



Women in Horticulture: Strategic Networking and Mentorship; Accessing and Building Power through Relationships

Monday July 12, 12 PM ET-

Moderated by Leslie Halleck, Halleck Horticultural LLC

Panelists:

Join us for **Women in Horticulture at Cultivate'21** – an educational networking event for women in the green industry. Leslie Halleck, of Halleck Horticulture LLC, will kick off the event with a short, high-energy inspirational talk to guide you in bringing your own personal strengths and inner superpowers to the surface. This talk will serve as a preview to an education session being held later in the afternoon on **“Strategies for Challenging Gender Bias: Use Your Power to Your Advantage”**. After opening remarks, Halleck will facilitate a panel discussion with accomplished women in the green industry who will share lessons they have learned as they have navigated their career path.

A portion of all tickets purchased will go to support an HRI horticulture scholarship.

Panel members include:

- Lisa Minter-Buston, Minter Country Garden, Chilliwack, British Columbia
- Leslie Herndon, Greenscape Inc., Holly Springs, NC
- Terri McEnany, Bailey Nurseries Inc., St. Paul, MN



Leslie F. Halleck is a certified professional horticulturist (ASHS) who has spent her 28-year career hybridizing horticulture science with home gardening consumer needs. Halleck earned a B.S. in Biology/Botany from The University of North Texas and an M.S. in Horticulture from Michigan State University. Halleck's professional experience is well-rounded, with time spent in field research, public gardens, landscaping, garden center retail, and horticulture consulting and communications.

Halleck currently runs Halleck Horticultural, LLC, through which she provides horticultural consulting, business and marketing strategy, product development and branding, and content creation for green industry companies – as well as career coaching for industry members. Halleck is an award-winning marketer and writer for industry and consumer publications, and columnist for GIE Media. Her previous positions include General Manager for independent garden center North Haven Gardens in Dallas, TX, and Director of Horticulture Research at The Dallas Arboretum. Halleck is the author of several books including "Gardening Under Lights: The Complete Guide for Indoor Growers" (2018), "Plant Parenting: Easy Ways to Make More Houseplants, Vegetables and Flowers" (2019), and her latest book "Tiny Plants; Discover the Joys of Growing and Collecting Itty Bitty Houseplants" (2021).

A panel of accomplished women in horticulture will share how they have built a strategic and powerful network to advance and achieve professional goals.

Women in Horticulture Panelists:



Lisa Minter-Bustin is director of Minter Country Garden in Chilliwack, British Columbia. Her family leads The Country Garden team that sources an astonishing selection of new plants from all over the world, the best quality garden ‘staples’, unique home and garden giftware and a complete range of yard and garden supplies. Lisa has been very involved in the industry having served on several boards and committees. She served on the AmericanHort board of directors and has also served on the ANLA Retail Board, ANLA Management Clinic Programming Committee, and ANLA Convention Committee. She also is a member of one of the largest garden center cooperatives in Canada.



Leslie Herndon is a 25+ year industry veteran, beginning with her first job at 15 years old working at a retail garden center, then a wholesale nursery and the Extension Service during college. Leslie holds a bachelor’s degree in Horticulture from NC State University and joined Greenscape Inc. in 2002 as a Floriculture Foreman. Over 19 years later, Leslie is now President of the company and reports to the CEO. She is responsible for all day-to-day operations of the company and special projects. Leslie is also active in her state trade association, North Carolina Nursery and Landscape Association, and is the 2021 association president. She enjoys representing the industry as a female leader and has a passion for the flowers and still gets her hands dirty during flower install season! In her spare time, she is an aerobic fitness instructor, who loves to travel and attend rock concerts and cannot wait to get back to both of those soon.



Terri McEnaney is CEO of Bailey Nurseries, Inc., and a 4th Generation leader in her family’s nursery business. Since 1905, Bailey Nurseries has remained a family-owned company serving customers in North America and beyond. Partnerships have been established in the past decade introducing Bailey genetics and brands like Endless Summer Hydrangea, First Editions® Shrubs & Trees, and Easy Elegance Roses to the world. McEnaney graduated from the University of St. Thomas in 1982 with a degree in Business with emphasis in Accounting. After 8 years working at 3M Company, McEnaney has worked in various positions at her business and became the company’s first female president in 2001. In addition, McEnaney has served on the board at various organizations, including the Nature Conservancy, Horticultural Research Institute, AmericanHort, and Seed Your Future.

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