



AMERICAN  
HORTICULTURAL  
SOCIETY

## OUR MISSION

To inspire a culture of gardening and horticultural practices that creates and sustains healthy, beautiful communities and a livable planet.



## Dear AHS Members, Supporters and Neighbors,

What an exciting year of activities and accomplishments! The biggest news in 2023-24 was the enduring legacy of long-time board member, Marcia Zech. On leaving the board after 13 years of invaluable board leadership, Marcia made a tremendous donation of \$5 million to establish an endowment for AHS. We are thrilled to have Marcia's confidence in our direction and impact and to begin adding to her gift.

January 2024 brought a new logo and brand to AHS for the first time in 25 years. We also updated our Mission, Vision, Values, DEI Statement and Commitment to River Farm, our headquarters in Northern Virginia. We articulated four pillars that guide our work: Health. Beauty. Community. Environmental Sustainability.

During the year, we brought in talented new staff members, including Directors of Development and Engagement, Travel Studies, and National Programs. We hosted 34 Lifelong Learning sessions and launched our first online course, *Gardening in America*. AHS travelers visited the Caribbean, Portugal, Japan and Scotland. We were privileged to host a trip to the Hudson Valley with AHS President's Council members. Our Reciprocal Garden Network grew to almost 400. We appreciated the University of Tennessee graciously hosting our National Children & Youth Garden Symposium for educators. Our gala was a resounding success in the midst of Tropical Storm Isabelle. We could go on and on.

Although this report is full of activities that filled the year, the heart of AHS is the people who care about the organization. We extend a heartfelt thank you to our many members and donors who believe in AHS, with a special thank you to our President's Council members. In addition, we thank the generous donors who provided funds for specific purposes including interns, grants for educators, and horticultural expertise. Finally, we want to give a big thank you to the fantastic AHS Board of Directors: Doug Barker, Skipp Calvert, Tim Conlon, Larry Deaven, Amy Golden, Holly Shimizu, Philip Tabas, and Marcia Zech.

We hope you enjoy reading about all that happened at AHS, thanks to your support!

Kind regards,

**Suzanne B. Laporte**  
President & CEO

**Scott C. Plein**  
Board Chair

## THE YEAR'S HIGHLIGHTS

- A gift in excess of \$5 million **established a new AHS Endowment** to ensure the long-term financial sustainability of the organization and to enable other donors to contribute to the Endowment
- A **refreshed mission statement, vision, values, and DEI statement** emphasize our dedication to inspiring, connecting, and uplifting the gardening community
- A **brand unveiling featured a new logo** that exemplifies the excitement, energy and momentum of gardening and horticulture in today's world



# THE PEOPLE OF AHS



AHS Board at 2023 Gala

## Governance

- Three new members joined the **Board of Directors** – Doug Barker, Dr. Larry Deaven and Philip Tabas. We recognize and thank Laura Dowling, who concluded her board service.
- The **AHS Horticultural Advisory Council** was established comprised of five distinguished members who have previously been honored with an **AHS Great American Gardeners Award**

### Board of Directors

Doug Barker (Washington, DC)  
Skipp Calvert (Alexandria, VA)  
Tim Conlon (Dubuque, IA)  
Dr. Larry Deaven (Los Alamos, NM)  
Laura Dowling (Alexandria, VA)  
Amy Golden (Falls Church, VA)  
Scott C. Plein, Board Chair (Falls Church, VA)  
Holly Shimizu (Glen Echo, MD)  
Philip Tabas (Washington, DC)  
Marcia Zech (Mercer Island, WA)  
Suzanne Laporte, ex-officio (Chevy Chase, MD)

### Horticultural Advisory Council

Dr. James Folsom (Eastpoint, FL)  
William McNamara (Truckee, CA)  
Dr. Mary Hockenberry Meyer (Plymouth, MN)  
Claire Sawyers (Swarthmore, PA)  
Keith Tomlinson (Arlington, VA)

