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

Monday July 12, 12 PM ET-
Keynote Talk and Panel Moderated by Leslie Halleck, Halleck Horticultural LLC

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 keynote 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.

Panel members include:

- Leslie Herndon, Greenscape Inc., Holly Springs, NC
- Suzi McCoy, retired Garden Media Group, Kennett Square, PA
- Terri McEnaney, Bailey Nurseries Inc., St. Paul, MN
- Olivia Sellards, Syngenta Flowers, Gilroy, CA

Speaker and program moderator:

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

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:

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.
Suzy McCoy is the recently retired past president of Garden Media Group out of Kennett Square, PA. She has worked in both agency and corporate marketing and public relations firms prior to forming her own companies. She is known as an idea generator, planner and key buzz maker who is well known in garden writing circles. During her career she was active in Garden Comm, a member of the National Gardening Association, American Horticultural Society, Pennsylvania Horticultural Society, and NICH. She is a highly regarded speaker and was named a Top 50 Business Woman in Pennsylvania. Suzi has been involved in both business and non-profit organizations. She graduated from the University of South Carolina with a Master of Journalism, specializing in public relations and advertising. Now that she has passed the company reigns to her daughter, she is spending time with her husband and grandchildren and enjoying traveling, painting, playing golf, volunteering, and reading to dogs at the Humane Society.

Olivia Sellards is a Customer Marketing Manager for Syngenta Flowers where she leads a 'small, but mighty' team of Marketing Communications specialists that create some of the most sought-after information in the greenhouse industry. Olivia’s horticulture career began when she attended a small community college in the Pacific Northwest where she worked a Horticulture program assistant aiding teachers with lab work and prepping plants and materials for classes and labs. She also worked in a garden center which further fueled her passion for the industry. She moved from Oregon to California to pursue her bachelor’s degree at Cal Poly. She worked for a professional greenhouse as Assistant Production Manager to Clearwater Nursery. Through this role she learned much, and it led to the opportunity to join Syngenta Flowers where she started more than 10 years ago as an Assistant Product Manager for flower seeds. Olivia takes a positive teamwork approach and enjoys collaborating with her cross-functional teams to communicate about the Syngenta Flowers’ innovative product assortment. She is a founding member of SWiFT – Syngenta Women in Flowers Team – a newly formed group that encourages women within Syngenta Flowers with personal and professional growth opportunities.

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