



Maria Zampini

Garden Writer and Speaker Biography



Maria Zampini
World class plant promoter and writer

Sign up for our UpShoot newsletter!

Receive monthly updates on the nursery industry, new plant introductions, trends, articles and more.

Sign up by sending your email address here:
info@upshoothort.com



**Horticulture.
Design. Ecology.
Inspiring topics for every audience.**

Maria Zampini is a fourth generation nurseryman and proud of it! Horticulture flows deep in her family veins. After graduating from Penn State University with a Bachelor of Science in Horticulture, she managed the family-owned, one thousand acre Lake County Nursery wholesale nursery, Champion Garden Towne, Inc. – a premier destination attraction garden center and New Plants, Inc. – the new plant research and development division.

Maria took a new path in 2009 partnering with her father Jim Zampini to form UpShoot™ LLC (formerly Lake County New Plants LLC). Maria focuses her many talents and industry experience on sales, marketing and licensing of LCN Selections new plant introductions while continuing plant research and development for international clientele.

Additionally, in 2012 Maria was named Director of Plant Development and Ornamental Program Manager for the HGTV HOME Plant Collection.

Maria currently writes a monthly column in American Nurseryman, a horticultural industry trade magazine. She also writes for Nursery Management and Today's Garden Center magazines as well as state association publications.

On the consumer side, she is a Contributing Editor for Horticulture magazine. Her writing is regularly featured in northern State-by-State Gardening magazines and her work has appeared in Fine Gardening magazine amongst others.

Maria was the first female President of the Ohio Nursery and Landscape Association and International Ornamental Crabapple Society. She serves on the National Association of Plant Patent Owners Board of Directors and the ONLA Legislative Committee. She is a Regional Director for the Garden Writers Association. Locally, Maria serves on the Lake County Visitors Bureau and Salvation Army boards.

Contact Information:

Maria Zampini, President
UpShoot LLC
Phone: 440.259.4059
Email: maria@upshoothort.com
Website: <http://www.upshoothort.com>



Maria Zampini
World class plant promoter and writer

Published Garden Writer

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

International Lecturer

- 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

2013

- National Green Centre Tradeshow, St Louis, MO – *'Hottest New Plants in 2013'*
- Mid-Atlantic Short Course, Newport News, VA – *'New Plant Divas for the Landscape'* and *'Understanding Plant Patents and Trademarks'*
- Rochester Flower Show, 2013 GPA Education Day, Rochester, NY
- The Great Big Home and Garden Show, Cleveland, OH – *'Hottest New Plants in 2013'*
- Men's Garden Club of America, Inc., Youngstown, OH
- Chicks in Horticulture, LINLA Brunch, Long Island, NJ
- MGIA 26th Annual Tradeshow and Convention, Novi, MI – *'Fresh Ideas for New Plant Introductions'* and *'New Twists on Old Favorites'*
- Dayton Home and Garden Show, Dayton, OH – *'Hottest New Plants in 2013'* and *'Smart & Stylish Gardening with HGTV Home Plant Collection'*

2012

- Perry Public Library, Perry, OH – *'HGTV New Plant Brand Overview'*
- Clemson University, Clemson, SC – *'Landscape Plant Material'*
- The Gardeners of Greater Cleveland, Cleveland, OH – *'New Plant Introductions and Sustainable Selections'*
- The 2012 Nursery & Garden Industry Association Conference, Queensland, Australia – *'Riding the Wave of Change'*
- The Great Big Home & Garden Show, Cleveland, OH – *'Hot New Plants for 2012'* and *'Slim & Trim Plants Are In'*
- ANLA Management Clinic, Louisville, KY – *'The Power of a Consumer Brand'*
- The Ohio State University Nursery Short Course, Columbus, OH – *'Branding: The Nuts and Bolts, Advantages and Disadvantages'*

2011

- Pennsylvania Landscape & Nursery Association, PANTS 11 Tradeshow, Greater Philadelphia Expo Center, Oaks, PA – *'Private Garden Tour and Green Industry Trends Tour Guide'*
- Western New York Nursery & Landscape Association, Education Day, Buffalo, NY – *'New Shrubs'*
- The Ohio State University Nursery Short Course, Columbus, OH – Panelist, *'Social Media: Who is Using it & Why'*
- Western Nursery and Landscape Association, National Green Center Show, St. Louis, MO – *'Improving the Communication Loop to Increase Sales: Media, Master Gardeners, Garden Centers and Growers'*

2010

- Pennsylvania Landscape and Nursery Association, PANTS 10 Tradeshow, Greater Philadelphia Expo Center, Oaks, PA – *'Garden Center Tour Guide'*
- Michigan Nursery and Landscape Association, Great Lakes Trade Exposition, Grand Rapids, MI – *'New Shrubs'* and *'Understanding Plant Patenting and Branding'*

2009

- Oregon Association of Nurserymen FarWest Show, Portland, OR – *'New Varieties by Zone'*
- North Coast Urban Forestry Conference, Mentor, OH – *'More Trees in More Places with Space Saving Trees'*
- Ohio State University Nursery Short Course, Columbus, OH – *'Slim and Trim are In!'*



Living, supporting & sharing horticulture.



Maria Zampini
World class plant promoter and writer

Published Garden Writer

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

International Lecturer

- 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

Maria Zampini

Speaking Engagements and Appearances

2008

- South Western Urban Forestry Conference, Dayton, OH – *'10 Top Trees for the Urban Environment'*
- Ohio Landscape Association, Winter Green Expo and Conference, Cleveland, OH – *'Plant Selections for Sustainable Landscapes'*
- Michigan Nursery and Landscape Association, Great Lakes Trade Exposition, Grand Rapids, MI – *'Paint the Town Red'*

2007

- Garden Writers Association Region III Meeting, Perry, OH – *'Slim is In!'*
- Ohio Chapter of the American Society of Landscape Architects Annual Meeting, Columbus, OH - *'Natives and Dwarfs and Branded Plants. Oh My! The latest TRENDS in The Nursery Industry'*
- Michigan Green Industries Association Trade Show & Convention, Novi, MI

2006

- Northern Plant Symposium, Lansing, MI
- Tree City USA, Mentor, OH – *'Good, Better, Best. Not All Trees Are Created Equal! Total Community Involvement Creates the Very Best.'*

2005

- Middle Tennessee Nurserymen's Association Trade Show, McMinnville, TN
- National Arbor Day Foundation, Trees and Utilities National Conference, Omaha, NE – *'Good, Better, Best. Not All Trees Are Created Equal!'*

2000

- Ohio State University Nursery Short Course, Columbus, OH – *'Estate Planning'*
- American Nursery and Landscape Association Management Clinic, Louisville, KY – *'Plant Test and Show Gardens as a Marketing Tool'*