AmericanHort

# Member Orientation

Connect,
Learn, Grow

Helping Your
Business Thrive

# *Welcome!*

**Today's Agenda:**

- **Association Overview**
- **What Membership Supports**
- **Benefits at a Glance**
- **Advocacy & Government Relations**
- **Education Resources**
- **Events You Should Know About**
- **Industry Connections & Networking**
- **Research, Data & Business Intelligence**
- **Accessing Your Member Portal**
- **Member Savings**
- **How to Get Started**

**Reach Us: Office: 614-487-1117 Email: Hello@AmericanHort.org**

# Goals For Today

## To answer….

- Who is AmericanHort…
- What benefits you have access too…
- Getting the most from your membership investment…

As a national association, AmericanHort serves more than **1,800 company members**, including their **20,000+ associates**, and fosters green industry performance.

With offices in Columbus, OH and Washington, D.C. AmericanHort helps steward an industry with economic dimensions that include:



**2.95M** JOBS

**$520B**

INDUSTRY SECTOR




IN FEDERAL, STATE, AND LOCAL TAX REVENUES

AmericanHort

*To advance our **Vision:***

Lead and unify the horticulture industry to cultivate successful businesses and help enhance lives through the benefits of plants.

*And Accomplish our **Mission:***

Unite, promote, and advance our industry through advocacy, collaboration, connectivity, education, market development, and research.



# AmericanHort Strategic Goals

## Strategic Goals:

**GOAL 1**

Be the leading organization supporting the industry's financial, operational, and organizational health.

**GOAL 2**

Develop our advocacy capability to defend and enhance our industry.

**GOAL 3**

Be the most effective employee development partner for the industry.

**GOAL 4**

Leverage the impact of Horticultural Research Institute investments in research and scholarship benefiting our industry.

**GOAL 5**

Explore, develop, and invest in new methods and innovations to expand industry communication, collaboration, and development.

# AmericanHort Helps You…

| Perform Better | GROW FASTER | PREPARE FOR THE FUTURE |
|---|---|---|
| By Highlighting Best Practices | By providing the information needed to drive our industry forward. | Ensuring our industry's continued growth and success for generations to come. |
| Through Education | With Trade Shows and Conferences | Through Advocacy |
| Through Research | With Affinity Programs | Through Plant PAC Initiatives |
| Through Certification | With Industry Insider Reports | Through Workforce Development |
| Through Industry Benchmarking & Reporting | | |

# AmericanHort Membership Levels

## Basic Membership

***Planting the Seed***

- *Connect,* six issues per year
- *Impact Washington,* bi-weekly
- 24/7 Knowledge Center access
- Event registration discounts
- Listing in Resource Directory
- Business Savings Programs

## Plus Membership

***Taking Root***

*Basic member benefits PLUS:*

- *Discounts on exhibit space at Cultivate*
- *Membership list rental (additional cost)*

## Premium Membership

***Flourishing***

*In addition to Plus member benefits:*

- Quarterly Advocacy Brief
- Access to Renowned Consulting Services
- Industry Benchmark Program – Company Comparison Report
- Membership List Rental – set up fee waived
- Priority access to Cultivate Housing

When your company joins AmericanHort at any level, **everyone** in your organization has access to membership benefits.

# The AmericanHort Team

## Leadership Team



**Lionel van der Walt**
President &
Chief Executive Officer



**Mary Beth Cowardin**
Vice President, Marketing & Member Engagement



**Karen Limbert, CPA**
Vice President, Operations & Finance



**Matt Mika**
Vice President, Advocacy & Government Affairs

## Advocacy & Government Affairs Team



**Matt Mika**
Vice President, Advocacy & Government Affairs



**Kamron Newberry**
Regulatory and Trade Policy Coordinator



**Rachel Pick**
Senior Manager, Advocacy & Government Affairs

## Horticulture Research Institute (HRI) Team



**Jennifer Gray**
Research Programs Administrator



**Michael Martin, Ph.D**
Science, Research, & Regulatory Programs Director



**Roni Petersen**
Program Coordinator

## Education Programming Team



**Meagan Nace**
Senior Manager, Education Program Development



**Alejandra Feliciano, Ph.D**
Spanish Translation Curriculum Development Manager



**Rachel Rawls**
Education Program Manager

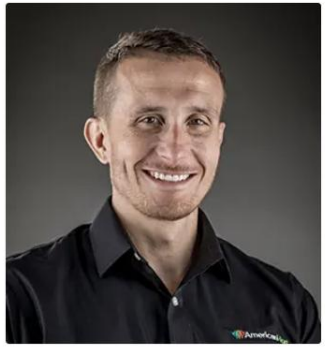
# Marketing Communications & Member Engagement Team



