



AMERICAN
HORTICULTURAL
SOCIETY

Where all Americans garden to
ensure a thriving and beautiful
world for current and
future generations.

2024 | 25

ANNUAL REPORT

Financials & Membership

REVENUE AND SUPPORT	REVENUES	%
Membership	\$ 1,181,700	30.4%
Contributions	1,056,028	27.2%
Educational Programs	433,254	11.2%
River Farm Rentals	446,958	11.5%
Investment Income	737,456	19.0%
Other	27,883	0.7%
TOTAL	\$ 3,883,279	100.0%

EXPENSES	EXPENSES	%
PROGRAM SERVICES		
Communications	\$ 923,755	24.0%
Gardens and Buildings	771,056	20.1%
Membership	608,888	15.8%
Educational Programs	607,222	15.8%
SUPPORTING SERVICES		
Fundraising and Development	474,652	12.4%
Management and General	456,939	11.9%
	\$ 3,842,512	100.0%

LEADERSHIP GIFTS

We are deeply grateful to Jane and George Diamantis for their generous gift of \$75,000 in honor of Marcia Zech to increase the Endowment for the Future, established by a generous gift from Marcia in 2024. Their contribution will support the ongoing operations of the American Horticultural Society and River Farm, helping to sustain our programs and preserve this beloved national treasure. This meaningful tribute reflects both their admiration for Marcia and their commitment to AHS’ mission.

The American Horticultural Society is honored to share that it has received a generous bequest of \$156,153 from the Estate of Inger Fair. A devoted member for over 25 years and enthusiastic AHS traveler, Inger explored the world with us from the Chelsea Flower Show to Scotland, Denmark, and the gardens of Maine. Her gift, designated for general operations at AHS and River Farm, is a powerful legacy that will support our mission and inspire future generations.

This bequest was made through AHS’ planned giving program, in which individuals can include AHS in their estate plans, providing a meaningful way to ensure that their commitment to AHS continues into the future.

Dear Friends,

The only word to use for AHS in the past year – and how appropriate a word at that – is growing. We have moved forward by leaps and bounds. We rolled out Digital Membership Cards and redesigned our popular member magazine, *American Gardener*. The magazine’s lively design reflects an updated and bolder organization. Increased horticultural content shows our commitment to providing science-based information in print and on social media. If you haven’t seen us on Instagram lately, it’s worth a look at ahs_gardening.

We published a manual on Youth Sensory Gardening, made possible by a generous gift from AHS Member Charlotte Bingham. In addition, with support from the family of late AHS board member, Julia Rappaport, we launched a new grant program for youth educators. A record number of gardens joined the AHS Garden Network. Our lifelong learning program went gangbusters with knowledgeable speakers. AHS sent travelers to six amazing destinations and announced a new line of trips at a lower price point to allow more members to enjoy these special experiences.

We added five new board members to an already stellar board, resulting in more horticultural and operational expertise. We began planning for increased accessibility at River Farm, our headquarters, thanks to a grant from the Commonwealth of Virginia and the hard and visionary work of our staff and board members.

What a year! We hope you enjoy reading the details in this 2024-25 Annual Report. The only thing better is all that we have ahead in 2025-26. More to come on that!

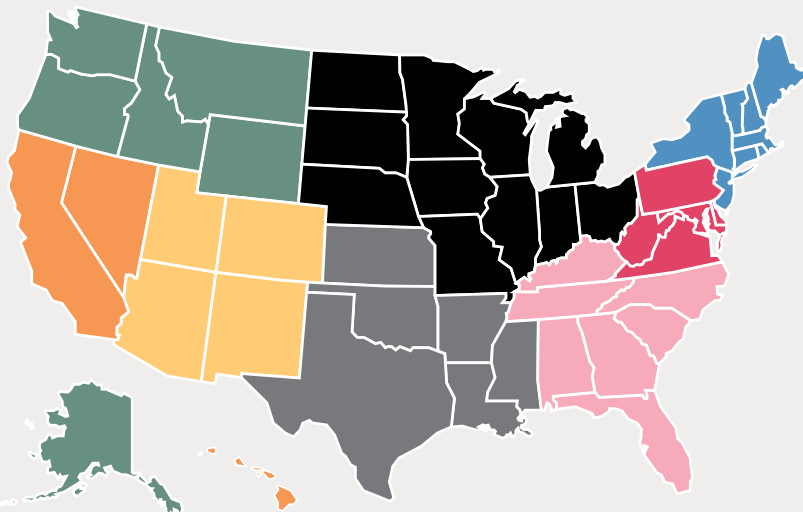
With warmest wishes and much thanks to our members and donors,

Suzanne B. Laporte
President and CEO

Scott C. Plein
Board Chair

SOME Highlights from the Year

AHS MEMBERSHIP NATIONWIDE



NORTHWEST	812 (4%)
WEST	1,717 (9%)
SOUTHWEST	720 (4%)
SOUTH CENTRAL	1,381 (7%)
SOUTHEAST	3,039 (15%)
MID-ATLANTIC	4,029 (21%)
NORTHEAST	4,013 (20%)
NORTH CENTRAL	3,947 (20%)



AMERICAN GARDENER REFRESH
Our member magazine is now even more engaging with a fresh makeover and more content.



