

Welcome to today's webinar!



**SOUTHERN
RISK MANAGEMENT
EDUCATION CENTER**



TNLA
Texas Nursery
& Landscape
Association



AmericanHort
The Consolidation of ANLA and OFA

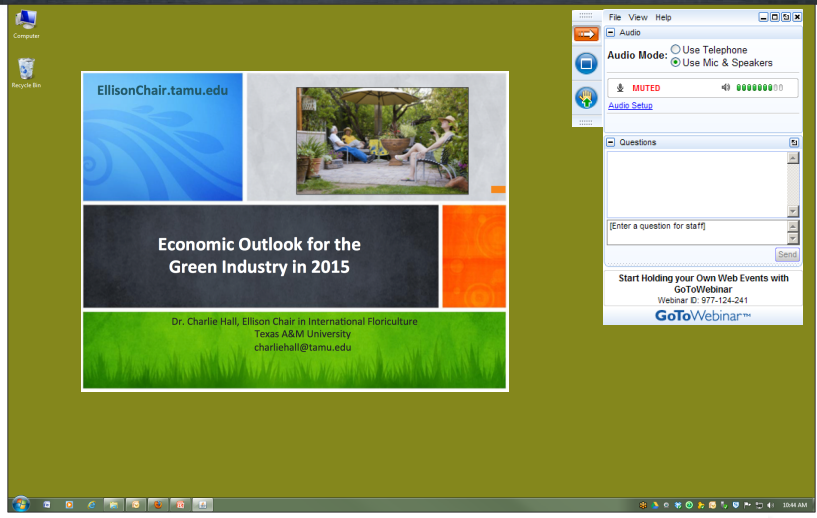
EllisonChair.tamu.edu



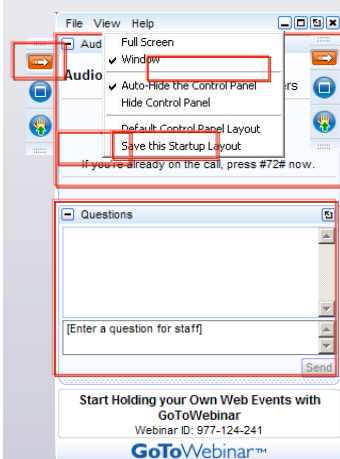
**Economic Outlook for the
Green Industry in 2015**

Dr. Charlie Hall, Ellison Chair in International Floriculture
Texas A&M University
charliehall@tamu.edu



The GoToWebinar Attendee View



How to Participate Today

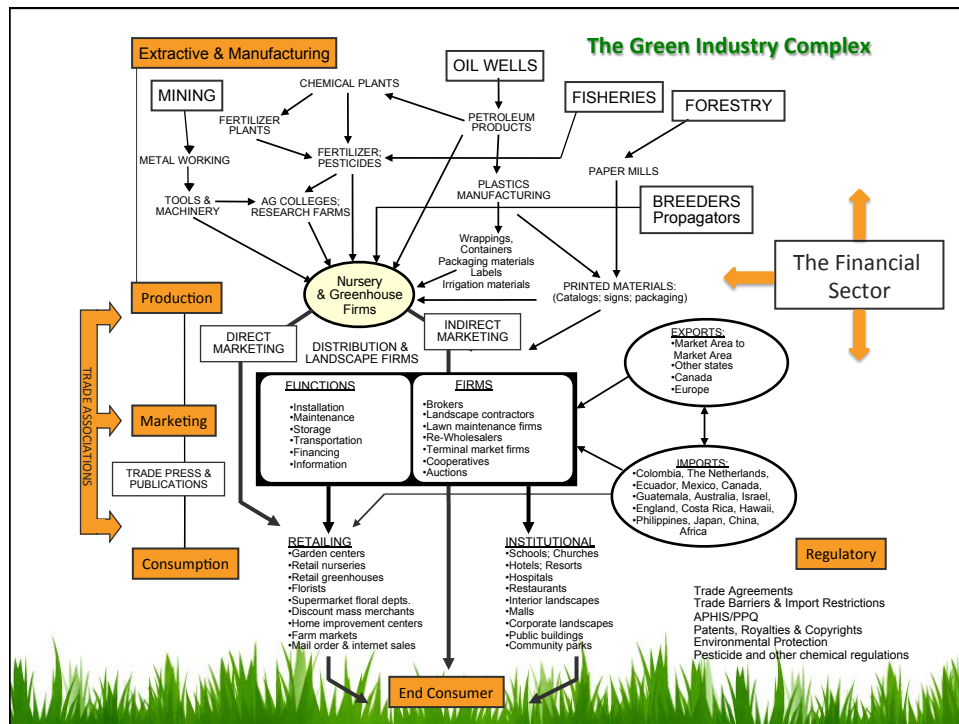


- Open and close your Panel
- View, Select, and Test your audio
- Submit text questions
- Q&A addressed at the end of today's session.
- Please complete the VERY short evaluation survey.
- Everyone will receive an email with a link to view a recorded version of today's session