**Mary Beth Cowardin**
Vice President, Marketing & Member Engagement



**Debbie Eisele**
Strategic Digital Content Manager



**Nicolas Leas**
Digital Web Manager



**Cindy Whitt**
Marketing Communications Manager



**Celina Young**
Marketing Communications Specialist

# Events & Association Operations Team



**Karen Limbert, CPA**
Vice President, Operations & Finance



**Carol Baker**
Office Administrator & Executive Assistant



**Bill Behrens**
Trade Show & Event Manager



**Amanda Holton**
Data & Systems Coordinator



**Cindy Lee**
Exhibit & Sponsorship Sales Manager



**Danielle Starkey**
Membership Information Specialist

# AmericanHort Board of Directors

## Executive Committee



**Kent Fullmer**
Chairman
Fullmer's Landscaping, Inc



**Derek Clark**
Vice Chairman
Metrolina Greenhouses



**J. Harvey Cotten Jr**
Treasurer
Horticultural Consultant, Author



**Edward Overdevest**
Immediate Past Chairman
Overdevest Nurseries LP



**Lionel van der Walt**
President & Chief Executive Officer
AmericanHort

## Directors



**Joe Allio**
Petitti Family Farms



**Ken Altman**
Altman Specialty Plants



**Patricia Dean**
Wadsworth Control Systems



**Tom Fessler**
Woodburn Nursery & Azaleas, Inc



**Christine Fortman**
Berridge Nurseries, Inc



**Brian Lloyd**
Olson's Greenhouse



**Emily Showalter**
Willoway Nurseries



**Scott Valentine**
Express Seed Company



**Bradd Yoder**
Star Roses and Plants

# AmericanHort Community Connectors & Advisors




**Volunteers Who Represent the Entire Industry**

- Meet monthly, sharing information, insights and guidance with the AmericanHort staff
- Inform education and other programming
- Host virtual roundtable events, providing connection with members
- Ambassadors of the association
- Advisory Groups focus on specific areas like Advocacy & Spanish programs

Go to: **AmericanHort.org/Connectors** to learn more!

# Amplify Your Voice

The ever-changing legislative and regulatory landscape impacts every business. But it is tough to constantly call your elected official when other work priorities demand attention.

As an AmericanHort member, your business interests are represented in Washington, D.C. AmericanHort amplifies your voice by meeting with legislators to educate them on labor, immigration, plant health, production, transportation, research funding, and other concerns.



# Optimize Performance & Connect with the Industry

AmericanHort HortCred

AmericanHort CERTIFICATION PROGRAM

AmericanHort CERTIFIED GREENHOUSE Technician

AmericanHort CERTIFIED GREENHOUSE Section Grower

ES SPANISH EDUCATION



AmericanHort Mastery Series

AmericanHort Webinar

AmericanHort Back 2 Basics

Cultivate'26 OnDemand

AmericanHort QUARTERLY ADVOCACY BRIEF PREMIUM MEMBER WEBINAR

AmericanHort Women in Horticulture

AmericanHort Grow Forward

tHRIve

AmericanHort HR Peer Sharing

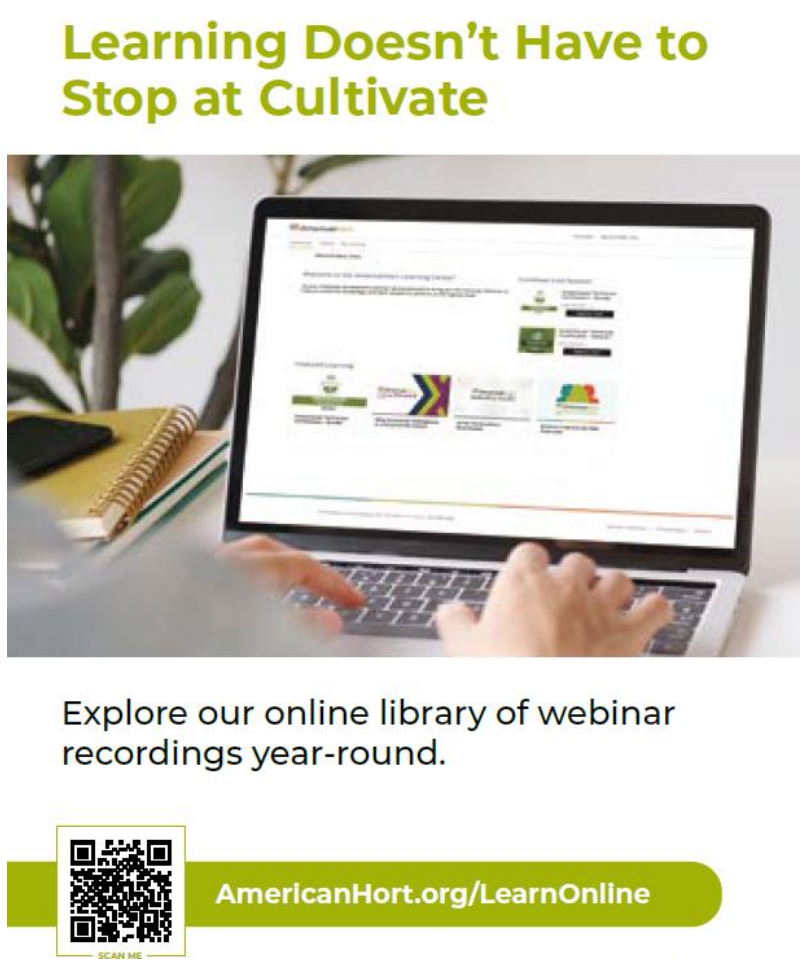
AmericanHort Roundtable

SCAN ME

AmericanHort.org/Education

# The AmericanHort Hort Knowledge Center

- **Track Your Online Training**
- **Watch Program Recordings**
- **Take HortCred micro-credential programs and earn badges**
- **Become AmericanHort Certified**



AmericanHort

# HortCred

MICRO-CREDENTIAL LEARNING

ES

Insignias CORE disponibles en español

## Micro Learning. Macro Results.

- Flexible training that fits your schedule
- Custom learning by subject + experience level
- Recognition to motivate + retain staff

Building a more skilled, confident workforce.
One badge at a time.




