

# GROWERTALKS

## GT in Brief

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## AmericanHort Announces Management Changes for Cultivate'22

*Jennifer Zurko*

In an effort to continually improve the event and experience for its exhibitors, sponsors and attendees, AmericanHort announced Cindy Lee and Bill Behrens have joined the association team to take the lead on managing Cultivate, AmericanHort's signature industry event.

Cindy Lee joined AmericanHort in June as exhibit and sponsorship sales manager. She brings more than 15 years of industry association and trade show management experience. Cindy is well-versed in working with exhibitors and sponsors through her most recent role as trade show manager for the Ohio Health Care Association, which hosted a similar, large trade show held at the Greater Columbus Convention Center. Cindy also has experience in leading association membership activities and understands the unique needs of AmericanHort's association customers.

Bill Behrens has more than 20 years at Experience Columbus, the city's Visitor and Convention Bureau, where he successfully led the development and execution of large trade shows and events in Columbus and the surrounding region. Bill knows Cultivate well, having worked directly with AmericanHort on the event during his tenure with Experience Columbus, and will serve as trade show and event manager.

"With the successful return of 'in-person' Cultivate'21 in July, AmericanHort is on track to make the industry's leading educational and trade show event better than ever," said Ken Fisher, AmericanHort president and CEO. "We are pleased to have two experienced and talented people join our team to work with our entire staff who are dedicated to making Cultivate'22 a huge success."

Prime trade show exhibit booth locations and event sponsorships are currently available. To learn more, Cindy can be reached at [CindyL@AmericanHort.org](mailto:CindyL@AmericanHort.org) and Bill at [BillB@AmericanHort.org](mailto:BillB@AmericanHort.org), or call the AmericanHort office at (614) 487-1117. **GT**