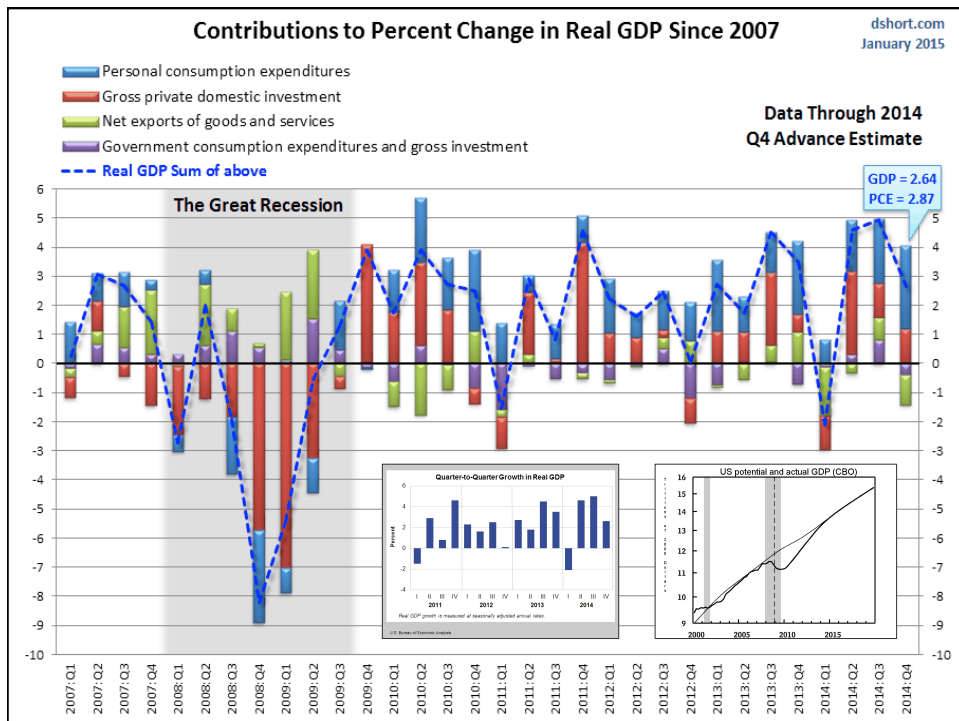
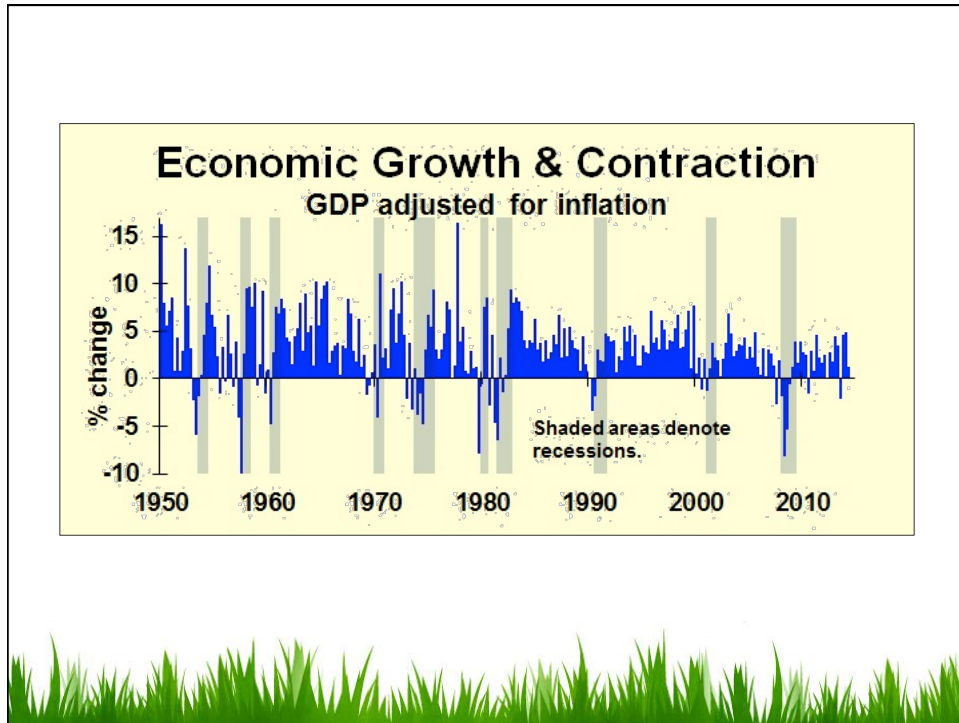
Economic Outlook for the Green Industry in 2015

