After 30+ years in an old space, we’ve moved to a new office! Please stop to see us if you’re in the area.
Pole Bean Seychelles
National Winner

Tested Nationally & Proven Locally

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2017 marks the 85th Anniversary of AAS. 
In a world of constant change, that’s worth celebrating.

It is humbling to me to think of all the judges, display gardens, and board members that have been part of the 85 years; people that we are all connected with as part of the AAS organization.

Last year marked the completion of our accounting switch from cash to accrual. We have also fulfilled a board mandate to keep a healthy reserve fund for a rainy day, and are now working diligently to spend revenue to promote our AAS winners. You’ll see more details on this elsewhere in the report. One of our more noticeable changes this year is our office location. This has been a good transition due to the excellent work of Diane and the office staff! We are pleased with the new space and the opportunities it provides to advance both AAS and NGB. For more of our ambitious goals, please see page 7 of this report.

As we continue into our next 85 years, our goals remain the same: to trial new edibles and ornamentals for the North American market, and to promote the winners to gardeners of future generations. Our gardening and marketing methods will change with technology, but we will continue to share the breeders’ excitement of creating something new and better with gardeners who are craving that special plant.

Stay tuned for our 2018 winners and beyond!

Connie Dam-Byl
Board President
William Dam Seeds
## Tested Nationally & Proven Locally

<table>
<thead>
<tr>
<th>Officers:</th>
<th>Directors:</th>
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<tbody>
<tr>
<td><strong>President</strong></td>
<td><strong>Vaughn Fletcher</strong></td>
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<tr>
<td><strong>Connie Dam-Byl</strong></td>
<td>Fletcher Consulting</td>
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<td>Liberty, MO 64068</td>
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<tr>
<td><strong>Vice President</strong></td>
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<tr>
<td><strong>Jenny Kuhn</strong></td>
<td>West Chicago, IL</td>
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<td><strong>Treasurer</strong></td>
<td><strong>Justin Hancock</strong></td>
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<tr>
<td><strong>Patty Buskirk</strong></td>
<td>Costa Farms</td>
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<td>Miami, FL 33187</td>
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<td>Maxwell, CA 95955</td>
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<td><strong>Chelsey Lenczyk</strong></td>
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<td><strong>Angus Mellish</strong></td>
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<td><strong>Past President</strong></td>
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<td><strong>Past President</strong></td>
<td><strong>Jenny Wegley</strong></td>
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<td><strong>Angus Mellish</strong></td>
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<tr>
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</tbody>
</table>
Tested Nationally & Proven Locally

Marketing Communications Committee
Mark Gross, Chair; Patty Buskirk; Justin Hancock; Chelsey Lenczyk, Gail Pabst

Ornamental Seed Comparison Committee
Jeanne Svob, Chair; Al Gerace; Todd Perkins; Melissa Shepherd

Edible Comparison Committee (tomatoes and peppers)
Josh Kirschenbaum, Chair; Patty Buskirk; Bill Dam

Edible Comparison Committee (all others)
Angus Mellish, Chair; Steve Bellavia; Heather Kibble; Chelsey Lenczyk

Ornamentals from Vegetative Comparison Committee
Laura Robles, Chair; Al Gerace; Rebecca Lusk; Vaughn Fletcher

Herbaceous Perennials Comparison Committee
Nanci Hollerith Allen, Paul Pilon, Grace Dinsdale, Jenny Wegley

Finance Committee
Patty Buskirk, Chair and Treasurer; Connie Dam-Byl, President; Diane Blazek, Executive Director

Combined Judges Committee
Jessie Liebenguth, Chair; Patty Buskirk; Connie Dam-Byl; Angus Mellish, Jenny Wegley

AAS/NGB Liaison Committee
Connie Dam-Byl, AAS President; Heather Kibble, NGB President
Jenny Kuhn, AAS Vice-President; Tim Hodson, NGB Vice-President
Patty Buskirk, AAS Treasurer; Claire Josephson, NGB Treasurer
Angus Mellish, AAS Past-President, Claire Josephson, NGB Past-President
Each Spring, I’m tasked with making varietal decisions for our plug and liner programs. Which new varieties do we add, which ones do we drop? We are inundated with hundreds of new genetics, each one claiming to be earlier, shorter, stronger, all better in some infinitesimal way than the competition, until they all start to blend together and you don’t know what genetics will offer the best solution for your customers.

