

**PRESS RELEASE****FOR IMMEDIATE RELEASE**

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Laura Kunkle

Communications &amp; Media Relations Specialist

LauraK@AmericanHort.org

614-884-1137 Direct

**AmericanHort Gears Up for Next Level Conference***Event to be held February 3-5 in Ft Lauderdale*

Columbus, Ohio – For the third year, high-level professionals in the horticulture industry are invited to attend Next Level, an elite, three-day conference designed to help owners, CEOs, and upper-level managers learn more about managing the business end of their business.

Next Level will be held February 3-5, 2015 at the Hyatt Pier Sixty-Six in Fort Lauderdale, Florida.

“Next Level brings industry leaders together to participate in business development sessions led by some of the nation's most admired experts and thought leaders,” said Michael V. Gear, CAE, AmericanHort President & CEO. In addition to the structured session, Next Level will offer more casual gatherings designed to help attendees network and learn from peers. Five designated “Hubs” will allow for a deeper dive into issues that matter most to each individual, including Balancing Life and Business, Growing a Job Into a Career, Building the Bottom Line, Reinventing a Business, and Establishing a Legacy. “By the end of the conference, attendees will leave with an easy-to-implement, personalized action plan designed to help their business where it’s needed most,” said Geary.

This year's keynote speaker will be David Zach, a well-known futurist who balances the funny with the profound while taking the audience on a thought-provoking tour of modern times and what's on the horizon. By the end of his presentation, attendees are able to look to the future with a solid sense of hope and inspiration.

To learn more about the 2015 Next Level conference, visit [YourNextLevel.org](http://YourNextLevel.org).

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AmericanHort was formed in 2014 by the consolidation of the American Nursery & Landscape Association and OFA – The Association of Horticulture Professionals. With a combined history of 220+ years, AmericanHort supports nearly 16,000 member and affiliated businesses that include breeders, greenhouse and nursery growers, garden retailers, distributors, interior and exterior landscape professionals, florists, students, educators, researchers, manufacturers, and all of those who are part of the industry market chain. The horticulture industry's production, wholesale, retail, and landscape service components have annual sales of \$163 billion, and sustain over 1,150,000 full- and part-time jobs. Our mission is to unite, promote, and advance the horticulture industry through advocacy, collaboration, connectivity, education, market development, and research. The association has offices in Columbus, Ohio for administration and member services, and in Washington, DC to facilitate government relations and research activities.