Start Today at **AmericanHort.org/HortCred**

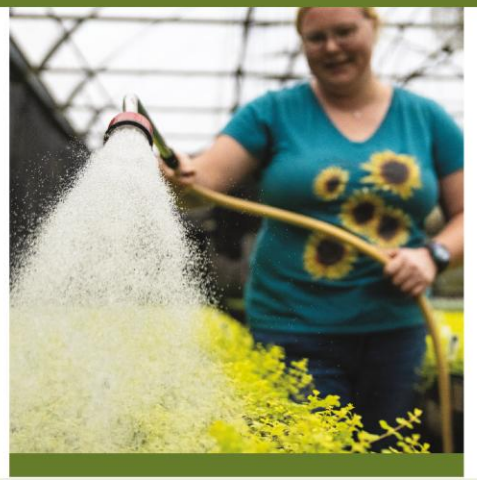


AmericanHort CERTIFIED GREENHOUSE Section Grower

Certify Your Growers Today!
**AmericanHort.org/SectionGrower**

SCAN ME







# Elevate Your Team's Skills

## Boost greenhouse efficiency and plant health with the AmericanHort Section Grower Certification.

This self-paced online training gives your team the skills to grow confidently and meet production goals.

# Cultivate'26™ OnDemand

**SPECIAL PRICE!**

**$99 for Cultivate'26 All-Access Pass Holders**

$369 for members without an All-Access Pass



## Watch. Learn. Grow.

Learn in-demand skills with on-demand education.

**Get Full On-Demand Access**

**AmericanHort.org/Cultivate-On-Demand**




# Upcoming Events

AmericanHort

Presents

# Cultivate'26

July 11-14, 2026 | Columbus, OH USA

## Advancing Businesses.
## Accelerating Ideas.

Unlock education opportunities available with an All-Access Pass.



**Start Planning!**
Register Today

SCAN FOR DETAILS

**Visit** AmericanHort.org/**Cultivate**

AmericanHort

# Plug & Cutting Conference

**September 14–16 | Philadelphia, PA**



## Where Young Plant Production Takes Root

Learn new strategies, technologies, and best practices to grow healthier cuttings and stronger plugs at the premier event for young plant producers and growers.