Enter AAS Winners.

With all of the genetics we look at in a given year, AAS Winners have become my “no-brainer” of program additions. I never have to question how they will perform, I never have to question the legitimacy of the claims.

I trust the genetics.
I trust that our customers will have success with them.
I trust the qualifications of every judge across North America who was instrumental in deeming that entry worthy of becoming an AAS Winner.

“Tested Nationally & Proven Locally” equates to trust. That trust translates to a more engaged and successful home gardener.

As we prepare for 2018, AAS continues to build on a successful strategic business plan to increase awareness all the way down the distribution chain. As you read this report, you’ll see and learn of our progress in that area. Join us in promoting, selling and growing AAS Winners: some of the most innovative and quality genetics in the industry.

Jenny Kuhn
AAS Vice-President
C. Raker & Sons
Goals for 2017-2018:

1. Update seed health testing standards for entries and Winners.
2. Follow newly developed Strategic Action Plan.
3. Refine Board and committee functionality.
4. Develop and document staff procedures now that we have almost 100% new staff using new systems.
5. Update Plant Trial Database purpose and upgrade functionality.
7. Launch AAS Ambassador programs for Judges & Display Gardens.
8. Continue to build and solidify relationships and partnerships with other industry associations and organizations.
9. Manage a smooth transition to new, more functional office space.
10. Re-establish Display Garden Advisory Board to garner additional ways we can serve our Display Gardens.
11. Launch successful video channel to supplement Social Media tools.
After the successful re-invention of our historical association in the past decade, this new version of AAS is poised and ready to be the ultimate home garden trialing source. Image is everything and our image is blossoming under the cultivation of our continued leadership. AAS needed more than just a face lift. Our active staff, executive committee and board of directors are dedicated to this continued transformation. The renewed consumer interest in food, health, gardening and organics, plus the unwavering commitment from our industry breeders are invaluable for our continued success. Our organization is no longer on remote control and is now taking advantage of capturing home garden trends and market demand. AAS has all the financial resources, momentum and energy needed to achieve our primary financial, marketing and business goals. In the past few years we created quite a nest egg and plan to reinvest these funds back into our stakeholders. Catch the AAS wave of excitement and help us grow our brand to an all time high. The future of All-America Selections is exciting and bright, our ambassadors look forward to serving, educating and enlightening the industry that helped us become the icon we are today.

Patty Buskirk
AAS Treasurer
Seeds by Design

<table>
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<tr>
<th>Year</th>
<th>Revenues</th>
<th>Expenses</th>
<th>Net</th>
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<tr>
<td>2016</td>
<td>$331,462</td>
<td>$256,663</td>
<td>$74,799</td>
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<tr>
<td>2015</td>
<td>$468,117</td>
<td>$242,624</td>
<td>$225,493</td>
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<tr>
<td>2014</td>
<td>$249,509</td>
<td>$203,788</td>
<td>$45,721</td>
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<tr>
<td>2013</td>
<td>$239,827</td>
<td>$195,644</td>
<td>$44,183</td>
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<tr>
<td>2012</td>
<td>$192,134</td>
<td>$222,743</td>
<td>($30,609)</td>
</tr>
<tr>
<td>2011</td>
<td>$192,246</td>
<td>$205,051</td>
<td>($12,805)</td>
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Assessment Revenues 2010—2016

AAS Entries vs. Winners 2010—2017
Showcase of 2017 AAS Winners

Tested Nationally & Proven Locally

- Bean Pole Seychelles
- Celosia Asian Garden
- Dianthus Interspecific Supra Pink F1
- Fennel Antares F1
- Geranium Calliope Medium Dark Red
- Okra Candle Fire F1
- Pea Patio Pride
- Penstemon barbatus Twizzle Purple F1
- Pepper Aji Rico F1
- Pepper Chili Pie F1
- Pepper Mad Hatter F1
- Pepper Sweetie Pie F1
Showcase of 2017 AAS Winners

