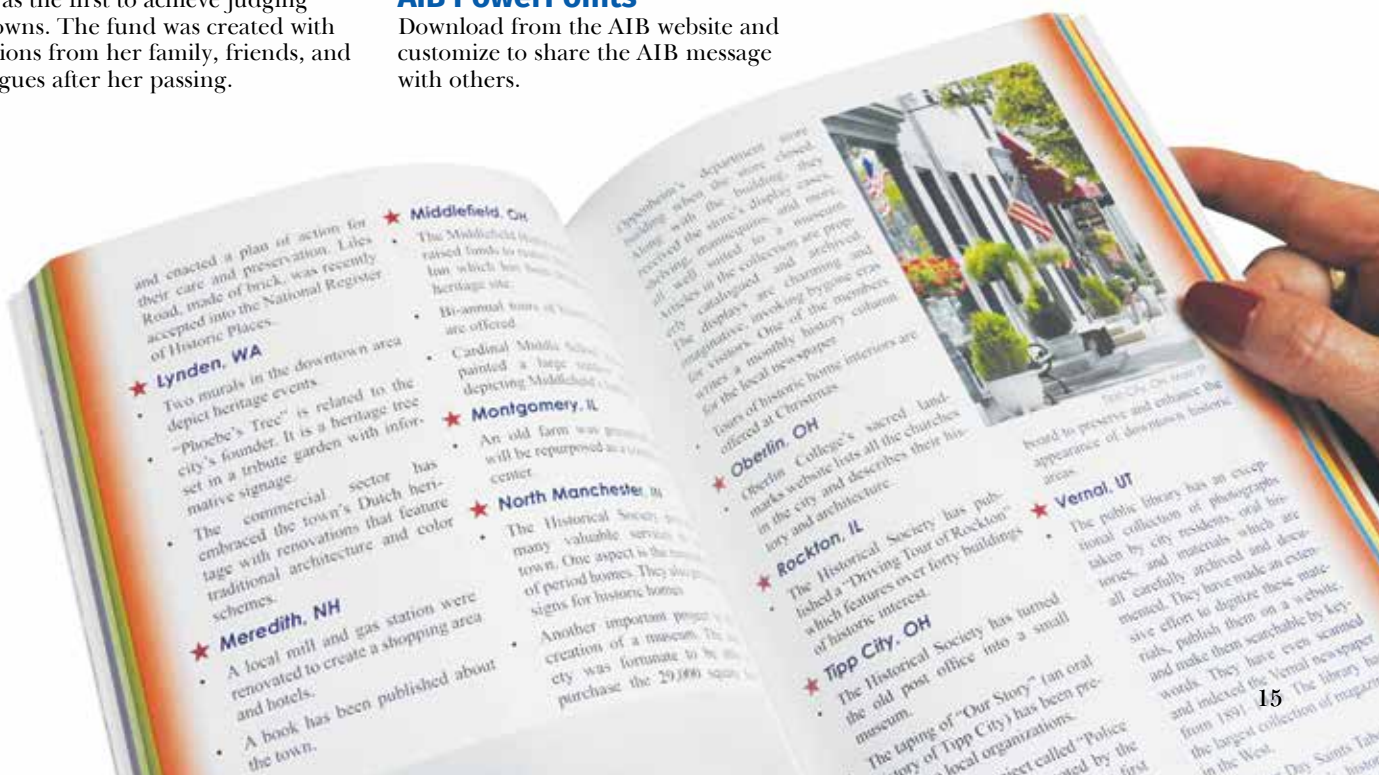
Our popular *Ten Years of Best Ideas* book with more than 2,000 ideas and photos has 3 companion pieces. *Best Ideas AIB Annual 2014, 2015, and 2016* showcase the best ideas from program participants in their own words and special mentions from the judges.

## AIB PowerPoints

Download from the AIB website and customize to share the AIB message with others.

## 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 are available from AIB or an electronic version can be downloaded free from the AIB website ([www.AmericaInBloom.org](http://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.





## BALL WAVE PETUNIAS

## MAKING AMERICA BLOOM



Tourists Love Visiting Cities with Colorful Hanging Baskets, Window Boxes, Containers, and Landscapes.

Tourism is a powerful economic driver for city managers. Cost effective and easy to maintain Wave® Petunias provide instant, season-long solutions for municipal streetscapes and public spaces.

Thank you to the Ball Horticultural Company for its long-time support of AIB. This industry-leading company has worked hand-in-hand with AIB since Day 1 to help transform communities.

Join Ball by becoming an annual supporter of AIB.



