

GROWERTALKS

GT in Brief

3/1/2021

Registration Open for Cultivate'21

Jennifer Zurko



AmericanHort announced that general registration for Cultivate'21 begins March 9, with registration rates increasing after June 18. Details can be found online at cultivateevent.org. The all-industry trade show and conference will be held at the Greater Columbus Convention Center July 10-13, 2021.

Cultivate'21 attendees will enjoy more than 650 trade show exhibitors and the industry's most comprehensive professional development programming, including more than 100 education sessions, workshops and tours conducted by leading industry experts, educators and researchers. Appropriate health and safety precautions will be followed in each area.

"Cultivate is a crucial event in the industry for learning best production practices and showcasing the industry's newest plant varieties. We are cautiously optimistic that we will be meeting in-person this year," said Ken Fisher, president and CEO of AmericanHort. "The health and safety of everyone attending is our top priority and we are working diligently with event and hotel partners to ensure every reasonable measure is taken to achieve this outcome."

Headlining the keynote address for Cultivate'21 is Jon Petz, a former sales and marketing executive, two-time best-selling author and speaker who has led his teams to break-away performances throughout different industries and environments. As a remarkable addition, Jon is a professional magician and has performed all around the globe for audiences of all types. His work has been featured by *The Wall Street Journal*, CNBC, ABC News, *Success Magazine* and *The Globe & Mail*, among others. A master at storytelling, he'll speak about how to create a greater impact in what you do and those you do it for, and help understand the power of making a difference.

Other Cultivate'21 highlights include:

- **The Hemp Conference at Cultivate:** New this year, AmericanHort is hosting The Hemp Conference on July 9-10. This "conference within a conference" will be held the Friday and Saturday before Cultivate'21, and features dedicated hemp education programming and a trade show. The event will be held in Battelle Hall at The Greater Columbus Convention Center and a separate registration is required. Discounts will be offered to AmericanHort members if attending both events. Learn more at thehempconference.org.
- **Saturday workshops:** The Art of Talent Management, Building a Better Workforce, Company Culture, Moss Wall

Workshop, Pest Diagnostics & Technology Workshop, and the Garden Retail Workshop are all programs designed to help industry businesses perform better.

- **Industry Production Tours:** To provide inspiration and access to industry operations not otherwise available, participate in one of the four Saturday tours for a behind-the-scenes look. New this year is the Landscape Zoo Tour to the world-renowned Columbus Zoo that spans 588 acres, more than 200 of which have been developed as animal habitats and public spaces. Also available are the Garden Center Retail Tour, the Greenhouse Production Tour, and the Nursery Production Tour.

- **Women in Horticulture:** A powerful, inspiring networking event for women in the green industry with an energetic talk by Leslie Halleck of Halleck Horticultural LLC, who'll also moderate a panel discussion with Lisa Minter-Bustin of Minter Country Garden; Terri McEnaney of Bailey Nurseries; Leslie Herndon of GreenScape Inc./Franklin Hills Farm Nursery; and Suzi McCoy, recently retired president of Garden Media Group. Lunch is included and a portion of the ticket sale will go to a Horticultural Research Institute (HRI) scholarship fund.

- **New housing and registration partner:** Maritz Global Events, formerly Experient, is the exclusive official housing and registration partner for this year's conference.

Find more details on registration, tours and workshops, an all-access education pass, and trade show exhibiting by visiting AmericanHort.org/Cultivate. **GT**