



AMERICAN
HORTICULTURAL
SOCIETY

**CONTACTS FOR AHS PROGRAMS,
MEMBERSHIP BENEFITS &
DEPARTMENTS**

For general information about your membership, call (703) 768-5700. Send change of address notifications to our membership department at 7931 East Boulevard Drive, Alexandria, VA 22308. If your magazine is lost or damaged in the mail, call the number above for a replacement. Requests for membership information and change of address notification can also be e-mailed to membership@ahsgardening.org.

AHS RECIPROCAL GARDEN NETWORK

The AHS Reciprocal Garden Network offers members free admission and other discounts to over 360 botanical gardens and other horticultural destinations throughout North America. A list of participating gardens can be found on www.ahsgardening.org/ahsgardennetwork.

THE AMERICAN GARDENER To submit a letter to the editor of *The American Gardener*, write to The American Gardener, 7931 East Boulevard Drive, Alexandria, VA 22308, or send an e-mail to editor@ahsgardening.org.

DEVELOPMENT To make a gift to the American Horticultural Society, or for information about a donation you have already made, call (703) 768-5700 ext. 144, or send an e-mail to ktukey@ahsgardening.org.

E-MAIL LISTS To subscribe to specific e-mail lists for updates on programs and events, visit <http://connect.ahsgardening.org/email>.

NATIONAL CHILDREN & YOUTH GARDEN SYMPOSIUM For information about the Society's annual National Children & Youth Garden Symposium, e-mail programs@ahsgardening.org, or visit www.ahsgardening.org/ncygs.

RIVER FARM The AHS's River Farm headquarters in Alexandria is open to visitors Monday through Friday from 10 a.m. to 4 p.m. and Saturdays from 9 a.m. to 4 p.m. (winter hours). For information about facility rentals, call (703) 768-5700, ext. 114 or e-mail rentals@ahsgardening.org.

TRAVEL STUDY PROGRAM Visit spectacular gardens around the world through the Society's acclaimed Travel Study Program. For information about upcoming trips, visit www.ahsgardening.org/travel.

WEBSITE: www.ahsgardening.org The AHS website is a valuable source of information about the Society's programs and activities. Users must set up a username and password to access the members-only sections.

News from the AHS

January / February 2024

PROGRAMS • EVENTS • ANNOUNCEMENTS

NEW VISION AND BRAND FOR THE AHS

We are pleased to report that in 2024 the American Horticultural Society is embarking on an exciting journey with a brand refresh and updated vision and mission statements! With a new team full of innovative ideas to carry forward our hallmark programs and 100-year legacy of horticultural excellence, we are thrilled to share with you a new iteration of the AHS.

We're proud to unveil our contemporary, dynamic, and vibrant new logo, radiating joy, enthusiasm, and vitality—just like our organization. In the months ahead, expect to see novel programs, travel adventures, collaborations, user-friendly technologies, a new website, and so much more. It's a thrilling time to be a part of the AHS!



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As our image evolves, so does our organization. We recognize that our world, culture, and industry are all changing. To tackle today's challenges, we're committed to being attentive listeners, effective collaborators, and responsible environmental stewards for the greater good. To that end, we've refreshed our mission statement, vision, values, and DEI statement to emphasize our dedication to inspiring, connecting, and uplifting the gardening community. Our commitment to preserve River Farm as the headquarters of the AHS and cornerstone of the community is unwavering.

You can see all of the new mission and values statements on page 11. More details are available on the website (www.ahsgardening.org).

AHS RECIPROCAL GARDEN NETWORK

What's in a name? For over 30 years, hundreds of thousands of garden lovers across the country have loved AHS's Reciprocal Admissions Program (RAP). In fact, it is regularly rated as one of the top AHS member benefits, and over 75,000 people visit our webpage each month to find reciprocal gardens. However, we consistently receive feedback from AHS members, gardens, and garden visitors that the name and accompanying language can be confusing: "What does the abbreviation mean?" "Admitted where?" "Why do you call it the 'exclusion policy?'" "I didn't realize that AHS organizes this—your name's not in the title!"