### The American Gardener Editorial Advisory Board

Lorene Edwards Forkner (Seattle, WA)  
Panayoti Kelaidis (Denver, CO)  
Daria McKelvey (St. Louis, MO)  
Susan Morrison (Concord, CA)  
Charlie Nardozi, Chair (Burlington, VT)  
Kelly D. Norris (Des Moines, IA)  
Jessica Walliser (Pittsburgh, PA)

### Staff

Courtney Allen, Director of National Programs  
Shannon Ayres, Assistant to the CEO  
Mercedes Bryant, Director of Travel Studies  
Tammy Burke, River Farm Horticulturist  
David Ellis, Editor of *The American Gardener*  
Leslie Fetty, Associate Membership Manager  
Susan Friedman, Director of Marketing and Communications  
Jack Greenfield, River Farm Grounds Manager  
Suzanne Laporte, President and CEO  
Caitlin Metzger, Assistant Manager, Development and Travel  
Philip Saville, Associate Membership Manager  
Peter Tajat, Managing Director, Property Operations  
Sheri Thorpe, Director of Finance  
Katie Tukey, Director of Development and Engagement  
Mary Yee, Managing Editor and Art Director of *The American Gardener*

**Grace Walton**, a rising senior studying environmental horticulture at Virginia Tech, was the **first recipient of the Trish Gibson Memorial Internship** at River Farm, established by Campbell Gibson in honor of his late wife and longtime AHS staff member Trish Gibson



# AHS PROGRAM HIGHLIGHTS

## Great American Gardeners Awards

- Liberty Hyde Bailey Award – Jim Nau (*in memoriam*)
- Emerging Horticultural Professional Award – Kenton Seth
- Jane L. Taylor Award – Ashley Krueger
- Garden Stewardship – University of Idaho
- Horticultural Innovation Award – New Directions in the American Landscape
- Community Greening Award – Pennsylvania Horticultural Society



Jim Nau

## AHS Book Awards

- *Dry Climate Gardening* by Noelle Johnson (Cool Springs Press)
- *The Seven-Step Homestead* by Leah M. Webb (Storey Publishing)
- *Tiny + Wild* by Graham Laird Gardner (Cool Springs Press)
- *The Vegetable Problem Solver Handbook* by Susan Mulvihill (Cool Springs Press)

## Lifelong Learning (New This Year)

923

people registered for  
34 EDUCATIONAL  
SESSIONS

147

PEOPLE REGISTERED  
for the Self-Paced  
Online Course

## AHS Reciprocal Garden Network

25

NEW GARDENS  
from 18 states and  
provinces joined in FY24

380

TOTAL NETWORK  
GARDENS  
as of June 30, 2024



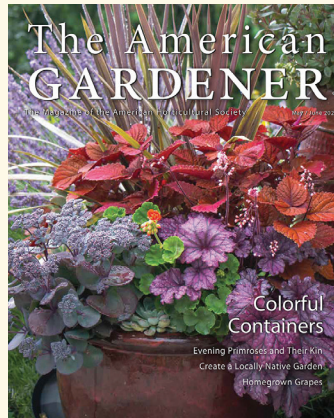
## 31st Annual National Children & Youth Garden Symposium

- 137 youth educators attended NCYGS, hosted by the University of Tennessee in Knoxville, July 12-15
- 36 educational experiences were offered
- 4 full scholarships sponsored by Ball Horticultural Company and 5 partial scholarships sponsored by the University of Tennessee were awarded

## Travel Study

99

TRAVELERS joined five  
AHS Travel Study programs  
Caribbean + St. Lucia extension  
Northern Portugal and the Azores +  
Madeira extension  
Japan + Kyoto and Nara extension  
Hudson Valley and the Berkshires  
(President's Council Trip)  
Scotland



## The American Gardener

Writer Marianne Willburn was nominated for the "Garden Writer of the Year" award by the Garden Media Guild in the United Kingdom for her opinion column, "In Defense of..."

