

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

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**NextLevel Event Offers Opportunity to Work On Your Business**

Columbus, Ohio – In continuing to help the industry’s business owners, managers, and emerging leaders raise the bar for themselves and their companies, AmericanHort invites high-level professionals to attend NextLevel, January 18-20, 2016 in Ft. Lauderdale, Florida.

NextLevel is a first-class experience that offers owners, managers, and emerging leaders a fresh perspective of their business. While it’s all too easy on a day-to-day basis to get caught up in administrative tasks, NextLevel is an opportunity to focus on company culture, vision, marketing strategy, succession planning, and more.

Susie Raker, AmericanHort Board Member and head of sales at C. Raker & Sons, Inc., recommends the NextLevel conference as “one of the only conferences that I attend where I disconnect myself from day-to-day business operations to actually work on my business, and not in my business. It is a great venue to interact with other business owners and managers. I’ve also found it useful for sending the up and comers in my business – it allows them to step outside their daily responsibilities and become a better manager and employee.”

Designed to facilitate cutting-edge business strategy development, renowned business experts are slated for the event. Among these, keynote speaker Brian Kight will provide valuable and implementable leadership strategies that improve company culture. Kight is nationally recognized for his successful work with a college championship football team and his ability to apply easy-to-use frameworks to some of the most pervasive business challenges. Because of these frameworks, professionals all over the world have become better at recognizing and responding to critical moments – and ultimately produce better outcomes at home and at work.

Education tracks include leadership, marketing, family business, and human resources. “Hubs” help attendees take what they have learned in sessions to develop strategies directly related to the horticulture industry and their industry segment. These Hubs include: Advance My Career, Balance Life and Business, Establish My Legacy, and Build My Bottom Line. Hubs are the perfect opportunity to collaborate with other industry professionals to gain different perspectives and insights that help create a well-rounded business strategy for success.

To learn more about and register for 2016 NextLevel conference, please 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.