EDUCATION

PRODUCTION TOURS

TRADE SHOW

ES Spanish Education Available

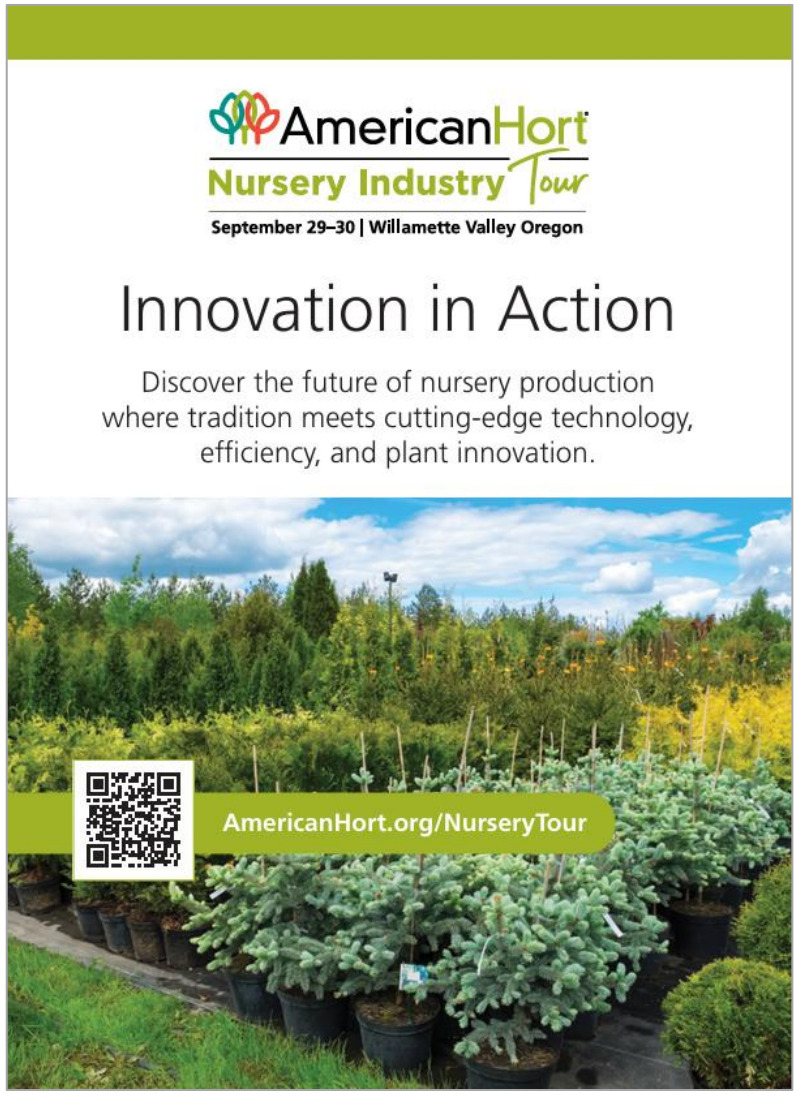


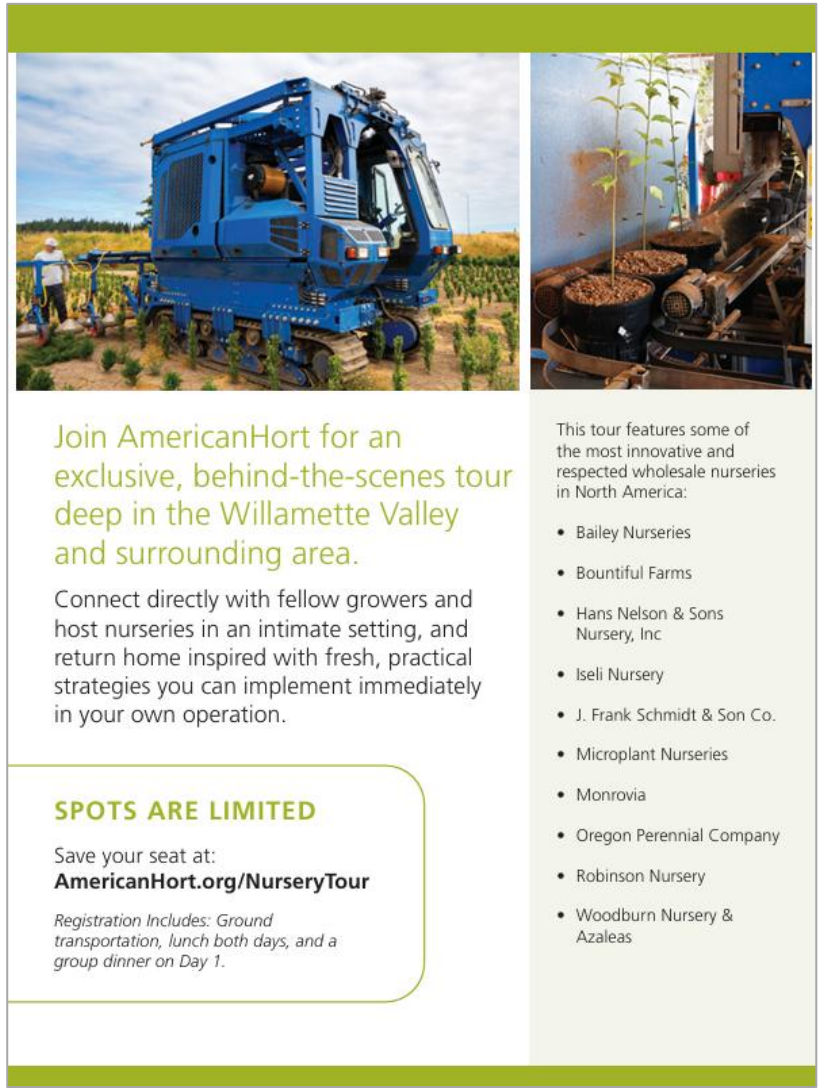
Learn more at
**AmericanHort.org/Plug**

# Industry Production Tours

**Nursery Production Tour:**

- September 29-30, 2026
- Willamette Valley, OR




AmericanHort®
Presents
Cultivate'27™
July 10–13, 2027 | Columbus, OH USA
See You Next Year!

# Horticultural Research Institute

The AmericanHort Foundation

- HRI proudly supports scientific research and students for the advancement of the horticultural industry.

- HRI was established by industry leaders on the premise that no one could better direct needed research to advance horticulture than the very people who work in it, day in and day out.

- HRI funds horticultural research focusing on the propagation, production, distribution, marketing, and sale of horticultural crops.

- HRI has a $25 million endowment and has dispersed $12 million in research support since inception

- 20 Scholarship funds to help support horticulture students' academically

Horticultural Research Institute

The AmericanHort Foundation

TO DATE, WE'VE FUNDED

# $12M IN CRUCIAL RESEARCH

# How Research Impacts You

You have questions. At HRI, we direct research every day to find answers.

We tackle the biggest challenges—everything from disease management to water quality and availability—to bring you the information and best practices you need to perform better, grow faster, and prepare for the future.

# Horticultural Research Institute Endowment

## REDWOOD CIRCLE

### $1,000,000 and above

Overdevest Nurseries, LP Research Fund

Spring Meadow—Proven Winners Fund

## EMERALD CIRCLE

### $500,000 to $999,9999

The Ball Horticultural Company Research Fund

Ohio Green Industry Association Research Endowment Fund

Sylvan Nursery-Sylvia and Neil Van Sloun Fund

## DIAMOND CIRCLE

### $250,000 to $499,999

Bailey Nurseries, Inc. Fund

Gordon Bailey Jr. "Tour de Hort"

Muriel Orans Family Trust Fund

Oregon Nursery Industry Endowment Fund

Peter & Irma Orum Research Fund

Orum-Midwest Research Fund

Prides Corner Farms Fund

Southern Nursery Association Legacy Fund

## FOUNDER'S CIRCLE*

### $100,000 to $249,999

*Established Before 1990

Albert and Olga Bachman Fund

The Robert W. Baker Companies Fund

Imperial Nurseries for Ernest Bietenholz Fund

Eastern Region IPPS Fund (Recognizing L.C. Chadwick, James Cross, William Flemer, III, Alfred J. Fordham, David F. Hamilton, Peter Orum, Ralph Shugert, Jr., William Snyder, and James S. Wells)

