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**Horticultural Consulting
Marketing & Branding
Business Consulting
Writer & Author**



Women in Horticulture

Maximize Your Power
as a Woman in the
Workforce

REAL CHALLENGES



SEXUAL DISCRIMINATION & HARRASSMENT

WE ARE JUST TRYING TO WORK





WE FEEL LIKE PREY

#LEATHERWORK

GETTING YOUR VOICE HEARD





“The green industry has been such a male-dominated industry for so long that sometimes it seems **hard to get your voice heard.**”

Jill Hoffman
Hoffman Nursery

THE BURDEN GAP IS REAL.

A woman with curly hair, wearing a white shirt, is sitting at a conference table with her hands covering her face, appearing distressed. Two men in suits are seated on either side of her. The man on the left is gesturing with his hands as if speaking, and the man on the right is pointing his finger towards her. The setting is a modern office with large windows in the background.

**THE WORK WORLD IS
NOT SET UP FOR WOMEN**



WOMEN'S LIVES ARE FRACTURED

- Jobs/Career
- Kids
- Housework/mgmt.
- Cooking
- Sick kids
- Breastfeeding
- Husbands
- Parents
- Evil Uterus

A young girl with red hair and bangs is sitting at a table. She is wearing a white sweater with a red and brown geometric pattern. In front of her is a white pitcher and a bowl of food. The background is slightly blurred, showing other people at the table.

STEREOTYPES

THE STORIES OTHER PEOPLE TELL ABOUT YOU...

GENDER NORMS



**Gender norms aren't
absolutes.**

**Girls can and will aspire to
"masculine" roles**

**Boys can and will aspire to
"feminine" roles**

Don't listen to the stories other people tell about you...or you just might believe them.



Women Are Not Your Competition...



**SHE'S
OLD**

**SHE'S
FAT**

**I HATE
WORKING
WITH
WOMEN**

**SHE'S
BOSSY**

**SHE'S
TOO
DRIVEN**

**LOOK AT
HER
BUTT
BECKY**

**SHE'S
SUCH A
B!**

AGISM




REAL STRENGTHS





"I think many women can **"read"** a **situation** and discover what the underlying agenda items are."

Dr. Bridget Behe
Michigan State University

A black and white photograph of a potted plant. The plant has large, light-colored flowers with dark centers and dark, textured soil. The background is dark and out of focus. A white rectangular box is overlaid on the right side of the image, containing the text.

**We are used
to adversity
and we don't
feel entitled.**



“Considering women are the largest consumer of horticulture we should have an advantage simply because **we can relate to the final customer base better.**”

Brie Arthur
Gardenuity, Author
“Foodscape Revolution”



WE ARE MASTER MANAGERS

- Jobs/Career
- Kids
- Household/mgmt.
- Cooking
- Sick kids
- Breastfeeding
- Husbands
- Parents
- Evil Uterus



"I think being a stay at home mom for almost ten years gave me a lot of **clarity for my own path.**"

Christina Salwitz
The Personal Garden Coach

**WHAT ARE
YOUR SKILLS &
STRENGTHS?**



REAL STRATEGIES FOR MAXIMIZING YOUR POWER





MIND YOUR BOUNDARIES

**DOCUMENT & REPORT
Instances of
Aggression & Sexual
Harassment**

IT TAKES COURAGE TO CHOOSE CONFIDENCE



**USE YOUR
VOICE!**

A background image showing two men in business suits engaged in a conversation. The man on the left is gesturing with his hands while speaking. The man on the right is listening attentively. The scene is set in a bright office environment with a window in the background.

MIND YOUR MAN-NERS

Learn to interrupt

STOP Apologizing

Be direct – use fewer words

Mindful of your body language

Assume assertive stances

A young Black man with short hair and a serious expression is looking directly at the camera. He is wearing a light-colored shirt. The background is slightly blurred, showing what appears to be a vehicle or machinery. Overlaid on the image are two black text boxes with white text. In the top right corner, there is a dark grey triangular shape containing the text 'NICE LADY?'.

