

PRESS RELEASE**FOR IMMEDIATE RELEASE**

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AmericanHort Names Ken Fisher as President and Chief Executive Officer

Columbus, Ohio – The AmericanHort Board of Directors has named Ken Fisher as the company’s next President and Chief Executive Officer, effective immediately. Fisher has 20 years of experience leading public and privately-held companies, including iconic consumer brands with The Coleman Company and Elmer’s Products Inc. Ken’s diverse business experience will further the vision and strategy of AmericanHort while bringing proven organizational management to achieve the desired results.

“We know the industry values our advocacy work and educational programs, especially Cultivate. Ken’s expertise will assist us in enhancing existing offerings, while adding new value that will broaden our membership,” said Dale Deppe, AmericanHort Board Chairman. “The pace of change in our industry is rapid, and he has experience successfully leading organizations through both business and regulatory cycles. Ken’s business growth track record is exactly what AmericanHort needs as we enter our next chapter, which I am confident will be even more impactful and exciting than our last.”

“In the near term we will examine our value proposition to ensure we are providing substantial benefit to growers, retailers, installers, and industry suppliers” said Fisher. “Additional focus will be on meeting the unique needs of nursery and landscape members. We will align resources to enhance our ability to create value and as a result grow our member base.”

Go-forward strategies identified include:

- Help to develop prosperous businesses in current and future economic and market conditions
- Position horticulture to be a relevant and thriving industry where more individuals and future generations will consider it a desirable career
- Promote the benefits of plants to be valued and sought after for their health/wellness and economic benefits in communities

AmericanHort continues to bring the industry and its members opportunities to advance their businesses and growth their connections through guaranteeing your future; developing your staff; protecting your business; and growing your connections.

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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.