MESSAGE FROM THE PRESIDENT

There is little question that this year, we all have made adjustments to our daily processes and interactions. This evolution has touched every corner of the Earth. In North America we again became more familiar with our environment on the scale of neighborhoods rather than states. The notion of community support has gained tremendous strength and All-America Selections has clearly embraced this movement.

We are extremely proud to offer the direction to success to the home gardener as a liaison from the Global breeding community. Our extensive trialing throughout the continent remains crucial and our digital footprint has never been stronger or more valid. And, as always, we remain committed to delivering the information on prolific top-performing plants to passionate people.

JIM DE VEREUX
AAS President, GreenFuse Botanicals
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Our Mission:

"To promote new garden varieties with superior garden performance judged in impartial trials in North America."
## Financial Details

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Expenses</th>
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<tr>
<td>2019</td>
<td>$306,857</td>
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<td>$468,117</td>
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<td>2013</td>
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*An intentional loss was budgeted for 2019*

**2015 was the year AAS moved from a cash to accrual accounting system which resulted in a bump of revenues for that year.

### Entries vs. Winners 2014 - 2020

Without entries, there would be no winners!
2019 continued to bring many great entries and comparisons to the AAS trials which is great to see. The AAS assessments and entries were very consistent with previous years and the annual budget. Going forward into 2020 the exceptional new interest in growing Victory gardens, vegetables, herbs and flowers will drive (or create) additional sales for our breeders and breeding companies.

We as a group planned to use more of our reserves to promote and advertise AAS winners to the tune of an extra 50k in spending. We found this had created some fantastic focus on AAS winners. The Staff at AAS are great at managing costs to budget and as a result AAS continues to be in a strong and stable position. I look forward to the 2020 season results.

ALEX AUGUSTYNIAK
AAS Treasurer, West Coast Seeds
STRATEGIC PLANNING UPDATE

AAS has been making consistent progress on achieving objectives outlined in the strategic plan we embarked on last year. We met to review and refine the plan in January during ASTA, below I’d like to highlight the updates in each area.

Grow the Brand
Diane, Jim, and Vaughn have made plans to engage brokers and plug producers through 2021 as well as continuing to educate mass market growers on why AAS adds value. We added a goal of reviewing the 6 introduction gardens at mass market growers and increasing that to 10 Introduction Gardens in 2021. The marketing committee has been tasked with looking for more ways to reach the professional landscape audience and is looking to add an introduction garden in 2021 in Ontario.

Generate Quality Entries and Winners
This objective spurred goals in several areas, but the main goal was to review current trials processes and rules and break down any barriers to entry for breeding companies. The taskforce made recommendations on how to do just that; the AAS board is in a final phase of review and plans to be ready to propose changes this summer for the 2021 trialing season.

Expand Reach into New Segments
A task force will make recommendations at Summer Summit 2021 on which new segments AAS might want to expand into. This could involve AAS adding trials or categories for cut flowers, bulbs, indoor plants, shrubs or other consumer plant categories to help develop new varieties that meet All-America Selections' brand promise of superior performance.
We continue to court vegetative breeding companies on the value of AAS trials and promotion; this year there were plans to have meetings during Week 24 EU Flower Trials which had to be postponed due to COVID-19. But we still plan to contact more vegetative breeders and encourage their participation in future trials.

**Streamline for Operational Excellence**

One of the main goals for operational excellence centered around digitizing the trialing process. The pilot program using the Mercado Trials app is working well, and we are on our way to implementing more broadly in 2021/2022 once new trial processes are in place. This will save the office hours of organizing information during the trialing season and give additional insights to the team before approving winners. AAS and NGB will also benefit from a new board Secretary position, utilizing recordings or virtual attendance to record notes and minutes during meetings for distribution after the meetings in a timely manner.

Thinking back 12 months, 2020 is certainly different than what we had all imagined it would be. Given all the global changes and restrictions, I’m happy to report that the AAS organization is making strides toward achieving the goals the board set in 2019. It’s a testament to the leadership and team in the office who are always pursuing betterment on behalf of the organization to serve the industry and consumer.

**Scott Rusch**

AAS Vice President, Strategic Planning Chair, BloomStudios Cut Flowers
TRIALS

The All-America Selections trials are made possible by our dedicated group of volunteer Judges. These horticulture professionals are committed to providing unbiased feedback in our trials.

Our engaged volunteer judges hail from a variety of businesses and backgrounds including originating breeders, seed companies, growers, public gardens, and universities. Our success as a non-profit national trialing organization in North America continues to attract top-quality judges.

Spring 2020 marked our entry into online trialing with the introduction of the Mercado Trials app. Our Edible and Ornamental judges are participating in our pilot program this year, with plans to add the perennial trial in 2021.