Fairview Evergreen Nurseries/F.C. Hetz Fund

Dwight Hughes Family Fund

Illinois Nurserymen's Association Fund

Bob and Ramona Lederer Memorial Fund

Edmund V. Mezitt Fund

Michigan Nursery & Landscape Association Fund

Myra K. and Thomas S. Pinney, Jr. Fund

J. Frank Schmidt Family Trust Fund

Emanuel Shemin Fund

Tennessee Nurserymen's Association Fund

Ernest Tosovsky Fund

Martin W. Usrey Fund

## PLATINUM CIRCLE

### $100,000 to $249,999

Carville M. Akehurst Memorial Scholarship Fund

Associated Landscape Contractors of America Fund

Dayton Bag & Burlap Employees Fund

Bob & Jean Fessler Woodburn Nursery Founders Fund

GreenForest Nursery-Gulf States Fund

John B. "Jack" Hill Memorial Fund

HRI Golf Classic Fund

Illinois Green Industry Association Fund

Legacy Fund

New England Nursery Association Fund

John J. Pinney Fund

Craig Regelbrugge—Advocates for Horticulture Fund

Paul & Tatum Saunders Research Fund

Sherman Nursery Company Fund

Southern Region IPPS Education Fund

Texas Nursery & Landscape Association Fund

Virginia Nursery and Landscape Association Horticulture Research Foundation

Dennis and Harriet Walters Memorial Scholarship Fund

Willoway Nurseries Endowment Fund

## GOLD CIRCLE

### $50,000 to $99,999

Alabama Nursery & Landscape Association Fund

American Beauties Native Plants Fund

Timothy S. & Palmer W. Bigelow, Jr. Scholarship Fund

Lewis Bookwalter/Berryhill Nursery Co. Fund

Bruce and Doris Briggs Fund

Ray Brush Fund

California Association of Nurserymen Endowment for Research & Scholarship Fund

Bryan A. Champion Memorial Scholarship Fund

Alice Crocker Horticultural Research Fund

Cultivate the Future Scholarship Fund

Susan and Bob Dolibois Key Award Fund

Eason Family Fund

John W. Flemer Memorial Fund

William Flemer, III Fund

Florida Nurserymen & Growers Association Fund

Garden Centers of America Consumer & Retail Research Endowment Fund

Garden Council Marketing Fund

Theodore & Emily Guarriello/Nursery Supplies, Inc. Fund

Home Nursery, Inc.—Chuck & Jean Tosovsky Family Fund

Karl Junginger Fund

Dr. Michael Klopmeyer Research Fund

Edward & Gertrude Losely Fund

Massachusetts Nursery & Landscape Association Fund

Gunter Mecking Scholarship Fund

Memorial Fund

Metrolina Greenhouse Research Fund

Minnesota Nursery & Landscape Association Fund

Mugget Growers of America Scholarship Fund

Merten E. Natorp Fund

NCTA Bob Stohr Memorial Christmas Tree Research Fund

Harold and Rebecca Nickel Fund

North Carolina Association of Nurserymen Fund

Lydia & Palle H. Orum Research Fund

Pennsylvania Landscape & Nursery Association Fund

Joanne Kostecky Petito Memorial Fund

Rhode Island Nursery & Landscape Association Fund

Siebenthaler Family Fund

Southern Region IPPS Fund

Hugh A. Steavenson/Forrest Keeling Nursery Fund

Melvin, Dona, Richard and Debra Surface Fund

Syngenta Professional Products Fund

John E. Tankard Jr. Research Fund

Tennessee Valley Nursery for Hoskins, Minnie Lee & Bonnie Shadow Fund

The Usrey Family Scholarship Fund

Very Important Partner Fund

Wertheim, van der Ploeg & Klemeyer Fund

West Virginia Nursery & Landscape Association Fund

Richard P. and Marian T. White Fund

John B. and Elizabeth Wight Fund

John B. and Elizabeth Wight Memorial Scholarship Fund

John E. Wilde Propagation Fund

## SILVER CIRCLE

### $25,000 to $49,999

Bill and Gusta Adams Fund

American Plantsman/Environmental Improvement Fund

AmericanHort

ANLA Industry Honor Roll

ANLA Past President's Fund

Belmont Nursery Research Fund

Ed Brown Fund

K.C. and Sandra Browne Memorial Research Fund

Bruce Family Fund

Campbell & Ferrara Fund

Carolina Nurseries, Inc. Research Endowment Fund

Elma E. and John R. Collier Memorial Trust Fund

The Conard-Pyle Co. Fund

Otto Damgaard Research Endowment Fund

Margie de Wit Research Fund

Doty Nurseries Family Fund

Dundee Nursery & Landscaping Company Fund

William Flemer, Jr. Fund

Florists' Mutual Insurance Fund

Flower Carpet Research Endowment Fund

Flowerwood Nursery-Plant Development Services, Inc. Fund

Harold Harned Memorial Fund

Jack Harrell Sr. Fund

The Hicks Family Fund

Betsy Boggs Hillenmeyer Fund

Louis and Martha Hillenmeyer Fund

Hines Nurseries, Inc. Fund

HRI Leadership Academy Endowment Fund—Class of 2023

HRI Leadership Academy Endowment Fund—Class of 2024

HRI Leadership Academy Endowment Fund—Class of 2025

Iowa Nursery & Landscape Association Research Corp. Fund

Frank G. Kearney Fund

Garry & Lynne Knosher Research Fund

Mark & Jolly Krautmann Research Fund

Frank S. and Hilda P. LaBar Fund

Landscape Plant Development Center Fund

Manor View Scholarship Fund

Dick and Lou Marshall Fund

Michael Martin Plant Health Fund

McKay Nursery Fund

Mechanization Fund

Mostardi Family Fund

Hans Nelson Family Trust Fund

New York State Research Endowment Fund

Otten Bros. Nursery & Landscaping, Inc. Fund

Ashby Pamplin Memorial Scholarship Fund

Pierson Family Scholarship Fund

Richard E. Posey—Buckeye Resources, Inc. Fund

John and Gladys Powell Fund

Ed and Betty Rosenthal Florikan Endowment Fund

Sawyer Family Fund

William N. and Jane N. Scarff Fund

The Scotts Company Fund

Shady Grove Plantation and Nursery Inc./ Johnny and Ninkie Brailsford Memorial Fund

Sheridan Nurseries Research Fund

Dale Siems Research Fund

South Carolina Nursery & Landscape Association

Avery H. Steinmetz Fund

Sunleaf Nursery, LLP.—Robert & Carol Lyons Fund

Alma and Robert Taylor Fund

Bob and Jeanne Terry/Fisher Farms Fund

Valent Nurture Fund

Ollie and Verona Weeks Fund

Western Nursery & Landscape Association Fund

Wholesale Nursery Growers of America Fund

Wiegand's Nursery Endowment Fund

Wight Nurseries Centennial Fund

Wright Family of Alabama Scholarship Fund

## BRONZE CIRCLE

### $20,000 to $24,999

A.M. Leonard/ Howard Kyle Fund

ANLA Centennial Fund

Clayton A. Bunting Fund

Mr. & Mrs. Peter F. Costich for Edwin H. Costich Fund

Harold Crawford Fund

Danziger Imagine More Scholarship Fund

Arie F. den Boer Memorial Fund

Flemer Family Research Fund

Gold Star Wholesale Nursery, Inc. Fund

William and Kathryn Heard Fund

Allen M. Helmich Fund

Oliver A., and Fred R. and Harry W. Hobbs Fund

Hoffman & McNamara Endowment Fund

Home Nursery/ Tosovsky Family Scholarship Fund

Hudson T. Hartmann/Western Region IPPS Fund

Huntington Family/ Pleasant View Gardens Scholarship Fund

Illinois Landscape Contractors Association Fund

Indiana Nursery & Landscape Association Fund

Keiding, Inc. Fund

Esther M. Lawyer Memorial Fund

Lerio Corporation Fund

Lincoln Nurseries for Aart and Margaretha deWit Fund

Al and Gladys Lindstrom, Owners of Wandell's Nursery, Inc. & Minnesota Valley Companies Fund