Ball®

## Thank You!

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 is a direct result of your generous support.

### *Platinum Elite*

Ball Horticultural Company  
CN – Canadian National Railway

### *Platinum*

Blackmore Company

### *Gold*

*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

### *Silver*

American Horticultural Society  
Bartlett Tree Experts  
Bob's Market & Greenhouses  
Dosatron International  
Dramm Corporation  
Ewing Irrigation  
Green Circle Growers  
J Frank Schmidt Family Charitable  
Foundation  
Masterpiece Flower Company  
Proven Winners  
Sakata Ornamentals  
Zaunscherb Roberts Blair, Inc.

### *Bronze*

American Floral Endowment  
Eason Horticultural Resources  
John Carloftis Fine Gardens  
Mountaineer Mechanical  
Proven Winners  
Smithers-Oasis  
Walnut Springs Nursery

### *Ally*

Barton's Greenhouse  
Cenergy Power  
Classic Caladiums  
Crescent Garden  
Eckert's Greenhouse  
GrowIt!  
iHort – International Horticultural  
Technologies  
KBW Horticultural Supply  
Longwood Antique Woods  
PlantsMap  
SiteOne  
Vaughan's Horticulture  
Wojo's Greenhouse  
Vis Seed Company



**GREELEY AND HANSEN**

*“Our direct line of business at Greeley and Hansen is providing 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

## Thank you to our raffle ticket contributors

Ball Calkins, Mason Day: Ball  
Jason Adams, Ken Altman: Altman Plants  
Lisa Ambrosio: Wenke Greenhouses  
Dale Bachman: Bachman's  
Bob Barnitz:  
Bob's Market & Greenhouses, Inc.  
Terri Bates Cantwell:  
Bates Sons & Daughters  
Kurt Becker: Dramm Corp  
Steve Bennett: Riverbend Nurseries  
Chris Bernacchi: Ball Seed Company  
Fred N. Blackmore, Jr.: Blackmore Co.  
Stephen Blacksmith: Ball Seed Co.  
Donald Bleeck: Suncoast Nursery  
Cees Boonman: Ball Horticultural Co.  
Albert Bordine: Bordine Nursery  
Rick Bradt: AMA Plastics  
Fiona Brinks: Bordine's  
Karen Brohl: Brohl's Flower Garden  
Andrew Brown: Ball Seed Company  
Ron Brum: Ball Seed  
Elizabeth Bucari: Ball Horticultural Co.  
Marcelyn Buist Byl: Micandy Gardens  
Lisa Campbell: Danville Gardens  
Nathan Campbell: Danville Gardens  
Tom Clesen: Clesen Wholesale  
Deborah Conterato: Ball Horticultural Co.  
Chad Corso: Corso Perennials  
Chris Corwin: Ball Seed  
Eileen Creque: Creque's Greenhouse  
Mark De Jong: De Jong  
Mike DeRec: Ball Seed Company  
John Dole: North Carolina State University  
Tim Duffin: Ball Horticultural  
Max Epp Jr.: Ball Seed  
Vaughn Fletcher: Fletcher Consulting  
Dave Foltz: Ivy Acres Inc  
Todd Frauendorfer: Ball Horticultural Co.  
George Freas: Ball Seed Company  
Matt Freeman: Ball Seed Company  
Michelle Gaston: PanAmerican Seed  
Douglas Gortsema: Ball  
Ray Greenstreet: Greenstreet Growers Inc.  
Lee Griesbach: Ball Horticultural Co.  
Brett Guthrie: Bell Nursery USA LLC  
Mona Haberer: Hortica  
Charles Hall: Texas A&M University  
Debbie Hamrick, Mike Heins: Illumitex  
Shirley Herzlich: Ball Horticultural Co.  
Jason Hough: Ball Horticultural Co.  
Stephen Huber: McHutchison  
David Jewell: Illumetex  
Clayton Johnson: Ball Seed  
Cathy Johnston: Tri State Foliage  
Lela Kelly: Dosatron International  
James Kennedy: Ball Horticulture  
Red Kennicott: Kennicott Brothers  
Nathan King: Ball Seed  
Janet Kister: Sunlet  
Michael Klopmeier: Darwin  
Laura Kunkle, Anne Leventry:  
PanAmerican Seed  
Jerry Mahoney, John Manchester,  
Scott McAdam: McAdam's Landscaping  
Thomas McElroy: Newton Greenhouses  
Marvin Miller: Ball Horticultural Co.  
Lisa Minter-Bustin:  
Minter Country Gardens  
Jim Mitchell: Mitchell's Nursery  
Rick Ouding:  
Kalamazoo Specialty Plants  
Claudio Pasian: Ohio State University  
Cheryl Peters: JR Peters  
Peter Scherzer: Ball Seed  
Derek Schrof: Ball Seed  
Thomas Smith: Four Star Greenhouse  
Denise Snyder, David Steiner:  
Blackmore Company  
Eugene Stickley: Ball Seed  
Susie Stratton: Stratton  
Abe VanWingerden:  
Metrolina Greenhouses: Inc  
Mary Beth Wagner, Jim Wallitsch:  
Wallitsch Garden Center  
Oliver Washington:  
Shore Acres Plant Farm  
Jack Weatherford: Weatherford Farms  
Wanda Weder:  
Highland Supply Corporation  
Norm White: Whites  
Bob Williams, David Williams:  
Williams Nursery  
John Williams:  
Tagawa Greenhouse Enterprises, LLC  
Joe Wojoiechowski: Wojo's Greenhouse  
Ka Yeon Jeong, Craig Yoshida:  
Ball Seed Company