The Mercado Trials app allows our judges to observe and score AAS entries right in the field with a mobile app on their smartphone or tablet. The app is easy to use, allowing judges to quickly score and comment on their trials without the need of pen and paper, transcribing notes or submitting Excel files to the AAS Office.

In 2020 we welcomed 8 new judges to our organization. (Photos: Just a few of our many new judges (top to bottom): Andrea Ackerman, Brown County STEM Innovation Center Sarah Barbour, Aris Hort (top photo) Jessica Cook, Bayer Jessie Dahl, University of Kentucky Jeb Fields, LSU Ag Center Hammond (second photo) James Hearsum, Massachusetts Hort Society (third photo) Heather Michaelson-Hale, Tulsa Garden Center (bottom photo) Scott Langlois, MSU South Mississippi

Click here to see all Judges' bios.
DISPLAY GARDENS

Want to see the latest AAS Winners? Look no further than one of our 190+ AAS Display Gardens.

Despite the challenges 2020 has brought to our many partners, our hope is that our Display Gardens will be able to open for at least part of the 2020 garden season.

The AAS Display Garden program is one of the many benefits enjoyed by the breeders of AAS Winners. Public gardens, arboretums, schools and universities, master gardeners and municipalities participate as AAS Display Gardens, showcasing the latest AAS Winner varieties and educating the public on AAS and AAS Winners. Each year the gardens receive and grow the AAS Winners currently under assessment, either seed or vegetatively propagated varieties.

Of the 192 AAS Display Gardens:
139 display Flowers and Edibles
46 display Flowers only
7 display Edibles only
MARKETING REPORT

One of AAS' primary goals is to promote our winners: it’s the largest part of our annual budget. As our revenues increase, so do the marketing efforts and ambassador opportunities. Our volunteer Marketing Committee advises our office staff about ideas that engage the horticulture industry and gardening public. We are a creative group from all areas of the industry and continent, each bringing their own perspective on where to go next with AAS marketing. Although we continue to build on ambassador efforts that are bringing us increased exposure to the public, this past year we’ve also been finalizing some new ventures:

- Three Tier Plan
- Introduction Gardens
- Media kit consolidation on our website.

MARKETING EXPENSES

As entries increase, so do Winners. As Winners increase, so do assessments. As assessments increase, so does our marketing.
Three Tier Marketing Plan:
When an AAS winner becomes a great seller and generates close to maximum assessments, the breeding company can choose from a list of additional marketing opportunities including advertising credits, social media campaigns, dedicated news wire articles, or (third tier) a “story behind the story” feature.

Introduction Gardens:
We’re excited to be working with university and industry trial gardens to promote AAS winners in these sites that have special events for brokers, growers, and retailers to increase our industry exposure. In this pilot year, they’ve received the last two years of winners and signage.

CONNIE DAM-BYL
AAS Past-President/Marketing Chair, Wm. Dam Seeds

The dollar amount of assessments reinvested in marketing continues to climb every year.
BRAND AMBASSADOR: JONATHAN BARDZIK

AAS has again partnered with storyteller, cook and author Jonathan Bardzik on a new cooking show that features AAS winners. Jonathan’s Kitchen: Seasons to Taste will air on Amazon Prime Video and Here TV later this summer. The series consists of 8 thirty minute episodes and will air on all major US cable operators and be available to stream through Amazon’s Firestick, Roku, Sling TV, Apple TV and Google Play through both the Prime Video and Here TV apps.

AAS is the sole seed sponsor of the series and is very excited for the rollout.

FIGURE 1.

In 2018 Jonathan did a series of cooking videos that were used on social media, in blogs and on YouTube. This shows the number of views of each video just on YouTube. Roasted okra...who knew?!
Branding Ambassador: Mark Dwyer

Mark owns and operates Landscape Prescriptions by MD, a horticultural and landscape consultation and design business in Janesville, WI. Prior to this endeavor, he was the Director of Horticulture at Rotary Botanical Gardens (Janesville, WI), previously an AAS Judge and has also worked at Fernwood Botanical Garden & Nature Preserve (Niles, MI). Mark also has many years in the landscape and nursery industry with degrees in landscape architecture and urban forestry.

In 2020 Mark is authoring the AAS blog posts featuring AAS Winners in differently themed articles.

