greenPROFIT

Front Lines

6/1/2026

Look for Us at Cultivate

Jennifer Polanz

Our editors and contributors will be speaking at this year's Cultivate'26 in Columbus, Ohio. Check us out at these sessions:

Jennifer Polanz
4:00-5:00 p.m., Sunday, July 12— "Insights From the Industry's Top Young Retailers," featuring Samuel Di Rito, Brandon Kirby and Jake Scott

Katie Elzer-Peters
Saturday, July 11 Sessions:
9:00-10:00 a.m.—"Imagination Activation: How Three Businesses Create Trendy, Fun and Profitable Customer Experiences" (panel)
10:30-11:30 a.m.—"Beyond the Pot: How to Host Creative Experiences that Earn Loyalty and Profits"
1:45-2:45 p.m.—"Creative Workshop Brass Tacks: Pricing, Tickets, Contracts, Marketing, Setup, Supplies, Follow-up"
Sunday, July 12 Session:
4:00-5:30 p.m.—"Growing Connections: An Out-Of-The-Box Networking Experience" (with Meg Morrison)

Michael Maggiotto
9:30-10:30 a.m., Monday, July 13—"Costly People Risks Most Business Leaders Miss: And Could Shutter Your Business"

Megan Taylor Morrison
3:15-4:15 p.m., Saturday, July 11—"Avoid and Address Burnout: Actionable Steps for Leaders and Teams"
9:45-10:45 a.m., Sunday, July 12—"Own Your Weird: Personal Branding That Stands Out"

David Williams & Erik Dietl-Friedli
1:30-2:30 p.m., Monday, July 13—"Fast-Track Your Marketing: Build an AI Brand Kit That Does the Work for You" (just David)
9:00 a.m.-noon, Tuesday, July 14—"Deep Dive Into Displays: Level Up Your Visual Merchandising Game"

Two other events you should not miss are:
The Garden Center Group's Retailers' Choice Awards, starting at 3:00 p.m. Monday, July 13 on the Cultivate Live

Stage. Retailers will have scoured the show floor in the days before looking for cool plants and products, and they'll bestow these awards on their favorites Monday afternoon.

Unplugged starting at 8:00 p.m. Monday, July 13, where we'll announce our winners for the *Green Profit*/The Garden Center Group Young Retailer Award and the *GrowerTalks*/Ball Horticultural Company Young Grower Award. The event takes place at Gaswerks, 487 Park Street, Columbus. **GP**