AHS MEMBERSHIP was named one of the best holiday gifts for plant lovers by *The New York Times*

# RIVER FARM HIGHLIGHTS

- Installed an **engraved brick pathway with a \$10,000 grant from the Historic Alexandria Foundation** and support from the sponsors of the 2022 and 2023 AHS galas
- Created a garden haven for bluebirds thanks to GoFundMe contributions and a partnership with the Fairfax County Master Naturalists
- Began planning the accessibility projects that will be funded through a one-time \$2 million grant from the Commonwealth of Virginia
- Unveiled the **Clara B. Plein Memorial Garden** featuring 2,400 individual native plants and native cultivars across 30 species



Launched the **Children's Nature Library and Reading Room**, thanks to the support of **Dominion Energy, Ruppert Family Foundation, and the Jane L. Taylor Book Collection**

## 50 YEARS AT RIVER FARM



- On September 25, AHS celebrated 50 years at River Farm with *Simple Pleasures of the Garden*, a gala recognizing Charlotte Moss and celebrating Claire Sawyers, the 2023 winner of the **Liberty Hyde Bailey Award**
- **Despite a tropical storm**, 300 guests gathered at River Farm to celebrate and raise \$350,000 for the future of AHS and River Farm



## President's Council Donors (July 1, 2023 - June 30, 2024)

### Founder's Circle (\$25,000+)

Anna Ball  
Tim and Christine Conlon  
Katharine and Richard Davison  
Jane and George Diamantis  
Campbell Gibson  
Rosalie and Neil Morris  
Scott C. Plein  
Valerie Rappaport and Tom Byrd  
Richard Stepakof  
Marcia and Klaus Zech

### Liberty Hyde Bailey Circle (\$10,000-\$24,999)

Skipp and Mary Calvert  
Elisabeth C. Dudley  
Megan Evans

### Haupt Circle (\$5,000 - \$9,999)

Leslie S. Ariail  
Sallie and Charles Barnes  
James R. Cargill, II  
Larry Lee Deaven  
Karen and Dan DuVal  
Rebecca and Robert Hartness  
Debbie and Richard Hohlt  
JoAnn R. Luecke  
Pauline G. Myers  
Jared Newton  
Harry and Grace Risetto

### Sustainer's Circle (\$2,500-\$4,999)

Nancy M. Bull  
Jacqueline A. Euler  
Amy Fowler  
Jainel and Peter Morris  
Jane and Al Osman  
Julie Overbeck  
Keith and Deborah Pitts  
John and Jordan Richards  
Stephanie Russo  
William and Karen Schuiling  
Mary and Doug Scovanner  
April and Charles Walton  
Katherine Ward  
Elizabeth M. Wehrle

### Council Member's Circle (\$1,000-\$2,499)

Terrance Adlhock and Jeffrey Hunter  
Douglas L. Airhart  
Dick and Debbie Alderson  
Catherine and Paul Armington  
Gretchen Arnold

David and Jeannette Asaibene  
Elaine T. Baillie  
Cindy Baker  
Marion S. Ballard  
Joan and Michael Barclay  
Doug Barker and Sam Kilpatrick  
William and Jessica Barrick  
Robert A. Bartlett, Jr.  
Todd Beasley and Amy Allen  
Nancy and Theodore Bechtol  
Beth and John Beck  
Anthony Becker and Susan Wheatley  
Nancy Becker and Gregory Wilson  
Rosemary R. Berardi and  
Carolyn Zaleon  
Charlotte Bingham  
Sherran Blair  
Joan April Blazich  
Ellen Boer  
Stephen and Barbara Borleske  
Roger and Mary Bowers  
Lee Bowman  
Neil Brafman and Judith Bender  
Kathleen Brenzel  
Leann Britton  
Nancy Brooks  
Christine Brooks  
John and Sandra Bullard  
Eunice D. Burley  
Kelly Campbell  
Barbara L. Carr  
Tammy Chincheck  
Carole L. Conger  
Mary Hale Corkran  
Kathianne and David Crane  
Patricia Crocker  
Jenny Crowley  
Reagan Crowley  
Andy and Judy Daniel  
Evelyn B. Davis  
Donna K. Deane  
Arlene Evans Dewberry and  
Barry K. Dewberry  
Laura Dowling and  
Robert Weinhagen, Jr.  
Terri Doyle  
Dick and Beverly Durham  
Patricia and Michele Evans  
Janet Fender and John Otten  
Ned Fenwick  
Joan and Jeffrey Ferrill  
Susan and Gary Fine  
Linda and Robert Fiscus  
Jean-Marc Flack  
Elyse Foster and William Shalen  
Ann E. Foxworthy Lewellen  
Tim France and Daphne France

