



AmericanHort

Get Connected



The *right connections* make all the difference.

Knowing the right people and having access to the latest industry information is crucial when it comes to performing at your highest level. At AmericanHort, **we specialize in connecting you** to the mentors, leaders and knowledgeable resources you need—when you need them—so that you can perform better day in and day out, grow faster than you ever dreamed possible, and prepare both yourself and your business for the future.



Together, we're stronger. Together, *we grow.*

Our industry is made up of dynamic corporations and family-owned businesses, many of which are in their third or even fifth generation of family management. Collectively, we hold over **2.32 million full- and part-time jobs** and contribute **\$348 billion annually** to the U.S. economy. That's big business, and it's clear that we're stronger together.

AmericanHort unites us all—growers, retailers, breeders, suppliers, distributors, designers, landscapers, educators, researchers, and manufacturers—into a single, robust community, one in which we teach and learn from one another, and collectively rise to a higher level.





Don't just survive. *Thrive!*

At AmericanHort, we believe **best practices** are the key to survival, enabling you to perform better on a daily basis. We're committed to finding the best practices throughout the industry and sharing them with you. Then we connect you with the additional information you need to drive your business forward and grow faster. Ultimately, both of these things help you prepare for the future, ensuring both your business and the industry will thrive for generations to come.

Find out more >



AmericanHort

We Help You

Perform Better

By highlighting best practices throughout our industry.

Through Education

- Training
- Workshops
- Events
- Industry Insider Information
- Knowledge Center
- Webinars

Through Research

- Specifically, HRI— Horticultural Research Institute, the industry's premier research organization

Through Certification

- Pest Certification
- Landscape Certification
- Access to Sustainability certification through MPS (More Profitable Sustainability)

Through Industry Benchmarking

- New industry benchmark program to allow you to benchmark against industry segment peers
- Expert recommendations to help improve your business bottom line
- Access to green industry Business Valuation Experts to assist in valuing your business for financing, planning, expansion and more.

Grow Faster

By providing you with the information needed to drive both your business and our industry forward.

With Trade Shows & Conferences

- Cultivate, our annual trade show and the industry's premier event
- Plug & Cutting, learn the best and newest plug & cutting strategies, techniques and technologies

With Affinity Programs

- Credit Card Services
- Worker's Comp (Ohio only)
- Energy & Shipping Services
- Office Supplies & Software
- Miscellaneous & Specialty Savings

With Industry Insider Reports

- Enhancing Industry Profit Margins
- Improvement through Sustainability Practices
- Consumer Trends

Prepare for the Future

By ensuring our industry's continued growth and success for generations to come.

Through Advocacy

- Our Washington D.C.-based team advocates directly with government officials on industry issues
- Impact Washington, monthly e-newsletter & biennial legislative fly-in
- Quarterly advocacy update webinars
- Complimentary consultation on labor and tax reform with renowned consultants, CJ Lake and KCoe-Isom
- MemberVoice, a tool to connect with your elected officials

Through Plant PAC (Our Political Action Committee)

- We ensure decision makers hear and understand your needs and concerns on matters of public policy

Through Workforce Development

- Workshops & Training
- Webinars & Educational Sessions
- Knowledge Center
- CareerUP



AmericanHort

We Help You



It Pays to Be

Premium!

There's simply no better way to grow and thrive, both personally and professionally, than with a Premium Membership to AmericanHort.

Not only is **Premium Membership** our best value and the level that offers the most for your money, it also ensures that as soon as we learn something important or offer a new benefit or service, you'll have priority access. Your Premium Membership provides you with the collaboration, advocacy, connectivity, research findings, knowledge and leadership we're known for, as well as the high-level consulting services and webinars you need to remove obstacles and achieve your greatest goals.



Take a look at everything Premium Membership offers:

Advocacy

- Washington, D.C.-based team advocates directly within government on industry issues
- Impact Washington, monthly e-newsletter & biennial legislative fly-in
- Quarterly advocacy update webinars presented by our Washington, D.C.-based team
- **MemberVoice**, a tool to connect with your elected officials
- Webinars & briefings on tax, labor, transportation and other issues from industry experts

Education

- Workforce development
- Workshops & training
- 24/7 Knowledge Center, with over 4,000 videos, webinars, articles and employment development tools
- Certification
 - Pest
 - Landscape
- Access to sustainability through MPS (More Profitable Sustainability)

Industry Intelligence

- Industry Insider Reports
 - Enhancing Industry Profit Margins
 - Improvement through Sustainable Practices
 - Consumer Trends
- Industry Benchmark Program that allows you to benchmark business metrics against industry segment peers
 - Expert recommendation to help improve your business' bottom line
 - Access to green industry business valuation experts to assist in valuing your business for financing, planning, expansion needs and more

Communications

- *Connect*, six issues per year and monthly digital e-news
- *Impact Washington*, bi-weekly e-newsletter
- Company listing in Resource Directory

Business Services

- Consulting and legal access with renowned firms, CJ Lake & KCoe-Isom for issues like:
 - Employment Law
 - Immigration
 - Tax Reform
 - Safety
 - Agricultural & Horticultural Law
- Membership list rental (set-up fee waived)
- Access to Business Savings & Affinity programs
 - Credit card processing services
 - Worker's comp (Ohio only)
 - Energy & shipping services
 - Office supplies & software

Events

- Event registration discounts for all employees
- Substantial discounts on exhibit space
- Preferred housing **selection process** at Cultivate

Other Membership Levels

If you're new to AmericanHort and still aren't sure if Premium Membership is right for you, we also offer additional membership levels with fewer benefits. Whichever level you choose, you can upgrade to Premium Membership at any time.

Basic Membership

Planting the Seed

Our Basic, entry-level membership provides you with the following:

- *Connect*, six issues per year and monthly digital e-news
- *Impact Washington*, bi-weekly e-newsletter for all employees
- 24/7 Knowledge Center access for all employees
- Event registration discounts for all employees
- Company listing in Resource Directory
- Access to business savings programs

Plus Membership

Putting Down Roots

If making strong connections matters to you, and/or if you're a retailer or manufacturer interested in exhibiting at all of our events, you'll want a Plus Membership which offers ALL of the benefits of Basic Membership PLUS:

- Substantial discounts on exhibit space at all events
- Membership list rental (additional cost)

In addition, when your business joins AmericanHort at any level, everyone in your organization has access to membership.

We also offer Individual memberships for Students, Educators/Researchers, and Retirees. See our complete list of prices and benefits at [AmericanHort.org/join](https://www.americanhort.org/join).



Join us.

AmericanHort has a rich history as the **green industry's leading association**. Today, as horticultural and agricultural professionals are faced with ensuring their organizations and businesses are performing at their highest levels, growing at their optimum capacity, and are well positioned for the future, our role is more crucial than ever. We're continuously strengthening our existing connections and establishing new ones so that we can answer the questions you have, and make you aware of the questions you didn't even know you needed to ask.

We look forward to connecting with you; become a member, today.

AmericanHort.org/join

 AmericanHort

