



Maria Zampini
World class plant promoter and writer

Awards

2006 “Honorarium”
The Nursery Growers of Lake County, Ohio

Published Garden Writer

Multiple articles published in national state green industry trade journals as well as consumer websites and publications.

International Lecturer

Topics include:

- New plant introductions
- Sustainability
- Plant patents
- Plant trademarks
- Native plants

Areas of Expertise

- Plant research and development
- Introduction and intellectual property
- Marketing, PR and trade advertising
- Website and social media content provider
- Event coordination
- Retail garden center consultation

Business Experience

UpShoot LLC, Madison, OH

President of UpShoot™ LLC (formerly Lake County New Plants LLC) a boutique horticultural marketing firm providing sales, marketing and licensing of new plant introductions, including LCN Selections, to the consumer and the green industry across the United States, Canada, Australia and Europe.

Agricola Management Group - Exclusive licensee of the HGTV HOME Plant Collection, Nashville, TN

Director of Plant Development and Ornamental Program Manager

Lake County Nursery, Inc., Perry, OH

Past President of a one thousand acre wholesale nursery. Parent company of South Ridge Trucking, Champion Garden Towne—a destination attraction garden center—and New Plants, Inc. promoting over one hundred patented and trademarked plants

Horticulture Organizations – Current Member

- AmeriHort
- Garden Writers Association of America, *Region III Regional Director*
- National Association of Plant Patent Owners, *Board of Directors*
- North Carolina Nursery & Landscape Association
- Nursery Growers of Lake County, Ohio
- Ohio Nursery and Landscape Association, *Legislative Committee*

Horticulture Organizations – Past Involvement

- American Nursery and Landscape Association, *2001 Convention & Executive Learning Retreat*
- The Design Network, *Member*
- International Ornamental Crabapple Society, *Past President, Secretary, Board of Directors*
- International Plant Propagators, *2009 Eastern Regional Conference Site Committee*
- Nursery Growers of Lake County, Ohio, *Summer Field Day Committee*
- Nursery Management Magazine, *Advisory Panel*
- Ohio Nursery and Landscape Association
 - *2008 Centennial Celebration Committee*
 - *2001 President*
 - *Hispanic; Certification; Retail; Budget, Policy and Review and Marketing Committees*

Writing Experience

- American Nurseryman, *Feature writer and Former Nursery Insight monthly columnist*
- Country Folks Grower
- Fine Gardening
- Garden Center Magazine, *Contributing Editor*
- Horticulture magazine, *Feature Writer, Former Contributing Editor of Expert Picks and Gardening Life Columns*
- Malus (The International Ornamental Crabapple Society)
- Nursery Management Magazine, *Feature writer; Former monthly guest columnist for “Ohio” issue and “Green Family” year-long columnist*
- Nursery News
- Scotts-Miracle Gro website, *Former Learning Library contributor*
- State-by-State Gardening magazines, *National Feature Writer – IN, MO, OH and PA publications*
- Today’s Garden Center magazine
- The Landsculptor (Michigan Green Industries Association)
- The Buckeye (The Ohio Nursery and Landscape Association)
- Nursery Lines (New York State Nursery and Landscape Association, Inc.)



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Personal Facts

1962 Born in Madison, OH

1984 Bachelor of Science degree in horticulture Pennsylvania State University, State College, PA

Master Ohio Certified Nursery Technician in Grower, Retail and Landscape categories

Graduate of Dale Carnegie

Currently resides in Perry, OH

Has two children:

- Jacob
- Robert

Church Member:

St. Cyprians Church, Perry, OH

Community Involvement

Maria believes in paying it forward. She is committed to local environmental efforts and has been involved in many numerous organizations in leadership roles throughout Lake County, Ohio including:

Current Involvement

Volunteer Role

Advisory Board

Organization

Salvation Army, Painesville, OH

Past Member

Volunteer Role

Board of Trustees

Organization

Lake County Visitors Bureau, Painesville, OH

Board of Trustees

Lake Erie College, Painesville, OH

Marketing Committee

Lakeland Foundation of Lakeland Community College

Advisory Committee

Lake County Economic Development Center Strategy Project

Board of Trustees

The Mooreland Estate, Inc.