

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

Wednesday July 15, 11:30 AM ET- Main Stage Auditorium

Moderated by Leslie Halleck, Halleck Horticultural LLC

Panelists:

- Lisa Fiore, LandscapeHub
- Lela Kelly, Dosatron
- Rebecca Lusk, Dümme Orange
- Kelly Staats, Raker Roberta's Young Plants

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



Leslie F. Halleck is a certified professional horticulturist (ASHS) who has spent her 27-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. 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. Her new book "Gardening Under Lights: The Complete Guide for Indoor Growers" was released by Timber Press in June 2018. Her new book "Plant Parenting" was released in June 2019.



Lisa Fiore is Founder & CEO of LandscapeHub, a B2B online marketplace she created and launched in July 2017. A fourth-generation nursery professional, she realized there was an opportunity to digitize the entire procurement process for the green industry. Lisa was previously President of Fiore Landscape and Nursery Supply (FLNS), a century-old nursery company. During her sixteen-year tenure, she was responsible for identifying new business opportunities and in leading the company forward during the recession. FNLS doubled its revenue since 2010 and expanded to multiple locations under her leadership. Lisa

holds a Bachelor of Arts degree in English Literature from University of Montana and a Master of Business Administration from Lake Forest Graduate School of Management. She recently

served on the Board of Directors for the Illinois Landscape Contractors Association (ILCA) and is actively involved in many trade associations.



Lela Kelly is Vice President, and co-owner of Dosatron International Inc. Based in Clearwater, FL Dosatron has been serving North and Central American for over 30 years and is the world leader in water-powered dosing technology. While helping to run the company, Lela has also led the sales and marketing of Dostatron to the horticulture market. Her work took her all over North American visiting growers, doing training seminars and trade shows. Her perseverance and love for horticulture helped her overcome the challenges she faced being a woman in the irrigation market. Lela's interest in horticulture has spanned over 40 years. She has owned a nursery and garden center operation located on Long Island, New York, for eleven years. Lela has involved herself in the industry by working on many boards, and committees to help strengthen the industry. She is an alumni of the Harvard Business School Owner/President Manager (OPM) program and looks forward to helping other women be successful in this great industry.



Rebecca Lusk is the Retail Director & Key Account Sales Manager for Dümme Orange with responsibilities for business planning & development. She also serves on the board for the National Garden Bureau as an advisory member and is the Founder & President of Luxflora, a women-led organization working to create a lifestyle movement that uses flowers for expression in everyday life. Notable is her 18 years of employment with Dümme Orange. Her passion in life, outside of work include culinary arts, fishing, gardening and watching movies.



Kelly Staats is the Sales and Marketing Manager for Raker Roberta's Young Plants headquartered in Litchfield, MI. She has her undergraduate degree in horticulture from the Ohio State University and holds an MBA from Xavier University. Kelly fell into the horticulture field when she was a pre-med student and had an amazing Botany professor. After a tour of a greenhouse, she was hooked on the industry. Her career focus has been on sales and marketing of young plants having worked as Eason Horticultural Resource prior to joining her current team. Kelly loves the diversity of tasks that each day brings as she manages the customer service and sales team and works with their customers. She finds their hard work challenging, rewarding and fulfilling. Kelly is an avid outdoors woman who enjoys camping, hiking and kayaking in her free time. She is passionate about staying fit and active and most days can be found at the Cross Fit gym or yoga studio.

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