GROWING GARDENERS FUND
The 2024 educator grant built butterfly gardens and a new curriculum.



YOUTH SENSORY GARDENING MANUAL
Published by AHS to support children’s health through gardening.

National Program Highlights

2025 GREAT AMERICAN GARDENERS AWARDS

- Liberty Hyde Bailey Award**
Brian Kemble
- Emerging Horticultural Professional Award**
Amanda Bratcher
- Jane L. Taylor Award**
Amy Padolf
- Garden Stewardship Award**
Betty Ford Alpine Gardens
- Landscape Design Award**
Lauren Springer
- B.Y. Morrison Communication Award**
Stephanie Cohen
- Frances Jones Poetker Award**
Amy Merrick

AHS BOOK AWARDS

- *Plants for the Winter Garden* by Warren Leach (Timber Press)
 - *The Ultimate Guide to Houseplant Propagation* by Lindsay Sisti (Cool Springs Press)
 - *The Gardener's Guide to Native Plants of the Southern Great Lakes Region* by Rick Gray and Shaun Booth (Firefly)
- HONORABLE MENTION
- *The Light Eaters: How the Unseen World of Plant Intelligence Offers a New Understanding of Life on Earth* by Zoë Schlanger (Harper)



NCYGS
NATIONAL CHILDREN & YOUTH GARDEN SYMPOSIUM
CHICAGO 24

32nd ANNUAL NATIONAL CHILDREN & YOUTH GARDEN SYMPOSIUM

147

Youth educators from 36 states attended NCYGS, hosted by the Chicago Botanic Garden on Chicago's North Shore.

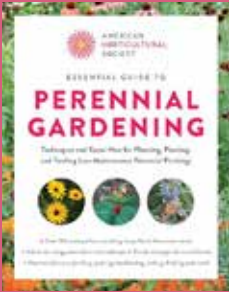
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Educational experiences were offered.

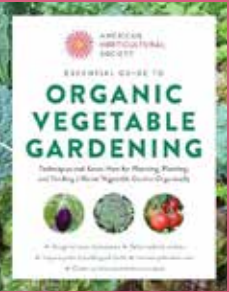
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Full scholarships generously sponsored by the G. Carl Ball Family Foundation.

New Publications



Essential Guide to Perennial Gardening
Published in 2025



Essential Guide to Vegetable Gardening
Published in 2025



AHS Youth Sensory Gardening Manual
Available online



1718

People registered for 45 educational sessions.

230

People registered for the Self-Paced Online Courses.

Speakers representing 19 states plus Washington, D.C., Canada, Germany, and the United Kingdom.



394

Network Gardens.
23 new gardens joined the network, setting record high participation numbers.



104 AHS travelers joined 6 Travel programs in Oregon, Bermuda, the Netherlands, Charleston, Italy, Norway & Scotland.

At RIVER FARM



River Farm HIGHLIGHTS

- The Perennial Garden Club, a member of The Garden Club of America, awarded a \$25,000 grant to AHS to install a new native plant garden at River Farm.
- The Spring Garden Market raised over \$20,000 to support River Farm.
- A smart irrigation system was installed last winter thanks to support from Scott C. Plein, through his family’s White House Farm Foundation. The system allows our garden team to more efficiently water plants around the property, upgrading our “move the hoses” system. It also features rain sensors to better manage water use at River Farm.
- The Clara B. Plein Memorial Garden bloomed and enchanted visitors during its second summer season.
- Over 280 individuals visited the Children’s Nature Library and Reading Room, enjoying story time and nature crafts.
- River Farm hosted 15 meetings for six garden clubs. Local garden clubs meet regularly at River Farm for awards shows, flower shows, and more.
- The Fairfax County Master Naturalists continued to partner with River Farm by monitoring and managing the bluebird nesting boxes.

The PEOPLE of AHS

Governance

Five new members joined the Board of Directors – Kathryn Acerbo-Bachmann, Dr. James P. Folsom, Panayoti Kelaidis, Christian Primeau, and Bryant Smith. We recognize Marcia Zech, who concluded her board service.



