

GROWERTALKS

GT in Brief

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AmericanHort Has a New Website

Jennifer Zurko

AmericanHort announced a new website design and the use of a new membership management system to help provide a better user experience for AmericanHort members and those in the industry who visit AmericanHort.org seeking information.

After a thorough review of a variety of vendors, AmericanHort decided to work with Your Membership (YM) as a membership management provider because of the expert functionality, seamless integration of the website with the membership database system, as well as being a more affordable option.

"We are excited to start this New Year off with a new, more user-friendly membership system and website," said Ken Fisher, president and CEO of AmericanHort. "The new membership management system allows our members to more easily access and update contact information, and it allows AmericanHort to benefit from a more efficient system and enhances the capabilities our current system. This is in step with our strategic direction of helping the green industry perform better, grow faster, and prepare for the future. We will spend more time focused on member engagement and strategic initiatives and less time on administrative tasks."

AmericanHort members and industry members who currently have an AmericanHort login account will receive communication from AmericanHort with instructions on completing their individual profiles in this new system. Check out the new look at AmericanHort.org. **GT**