



PRESS RELEASE

AFA BOARD SELECTS MICHAEL REED TO KICKOFF THE NEXT 60 YEARS OF FENCE INDUSTRY LEADERSHIP

CARROLLTON, TX—After an extensive search, the American Fence Association board of directors has selected Michael Reed to be its next executive director. Reed succeeds Tony Thornton who retired in March after nearly eight years leading the organization.

Michael Reed is a founding partner of BlochReed Association Advisors. Michael served as a valued partner to volunteer and staff leaders by helping design and implement strategy initiatives, increase governance effectiveness, and strengthen the leadership experience. He has extensive experience collaborating with contractors and suppliers to construction trades. Prior to founding BlochReed, Michael was with The Association of Pool and Spa Professionals (now PHTA) where he partnered with industry leaders on workforce development, certification, and other membership initiatives.



“On behalf of the AFA Board of Directors, I could not be more excited to announce Michael Reed as AFA’s next Executive Director. Michael is a trusted and experienced association expert, he has a deep understanding of AFA’s culture and will help AFA deliver a valuable member experience,” said AFA’s President Sam Williams.

Michael Reed added, “The fence industry makes the world safer and more beautiful, and it is an honor to join AFA and be part of its 60 years of successful fence industry leadership. I am excited by the opportunity to work with grassroots chapter leaders, a visionary board of directors, and industry suppliers who are all dedicated to growing the industry.”

Michael may be contacted at michael@americanfenceassociation.com or 512-431-5360.

About American Fence Association

Since its inception in 1962, the AFA has grown to represent the largest and most comprehensive resource in the industry for the latest developments, tools, materials, standards, trends and discounts in the fence industry. AFA now serves more than 1,400 member companies with 19 chapters across the United States. AFA’s membership also extends to more than 18 foreign countries.