

# GROWERTALKS

## GT in Brief

9/1/2020

## Help Support AmericanHort

*Chris Beytes*

The big challenge for American-Hort is that Cultivate generates a significant part of their programming and operating expenses every year, and having to cancel the live event this past July put a big dent in their budget. So they need all the support we can offer as an industry.

The virtual event brought in some moneys through booth fees and sponsorships, but only a fraction of the real event. In addition, they opened up the show to everyone, whether or not they were a member, and also gave members free access to the 50 education events (non-members paid only a nominal fee). That, says Ken, was for the benefit of the industry.

How can you help support AmericanHort in return? Consider joining, upgrading your membership level or contributing to the association.

Says Ken, "No matter how large or small, you will be making a powerful investment in our continued advocacy, training and education, research, and overall industry support. Our industry has challenges ahead of us, but together there are no obstacles we cannot overcome."

Email them at [hello@americanhort.com](mailto:hello@americanhort.com) or visit [americanhort.org/donations](https://americanhort.org/donations) if you think you'd be willing to support your association with a donation. **GT**