# VOLUNTEER PROFESSIONALS MAKING AMERICA BLOOM

Gifts from sponsors are highly leveraged by 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.

## 2016 Board of Directors

**President: Katy Moss Warner:**

President Emeritus, American Horticultural Society

**Past President: Dr. Charlie Hall:**

Texas A&M University

**1st Vice President: Evelyn Alemanni:**

ALL.EA Consulting

**2nd Vice President: Tony Ferrara:**

Arroyo Consulting Group

**Treasurer: Dr. Marvin Miller:**

Ball Horticultural Company

**Secretary: Dr. Jack Clasen**

Bobby Barnitz:

Bob's Market & Greenhouses Inc.

Drew Becher

Kurt Becke: Dramm Corp

Marshall Dirks: Proven Winners

Dale Fisher: Jon Carloftis Fine Gardens

Linda Hart: Holland Visitors Bureau

Walter Heath

Leslie Pittenger: City of Belpre

Edith Makra:

Metropolitan Mayors Caucus

John Manchester: Mayor, Lewisburg, WV

Diana K. Weiner: Sullivan Renaissance

**Executive Director: Laura Kunkle**

### Special Advisors:

Peter Kagayama

Joe Lamp'l: Growing a Greener World

Ron Pierre



AIB Judges

## 2016 National Judges

Douglas Airhart  
Evelyn Alemanni  
Sue Amatangelo  
Carlo Balistrieri  
Jack Clasen  
Linda Cromer  
Suzanne DiStaulo

Tony Ferrara  
Bill Hahn  
Jay Harper  
Ed Hooker  
Kristin Pategas  
Stephen Pategas  
Alex Pearl

Leslie Pittenger  
Bruce Riggs  
Melanie Riggs  
Karin Rindal  
Maria Sgambati  
Susie Stratton  
Pam Turrell

Barbara Vincentsen  
Diana Weiner  
Meg Whitmer  
Teresa Woodward  
Katy Moss Warner

# Thank You to Our 15-Year Birthday Donors



Mark Ahronian  
Douglas Airhart  
Evelyn Alemanni  
Sue and Steve Amatangelo  
Eric Anderson  
Anna Ball  
Bobby Barnitz  
Sue Barnitz  
Drew Becher  
Diane Berry  
Mayor Blair  
Sherran Blair  
Billy Butterfield  
Castle Rock in Bloom  
Jack Clasen  
Linda Cromer  
Cultivate Catskill  
Bev Dunkle  
Marshall Dirks  
John Dole  
Jim Eason  
Majorie Egee  
Carol Elliott  
Tony Ferrara  
Dale Fisher and Jon Carloftis  
Debbie Frame  
Bill Foster

Ann Garrity  
GIE Media  
Racquel Giese  
*GPN Magazine*  
Clayton Guler  
Charlie Hall  
Linda and Chris Hart  
Walter and Jane Heath  
Holliston in Bloom  
Ed Hooker and Rod Barnes  
Jean Humeniuk  
J Frank Schmidt  
Clayton Johnson  
Laura Kunkle and Michelle Gaston  
Anne Leventry  
Michael Lorentz  
Dwight and Vivian Lund  
Edith Makra and David Kusnierz  
John Manchester  
Marvin Miller  
Steve Mostardi  
Tim Mulry  
Delilah Onofrey  
Stephen and Kristin Pategas  
Alex and Jane Pearl  
Pen & Petal