LuxFlora for Women Scholarship Fund

Master Nursery Garden Centers Research Fund

National Association of Plant Patent Owners Fund

National Landscape Association Fund

Nursery Growers of Lake County Ohio, Inc. Fund

Raymond and Jane Oglesby Fund

Thomas S. and Joyce O. Pinney, Sr. Fund

Richard Schlick Fund

Siebenthaler Patent Fund

Eleanor and Curtis Taber Scholarship Fund

Robert W. Turnbull Memorial Fund

Susie & Bruce Usrey Education Fund

Weyerhaeuser Company Foundation Fund

Wisconsin Nursery Association Inc. Fund

## FRIENDS OF HRI

### Under $20,000

Richard E. Cross Memorial Fund

Erickson Family Research Endowment Fund

Albert J. Gates III Living Trust Endowment Fund

Georgia Green Industry Association Fund

John Henry Company Fund

Hess Family Fund

Robert and Eileen Hillenmeyer Fund

Hoogendoorn Nurseries, Inc. Fund

Horticultural Printers Fund

Kraft Family Fund

Maschmeyer Family Fund

Minnesota Bork Family Fund

NSI/ Lerio Customer Marketing Fund

Teufel Nursery Fund

Van Hof Nurseries Fund

Wellington Kennedy Memorial Research Fund

## HERITAGE CIRCLE

### Individual Bequests

Gary E. Briggs

Raymond and Elizabeth Brush

John H. den Boer

Robert Eastman

Dwight Hughes

Joanne Kostecky

Muriel Orans

Peter Orum

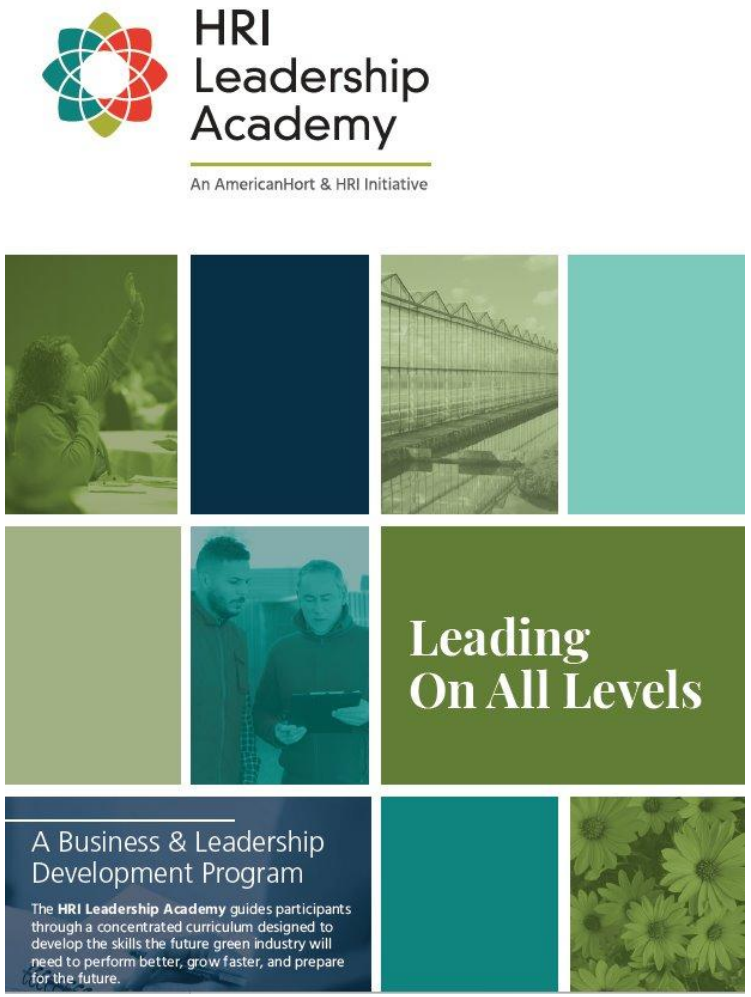
Ashby Pamplin

Myra K. and Thomas S. Pinney, Jr.

Ernie Tosovsky



# HRI Leadership Academy













# Hello, I'm Sage.

I am the new AI-powered AmericanHort assistant, here to provide you with answers to your most important questions about membership, daily tasks, and more. Check back frequently, as my knowledge will continue to grow.

