

PRESS RELEASE**FOR IMMEDIATE RELEASE**

November 30, 2015

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NextLevel Conference Focuses on Networking Through “Hubs”

Columbus, Ohio – Networking is an invaluable asset to any conference. It’s what can make a “good” conference exceptional. NextLevel doesn’t depart from this expectation, and rather, seeks to raise the bar for powerful networking. In addition to focused and relevant educational sessions, the January 18-20, 2016 conference in Ft. Lauderdale, Florida, offers attendees “Hubs,” which focus on specific goals and help business leaders to connect with others who share similar challenges and hopes for the future.

Tiffany Heater, a past NextLevel attendee and Burpee Home Gardens Program Representative says, “NextLevel is a great opportunity for me to network with industry professionals from all over the country. The topics the speakers cover are both interesting and relevant to my career. The sessions are well organized, and I get to meet and collaborate with a lot of great people that I still keep in touch with today.”

There are four Hubs at NextLevel: Advance My Career, Balance Life and Business, Establish My Legacy, and Build My Bottom Line. These Hubs connect attendees based on similar goals and then facilitate meaningful conversations, revealing common business challenges and insights from the conference itself.

The Advance My Career Hub is for emerging leaders hoping to determine next steps in their career, whether it’s the strategies and skills needed to move up the management ladder or the resources to start their own business. The Balance Life and Business Hub gives participants resources and ideas for managing both the demands of business and life successfully (and happily). The Establish My Legacy Hub discusses the hoops and hurdles of succession planning or selling a business entirely. Finally, the Build My Bottom Line Hub shares struggles and triumphs of strategies that make the right tweaks for a great (and more profitable) business: more effective marketing, getting rid of unprofitable products, increasing margins, and successfully developing staff.

Beyond connecting attendees through sessions and Hubs, NextLevel offers Hort Huddles – a time to share and networking within your segment of the industry – an opening night reception, plenty of time to mingle and connect, and a casual meet-up opportunity before you head out for a night on the town. Ft. Lauderdale is known for its beaches, miles of boating canals, and upscale bars, boutiques, and hotels, all of which offer great opportunity for casual conversations and networking.

To learn more and register, please visit AmericanHort.org/NextLevel. AmericanHort has also secured great conference hotel rates. To receive these rates, please book hotel rooms by December 28.

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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.