AmericanHort State of the Industry Presentation

Monday July 13, 11:30 AM ET - Main Stage Auditorium

- Craig Regelbrugge, Senior Vice President, AmericanHort
- Dr. Charlie Hall, Chief Economist, AmericanHort; Professor & Ellison Chair, Texas A&M University
- Ken Fisher, CEO, AmericanHort

Hear from the industry’s most experienced leadership team on where our industry stands today and what the future holds. Learn from the experts on how to plan and navigate the environment of strong spring sales, record government stimulus, but an uncertain economic future.

Ken Fisher, CEO, AmericanHort

Prior to joining AmericanHort in May 2016, Ken spent 20 years in senior management positions leading industrial and consumer products companies including President and CEO of Elmer’s Products, an international consumer products company; Vice President of Poet-Ethanol Products, LLC the largest marketer of ethanol in North America; Senior Vice President of The Coleman Company, a global outdoor consumer products company; and various senior leadership positions within Koch Industries, Inc., a large multinational corporation.

Ken holds an MBA from the W. Frank Barton School of Business and a BS in Chemistry from Wichita State University.

Dr. Charlie Hall, AmericanHort Chief Economist

A native of North Carolina, Dr. Charlie Hall received a B.S. in Agricultural Economics from the University of Tennessee in 1984, a Master’s Degree in Ornamental Horticulture and Landscape Design from the University of Tennessee in 1986, and his Ph.D. from Mississippi State University. He began his academic career at Texas A&M University in 1988, where he spent 13 years on the faculty before joining the faculty at the University of Tennessee in 2002. In August 2007, Dr. Hall returned to Texas A&M University as Professor and Ellison Chair in International Floriculture.

Dr. Hall’s expertise is in the production and marketing of Green Industry crops, is nationally recognized in academia and among the horticultural clientele he serves. His major research, teaching & extension areas of specialization include strategic management, market situation/outlook, cost accounting, and financial analysis for Green Industry firms.

Dr. Hall currently serves as Chief Economist of AmericanHort and as Co-Chair of the Advisory Council for Seed Your Future. He also served on the board of directors for America in Bloom, and currently services as Special Advisor to the board. He is an Honorary Lifetime Member of
Craig Regelbrugge, Senior Vice President, AmericanHort

Craig Regelbrugge serves as Senior Vice President at AmericanHort, where he leads the staff team responsible for public policy, industry advocacy, and research programs. AmericanHort is the national trade organization representing the horticulture industry, encompassing plant breeders and growers, garden retail and landscape businesses, and product and service suppliers to an industry that has a total economic output approaching $350 billion. AmericanHort also represents the federal advocacy interests of the National Christmas Tree Association.

Regelbrugge serves in national leadership positions representing the horticulture industry on matters relating to the labor force, immigration reform, plant health and production, and trade. With over 30 years of service as an association professional representing horticulture, Craig is well-known in Washington and across the country, within the horticulture industry itself, and among policymakers and regulators.

Regelbrugge received his undergraduate degree in horticulture from Virginia Tech, and he worked in the retail nursery industry and served as a county horticultural extension agent in Virginia before joining the American Nursery & Landscape Association in December 1989.

He is a frequent presenter, author, and spokesperson on topics relating to the workforce and immigration, production, trade, and environmental issues impacting farmers and small businesses in and serving the horticulture industry. He is an avid traveler, naturalist, and gardener of vegetables, berries, and...oysters!