## Ask **Sage** a question by typing it below:

Hey Sage, please introduce yourself

Hey! I'm Sage, the AI assistant for AmericanHort.

I'm here to help with questions about programs, events, certifications, advocacy, workforce development, research, business resources, and industry best practices across horticulture. I can also help point you toward useful AmericanHort resources, summarize complex topics, and make information easier to act on.

You can ask me things like:

- What workforce or training resources are available?
- What should I know about current policy or regulatory issues?
- Which certification or education programs fit my team?
- What events, networking, or learning opportunities are coming up?
- Where can I find business guidance or operational best practices?

If you want, start by telling me what part of the industry you work in and what you need help with.

**AmerianHort.org/Sage**

# AmericanHort Affinity Partners

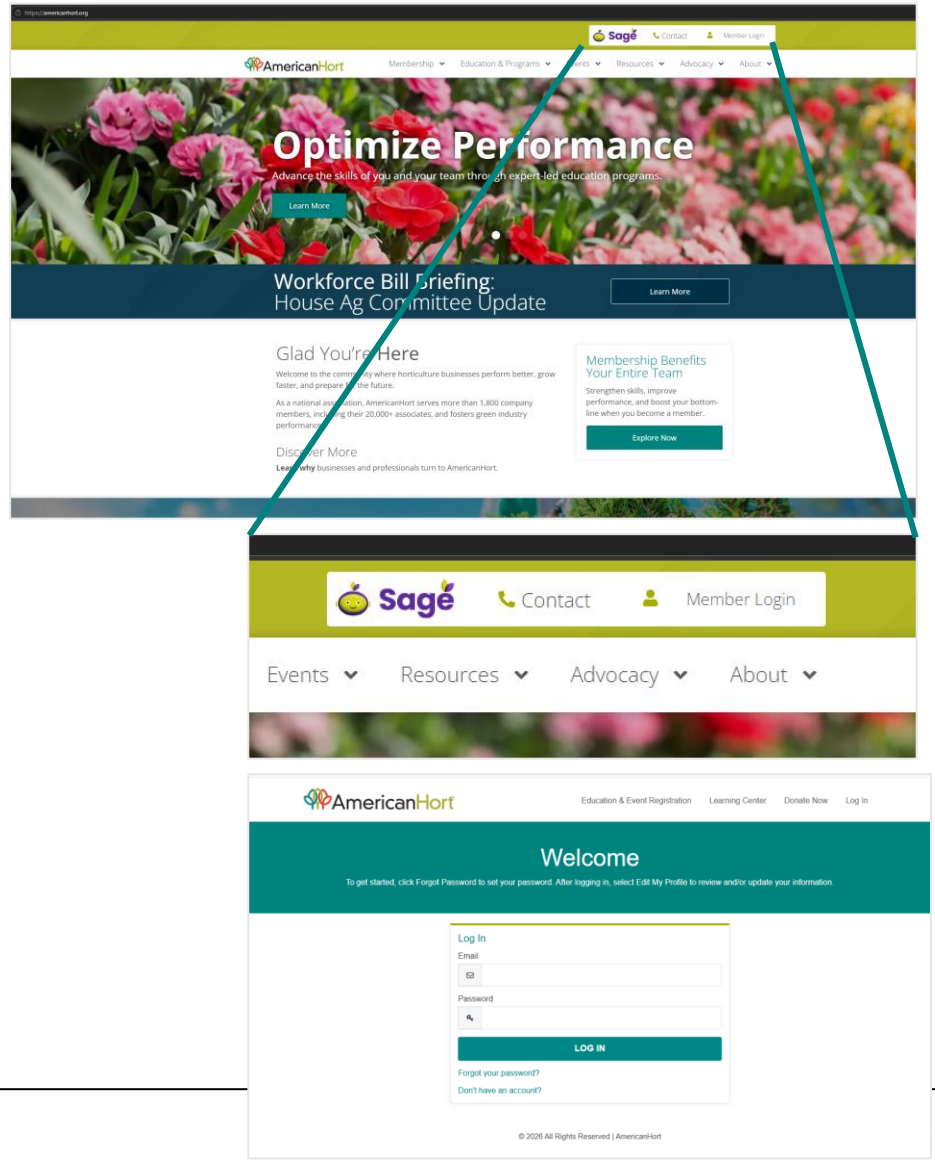
- **Business Consulting – Pinion**
- **Business / Office Supplies: ODP Business Solutions**
- **Collection Services: CST Co.**
- **Construction Software: ARCOM**
- **Credit Card Processing: Service First Processing**
- **Electronic Payment Systems: Merchant Services**
- **Legal Consultations: JPH Law**
- **Safety Resources for Ohio Businesses: Sedgwick**
- **Ship Approved, Plant Compliance Tools: Plant Sentry**
- **Shipping Service Discounts: FedEx and PartnerShip**
- **Worker's Compensation for Ohio Businesses: Sedgwick**