**FIGURE 1.**

Thus far in 2020, Mark has written four blogs for the AAS website, social media and e-newsletters. These are the number of shares as of early June. You can see that any information about gardening for pollinators always gets a huge amount of interest!
As a child, Niki learned to grow food in the family vegetable garden, taking over the plot by the time she was a teenager. Now, she’s the author of 3 award-winning, best-selling books, including The Year-Round Vegetable Gardener with a new release, Growing Under Cover, coming December 2020. Her books have sold over 150,000 copies and she is a two-time winner of the American Horticultural Society Book Award. Niki connects with gardeners on her social media platforms including over 120,000 followers on Instagram, as well as her website, SavvyGardening.com which welcomes over a million visitors a month. For the past thirteen years, Niki has been the Host and Producer of The Weekend Gardener radio show, and she continues to write for magazines and newspapers across North America.
BRAND AMBASSADOR: MELINDA MYERS

Nationally known gardening expert, TV/radio host & author Melinda Myers has 30+ years of horticulture experience and has written over 20 gardening books. She hosts the nationally-syndicated “Melinda’s Garden Moment” TV & radio program which airs on 115 stations throughout the U.S. In 2019 Melinda produced a series of radio spots that explain the AAS Trials and urges listeners to ask for AAS Winners by name. The spots aired 60 times on the airwaves of all partner radio stations (below). In 2020, we are working with Melinda on videos and newswire articles. Melinda is also including AAS ads on her website and promoting AAS winners via her e-newsletter and social media platforms. Melinda has been including AAS messaging in gardening presentations and she’s included AAS winners within many of her Garden Moment radio tips and media interviews.

FIGURE 1. Commercial airings of Melinda’s Garden Moment, a promo for All-America Selections, reached all parts of the United States.
As a kid, Gary was taught gardening by his grandfather and never lost a passion for it. For 20+ years Gary has been a mental health therapist for people with major mental illnesses. Gardening is his way to manage stress and enjoy life. In 2011, he started a YT Channel called The Rusted Garden which has grown to 388,000 subscribers. In 2019 he purchased an 1867 farmhouse with 2 acres and transformed it into an edible landscape using many AAS Winners. He continues to vlog about his garden and helpful garden tips showcasing AAS Winners and how “The Proof is in the Plant” when it comes to garden performance. The AAS YouTube channel has really seen some positive growth because of Gary’s videos. In addition, Gary helped launched the Vegetable and Flower Winners Facebook Group and serves as a garden coach to four lucky group members.

FIGURE 1.
Gary’s expertise is on YouTube and this graphic shows the growth in the AAS YouTube channel in just 18 months time.
In 2019, we again granted four AAS Ambassadors complimentary trips to our Summer Summit. Our Judge, John Porter, was chosen for frequent outreach, webinars and interviews about the AAS Trials and AAS Winners. Our three Display Garden representatives were all first place winners in our 2018 Display Garden Landscape Challenge. Congrats to all!

- John Porter - Nebraska Extension in Douglas-Sarpy Counties, Omaha, NE
- Scott Langlois, MSU South Mississippi Branch Station, Poplarville, MS
- Steve Cline, Purdue Extension Marion County Demonstration Garden, Indianapolis, IN
- Bridget Blomquist, Denver Botanical Gardens, Denver, CO
MEDALLION OF HONOR AWARD

For the first time ever, the 2019 Medallion of Honor was given to not just one, but two recipients who also just happen to be husband and wife. This year’s recipients are Doug and Karen Weir-Jimerson.

Doug started his career at Better Homes & Gardens, serving that publication for more than three decades. As a freelance writer, Karen is the author of countless magazine stories and books, including 15 in the Better Homes and Gardens brand. Together, this dynamic duo established the first Better Home and Gardens Test Garden at their family farm outside Des Moines, Iowa. That garden is now located at the Meredith headquarters in downtown Des Moines. The Jimerson home and garden became a gathering place for other editors and writers to grow, photograph and observe new varieties and especially the AAS award-winning plants.
All AAS Display Gardens are encouraged to participate in the popular annual Landscape Design Challenge. The theme for 2020 is “Make an Entrance!” The challenge allows the gardens to push their creative limits while promoting AAS Winners to their visitors in new and exciting ways. Amazing ingenuity is exhibited by the gardens each year, with the winning gardens receiving a complimentary trip to the AAS Summer Summit!

The 2019 Challenge winners were:

Category 1: Master Gardener Association of Tippecanoe Country, Lafayette, IN
Category 2: Purdue Extension Marion County Demonstration Garden, Indianapolis, IN
Category 3: Boerner Botanical Garden, Milwaukee, WI
SOCIAL MEDIA PRESENCE

AAS/NGB is very active on social media, posting, and sharing others posts for maximum impact, shares and likes.

Video as part of social media has exploded so we have embraced this new format. New this year is our addition of short (1 minute) videos on each of our recent AAS Winners. These videos are shared on AAS YouTube, Facebook, IGTV (Instagram), Twitter and Pinterest accounts.