As the AHS continues expanding this popular benefit by adding more participating gardens, we are also updating the language for greater clarity. Beginning in January 2024, RAP has a fresh new name: the **AHS Reciprocal Garden Network!** It is the same program our members have loved for over 30 years—just using clearer, more inclusive words. For example, the "90-mile exclusion policy" is now the "local visitor exception." We are also organizing the details of gardens' benefits in a more streamlined way for visitor ease. AHS and the network gardens are making the transition in our web and print materials, presenting the new name in time for the new year. Visit our AHS Reciprocal Garden Network webpage at www.ahsgardening.org/ahsgardennetwork for updates on new gardens and new language!



Milner Gardens & Woodland



Hidden Forest Botanical Reserve

NEW GARDENS IN THE NETWORK IN 2024

And while we're on the topic, we'd like to welcome two new gardens that recently joined the AHS Reciprocal Garden Network! These gardens join over 360 gardens around North America that offer free admission and other benefits to AHS members. Be sure to visit these and other gardens in the AHS Garden Network:

Milner Gardens & Woodland (Qualicum Beach, British Columbia, Canada) The 70-acre unique coastal forest estate along the sheltered eastern shore is home to old growth Douglas firs and tall cedar trees in one of the few remaining

Douglas-fir biogeoclimatic zone forests of Vancouver Island. Take a woodland stroll to the gardens to see the extensive collection of rare rhododendrons, a small orchard, and berry and vegetable gardens. (<https://milnergardens.viu.ca>)

Hidden Forest Botanical Reserve (Sebastopol, California) This seven-and-a-half-acre botanical reserve features dawn redwoods, azaleas, and rhododendrons along its mile-and-a-half of walking trails. After enjoying the spring-fed pond, creek, and wetland, visitors can explore the historic nursery that offers plants featured in the reserve. (<https://hiddenforestnursery.com/visit>)

INTRODUCING...

THE TRAVEL PROTECTION PLAN FOR AMERICAN HORTICULTURAL SOCIETY TRAVELERS



Next time you travel, on your own or with AHS, prepare for the unexpected with the travel protection plan for the American Horticultural Society.

PLAN BENEFITS INCLUDE COVERAGE FOR:

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GIFTS OF NOTE

In addition to vital support through membership dues, the American Horticultural Society relies on grants, bequests, and other gifts to support its programs. We would like to thank the following donors for gifts received between October 12 and December 1, 2023.

\$1,000+ Gifts

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If you would like to support the AHS, please call Katie Tukey, Director of Development and Engagement, at (703) 768-5700 ext. 144.

AHS DISCOUNT FOR MARKETPLACE EVENTS HOME AND GARDEN SHOWS

Looking for ideas to inspire you as you plan for the upcoming gardening season? Marketplace Events is once again offering AHS members a 2-for-1 ticket special to 13 home and garden shows across the nation (for a list of these, see page 12 or visit the AHS website). Seek helpful advice, solutions, and new products for your next garden or landscaping project. AHS members must login to their account homepage to get the promo code for discounted tickets.



AHS members get discounted entry to Marketplace Events home and garden shows across the country this winter.

SAVE THE DATE: AHS SPRING GARDEN MARKET

If you live in the greater Washington, D.C., area please save the date for the annual Spring Garden Market, which will be held April 12 and 13 at the AHS's River Farm headquarters in Alexandria, Virginia. This lively event offers opportunities to shop for native and specialty plants, see beautiful works by local artists, and browse an array of gifts for gardeners. There will also be a food truck on the property with refreshments available for purchase. Vendor and sponsorship registrations are available now. Look for more details on the AHS website (www.ahsgardening.org).

KIDSGARDENING PARTNERS WITH AHS

AHS welcomes KidsGardening as a media sponsor for the 32nd annual National Children & Youth Garden Symposium (NCYGS), taking place from July 8–11, 2024 on Chicago's North Shore. Since 1982, KidsGardening has served as a premier support provider for youth garden programs nationwide, creating opportunities for kids to play, learn, and grow through gardening, engaging their natural curiosity and wonder. KidsGardening will share details about NCYGS with over half-a-million annual unique visitors to its website, as well as through its social media and newsletters. Continue to check with the NCYGS webpage this winter for exciting updates, and registration will open in March! ■

Written by AHS Staff.