MaryAnn Franklin  
Bonnie Franz  
Diann and David Frantz  
Elisabeth French  
David and Margaret Gardner  
Kenneth Garr  
Fay Geegee  
Marion Gibson  
Amy Golden and Michael Trauberman  
Alan Goulty  
Carol Grabowski  
Bean Granger  
Marcia Hajduk  
Margery Hansen  
Aslaug Haraldsdottir  
Martha Harris  
Paul and Nancy Hess  
Valerie J. Hicks  
Louis Hirsch  
Saxon and Mary Holt  
Linda L. Horsley  
Anne and John Humphries  
Laura Inge  
Elizabeth L. Johnson  
Rodney and Gwendoline Johnson  
Marilyn Kendall  
Laura C. Knight  
Debra and Steven Koenig  
Katherine and Eugene P. Kopp  
Deborah Krulewicz  
Suzanne B. Laporte  
Nora Lavori  
Lisa Lewis  
Louis and Audrey Lynn  
Tracy Maeter  
Betty McKinley  
Aubyn Merie  
Betty Montgomery  
Leni Moore  
Tom and Lyn Moriarity  
Mary Ellen Mylrea  
Jeff Nelson and Paul Mahan  
Pamela Niner  
Marion "Sunshine" and Ben Norwood  
Cindy and Rob Odgers  
Stan and Jean Ogden  
John Parks  
Duane A. Partain and  
Jane M. Scheidecker  
Nan and Bill Paternotte  
Adela Peterson  
Mary Margaret Pipkin and Bob Boisture  
Gail and Robert Pless  
Junie Prewitt and Eddie Jinkins  
Jeffrey S. Queen  
Michael and Susan Reedy  
David and Jane Reese

Lynn C. Rhomberg  
Lyn F. Richards  
Marco Rini and Tim Cuppett  
Ruth Robbins  
Michael and Linda Roberts  
John A. Rodger  
Dawn Rubstellio  
Nancy Ruffner  
Craig Ruppert  
William and Lynn Russell  
Marnie D. Scherder  
Baerbel Schiller  
Priscilla Sener  
James and Katherine Shepherd  
Holly and Osamu Shimizu  
Nancy G. Shor  
Debra and Ernest Skaggs  
Cara Slaughter  
Irene Smith and David Mee  
Regina Smith  
Kathleen A. Smithgall  
Lynn and Mark Sniderman  
C. Hugh Stephens  
Joseph Stribula  
Otto Sykora  
Philip Tabas and Helen Hooper  
Kathleen and Jeffrey Thuner  
Lyn J. Tomlinson  
Catharine and Harry Tunis  
Lidia Vitello and James Erman  
Carolyne and Robert D. Volk  
Jacqueline and Michael Volpe  
Kimberly Waag  
Mary T. Wagner  
Suzanne Wakeman  
Sidney L. Wallace, M.D.  
Melanie Walton and Clancy Smith  
Katy Moss Warner  
Dudley B. White  
George and Patti White  
Susan Whitmore  
Scott and Lucy Wilson  
Corinne Winburn  
Margaret Winters  
Jean E. Wood  
Diane Young  
Barry Z. Zerby  
Johanna and Jeffrey Zinn

### Honorary President's Council (in memoriam)

Louise Fruehling  
Enid Haupt  
Mrs. John A. Lutz  
Mr. and Mrs. Bruce Miller  
Wilma L. Pickard  
Margaret Ware

# FINANCIALS & MEMBERSHIP

## REVENUE AND SUPPORT

Contributions	\$ 6,195,225*	58.7%
Membership Dues	1,054,420	10.0%
Educational Programs	464,824	4.4%
River Farm Rentals	391,434	3.7%
Government	2,000,000	19.0%
Investment Income	437,001	4.1%
Other	9,351	0.1%
<b>Total</b>	<b>\$ 10,552,255</b>	<b>100.0%</b>

