

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

August 19, 2015

Laura Kunkle

Communications &amp; Media Relations Specialist

LauraK@AmericanHort.org

614-884-1137 Direct

**Michael V. Geary Resigns as AmericanHort President & CEO  
David Savoia to Serve as Interim President & CEO**

Columbus, OH/Washington, DC —The AmericanHort Board of Directors today announced that Michael V. Geary, CAE tendered his resignation as President & CEO. Geary is leaving to serve as CEO of the Society for Marketing Professional Services, a Washington, DC-based organization dedicated to creating business opportunities in the architecture, engineering, and construction industries. He will remain on staff through September 30 and will assist with the transition process.

Effective October 1, David Savoia, the CFO and senior vice president for operations, will serve as interim President & CEO while the board conducts a search for a new staff executive. Craig Regelbrugge, the senior vice president for advocacy and research, will support Savoia with the association's external affairs.

"We are thankful for Michael's leadership for over five years as the association has undergone a successful transformation," said Dale Deppe, AmericanHort Chairman of the Board. "We wish him the best in the next phase of his career."

"AmericanHort will continue its strategic focus on helping our members grow their businesses, and promoting the value of our industry's products and services," Deppe added. "Our volunteer leaders and staff team are working together to continue our momentum during this transition."

During his tenure, Geary served as the staff executive for AmericanHort, America in Bloom, the former American Nursery & Landscape Association, the Horticultural Research Institute, the Nursery & Landscape Association Executives, the former OFA—The Association of Horticulture Professional, and the Ohio Produce Growers & Marketers Association. He led the consolidation of ANLA and OFA, the merger with the Plantscape Institute of America, directed the expansion of the Cultivate convention and exposition, and oversaw the development of the "Grow Wise. Bee Smart" and "Shift" initiatives, among other achievements.

"It has been an honor and privilege to serve AmericanHort during a critical period for the organization and for the industry. I am extremely proud of our accomplishments as we transformed the industry's organizations and initiated new strategies to serve the North American industry," said Geary.

A search committee is being formed and details about that will be released when confirmed.

# # #

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.