



Lighthouse Program

An AmericanHort Program

Informed. Engaged. Effective.

Horticulture & the Government

What does government have to do with the business of horticulture? Just about everything... Like it or not, government at every level directly impacts every single horticulture industry business every day. That impact can be positive; too often, it is negative. At the federal level, decisions by Congress and actions of federal agencies affect everything from employment to taxes to trucks to the environment, from access to capital and credit to the impact of invasive pests and diseases.

Our political system is intensely competitive, creating winners and losers. Just about every decision made by Congress, the Labor Department, or EPA benefits one interest, while another pays the price. If you're not involved or not represented, you are more likely to be on the losing end.

Lighthouse Program: Lifting up Horticulture's Voice

We think everyone in horticulture should have a strong voice on Capitol Hill. AmericanHort advocates for the interests of green industry employers on federal legislation and regulation, day in and day out. In fact, AmericanHort has a dedicated team of full-time professional staff and expert advisors located in Washington, D.C., where the decisions are shaped. We work hard to sustain a reputation for integrity and credibility, and to build important relationships.

Still, politics are local too, and the voices of voters and constituents matter a lot. The Lighthouse Program green industry grassroots partnership is designed to strengthen the industry's voice and influence, and to raise awareness of critical and emerging industry issues.

"For an association with a small staff, the Lighthouse program is like having another member on our team. It helps keep me and my members more informed on the latest issues coming at our industry."

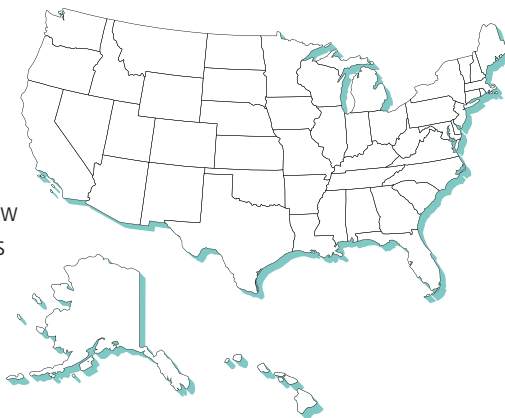
– Dominick Mondì, Executive Director, New Jersey Nursery and Landscape Association

Here's how it works. State partners enroll their active, in-state members and pay a per-member participation fee of \$10. Primary benefits include:

- Access to the Voter Voice online grassroots mobilization website
- Timely, customized grassroots alerts when Congress or federal agencies need to hear from us
- Articles every two weeks providing issue updates and interpretation for partners to publish in newsletters, on social media, or web
- Access to AmericanHort's advocacy staff team

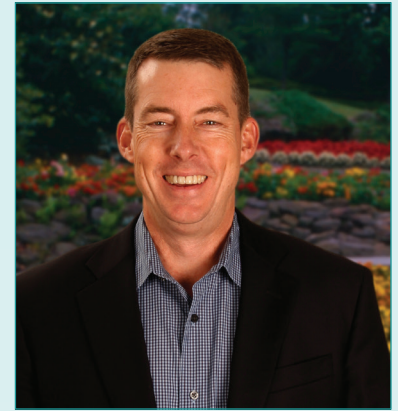
Strength in Numbers

A single letter, email, or tweet won't get a lawmaker's attention. But dozens of messages on a single issue can make a difference. And hundreds – or better yet, thousands – are even more likely to. With 40 state association partners as well as the National Christmas Tree Association, we're now nearly 15,000 business voices strong. That means thousands of businesses that can be activated to quickly respond to threats or opportunities. For business owners and managers, our goal is to make it easier to stay informed, get engaged, and be effective.



AmericanHort.org/Lighthouse

Meet Your AmericanHort Advocacy Team



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"One of the penalties for refusing to participate in politics is that you end up being governed by your inferiors." – Plato