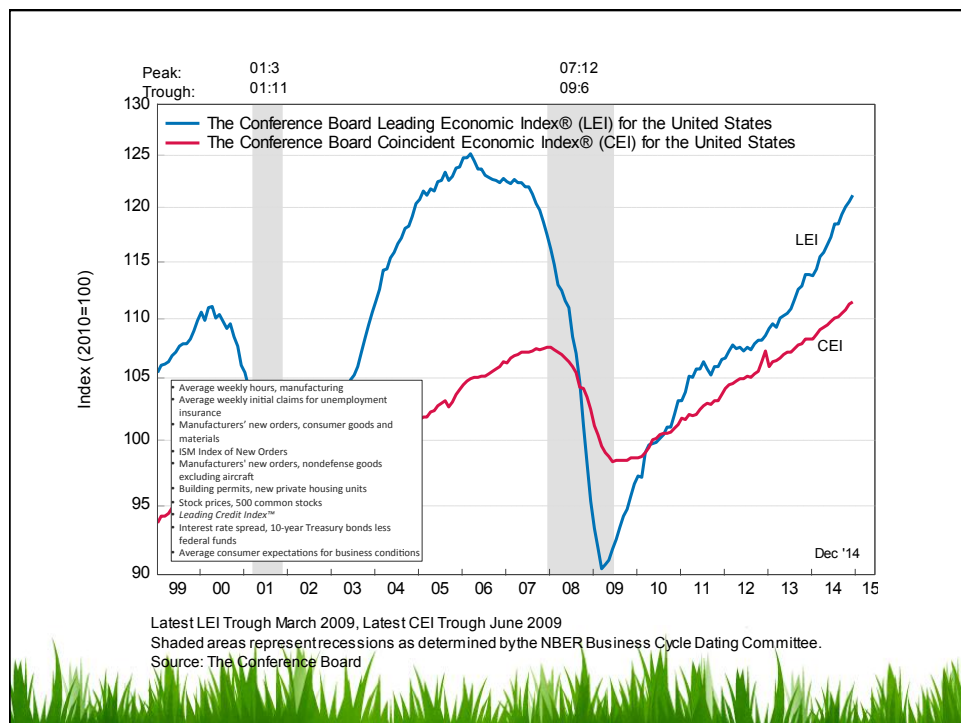
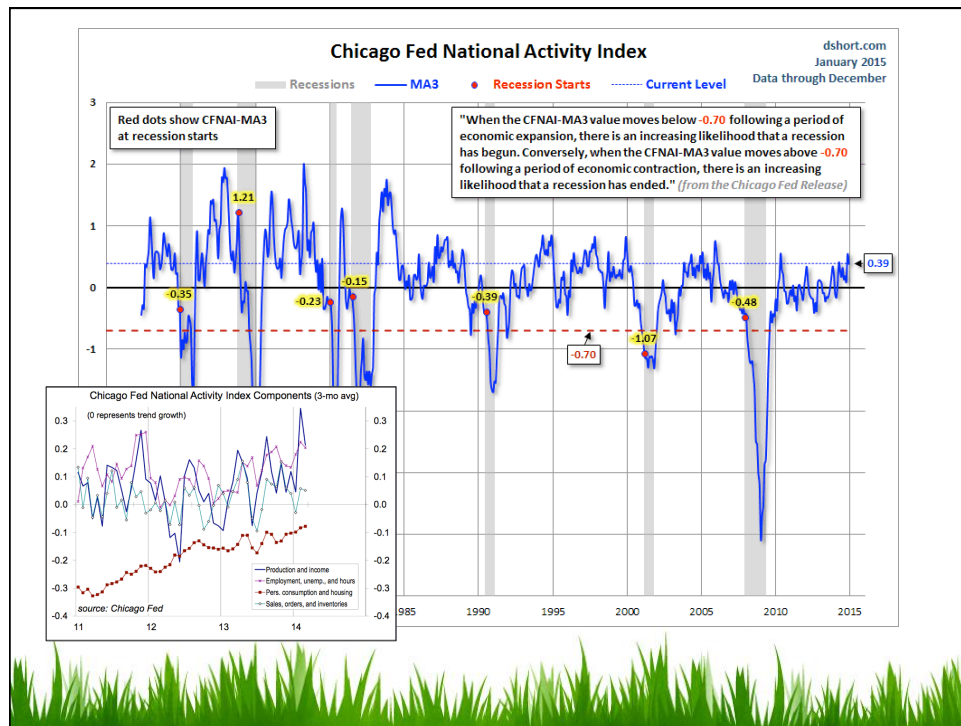
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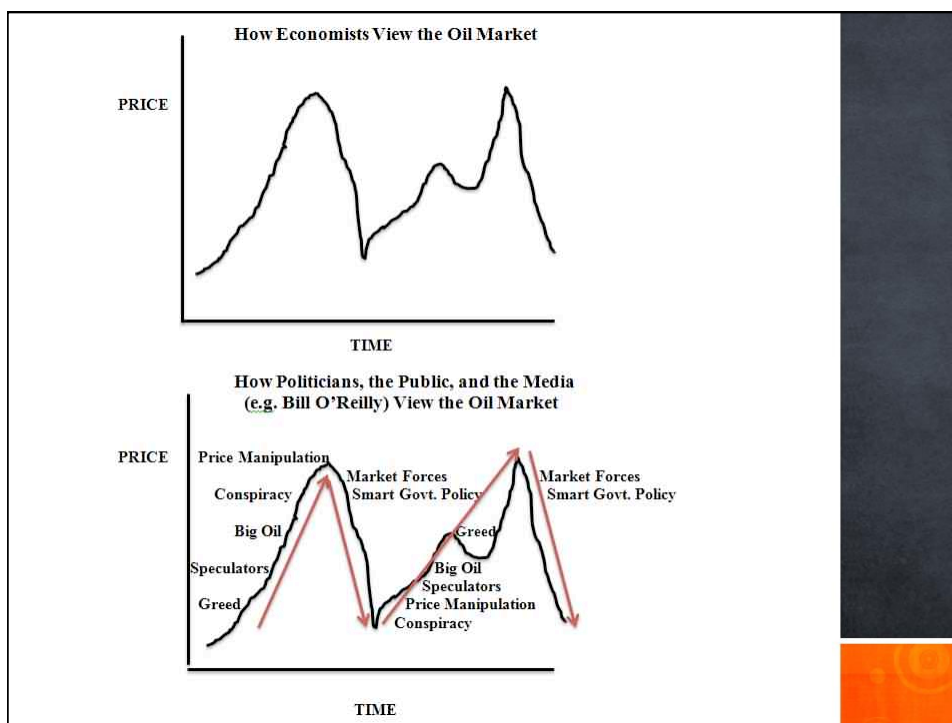
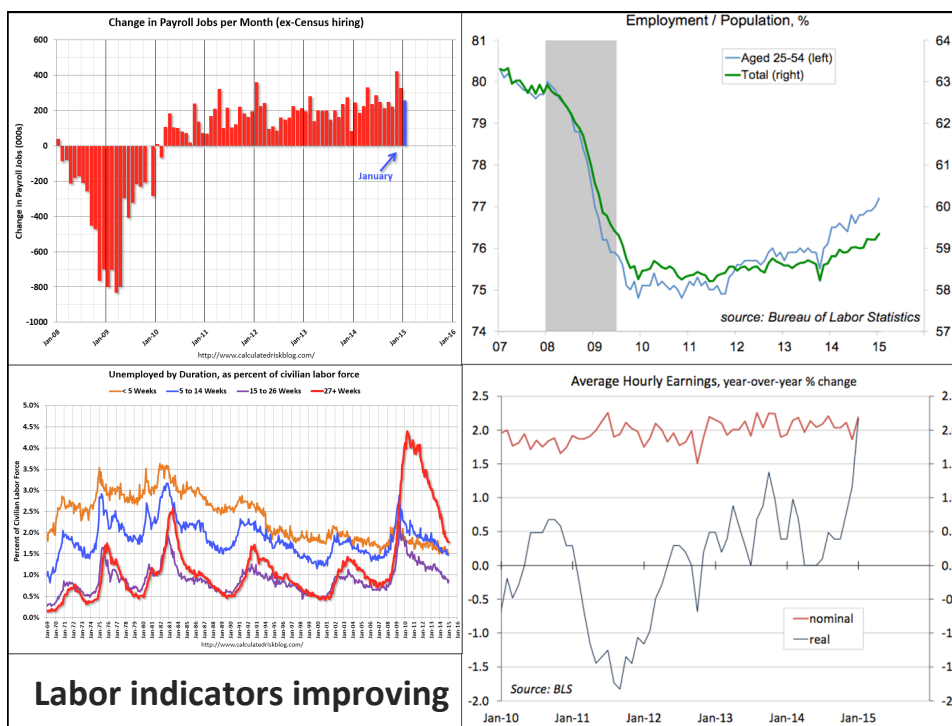


