

PRESS RELEASE

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Cultivate'17 Offers Professional Development Opportunities

Columbus, Ohio – AmericanHort's Cultivate'17, July 15-18 in Columbus, OH, is the horticulture industry's renowned professional development event with the largest all-industry trade show, best-in-class tours and workshops, and the most comprehensive professional, technical, and staff development opportunities. Cultivate is "[where the green industry comes together](#)" and has been for over 85 years.

Headlining as keynote at Cultivate'17 is the popular business management expert and author, [Jon Gordon](#). The Sunday morning Cultivate keynote will focus on lessons from Jon's Wall Street Journal bestseller *The Energy Bus*. Businesses are looking for new ways to overcome challenges and adversity that are present in every workplace. The Energy Bus outlines Gordon's approach to addressing and overwhelming those challenges with positive energy stemming from vision, trust, optimism, enthusiasm, and purpose. The result will be the ability to drive your company forward with focus and more engaged employees.

The Energy Bus principles and others from Gordon's library of work, which include *The Seed*, *The Carpenter*, and *Training Camp*, have successfully been put to the test by the Los Angeles Dodgers, The Atlanta Falcons, Campbell Soup, Dell, Publix, Southwest Airlines, LA Clippers, Miami Heat, Pittsburgh Pirates, BB&T Bang, Clemson Football, Northwestern Mutual, Bayer, West Point Academy, and more. Now, green industry professionals can benefit from his experience and insights to approach life and work with the kind of positive thinking that leads to true accomplishment.

Ken Fisher, AmericanHort President & CEO, says, "With Cultivate'17 being bigger, better, and bolder, we sought out a keynote speaker to match that purpose. Jon Gordon is well-respected in the business world, and his strategies result in real changes for those who implement them. AmericanHort is committed to helping our members grow strong businesses."

This impactful keynote is backed by a roster of 100+ additional professional development sessions presented throughout Cultivate'17.

Topics include:

- Employee engagement and human resource development
- Developing impactful sales and marketing programs
- Latest programs for pollinators
- New methods for developing green infrastructure
- Biocontrols and integrated pest management solutions

- Best practices in plant production
- Cutting edge production technology trends
- Advancements in plant varieties and selection
- Academic research updates from leading horticultural scientists
- Horticultural Research Institute advancements.

Each topic offers sessions led by the horticulture's leading subject-matter experts, as well as some new faces from outside industries to bring new knowledge and a fresh perspective. Sessions will also be coded this year based on professional level -- fundamental, intermediate, and progressive -- so that entire teams can benefit and advance their professional development at any stage.

AmericanHort Learning Resource Specialist Gina Zirkle has nothing but excitement to share, "We know that it can be challenging to find the right professional development opportunities for team members with different experience levels -- that, and the fact that there's a constant need for new information in our industry to help businesses advance. This new professional development curriculum at Cultivate'17 means that it'll be that much easier for you to find the right session for the exact challenge with the right solutions and ideas."

Cultivate'17 is the national industry event hosted by [AmericanHort](#) every July in Columbus, Ohio. This year it is July 15-18. Cultivate owns the niche for gathering the entire industry supply chain in one place for four days of professional development and robust business opportunities with its 700+ exhibitor trade show and plentiful networking opportunities. Cultivate'17 registration will open March 7, 2017 at 11 a.m.

To learn more and explore key sessions for your industry segment (nursery, greenhouse, landscape, retail, and interior plantscape), please visit [AmericanHort.org/Cultivate](#).

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The AmericanHort community includes professionals from all facets of the industry. From growers to retailers, breeders to installers, suppliers to innovators, students to researchers, and everyone in between, businesses across the horticulture industry call AmericanHort their inspiration, voice, community, success, business partner, leader, and advocate. With \$163 billion of market influence and the generation of 1.15 million jobs, the horticulture industry is a key player in the global economy. AmericanHort supports businesses in their continuous growth and success with knowledge resources, staff development, in-person meetings, and government advocacy. The strength of our influence depends on the strength of our collaboration, and AmericanHort unites the industry as a major force. What we do together matters. #WWDTmatters.