



Living, supporting & sharing horticulture.



Maria Zampini

Garden Writer and Speaker Biography

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.

In 2009 she forged a new career path by partnering with her father Jim Zampini to form UpShoot™ LLC, a boutique horticultural marketing firm. UpShoot specializes in sales, marketing and licensing of new plant introductions and gardening-related products to consumers and the green industry. Additionally, in 2012 Maria was named Director of Plant Development for the HGTV HOME Plant Collection.

Known for helping break the greenhouse glass ceiling, Maria was the first female President of the Ohio Nursery and Landscape Association in almost 100 years, as well as for and the International Ornamental Crabapple Society. She currently serves as Secretary for the Garden Writers Association, Treasurer of the GWA Foundation and participates on the ONLA Legislative Committee. Locally, Maria serves on the Salvation Army Advisory Board.

A published author, she co-wrote the book *Garden-pedia: An A to Z Gardening Terms*. She regularly writes for major state and national trade publications as well as leading consumer gardening magazines.

Maria is an international speaker who is available for television or radio guest appearances as well as speaking engagements. She has talked on a variety of green topics including gardening trends plant patents and trademarks, new plant introductions, sustainability, native plants, social media and gardening terminology amongst others. For a list of past appearances and topics, see the detail following. You can also view past, as well as upcoming appearances on upshoothort.com.



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Speaking Engagements and Appearances

2016

- 68th Annual GWA Conference and Expo, Atlanta, GA – *'New Plant Roundup'*
- FARWEST, Portland, OR – *'Five Ideas for Improving Your Social Media Marketing'*
- NW Horticulture Society, Seattle, WA – *'Garden-pedia: I didn't know that!'*
- Oklahoma State University Master Gardener Conference, Stillwater, OK – *'2016 Gardening Trends for Outdoor Space' & 'Garden-pedia: I didn't know that!'*
- Gale's Westlake, Westlake, OH – *HGTV Smart and Stylish Gardening Trends in Annuals and Perennials*
- Van Wert Blooms Gardening Symposium, Van Wert, OH – *'Garden-pedia: I didn't know that!'*
- Chicago Flower & Garden Show, Chicago, IL – *'Garden-pedia: 'Gardening Trends for Your Outdoor Space'*
- Graf Growers' 2016 Winter Seminar Series, Akron, OH – *'Garden-pedia: 'The What, When, Why and How of Gardening'*
- The Western Nursery and Landscape Association, National Green Centre, Overland Park, KS – *'New Plants' and '2016 New Plants and Products Fashion Show'*

2015

- Fall Seminar - Master Gardeners of Cuyahoga County, Independence, OH – *'Garden-pedia: The What, When, Why & How of Gardening'*
- 67th Annual Garden Writers Association National Symposium, Pasadena, CA – *'Trade Connections to Strengthen Your Green Knowledge' and 'Sow the Seeds of New Plants Into Your Seasonal Content Calendar'*
- Coalition of American Plant Societies, Herb Society of America, Kirtland, OH – *'ROI: Growing your Social Roots'*
- Mooreland Mansion / Mooreland Restoration Garden Club, Willoughby, OH –
- Perry Public Library, Perry, OH – *'Garden-pedia: The What, When, Why & How of Gardening'*
- Madison Public Library, Madison, OH – *'Garden-pedia: The What, When, Why & How of Gardening'*
- Mentor Public Library, Mentor, OH – *'Garden-pedia: The What, When, Why & How of Gardening'*
- Chicago Flower & Garden Show, Chicago Navy Pier, Chicago, IL – *'Runway Stars: New Plants in Your Local Garden Center'*
- Kah Nursery & Garden Center, Botkins, OH – *'Garden-pedia: The What, When, Why & How of Gardening'*
- Home & Lifestyle Expo at the Great Lakes Mall, Lake County Chamber of Commerce, Mentor, OH – *'Garden-pedia: The What, When, Why & How of Gardening'*
- Columbus Dispatch Home & Garden Show, Columbus, OH – *'Runway Stars: New Plants in Your Local Garden Center'*
- The Great Big Home + Garden Show, Cleveland, OH – *'Garden-pedia: The What, When, Why & How of Gardening'*

2014

- 2014 OTF Conference & Show and OSU Green Industry Short Course, Columbus, OH – *'Garden Writers as an Industry Resource: Getting the Word Out About Our Industry'*
- 66th Annual Garden Writers Association National Symposium, Pittsburgh, PA – *'Defining Gardens – Plants for a Successful Garden'*
- Cultivate'14, Columbus, OH – *'Social Media & Digital Roundtable Exchange'*
- The Mahoning Valley Landscape & Nursery Association, MVLNA Spring Clinic & Trade Show Youngstown, OH – *'2014 New Plants'*
- Nursery Growers of Lake County, Ohio Perry, OH – *'Top 10 New Plants for the Trade and Consumers'*
- The Western Nursery and Landscape Association, National Green Centre, Overland Park, KS – *'HGTV HOME Plant Collection Roundtable Discussion', 'New Plants' and '2014 New Plants and Products Fashion Show'*
- Michigan Nursery and Landscape Association, Great Lakes Trade Exposition, Grand Rapids, MI – *'Cream of the Crop New Introductions'*



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2014

- Missouri Landscape & Nursery Association Nuts & Bolts Continuing Education Day, Columbia, MO – *'Grow Your Profits with the Power of HGTV'*
- Chesapeake Green Annual Horticultural Symposium, Linthicum Heights, MD – *'Ride the Wave of Change: Keynote Address'* and *'On The Cutting Edge with New Plants'*

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 – *'50 Shades of Plant Profits'*
- The Great Big Home and Garden Show, Cleveland, OH – *'Hottest New Plants in 2013'*
- Men's Garden Club of America, Inc., Youngstown, OH – *'New Plants'*
- MGIA 26th Annual Tradeshow and Convention, Novi, MI – *'Fresh Ideas for New Plant Introductions'* and *'New Twists on Old Favorites'*
- Lake County Nursery, Perry, OH – *'HGTV HOME Plant Collection The Power of the Brand'*
- Chicks in Horticulture, LINLA Brunch, Long Island, NJ – *'2013 Trends'*
- Dayton Home and Garden Show, Dayton, OH – *'Hottest New Plants in 2013'* and *'Smart & Stylish Gardening with HGTV HOME Plant Collection'*
- OFA Short Course, Columbus, OH – *'Garden Writers: An Underutilized Link to Green Success'*
- 2013 NurseryWorks Conference, Manhattan, KS – *'Marketing New Plants'*
- 65th Annual Garden Writers Association National Symposium, Quebec, CA – *'Latin Lumina: The Fun and Function of Plant Names'*
- Oregon Association of Nurseries (OAN) Farwest Show, Portland, OR – *'50 Shades of Plant Profits'* and *'Women in Horticulture – Marketing New Plants'*
- Oregon Association of Nurseries (OAN) Retail and Greenhouse Chapter Event – *'Grow Your Profits with the Power of HGTV'*
- Native Plant and Sustainability Conference, Pittsburgh, PA – *'Nativars: Blending the Best of Both Worlds'*

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' - Keynote*
- The Great Big Home & Garden Show, Cleveland, OH – *'Hot New Plants for 2012'* and *'Slim & Trim Plants Are In'*
- ANLA Management Clinic, Louisville, KY – *'HGTV HOME Plant Collection 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, 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'*



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Speaking Engagements and Appearances

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 Nurseries (OAN) 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!'*

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'*