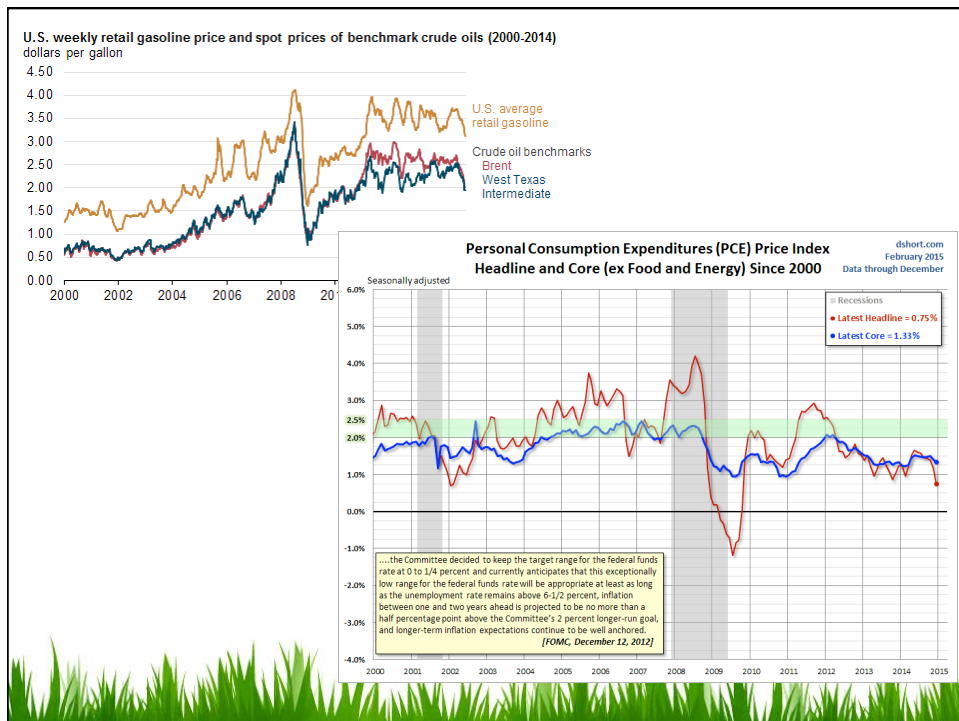
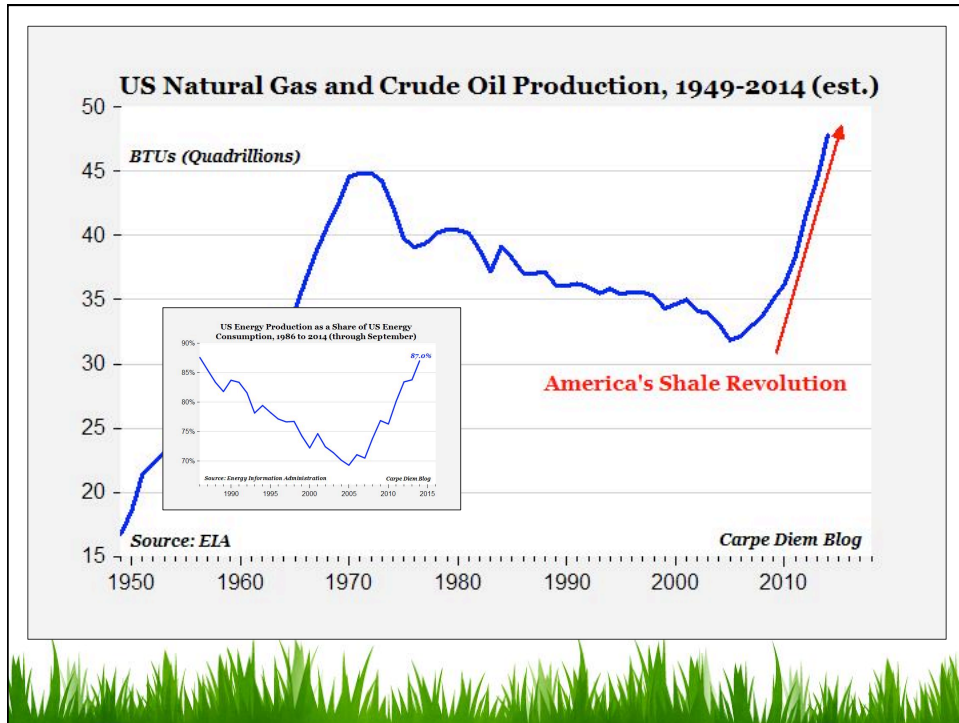
2015 Outlook for the Green Industry

