

The President's Corner

Greendale Enters Friendly Competition with Other Communities

Okay Greendale, here is a competition that our community can win outright. It's a competition in which we already have great experience, even though we have never competed in the past. It is a competition that utilizes our exemplary community spirit and channels it towards new heights of community pride and engagement. It is a competition that takes our high-quality life standards and not only seeks to elevate the bar, but moves the bar higher where others must follow. And finally, everyone in our community can participate. This program brings new excitement to our community.

I am pleased to announce that Greendale has joined a fresh and exciting organization known as "*America in Bloom*". In joining this organization, we have entered Greendale in a very unique and friendly competition with other communities of similar size across the U.S. Please read on and see how everyone can become involved.

America in Bloom: <http://www.americainbloom.org/>. Since 2001, *America in Bloom*, (an independent, non-profit organization) has encouraged and helped over 150 communities across the United States improve the quality of life for their residents and visitors.

Competition under the *America In Bloom* program is dedicated to promoting nationwide beautification and tidiness. It encourages personal and community involvement through the use of flowers, plants, trees and other environmental and lifestyle enhancements. But even more significant, it encourages the entire community, its government, residents, organizations and businesses, to work closely together to attain these goals.

Why Compete?: Our Village was designed by the federal government as a Greenbelt Town and Garden Community. As a result, our community has always been regarded by many as one of the most beautiful, well-planned and charming villages in all of the Midwest. Throughout its history, Greendale has also had a rich pride in ownership and a unique sense of community that others only dream about.

Through its existing and established practices, our proud and charming village already meets most competition requirements in beautification and tidiness and with some fine-tuning, team effort and your help, we can position Greendale for a national championship.

While a national championship is certainly within comfortable reach and would be fun to win, the true value will come from adding to our existing quality of life, enhancing the value of our community and fostering teamwork among government, organizations, businesses and residents. The potential effects of friendly completion among businesses, organizations and neighborhoods are almost infinite and will certainly provide significant community-wide benefits.

I invite and encourage everyone to participate in our *America in Bloom* effort. If you are a business owner or an organization leader, please get your business or

group involved in this exciting effort. If you are a resident who wishes to get involved, organize your neighborhood. Perhaps your neighborhood wants to compete with other neighborhoods. Scout troops and school organizations (PTO's) may wish to be involved as well. Participation possibilities and opportunities in the *America in Bloom* initiative are nearly endless.

America In Bloom judges will arrive in Greendale in mid-summer so we must get moving quickly. Remember, everyone is eligible to participate, and we hope that you will become excited and motivated to get involved.

I encourage everyone to explore the *America In Bloom* website, <http://www.americainbloom.org/>, to discover a wealth of ideas, inspirations and program details that will help you fully understand the competition we have entered.

Our Greendale *America in Bloom* effort is being spearheaded by the **Greendale Community Education Council** and the **Greendale Park and Recreation Department**. I am extremely proud of their vision and leadership in organizing this sizeable community-wide initiative. Please reach-out and contact them now (**423-2790**) for participation details.

Together, let's get involved in the *America In Bloom* initiative to make Greendale an even more unique and special community.

Community regards,
John R. Hermes

Pat: Please place these into separate text boxes embedded within the article.

2008 Participating Communities

Population 10,001 - 15,000

Bemidji, Minnesota
Bexley, Ohio
Greendale, Wisconsin
Ironton, Ohio
Tipp City, Ohio
Warrenville, Illinois

Competition Evaluation Areas

Floral Displays
Environmental Awareness
Landscaped Areas
Tidiness Urban Forestry
Heritage Preservation
Turf and Groundcovers
Community Involvement