Board of Directors

Scott C. Plein, Board Chair (VA)
Kathryn Acerbo-Bachmann (MA)
Doug Barker (DC)
Skipp Calvert (VA)
Tim Conlon (IA)
Dr. Larry Deaven (NM)
Dr. James P. Folsom (FL)
Amy Golden (VA)
Panayoti Kelaidis (CO)
Christian Primeau (NY)
Holly Shimizu (MD)
Bryant Smith (MD)
Philip Tabas (DC)
Suzanne Laporte, President and CEO, ex officio (MD)

Horticultural Advisory Council

Dr. James P. Folsom (FL)
William McNamara (CA)
Dr. Mary Hockenberry Meyer (MN)
Claire Sawyers (PA)
Keith Tomlinson (VA)

American Gardener Editorial Advisory Board

Charlie Nardozi, Chair (VT)
Lorene Edwards Forkner (WA)
Panayoti Kelaidis (CO)
Daria McKelvey (MO)
Susan Morrison (CA)
Kelly D. Norris (IA)
Jessica Walliser (PA)

Staff

Jasmine Agina, Event Rental Assistant
Courtney Alsua, Director of National Programs
Mercedes Bryant, Director of Travel Studies
Tammy Burke, Horticulturist, River Farm
Kate Cordle, Events and Rentals Manager, River Farm
Leslie Fetty, Associate Membership Manager
Rochelle Greayer, Editor of *American Gardener*
Suzanne Laporte, President and CEO
Matt Mattus, Senior Director of Horticulture
Maggie McCollom, Accounting Manager
Jane Morrison, General and Events Receptionist
Philip Saville, Manager of Membership Operations
Claire A. Splan, Associate Editor of *American Gardener*
Peter Tajat, Managing Director, Property Operations
Sheri Thorpe, Director of Finance
Johanna Tschebull, Communications Manager
Katie Tukey, Director of Development and Engagement
Daniel Vincent, Director of Membership and Partnerships
Mary Yee, Managing Editor of *American Gardener*
Kiran Yousaf, Programs Assistant

Additional Team

Rebecca McMackin, Lead Horticulturist
Lillie Tynch, Editorial Intern

Volunteers

Mahrou Akhundzadeh
Susie Ashton
Anne Beamer
Deborah Beck
Kathy Brown
Ray Burke
Theresa Defluri
Diann Frantz
Martha Harris
Geri Hirai
Lily Jagow
Melanie Lynch
Nancy Olney
Annette Pigott
Cliff Routh
Mary Scanavy
Nancy Schuetz
Sharon Steeg
Lisa Twedt

President’s Council DONORS

(July 1, 2024 – June 30, 2025)

Founder’s Circle (\$25,000+)

G. Carl Ball Family Foundation
Charlotte Bingham
Tim and Christine Conlon
Katharine and Richard Davison
Jane C. and George Diamantis
Elisabeth C. Dudley
Campbell Gibson
Scott C. Plein. through the
support of his family’s
White House Farm Foundation
Richard Stepakof
Marcia and Klaus Zech

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

Anna Ball
Larry L. Deaven
Karen and Dan DuVal
Frank Islam and Debbie Driesman
William and Karen Schuiling

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

James R. Cargill, II
Debbie and Richard Hohlt
Aubyn Merie
Jared and Kate Newton
Harry and Grace Risetto
April A. and Charles Walton

Sustainer’s Circle (\$2,500-\$4,999)

Anne and David Ayres
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Nancy and Paul Hess
Linda L. Horsley
Jainel and Peter Morris
Pauline G. Myers
Craig and Pat Ruppert
Stephanie Russo
Mary and Doug Scovanner
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Helen Wineland

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

Terrance Adlhock and
Jeffrey Hunter
Douglas L. Airhart
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Cindy Baker
Marion S. Ballard
Katharine Barnes
Nancy and Theodore Bechtol
Beth and John Beck
Nancy Becker and Gregory Wilson
Rosemary R. Berardi
and Carolyn Zaleon
Marion Birkhead
Lauren and Chris Bishop
Joan A. Blazich
Marilynne Bonner and David Orgel
Stephen and Barbara Bortleske
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Leann Britton
Nancy M. Bull
Henrietta Burke and
Taylor Burke, III
Eunice D. Burley
Sally Butler and Larry Phillips
Skipp and Mary Calvert
Maria Eugenia Carrion and
Roque Alcazar de Toledo
Dave and Beth Cohen
Cary Cossette
Judy Cossette
Michael Cummins
Thomas and Ann Currey
Andy and Judy Daniel
Ellen Delman Rydell and Bill Rydell
Katherine B. Edwards
Peter and Marianne Estournes
Arlene Evans and Barry K. Dewberry
Michele R. Evans
Patricia Evans
Ned Fenwick
Deborah Ferguson and William Glover
Susan and Gary Fine
Linda and Robert Fiscus
Ann E. Foxworthy Lewellen
MaryAnn Franklin
Diann and David Frantz
Elisabeth French
Carol Galbreath
Margaret and David Gardner
Kenneth Garr
Frances and Mark Gasbarra