The Macro Factors Affecting the Industry



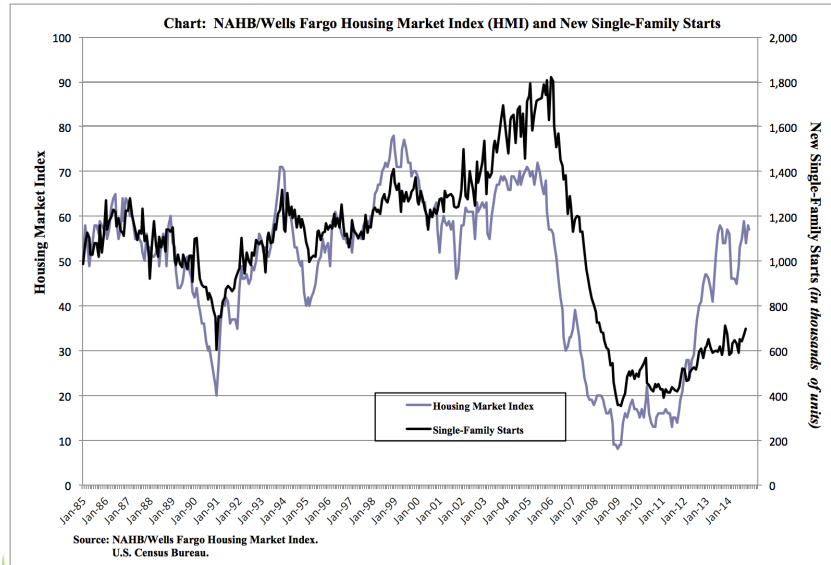




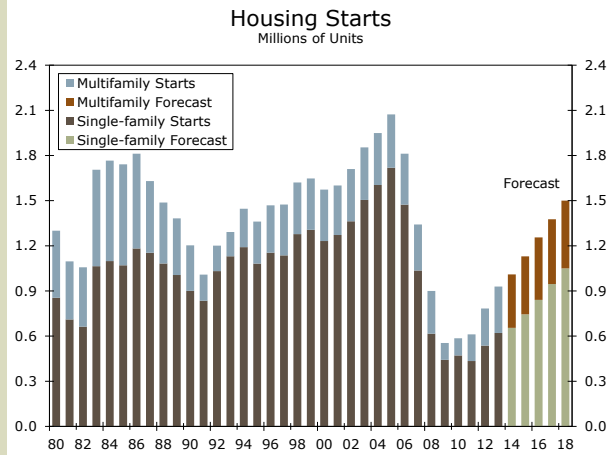


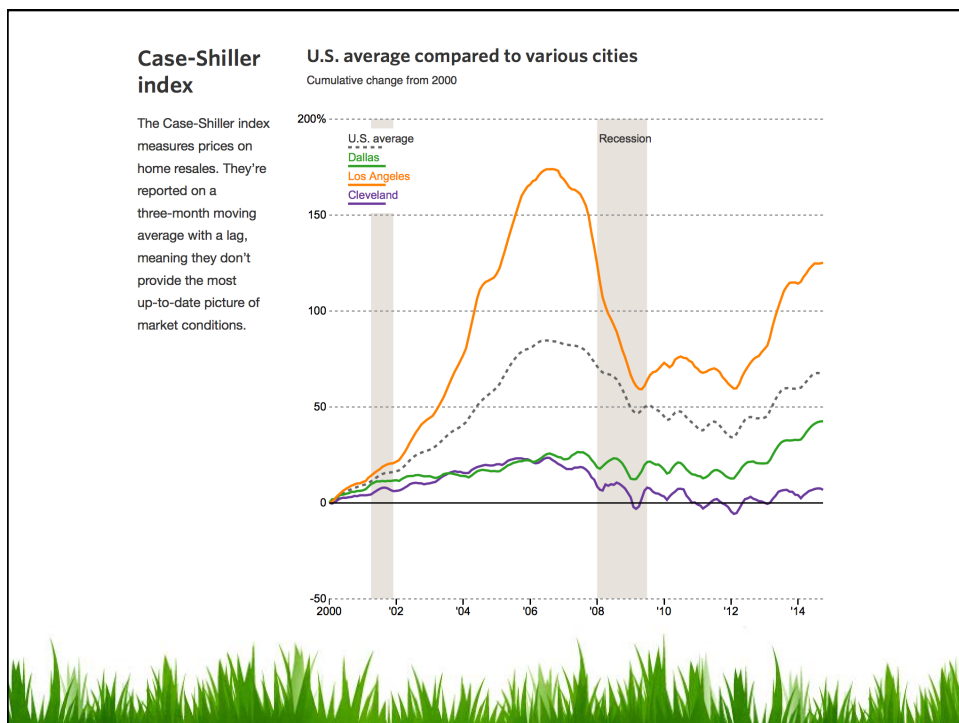
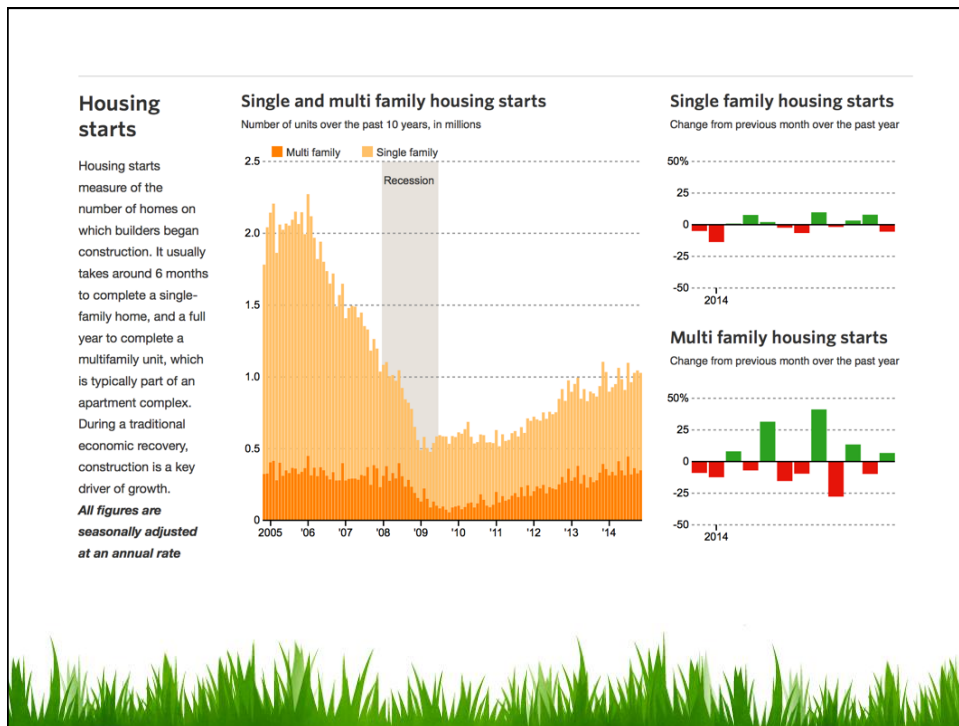
NAHB Housing Market Index