- Tomato Midnight Snack F1
- Tomato Patio Choice Yellow F1
- Tomato Midnight Snack F1
- Tomato Patio Choice Yellow F1
- Verbena EnduraScape Pink Bicolor
- Vinca Mega Bloom Orchid Halo F1
- Petunia Evening Scentsations F1
- Squash Sugaretti F1
- Squash Winter Honeybaby F1
- Tomato Chef’s Choice Yellow F1
- Tomato Midnight Snack F1
- Tomato Patio Choice Yellow F1
- Vinca Mega Bloom Pink Halo F1
- Watermelon Gold in Gold F1
- Watermelon Mini Love F1
- Zinnia Profusion Red
All-America Selections’ success as the only non-profit trialing organization in North America would not be possible without our dedicated, unbiased Judges and their hard-working assistants. The Combined Judge’s Committee has welcomed several new judges for the 2017 trials increasing our presence across North America.

2017 Judges:

<table>
<thead>
<tr>
<th>Category</th>
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<td>Edible</td>
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<tr>
<td>Ornamental Seed</td>
<td>47</td>
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<td>Ornamental Vegetative</td>
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</table>

Education

Orchard State University Trial Grounds

AAS Judges span a variety of businesses and backgrounds including originating breeders, seed companies, growers, public gardens, and universities.

AAS will continue to add talented judges across our trials, with an emphasis on adding trial grounds in underrepresented regions.
AAS Display Gardens

AAS Winners are promoted and showcased beautifully at AAS Display Gardens across the United States and Canada.

The AAS Display Garden program is a vital part of the AAS publicity program, introducing scores of consumers to AAS Winners and increasing awareness of AAS. In addition to receiving AAS Winners currently under assessment, many gardens continue to grow their favorite past AAS Winners, further extending the reach of AAS Winners to the public.

To date we have 172 Display Gardens:
- 117 Displaying both Ornamentals and Edibles
- 53 Displaying Ornamentals only
- 2 Displaying Edibles only

Display Garden Regional Distribution:
- 49 Great Lakes
- 38 Heartland
- 15 Mountain/Southwest
- 32 Northeast
- 21 Southeast
- 16 West/Northwest

All AAS Display Gardens are encouraged to participate in the yearly AAS Landscape Design Challenge. The theme for 2017 is “Interspersing Edibles in the Ornamental Garden” which has garnered lots of enthusiasm!
2016 was another very respectable year when it comes to publicity for AAS Winners. Some key placements include Southern Living, Fine Gardening, Better Homes & Gardens, the State-By-State publications, Garden Making and more.
The 2016 Landscape Design Contest theme was: “Pollinator Education” and our gardens really outdid themselves using the theme to create fantastic educational displays.

**Category I: fewer than 10,000 visitors per year**

**First Place Winner:**
Master Gardeners Association of Tippecanoe Country (MGATC), Lafayette, Indiana

**Second Place Winner (tie):**
Jennings Park Master Gardener Display Garden, Marysville, Washington

**Second Place Winner (tie):**
Kenosha County Center Display and Demonstration Garden, Bristol, Wisconsin

**Second Place Winner (tie):**
Univ. of Wis. Spooner Ag Research Station & Display Garden, Spooner, Wisconsin

**Third Place Winner:**
William Dam Seeds, Dundas, Ontario, Canada

**Honorable Mentions:**
Backyard Farmer Garden, Lincoln, Nebraska

Breckenridge Endowment Farm and Display Garden, Twin Falls, Idaho

Garden of the Sun, Fresno, California

Parker F. Scripture Botanical Gardens, Oriskany, New York

St. Louis Community College-Meramec Horticulture Department, St. Louis, Missouri

**Category II: 10,001 – 100,000 visitors per year**

**First Place:**
Noelridge Park Gardens, Cedar Rapids, Iowa

**Second Place:**
Town of Oakville – Shell Park, Oakville, Ontario, Canada

**Third Place:**
Hidden Lake Gardens – MSU, Tipton, Michigan

**Honorable Mentions:**
Country Heritage Park, Milton, Ontario, Canada

Jardin Daniel A Sequin, Saint-Hyacinthe, Quebec, Canada

McCrorry Gardens, Brookings, South Dakota

Oglebay Park, Wheeling, West Virginia

**Category III: Over 100,000 visitors per year**

**First Place:**
Norseco at the Botanical Garden of Montreal, Montreal, Quebec

**Second Place:**
Boerner Botanical Gardens, Hales Corner, Wisconsin
Marketing Committee Report

Social Media:

