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# Back Then To Right Now

The Horticultural Industry Comes of Age

a book by Robert J. Dolibois  
with Sally D. Benson



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# Back Then To Right Now

The Horticultural Industry Comes of Age

The Horticultural Research Institute, the research affiliate of AmericanHort, is pleased to announce the release of *Back Then to Right Now: The Horticultural Industry Comes of Age*, a book written by Robert J. Dolibois. All proceeds from the book will benefit the Horticultural Research Institute.

Your gift of \$100, \$500, \$1,000 or \$5,000 makes all the difference—to our researchers, our students, our academic institutions—to the future of green industry businesses.

As a token of our appreciation of donation of \$100 or more, we will send you a copy of *Back Then to Right Now*. Donation of \$1,000 or more will include a personal greeting written by Bob in your book.

In the forty years since *A Century of Service* described the evolution of the nursery and landscape industry and its associations, the horticulture industry in the U.S. has undergone a lifetime of change.

From clipboards to computers — and from operating comfortably under the radar to experiencing increased governmental and regulatory scrutiny — commercial horticulture has evolved to become an economic force that's larger than Hollywood.

How we grew from the mid-1970s to present is a fascinating tale told expertly by Bob Dolibois, who guided the industry association for 21 years through tumultuous growing pains as well as bountiful boom times.

About the authors:

*Bob Dolibois* led the green industry through growth and change during his 21 years as Executive Vice President of its premier national association—first the American Association of Nurserymen, which became the American Nursery and Landscape Association. In his inimitable style, Bob has combined keen insight, unsurpassed knowledge and a dose of humor to this chronicle of a dynamic and sometimes confounding — but ever evolving — industry.

*Sally Benson* is a 27-year veteran of green industry publishing; for the past 21 years, she has been editor of American Nurseryman magazine, the publication of record for nursery and landscape professionals for more than 110 years.