\*includes \$5 million to create the AHS Endowment

## EXPENSES

### Program Services

Educational Programs	\$ 539,070	14.4%
Membership	627,396	16.8%
Communications	813,872	21.8%
Gardens and Buildings	823,698	22.0%

### Supporting Services

Management and General	410,105	11.0%
Fundraising and Development	522,476	14.0%
<b>Total</b>	<b>\$ 3,736,617</b>	<b>100.0%</b>

## LEADERSHIP GIFTS

### The Wilma L. Pickard Trust

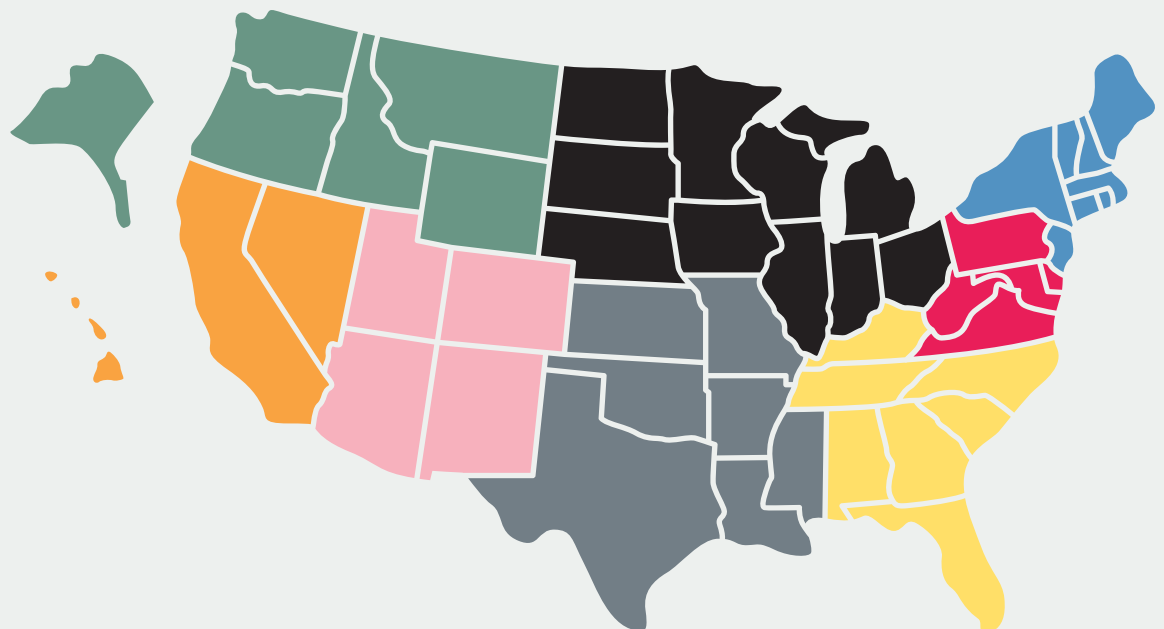
provided a multi-year \$125,000 gift to hire a Horticultural Communicator to join the AHS staff.

### The Julia Rappaport Growing

**Gardeners Fund** was established with a \$50,000 gift to support speaker honoraria at the AHS National Children & Youth Garden Symposium, as well as to provide an annual grant up to \$2,000 to an educator to start or expand a garden or gardening science project at their school or in their community. This gift was made possible by Valerie Rappaport and Thomas Byrd and their family in honor of Valerie's mother, Julia Rappaport, a former AHS board member and long-time supporter.

## AHS MEMBERSHIP NATIONWIDE

- NORTHWEST  
999 (4.49%)
- WEST  
1,923 (8.65%)
- SOUTHWEST  
775 (3.49%)
- SOUTH CENTRAL  
1,579 (7.11%)
- SOUTHEAST  
3,443 (15.47%)
- MID ATLANTIC  
4,814 (21.65%)
- NORTHEAST  
4,303 (19.35%)
- NORTH CENTRAL  
4,403 (19.82%)



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