

PRESS RELEASE**FOR IMMEDIATE RELEASE**

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AmericanHort's Designer Wins National Floral Design Competition

Dee Conrad Represented AmericanHort at National Alliance of Floral Associations Event

Columbus, Ohio – Dee Conrad of Petals and Leaves in Columbus, Ohio was the winner of the National Alliance of Floral Association's (NAFA) Floral Design Contest over the weekend in San Antonio, Texas. Conrad was the Cultivate'15 Floral Designer of the Year, which qualified her to represent AmericanHort at the NAFA conference.

The design contest theme was "San Antonio Rose," and required each contestant to make three designs: a bridal bouquet, a reception centerpiece, and a corsage. First runner-up was Enrika Matelyte-Karalius of Royal Petal in Crestwood, Illinois, representing the Michigan Floral Association; second runner-up was Donny Moore of Rebel Hill Florist in Hendersonville, Tennessee, representing the Tennessee State Florists Association.

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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 1.15 million 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.