

# AmericanHort debuts

**A**mericanHort, the Green Industry's new trade association, formally began Jan. 1, following the closing of the consolidation of the American Nursery & Landscape Association (ANLA) and OFA—The Association of Horticulture Professionals Dec. 31. The more than two-year effort to bring the groups together was initiated by the volunteer leadership of the legacy organizations. OFA and ANLA members have been automatically enrolled in AmericanHort.

"We will not forget the past as we rapidly move toward the future," said Michael Geary, president and CEO of AmericanHort. "We will continue the legacy of providing innovative educa-

tion, industry promotion, developing consumer and professional markets, an expanding convention and trade show and leading a powerful national government relations program."



The mission of AmericanHort is to unite, promote and advance the industry through advocacy, collaboration, connectivity, education, market development and research. The vision, developed by the new board of directors, is to be a leading and unifying organization for the horticulture industry to cultivate successful businesses and to enhance lives through the benefits of plants.

The new organization will represent breeders, greenhouse and nursery growers, garden center retailers, distributors, interior and exterior landscapers, florists, students, educators, researchers, manufacturers and all of those who are part of the industry supply chain. AmericanHort will have its primary office in Columbus, Ohio, and an office in Washington, D.C., to facilitate government relations and research activities, including the management of the Horticultural Research Institute. AmericanHort also will continue to manage America in Bloom.

## » CORRECTION

The 1-Minute Mentor department of *LM*'s December 2013 issue (page 44) incorrectly identified Jim Cali as CEO of Southern Botanical. His title, in fact, is COO.

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