AmericanHort Town Hall: What Lies Ahead: Charting an industry path forward

Thursday July 16 11:30 AM ET - Main Stage Auditorium

Panelists:

- Bob Dickman, Dickman Farms, NY
- Cole Mangum, Bell Nursery, MD
- Jon Reelhorn, Belmont Nursery, CA

Join a discussion with AmericanHort Board members on how this business downturn is the same or different from the past. Learn key business moves used to navigate in times of “uncertainty” and discuss key factors to consider when thinking about how to position your business and our industry for both the short and longer term.

Bob Dickman, Dickman Farms, NY

Bob Dickman is the General Manager at Dickman Farms LLC. He is the fifth generation to work within the Company. Bob grew up on the family farm where he worked throughout his school years. Once graduating high school Bob joined the United States Marine Corps following in his grandfather’s footsteps who he admired for his leadership ability. Bob spent 6 years in the Marine Corps participating in Operation Enduring Freedom and Operation Iraqi Freedom before leaving as a Non-commissioned officer.

Once out of the military Bob attended Montana State University with a focus in Business. He moved back to the family farm in New York and started from the bottom up working as a truck driver, production worker, assistant grower, and shipping supervisor. He took on the General Manager position in 2014 where he now oversees 13 acres of greenhouse and over 100 employees.

Bob is passionate about floriculture and committed to continued relevance and success of the industry.

Cole Mangum, Bell Nursery, MD

Cole Mangum serves as vice chairman of the AmericanHort board of directors. Cole is vice president of operations for Bell Nursery USA LLC in Elkridge, MD, one of the nation’s largest growers of annuals and perennials. Cole oversees operations across seven facilities as well as coordinating a team of category managers who manage shipping of finished product. A graduate of Salisbury University, Cole has dedicated himself to advocating for various facets for the industry over the course of his career. He has served on the National Leadership Cabinet for Seed Your
Future, as Horticulture Representative for the Maryland Agricultural Commission, and is an advisory board member for Greenhouse Grower Technology. Cole joined the AmericanHort board of directors in 2017 and remains committed to keeping the horticulture industry strong. He and his wife live in the Annapolis, MD area with their two young children.

Jon Reelhorn, Belmont Nursery, CA

As owner of Belmont Nursery in Fresno, CA, Jon’s focus has been on growing and selling new and improved trees, shrubs and perennial plants. He is a graduate of Fresno State University with a degree in Agriculture Science. He purchased the nursery, founded in 1943, in 2001.

He is a graduate of the California Agriculture Leaders Foundation and the Executive Academy for Growth & Leadership (EAGL). Jon has served on the board of directors for the Horticulture Research Institute, the California Association of Nurseries and Garden Centers and Fresno County Farm Bureau. He is a California Certified Nursery Professional and a Certified Arborist and is now serving on the board of directors for AmericanHort.

In his younger years Jon played professional baseball. He now enjoys photography and hiking with his dog Crash in Kings Canyon/Sequoia National Park.