

GROWERTALKS

GT in Brief

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America in Bloom Contracts with New Management Company

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America in Bloom will have a new management service as of January 1 and the head of that new company is AIB's current Executive Director.

AIB has contracted with OFA—now AmericanHort—for management services since AIB's inception 15 years ago. However, the cost of that service has increased, forcing AIB to search for new management.

Enter Laura Kunkle, AmericanHort's communication and media specialist. In that roll, Laura has been the long-time executive director of AIB. Laura has formed a new company, Second Wind Management, and she will take over the management of AIB (along with other non-profits). She'll be leaving AmericanHort to pursue this new opportunity.

"I'm looking forward to the next chapter in my career," Laura said in a press release. "I've been involved with AIB since Day One and am excited to help lead America in Bloom into the future through managing the organization via my own company. Maintaining my long-standing relationship with America in Bloom is such an honor and I thank AIB's leadership for their trust and support." **GT**