In addition to partnering with National Garden Bureau on the annual NGB Plant Nerds trips during CAST, we are continuing to push the social media angle to reach new gardeners and keep current ones updated and motivated. This year, we are taking a more aggressive approach to working with garden bloggers by being more clear in our Request For Proposals and selecting bloggers across various specialties (vegetable, newbie gardening, warmer climate gardening, container and urban gardening for example), we are sure to have excellent results. We have selected Amy Andrychowicz (Get Busy Gardening), Gary Pilarchik (The Rusted Garden), Niki Jabbour (The Year Round Vegetable Garden) and Kim Hopper (CaliKim) as our bloggers for this year.

Videos:

We will also continue to build on the success of our videos featuring Jonathan Bardzik. We have secured his services again to produce cooking videos featuring AAS Winners. To see the cooking videos, and download them for your own use, click here for our YouTube channel. Or go to the News tab of our website and click on Recipes.

AAS Apparel:

For the first time, AAS will be offering All-America Selections logo apparel, first to our AAS Ambassadors, and eventually to the public via our website. As our ambassadors are often the face of AAS to the gardening public, we’d like to offer them the chance to wear branded apparel. To off-set the cost for the first year, AAS will underwrite the cost of the shirts and vest for our Ambassadors.
Website:

The new AAS website is up and running as of November 2016 with its enhanced features and easy navigation. With the new website, edits like adding “Where to buy” pop-ups are easy to add to the home page. The new site also allows posting news items and blogs about AAS Winners which helps create a following. Of course, it is also more user-friendly and responsive, both of which helps with SEO and analytics.

Vinca MegaBloom Pink Halo F1
National Winner

About AAS
All-America Selections is the oldest, independent testing organization of flower and foliage varieties in North America. Through a rigorous process of field testing.

Read more

Buy Winners
Are you looking to purchase AAS Winners for your garden? See the National Garden Bureau members who have a largest selection of AAS Winners available for sale.

Read more

Display Gardens
An AAS Display Garden provides the public an opportunity to view the newest AAS winners in an attractive, well-maintained setting. Educational programs

Read more
With the addition of staff, we have been able to increase our Social Media presence beginning at the end of 2015 and to-date in 2017.

Because of the success that our sister-organization, National Garden Bureau, has had, we will continue to follow their path and rely on their numbers to help boost the visibility of All-America Selections online.

To view any of the currently used Social Media tools, click on the links below:

**Facebook:**
- All-America Selections
- National Garden Bureau

**Twitter:**
- All-America Selections
- National Garden Bureau

**Instagram:**
- All-America Selections
- National Garden Bureau

**Slideshare:**
- All-America Selections
- National Garden Bureau

**Pinterest:**
- National Garden Bureau
  (Promotes AAS Winners)
Medallion of Honor Recipient Jim Nau

The prestigious AAS Medallion of Honor is presented to an individual who has given a lifelong dedication to the advancement of horticulture. All-America Selections is pleased to present the 2016 award to Jim Nau of the Ball Horticultural Company. Jim started his career in June 1982 right out of college where he earned his degree from Iowa State University. The Gardens of Ball have evolved and thrived under Jim’s thirty-four years of managing those showplace gardens. Jim’s work in The Gardens of Ball has earned him a stellar reputation as a knowledgeable plantsman, an author of multiple books and countless articles, and a friend to many. Jan Patranella, Ball Seed, who has also served as an All-America Selections judge, presented a heartfelt summary of Jim’s career with the Ball companies. As a long time judge, Jim has given many hours to the organization even before taking on the additional roles of Director, Vice President, President and then Past-President.
Breeder’s Cup Recipient Janika Eckert

The All-America Selections Breeders Cup was established in 2004 to recognize a plant breeder who dramatically influenced horticulture by breeding new cultivars that brought significant improvements to those classes. The All-America Selections 2016 Breeder’s Cup Award recipient is Janika Eckert of Johnny’s Selected Seeds in Albion, Maine.