Strongly correlated with housing



The housing market should gradually gain momentum in 2015

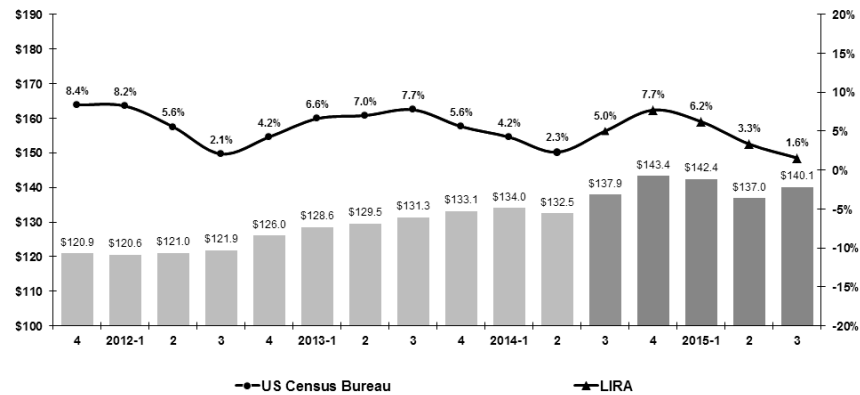




Leading Indicator of Remodeling Activity – Fourth Quarter 2014

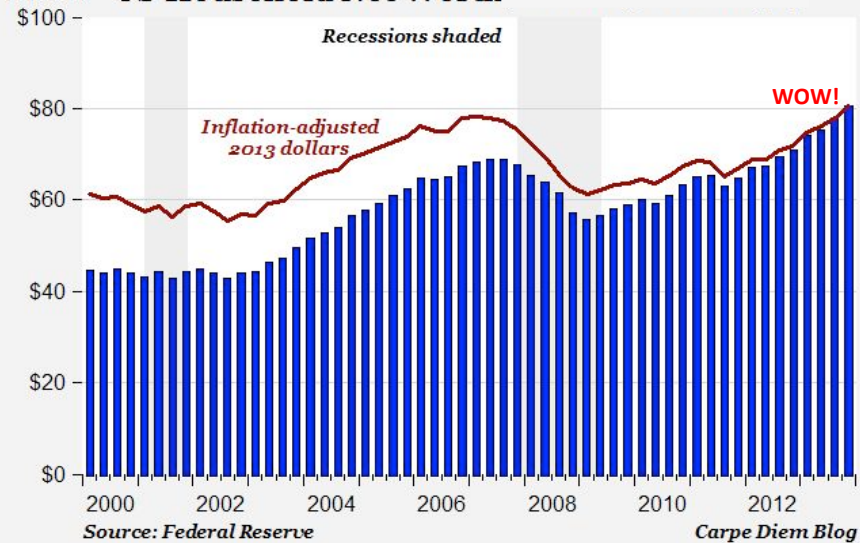
Homeowner Improvements
Four-Quarter Moving Totals
Billions of \$

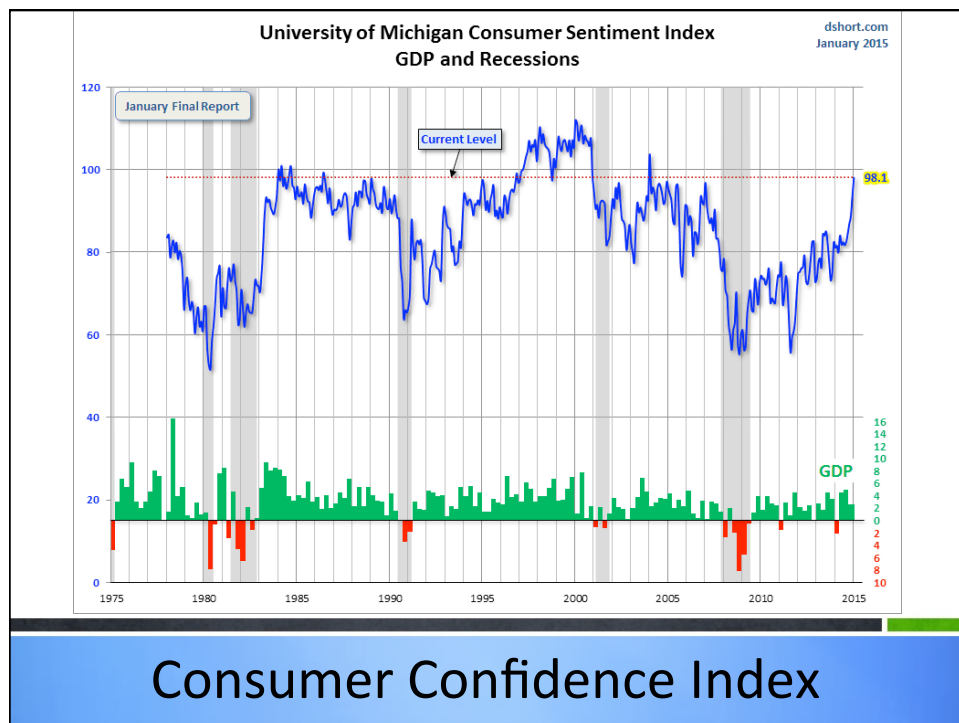
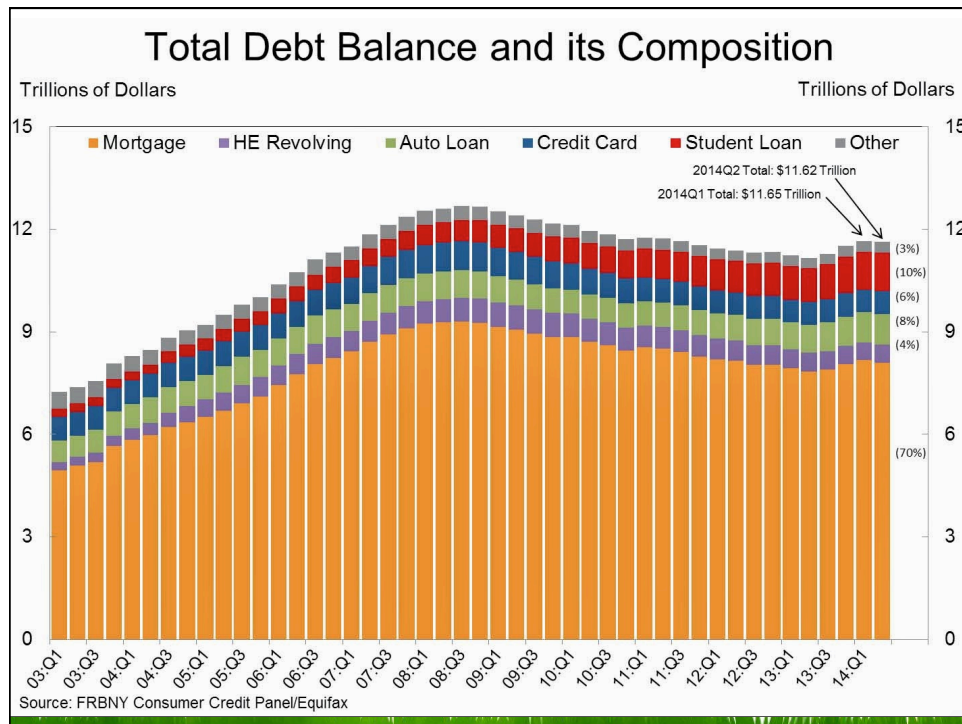
Four-Quarter Moving
Rate of Change

