

GROWERTALKS

GT in Brief

7/27/2015

Plantscape Institute of America to Join AmericanHort

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From the “strength-in-numbers” department, Plantscape Institute of America (PIA), a trade association for interiorscape professionals, is going to become part of AmericanHort.

Why? To expand the community of interior plantscape professionals and to consolidate programs. Last year the PIA Board of Directors invited AmericanHort to become the home for PIA’s members and its key activities. By doing so, hundreds of plantscape firms and product suppliers are now served by one association.

PIA, formally known as the Plantscape Industry Alliance, has a history of mergers that expanded its footprint. Founded in 1990 by the consolidation of four California plantscaping associations, PIA grew into an organization that served professionals in Canada and the United States. The unification with AmericanHort has been in the works since the summer of 2014, when PIA combined its annual Plantscape Industry Expo with Cultivate’14. Earlier this year, AmericanHort enrolled PIA’s members into the association, which began the formal process of merging the two groups.

PIA will bring to AmericanHort its annual International Plantscape Awards, respected educational programs, and the prestigious Interior Plantscape Hall of Fame. These will combine with established AmericanHort activities, including the annual Interior Plantscape Symposium, advocating for small business concerns and representation on the Interior Industry Coalition.

Besides Cultivate’15 in July, what other interiorscape events are taking place?

NextLevel Business Conference,

January 18-20, 2016, Ft. Lauderdale, Florida

Interior Plantscape Symposium,

April 20-21, 2016, Kennett Square, Pennsylvania **GT**