



Living, supporting & sharing horticulture.



Maria Zampini
World class plant promoter, author, speaker and writer

Maria Zampini

Resume

Business Experience

UpShoot LLC, Madison, OH - Current

President of UpShoot™ LLC - a boutique horticultural marketing firm specializing in sales, marketing and licensing of new plant introductions and gardening-related products to consumers and the green industry

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

Lake County Nursery, Inc., Perry, OH - Previous

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. the research division which developed over one hundred patented and trademarked new plant introductions

Education

- 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 Institute

Awards

- 2015 Distinguished Alumni Hall of Fame Inductee, Perry High School, Perry, OH
- 2006 "Honorarium", The Nursery Growers of Lake County, OH

Horticulture Organizations – Current Member

- Garden Writers Association, *Secretary and Co-Chair Association Outreach Task Force*
- AmericanHort
- Ohio Nursery and Landscape Association, *Legislative Committee*
- Nursery Growers of Lake County, Ohio
- North Carolina Nursery & Landscape Association
- Oregon Association of Nurseries
- Garden Writers Association Foundation, *Board of Directors*
- National Garden Bureau
- International Contemplative Garden Association

Horticulture Organizations – Past Involvement

- American Nursery and Landscape Association, *2001 Convention & Executive Learning Retreat*
- The Design Network, *Member*
- National Association of Plant Patent Owners, *Board of Directors*
- 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 Chair*
 - *2001 President*
 - *Hispanic; Certification; Retail; Budget, Policy and Review and Marketing Committees*



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Writing

Maria is a published book author and has penned multiple articles in national and state green industry trade journals, consumer magazines, blogs, and websites.

- Co-author Garden-pedia: An A to Z Gardening Terms, Published 2015 by St. Lynn’s Press
- HGTV HOME Plant Collection Know How! Blog
- American Nurseryman
- Country Folks Grower
- Fine Gardening
- Garden Center
- Greenhouse Management
- GPN
- Green Profit
- Horticulture
- Pennsylvania Landscape & Nursery (Pennsylvania Landscape & Nursery Association)
- Malus (The International Ornamental Crabapple Society)
- Nursery & Landscape Notes (North Carolina Nursery & Landscape Association)
- Nursery Lines (New York State Nursery and Landscape Association, Inc.)
- Nursery Management
- Nursery News
- Scotts-Miracle Gro Website
- State-by-State Gardening
- The Buckeye (The Ohio Nursery and Landscape Association)
- The Landsculptor (Michigan Green Industries Association)
- Today’s Garden Center

Speaking Experience

Maria is an international lecturer on a variety of green topics. See speaker biography for more details.

Community Involvement

Maria believes in paying it forward. She has been involved in many numerous organizations in leadership roles throughout Lake County, Ohio including:

Current Volunteer Role

- Advisory Board

Organization

Salvation Army, Painesville, OH

Past Member Volunteer Role

- Board of Trustees
- Board of Trustees
- Marketing Committee
- Advisory Committee
- Board of Trustees

Organization

Lake County Visitors Bureau, Painesville, OH
 Lake Erie College, Painesville, OH
 Lakeland Foundation of Lakeland Community College
 Lake County Economic Development Center Strategy Project
 The Mooreland Estate, Inc.

Personal Facts

- Born 1962 in Madison, OH and has two grown children Jacob and Robert