



GARDENING UNDER LIGHTS

*The Complete Guide
for Indoor Growers*

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LESLIE F.
HALLECK

Media Kit
Leslie F. Halleck

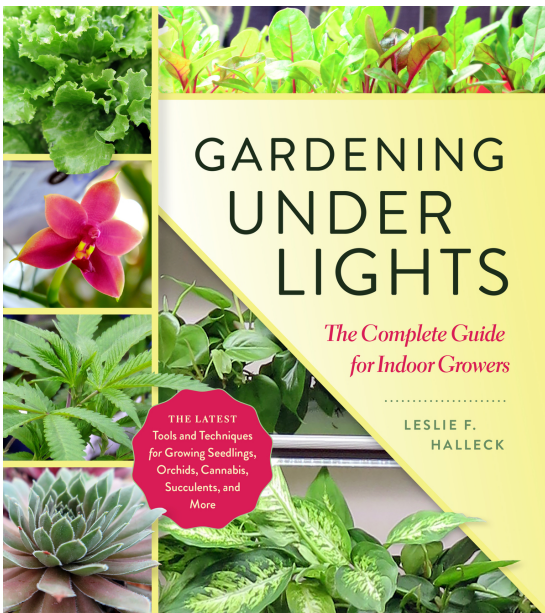
2018

About Leslie F. Halleck



[Leslie F. Halleck](#), CPH, is a certified professional horticulturist (ASHS) who has spent her 25+ 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 author, award-winning 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" can be pre-ordered now on Amazon, with release/shipping June 2018. She's currently working on a new book "Propagation, Simplified" for spring of 2019.



PRIMARY SOCIAL MEDIA ACCOUNTS:

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New Book:

Gardening Under Lights:

THE COMPLETE GUIDE FOR INDOOR GROWERS

Indoor plant lighting is a complicated and often-misunderstood topic. Many established gardeners and new plant enthusiasts alike are seeking ways to bring more nature indoors. Apartment living, short growing seasons, better home food production, or a serious addition to year-round gardening and plant collecting, drive many to attempt indoor growing. However, without the right lighting and understanding of how to use it, failure is all too common. From seedlings, to garden starts to permanent indoor crops and plant collections, Leslie demystifies the art and science of skillfully lighting and successfully growing your indoor plantings and edibles.

Book Description:

Gardening Under Lights details everything a gardener or hobbyist needs to know to garden indoors. Part One starts with the basics of photosynthesis, the science of light, and how to accurately measure how much light a plant needs. Part Two provides an overview of the most up-to-date tools and gear available. Parts Three and Four offer tips and techniques for growing popular ornamental plants (orchids, succulents, bonsai, and more) and edible plants (arugula, cannabis, oregano, tomatoes, and more) independent of the constraints of volatile outdoor conditions. *Gardening Under Lights* is a highly-detailed, accessible guide for seed starters, plant collectors, and anyone who wants to successfully garden indoors.

Target Audience: Gardeners and growers who want to expand their growing space and extend their growing seasons, city dwellers & balcony gardeners who have no yard space, fresh food enthusiasts who want clean ingredients at their fingertips and specialty plant collectors who need to feed their addiction year-round.

Demand: Indoor growing, especially for edible crops, is both a timely and on-trend topic. Demand for indoor growing equipment continues to garner a growing share of the horticulture marketplace. Unfortunately, accurate and easy-to-read publications or websites for general indoor gardeners who want to grow more than just growing cannabis are far and few between. For those interested in how to grow food crops from seed to harvest, keep ornamentals blooming or maintain specialty plant collections indoors, this book provides good science in a clear and tangible manner.



Contacts & Books

DIRECT PRESS CONTACT: Jill Mullaney, 469-906-6074 jill@lesliehalleck.com

Jill is Leslie's Account Manager. Please contact Jill for additional bio information, photos, other press information, speaking, event, and interview scheduling, consulting services, and billing information.

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Contact Katlynn for press opportunities related to the book, book excerpts, etc. **If you are a retailer directly selling books** please contact Timber Press or your **Workman Publishing** sales rep for purchase and shipment of books in advance of the event to ensure availability. If you are not a retailer, but want to directly **sell the book at your special event** or appearance by Leslie, you can order books through **Tina Parent** tina.parent@storey.com

- You can download a high res image of the cover and also request a review copy here: http://www.timberpress.com/books/gardening_under_lights/halleck/9781604697957

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SPEAKING & APPEARANCES

Every gathering needs inspiring speakers- dynamic presenters who educate and entertain. The best speakers become integral partners in your event. They bring awareness to your cause, attract new participants, and improve your results.

Leslie is an enthusiastic and experienced speaker who brings both depth and humor to her presentations. She is available to speak & teach on a variety of green industry subjects, be they home indoor and outdoor gardening techniques and plants; or topics related to business and marketing of green industry companies.

If you would like Leslie to speak at your event, engage in an event appearance, or sign books (or sell & sign books), please contact Jill Mullaney. Fees apply to all speaking services, appearances, and travel.

PROMOTION OF YOUR EVENT- Absolutely Free!

If Leslie is speaking or appearing at your event, Halleck Horticultural, LLC will cross-promote your event for six weeks leading up to the speaking engagement with a minimum of ten social media posts on company social media platforms and the addition of your event to our company E-blast.

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