**AmericanHort.org/Affinity**

# How to Log In to Your Membership Account

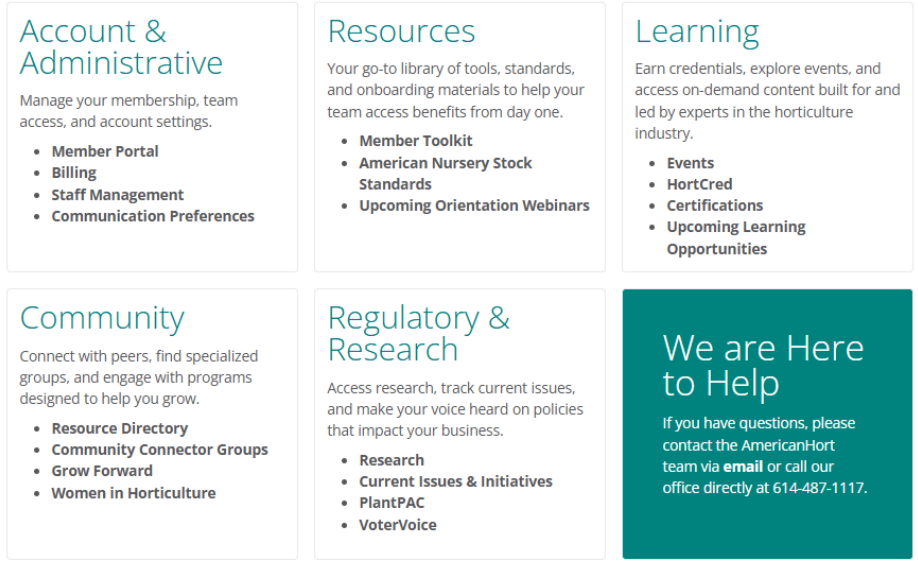
**For first time log ins**:

- Click on Member Login – top right corner of AmericanHort.org
- Login using your email address
- Create a new password by clicking on “Forgot Password”
- Review your profile for accuracy, and make any necessary updates



# How To Get Started:

1. **Log into Member Center**
   - **Set up or update your profile**
   - **Make sure all your associates are listed in your account**
2. **Whitelist AmericanHort**
3. **Setup Communications Preference Center**
4. **Register for a Webinar**
5. **Connect with a Member Community**









# What Members are Saying…

*We have tapped into AmericanHort's partnership with JPH Law and Pinion numerous times to help us navigate difficult financial situations. We are so thankful to have access to these experts.*



**LYNDSI OESTMANN**
Loma Vista Nusery, KS



*"The HRI Leadership Academy was a game changer for me from the very start. The homework assignments for the first session were perfectly aligned with our class on business structure. It was a wakeup call to me that there is still an opportunity for our business to focus on guiding principles, mission, vision, and values despite operating an established 85-year-old nursery."*

**—Christine Fortman**
Berridge Nurseries, AZ

*The Hort Knowledge Center is a great online tool to share with my staff. It helps me train them in a budget friendly way.*



**LIZ LARK-RILEY**
Mahoney's Garden Center, MA

*Each event hosted by AmericanHort, whether Cultivate, industry tours, or the Plug & Cutting conference leads to more business connections with many resulting in business for our company.*



**KURT BECKER**
Dramm Corporation, WI

AmericanHort

*Get Connected.*

# AmericanHort.org

**Reach Us: Office: 614-487-1117 Email: Hello@AmericanHort.org**