A few of the videos that have been completed include:

- Coleus Main Street Beale Street
- Celano Tomato F1
- Cucumber Green Light
- Echinacea Sombrero® Baja Burgundy
- Grow Your Own cocktail sized Tomatoes with Red Racer

Pinterest (36K followers, 1.4m monthly views) is a great place to share these videos. Here is an email from Pinterest that we received regarding the Red Racer video:

Your video Pin is heating up

Your video Pin hit 1,000 views! That's 1,000 times someone came to Pinterest looking for inspiration, and watched your video Pin.

Remember to follow us (and tag us) on any or all of our social media channels to see "what's new" with AAS.
Yes, we have tools to help you promote AAS Winners! And yes, we have done the work for you to save you time!

One of the main things we added in 2019 is a Wholesale Source List: https://all-americaselections.org/wholesale-sources/

And we've added a Media Kit on our website. https://all-americaselections.org/media-kit/

Click on this link to find each of the items listed below:
https://all-americaselections.org/aas-ambassador-tools/

- "What is AAS?" Power Point Presentation
- Yearly AAS Winner Power Point Presentations
- AAS Explanation Signage
- AAS Winner signs and benchcards
- AAS Logos

Click here for signs, variety markers and printable Winner brochures: https://all-americaselections.org/signs-and-brochures/
BOARD OF DIRECTORS

Officers:
President: Jim Devereux, Green Fuse Botanicals
Santa Monica, CA 90402

Past President: Connie Dam-Byl, William Dam Seeds
Dundas, ON L9H 5E1, Canada

Vice President: Scott Rusch, BloomStudios Cut Flowers
West Chicago, IL 60185

Treasurer: Alex Augustyniak, West Coast Seeds
Delta, BC V4L 2P1, Canada

Directors:
Alicain Carlson, Syngenta Flowers, Gilroy, CA 95020

Joe Cimino, Sakata Ornamentals, Morgan Hill, CA 95037

Vaughn Fletcher, Fletcher Consulting, Liberty, MO 64068

Chelsey Lenczyk, Bejo Seeds, Perkasie, PA 18944

Jessie Liebenguth, Reiman Gardens, Ames, IA 50011

Penny Merritt-Price, Young's Plant Farm, Auburn, AL 36830
COMMITTEES

Marketing/Communications Committee
Connie Dam-Byl, Chair
Jenny Kuhn
Joe Cimino
Mark Konlock
Gail Pabst
Chelsey Lenczyk
Alicain Carlson
Jim Devereux, ex officio

Ornamental from Seed Comparison Committee
Jeanne Svob, Chair
Todd Perkins
Al Gerace
Melissa Shepherd
Vicky Rupley

Vegetative Ornamental Comparison Committee
Vaughan Fletcher, Chair
Rebecca Lusk
Al Gerace
Mark Konlock with Horticulturist, Seth Heder

Edible (Other) Comparison Committee
Heather Kibble, Chair
Chelsey Fields
Steve Bellavia
Stephanie Ludwig

Edible (Tomatoes and Peppers) Comparison Committee
Josh Kirschenbaum, Chair
Patty Buskirk
Bill Dam
Greg Styers

Herbaceous Perennials Comparison Committee
Richard Hawke, Chair
Mark Dwyer
Nanci Hollerith Allen
Paul Pilon
Jenny Wegley

Combined Judges Committee
Jessie Liebenguth, Chair, judge
Jenny Boxell, staff
Patty Buskirk, judge
Jenny Kuhn, judge
Connie Dam-Byl, Past President, judge
Rodger Tschantz, judge
Jenny Wegley, judge
2020 AAS Winners

Look for these logos where you buy your flower and vegetable seed and plants

aaswinners.com
National Edible Winners

Green Light F1

Snak Hero

Blue Prince F1
National Ornamental Winners

Main Street Beale Street

Sombrero Baja Burgandy

American Gold Rush
Regional Ornamental Winners

Amarillo Gold
Cheer Blue F1
Tip Top Rose
Holi Pink F1
Regional Edible Winners

Buffalosun F1

Chef’s Choice Bicolor F1

Crokini F1

Galahad F1
Announcing... National Garden Bureau's Year of crop classes for 2021
2021 SUMMER SUMMIT IN VANCOUVER

Vancouver!
Hard to say no to this beautiful area of North America!

This event was originally planned for 2020 but due to the COVID travel restrictions, it has been postponed to 2021.

Join AAS, along with National Garden Bureau and the Home Garden Seed Association in late summer 2021 for an amazing adventure visiting these and many other beautiful Pacific Northwest growing and research operations:

* West Coast Seeds
* Minter Country Garden
* VanBelle Nursery
* VanDusen Botanical Garden
* UBC Botanical Gardens
* Qualitree Propagators