Wendy W. Gebb
Martha Gibbons
Marion A. Gibson
Monjari and George Gillian
Mary J. Glass
Amy Golden and Michael Trauberman
Alan Goultry
Margery Hansen
Martha Harris
John Hartley and Paul Borg
Valerie J. Hicks
Larry and Kathy Hirsch
Saxon and Mary Holt
Carmen Holzman
Jane Huber
Laura Inge
Elizabeth L. Johnson
James and Cynthia Kaufmann
Panayoti Kelaidis and Jan Fahs
Marilyn Kendall
Rosemary Kenigsberg
Laura C. Knight
Debra and Steven Koenig
Katherine and Eugene Kopp
Suzanne B. Laporte
Nora Lavori
Susan M. Lawrence
Lisa Lewis and Bart Dunbar
Stephen Link
JoAnn R. Luecke
Ruth Ann McKenty
Betty Montgomery
Rosalie and Neil Morris
Jane Morrison
Jeff Nelson and Paul Mahan
Shirley Ann Nicolai
Marion “Sunshine” and Ben Norwood
Anne Odell and Leo Bevon
Stan and Jean Ogden
Jeffery and Carol Olsen
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John and Mary Palmour
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Philip Tabas and Helen Hooper
Kathleen A. and Jeffrey Thuner
Heidi Tribble
Margaret and Jack Tribble
Jay and Lori Tripathi
Catharine and Harry Tunis
Michael and Debra Venker
Lidia and James Vitello
Carolyn and Robert Volk
Jacqueline and Michael Volpe
Claire Wade
Connie Walsh
Melanie Walton and Clancy Smith
Katherine Ward
Katy Moss Warner
Dudley B. White
George and Patti White
Nettie Wheatstone
Reese Wheatstone
Scott and Lucy Wilson
Nina Zealy and Ronald Karbel

Honorary President’s Council (in memoriam)

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

GENEROUS GALA DONORS

On September 21, 2024, 250 guests gathered at River Farm for a fabulous night honoring AHS Gold Medal Recipient Marcia Zech and 2024 Liberty Hyde Bailey Award Winner Jim Nau (in memoriam). AHS thanks the generous donors who made the gala a success, raising more than \$230,000 for AHS and River Farm.

GARDEN SPONSORS

Jane and George Diamantis



BOUQUET SPONSORS

G. Carl Ball Family Foundation
Tim and Christine Conlon
Larry Deaven
Rosalie and Neil Morris

BLOOM SPONSORS

Anne and David Ayres
Henrietta and Taylor Burke, III
Skipp and Mary Calvert



BLOSSOM SPONSORS

Charlotte Bingham
Blair Blake
Becky and Bob Hartness
Laura Simmons
Katherine J. Ward
Patti and George White

BUD SPONSORS

Claudia Adams
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Babs Beckwith
Nancy Bull
Tammy Chinchek
Charlotte Moss
Anne and Steve Reed
Lynn Rhomberg
Harry and Grace Risetto
Carol and Mike Shealy
Philip Tabas and Helen Hooper



SEED SPONSORS

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Virginia Bennett and Scott Sekerke
Debbie and Jeffrey Blount
Ellen Boer
Katherine P. Cheek and G. David Cheek
Bill and Ann Edwards
Janet Fender and John Otten
Dale Gibb
William and Deb Hatherill
Betsy and Robert Huffman
Penny C. Morrill Trust
Jimmy and Eileen Ong
Jordan and John Thorpe Richards, Jr.
Marco Rini and Tim Cuppett
Holly and Osamu Shimizu
Corinne Winburn



AMERICAN GARDENER

A NEW LOOK FOR A NEW ERA

In May, AHS unveiled a bold redesign of *The American Gardener*—its first in more than 25 years. The refreshed magazine pairs an elegant new layout with vivid photography and modern storytelling. New columns and features reflect the conversations shaping

horticulture today, from ecological practices to cultural traditions. With this transformation, *American Gardener* strengthens its role as a unifying voice, celebrating the diversity and vitality of North American gardening while deepening connections across our community.



AHS WEBSITE



Our website re-design in 2024 upgraded, enriched and broadened our content now available to members with a dynamic and engaging new layout and more features.

SOCIAL MEDIA

Members and prospective members now engage with AHS across multiple platforms with Instagram leading the way.

125k
Views*
43%
Growth in followers
*per 90 days





River Farm, Alexandria, VA
Photography: Ngoc Minh Ngo



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ahsgardening.org