Christopher Saladi, Canadian Sales Manager at Johnny’s presented Janika with her award while chronicling her interesting and varied career leading to her becoming a vegetable breeder. Janika’s first AAS Winner was Diva cucumber in 2002. That was followed quickly by Carmen pepper in 2006 then Escamillo and Cornito Giallo peppers in 2016. Originally from LaCrosse, Wisconsin, and a graduate of the University of Wisconsin, Janika was especially pleased to return to her home state to accept her award.
AAS Summer Summit 2017:
Join us in upstate New York!

Tuesday, September 5
Opening Reception at host hotel Holiday Inn in downtown Rochester

Wednesday, September 6
An exciting opening day with a welcome to Rochester and an insightful presentation by the premier grocery store chain in the east, Wegmans. From there we will travel to Harris Seeds and prepared to be wowed! Harris is undergoing an impressive upgrade to everything involved in the business and we are the lucky ones who get to see the updated Harris trials. After lunch we will go behind the scenes of an urban farm that is employing underprivileged neighborhood youth to grow, market and sell cut flowers. Wednesday night is our annual AAS Awards Banquet help in a beautiful 9th floor penthouse overlooking the Genesee River and downtown Rochester.

Thursday, September 7
This morning will kick off with an All-America Selections and National Garden Bureau Update Meeting for the entire group. Then we’ll board our bus for a short trip to Canandaigua to join the HGSA Summer Meeting. Today we’ll visit one of Wegman’s organic farms then see the AAS Trials at Bejo Seeds. Tonight’s dinner with start with a cooking demonstration leading into a reception and meal with our friends from the Home Garden Seed Association.

Friday, September 8
This morning we’ll visit AAS Display Garden Sonnenberg Gardens & Mansion
State Historic Park in Canandaigua then travel to Geneva, NY for an education about hops production in upstate New York then campus tours. Dinner on Friday night will be small group events at various Canandaigua restaurants.

As always, the AAS Summer Summit is a great time to meet other AAS Ambassadors, learn about the newest news and network with peers from National Garden Bureau and Home Garden Seed Association. Please join us!
Wisconsin is the Badger State, named for a somewhat secretive animal, the badger. However, it was no secret that AAS breeders, judges and Display Gardens were interested in seeing all the Madison, Wisconsin area had to offer, including scrumptious beer, brats, cheese and ice cream! A few of the highlights included:

- Madison West Research Station’s AAS Display Garden
- Tour of Epic Systems’ Gardens and Grounds
- A. Whaley Seeds and AAS Edible trial
- Allen Centennial Gardens
- University of Wisconsin campus
- Dinner with Peers in downtown Madison
- AAS Judge’s meeting
- All-America Selections and National Garden Bureau Update Meeting
- Olbrich Botanical Gardens
- Klehm’s Song Sparrow Farm and Nursery
- Rotary Botanical Gardens AAS Perennial Trial and Display Garden
- AAS Awards Banquet
Watermelon Gold in Gold F1 National Winner

To inquire about membership in NGB, please click here.
All-America Selections and National Garden Bureau continue to be run by the same staff from one office and both organizations collaborate on promotional efforts. It’s only fitting that our AAS Annual report include an update from our sister organization, one that plays a vital role in promoting AAS Winners.

National Garden Bureau promotes AAS Winners through several programs:

- ‘Year of the’ program
- New Varieties online
- New Varieties at GWA Annual Symposium
- Growing for Futures Garden Grant
- California Trials with Garden Communicators (#NGBPlantNerds)

The 2016 PlantNerds were:

- Amy Andrychowitz, Get Busy Gardening
- Kylee Baumlee, Our Little Acre
- Melinda Myers, Melinda Myers
- Jenny Peterson, J Peterson Design
- Christina Salwitz, Fine Foliage
- Shawna Coronado, Shawna Coronado
- Sara Sasbara, Verdura

Watermelon Mini Love F1
National Winner
Please come see us at the following events:

**Cultivate'17**  
July 15-18, 2017 in Columbus, Ohio

**GWA Annual Conference and Expo**  
August 5-8, 2017 in Buffalo, New York

**California August Vegetable Trials**  
August 14-18, 2017 in California

**AAS Summer Summit/Home Garden Seed Assoc. Conference**  
September 5-8, 2017 in Rochester & Canandaigua, New York

**ASTA Flower and Seed Conference 2018**  
January 27-30, 2018 in San Diego, California

**CA Spring Trials 2018**  
April 14-19, 2018 in California