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!

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?” “I didn’t realize that AHS organizes this—your name’s not in the title!” “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!
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)
MARKETPLACE EVENTS

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.

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).

KIDS Gardening 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!

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

In Honor of Don Brinser
Allison Freeman

In Memory of Julia Rappaport
Elizabeth Flanagan

In Memory of Joan Denton
Debra O’Leary

In Memory of Meredith Simmons
Diana Johnson

In Honor of Allison Goral
Suzanne Innes

In Memory of Shane Sloms
Antonia Hochreiter

In Memory of Karin-Elke Hobbels
Hannah Buthman

In Memory of Elizabeth Ann D. Smith
Lisa Leung

In Memory of Ruth Manning
Marilyn Manning

In Memory of Anj Weinstein
Lori Weinstein

In Memory of Marlene Metcalfe
Janice Nichols

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

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