

PRESS RELEASE**FOR IMMEDIATE RELEASE**

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Cultivate'15 – It's a Game Changer

Columbus, Ohio – AmericanHort is announcing the newest features at Cultivate'15, to be held on July 11-14. Cultivate has long been the event for debuting new products, trends, ideas, and solutions for all types of horticulture businesses. In an industry that has seen major changes, and with those changes occurring at an even faster pace, many businesses and professionals are left with their heads spinning and no clear idea of how to regroup and strategize for ultimate achievement.

Changing the Game

At Cultivate'15, we're "Changing the Game." As this year's focus, Changing the Game brings with it a light-hearted seriousness that calls your attention to the ways in which our industry has changed and your opportunities to compete successfully. Let Cultivate help you navigate the industry shifts and where you fit in, giving you strategies and "game plans" backed by researched insights, new technologies, and fresh ideas. You'll come away feeling energized and excited to get back into the game.

All horticultural business segments and professionals are invited to experience four days of educational sessions led by the most knowledgeable and compelling industry experts and insiders on topics like consumers in the new millennium, new technologies for greater efficiencies, the most recent legislative and regulatory updates, and strategies to drive sales. Join us also for three days on the trade show floor, also known as the Solutions Marketplace, where the expanding 8-acre space showcases the latest and greatest innovations, technologies, and services.

New This Year: The Retail District

The Greater Columbus Convention Center is growing, and we're taking advantage of it by putting all of your trade show and retail needs in one space – in the Solutions Marketplace trade show. Get all of your business done and more at the new Retail District. The Retail District, which has taken a cue from our European colleagues, provides a striking backdrop to showcase retail merchandise and creates a very engaging trade show experience. Attendees will discover the latest offerings from retail suppliers, providers, and vendors, as well as experience the debut of a revolutionary AmericanHort initiative looking at the future of retail. You will be infused with inspiration, ideas, and implementable strategies to engage consumers and drive profit in new and notable ways.

Two Game-Changing Keynote Speakers

Curt Steinhorst is a generational expert with an engaging speaking style and [sharp insights into our multi-generational workforce](#). In his keynote, "The Generational Divide," Curt highlights how for the first time in history, four generations are working side by side – and a fifth generation is on the way. Each generation brings different strengths, values, and communication styles to the workplace. These differences can be challenging (you leave a voicemail and they reply by text), or it can be a strategic opportunity depending how leaders respond. Filled with surprising statistics, step-by-step strategies, and laugh-out-loud stories, Curt Steinhorst prepares attendees to go back to their businesses and make their multigenerational workforce a competitive advantage.

Nancy Fire is the design director for the [HGTV HOME brand](#), and is backed by her experience as the creative director of [Design Works International](#). Her talk, “Winning a Place in Consumer Lifestyles,” reiterates how crucial it is to stay relevant and maintain emotional resonance as a brand in today’s market. Nancy knows a thing or two about trends. She specializes in trend presentations, print/color direction, color palettes, and graphics and applies this to the HGTV HOME brand. The brand curates trends and gives the consumer smart and stylish choices for their constantly evolving lifestyle. Learn how to capitalize on trends and win a permanent place in your consumers’ lifestyles.

Get Ready to Get Your Game On

More information can be found at [AmericanHort.org/Cultivate](#). The remaining exhibition space is currently being sold and registration for the event opens March 10.

Cultivate’15 is an AmericanHort experience based on our mission of uniting the industry and campaigning for its success through advocacy, collaboration, connectivity, education, market development and research. The event is considered the largest all-industry horticultural event in North America, and in its 86th year, nearly 10,000 people attend across all industry segments and businesses. Be one of those attendees – you can’t afford to miss out on this, and we’re excited to see you.

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AmericanHort was formed in 2014 by the consolidation of the American Nursery & Landscape Association and OFA – The Association of Horticulture Professionals. With a combined history of 220+ years, AmericanHort supports nearly 16,000 member and affiliated businesses that include breeders, greenhouse and nursery growers, garden retailers, distributors, interior and exterior landscape professionals, florists, students, educators, researchers, manufacturers, and all of those who are part of the industry market chain. The horticulture industry’s production, wholesale, retail, and landscape service components have annual sales of \$163 billion, and sustain over 1,150,000 full- and part-time jobs. Our mission is to unite, promote, and advance the horticulture industry through advocacy, collaboration, connectivity, education, market development, and research. The association has offices in Columbus, Ohio for administration and member services, and in Washington, DC to facilitate government relations and research activities.