The National League of Cities’ Congress of Cities was held in Orlando in November. This annual congress is a skills building and knowledge sharing event for city officials and employees. One of the displays was a cooperative effort between FNGLA, America in Bloom (AIB), SafeLawns, and Cherry Lake Tree Farms, and cooperators AmeriScapes Landscape Management, Disney and Rollins College.

America In Bloom is an independent, non-profit organization dedicated to promoting nationwide beautification programs and both personal and community involvement through the use of flowers, plants, trees and other environmental and lifestyle enhancements, and to providing educational programs and resources to that end. The purpose of the display was to provide adequate information about America in Bloom to entice attendees to look at the AIB program as a possible vehicle to help “plant pride in your communities.” In the short seven-year history of AIB, over 150 cities across the country have beautified their surroundings while developing their communities into a more cohesive unit of volunteers, where the municipality works in concert with businesses, organizations and individual citizens to plant pride for all to enjoy.

“The booth exceeded our imaginings and truly brought the importance of trees and plants to the 4,000 attendees and the nearly 100 mayors, council members and city managers,” said Katy Moss Warner of AIB.

Regarding the joint effort, she said, “We all agreed that we wanted one large booth that spoke to the value that quality landscapes bring to cities – in economic sustainability as well as quality of life. All that walked by the exhibit got that message loud and clear.”

Interested in learning more? Visit www.americainbloom.org to find resource information about the value of trees, shrubs and plants, financial justifications for beautifications, the true value and societal benefits of landscaping communities, and the like. There are also resources that talk about environmental awareness, heritage appreciation, tidiness, and community involvement that measure the underlying soul of a community.

A Booth On Beautification


Laura Coar of Rollins College and Katy Moss Warner of AIB.