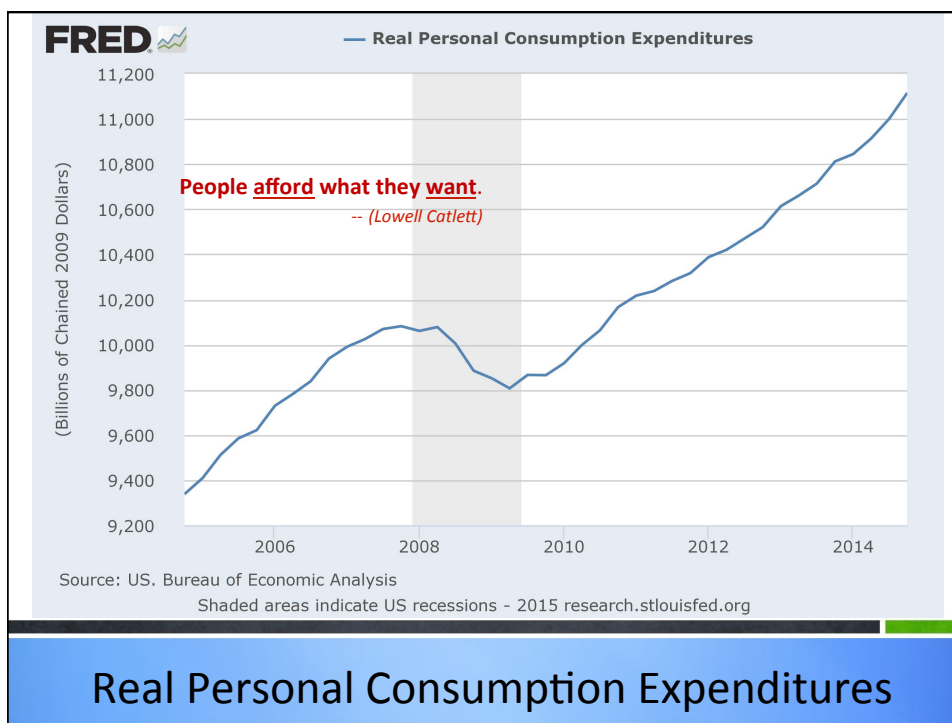
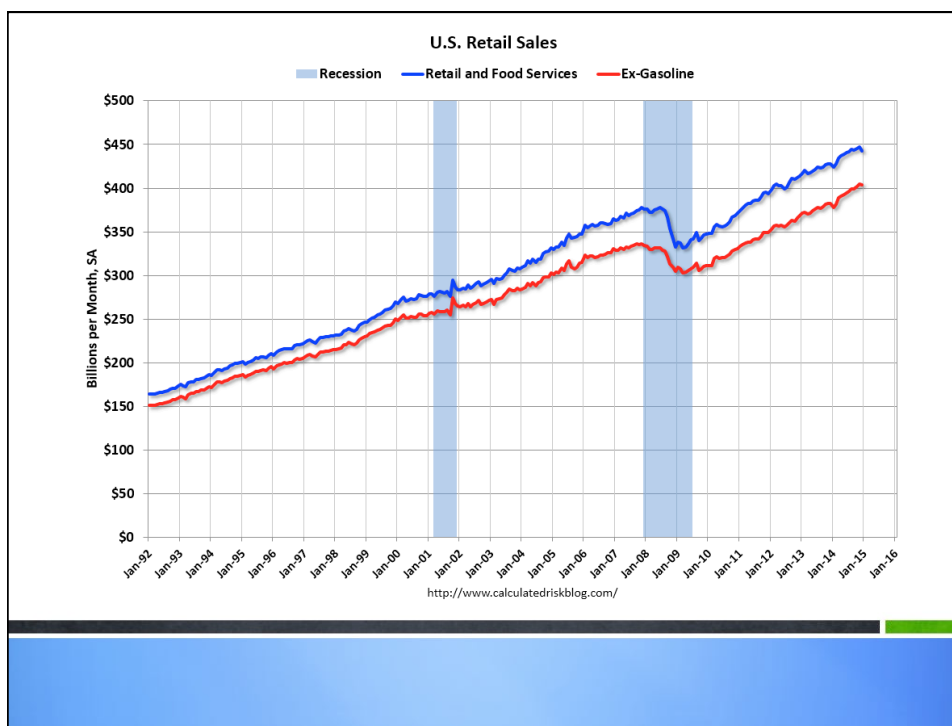


Note: Historical data from the third quarter 2014 onward is based on the LIRA and will remain so until the Census Bureau releases annual revisions on July 1st.
Source: Joint Center for Housing Studies of Harvard University.