Ron Pierre  
Leslie Pittenger  
Mitchell Rand  
Bill Rasbach  
Bruce Riggs  
Melanie Riggs  
Diane Rinkes  
River Falls in Bloom  
Jo Ellen Sharp  
Sara Sheets  
Kathy and Bob Shore  
Robin Smith  
Tarboro in Bloom  
Martha Trubey  
Barbara Vincentsen  
Mary-Beth Wagner  
Katy Moss Warner  
Kris Warren  
Rick Webb  
Wanda Weder  
Diana Weiner  
Meg Whitmer  
Teresa Woodard  
Craig Yoshida  
Mary and Paul Zahl  
Frank Zaunscherb

## Auctions Create Excitement for America in Bloom

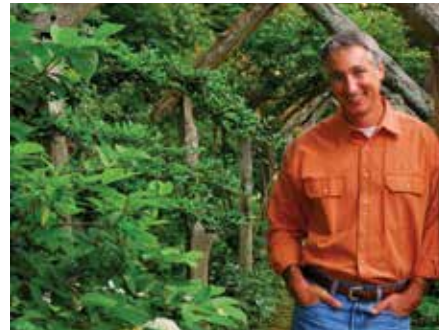
In 2016 AIB held two auctions, its traditional silent auction held in conjunction with the annual symposium and awards program, and new for 2016 was an online auction.

Nearly 70 items were donated to the silent auction and raised more than \$7,000. Our thanks to those generous donors and buyers for supporting this always-popular symposium activity.

New for 216 was the online auction. Launched in September, the auction featured exciting destinations for travel, plants, and other horticultural products, one-of-a-kind experiences, artwork, and AIB mentoring sessions. Nearly \$9,000 was raised in the online auction, and we are thankful for those who donated interesting items that allowed AIB to extend its fundraising reach.



Attendees could bid on nearly 70 items during this year's silent auction.



One lucky winner got the chance to appear on the TV show "Growing a Greener World."



Star Roses was one of several horticultural companies that donated plants to the auction.



Eureka Springs, Arkansas, was one of the many exciting travel destinations available in the online auction.



SINCE 2001 MAKING AMERICA BLOOM



# THE ECONOMICS OF MAKING AMERICA BLOOM

## Financial Overview

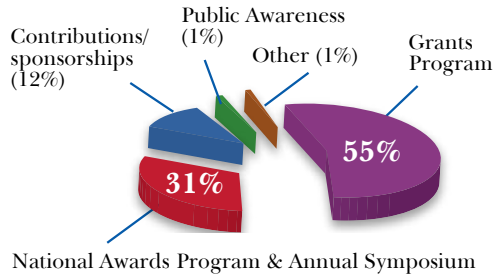
In 2016, we had revenue and in-kind contributions of \$623,846. This includes the thousands of hours donated by our judges, volunteers, and other in-kind donations.

*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.*

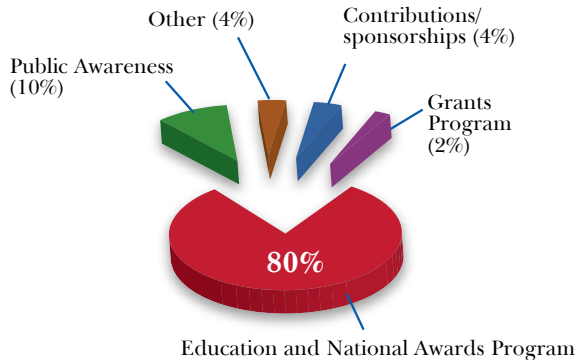


Echo, OR

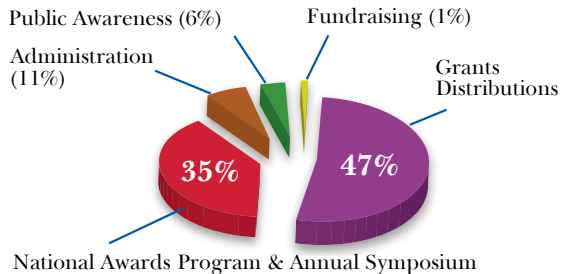
### 2016 Income



### 2016 In-Kind Contributions



### 2016 Expenses







Winter Park, FL



### **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. Your contributions are tax-deductible.



**SINCE 2001**

**MAKING AMERICA BLOOM**



**America in Bloom**

PO Box 44005, Columbus, OH 43204 · 614.453.0744

[aib@AmericaInBloom.org](mailto:aib@AmericaInBloom.org) · [www.AmericaInBloom.org](http://www.AmericaInBloom.org)