Trillions US Household Net Worth

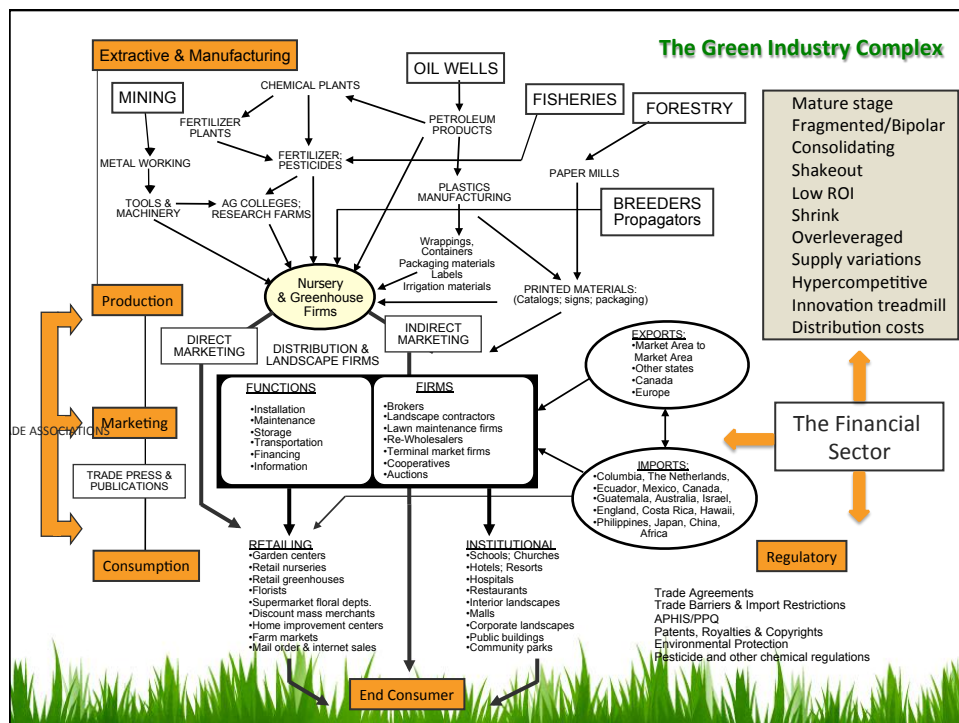






Bottom line economically

Ceteris Paribas, there is nothing holding us back from having a great 2015.

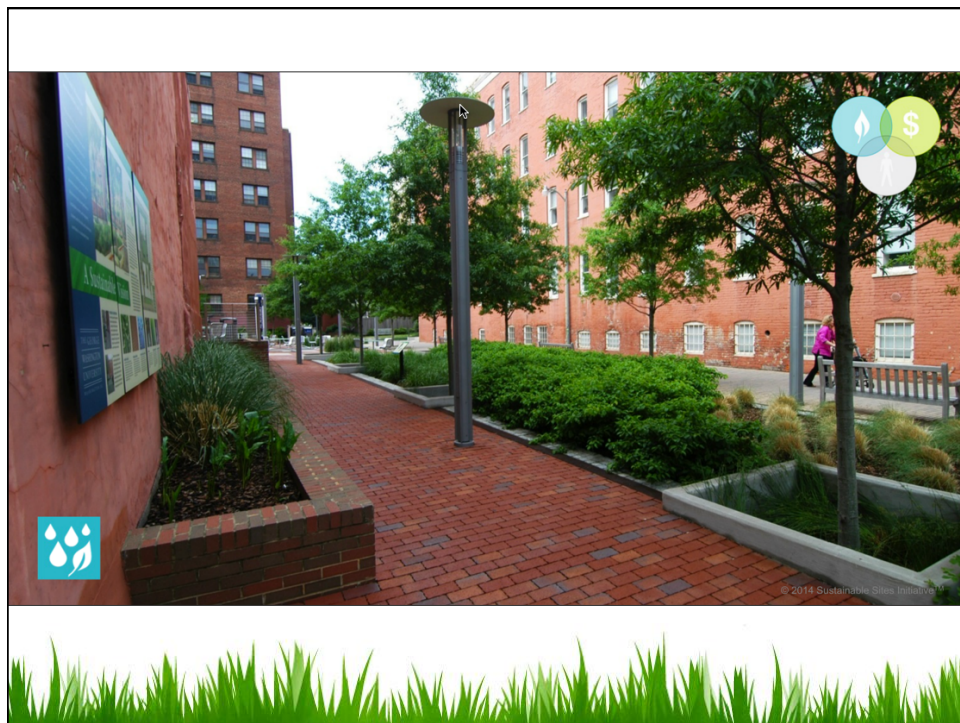


Summary

- We are in the best shape going into spring than we have been in several years.
- Be aggressive with sound contingency plans in place. Don't let the media shape your strategic mindset.
- Pay attention to the value, relevancy, and authenticity success formula.

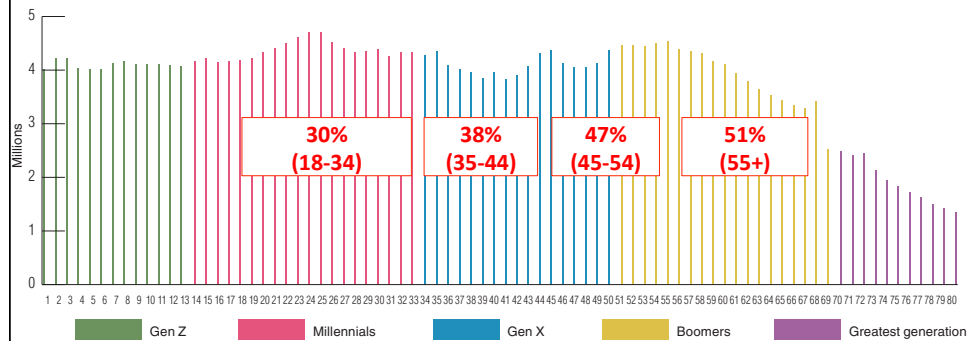
2015 Outlook for the Green Industry

Other Factors
Affecting the Industry



Demographic Data

Exhibit 1-5 2015 U.S. Population by Age



Demographic effects on housing

- Four major demographic cohorts will set the housing market in the decades ahead:
 - The Older Baby Boomers
 - The Younger Baby Boomers
 - Generation Y
 - Immigrants
- The Boomers and Gen Y are ½ of the U.S. population.

Implications

- Housing formation and homeownership rates have slowed, but normalizing.
- Houses & lots will be smaller, but greener and we are entering a new age of urbanization.
- There are opportunities to develop products and services to fit changing lifestyles.

Walkable suburban town centers...



...and city centers.