**NICE
LADY?**

**NOT YOUR JOB:
Babysit fragile egos**

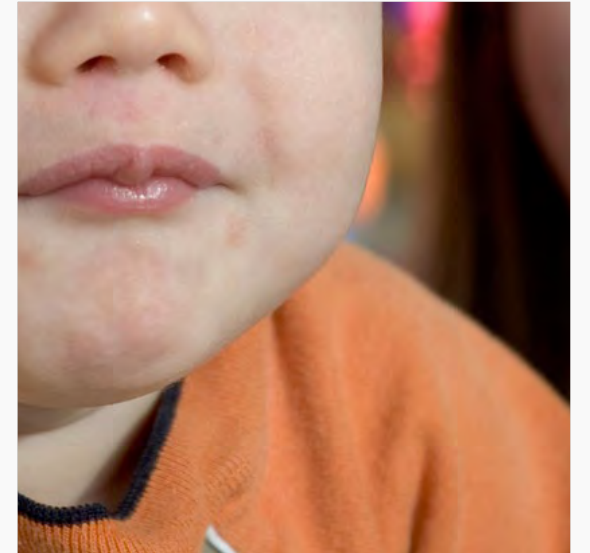
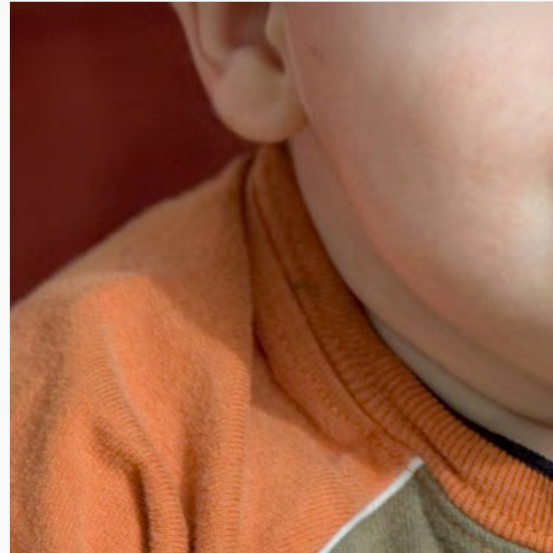
**NOT YOUR
RESPONSIBILITY:
Other people's insecurities**



“Build your confidence by **stepping up and doing what you want to do**, as long as it is ethical and contributes to the performance of the company.”

Dr. Bridget Behe
Michigan State University


SAY NO



A woman with curly hair, wearing a white blouse, is sitting at a conference table with her hands covering her face, appearing distressed. Two men in suits are seated on either side of her. The man on the left has his hands raised in a gesture of surprise or exasperation. The man on the right is pointing his finger towards the woman. The background shows a bright window with a city view.

THE PAY GAP IS REAL.

STOP DE-VALUING OTHER WOMEN



**Stop punishing women
for NOT having children,
whilst rewarding men for
having them.**

A woman with dark hair and bangs, wearing a white blazer, has a wide-eyed, open-mouthed expression of surprise or excitement. She is resting her chin on her hand. The background is slightly blurred, showing what appears to be a window with a grid pattern.

**STOP
COMPETING
WITH ONE
ANOTHER FOR
2ND or 3RD
PLACE!!!**



**STAY FOCUSED
ON *YOUR*
TOP SPOT**



“Try to have a plan of some kind. Life will happen, and things will get in your way, but **being adaptive is a woman’s specialty.**”

Christina Salwitz

The Personal Garden Coach




**CELEBRATE
OTHER
WOMEN'S
ACHEIVEMENTS**

**NETWORK
STRATEGICALLY**

A white smartphone is shown from a slightly elevated angle, lying flat. The screen is a uniform light gray. A black rectangular box is centered on the screen, containing white text. On the left side of the phone, the earpiece and two microphone holes are visible. On the right side, the camera lens and flash are visible.

**EARN YOUR
EMPOWERMENT...
DON'T BUY IT**



**NEVER RELIQUISH YOUR
RELEVENCE
NO MATTER YOUR AGE!**



**The best
thing
women can
do is make
connections
of all ages**

A close-up photograph of a woman's hand holding a blue pen over a document. The background is blurred, showing a man in a checkered shirt sitting at a table, suggesting a meeting or office environment. A white rectangular box is overlaid on the center of the image, containing the text.

**MORE WOMEN
IN POSITIONS OF
POWER
IN BUSINESS &
GOVERNMENT**



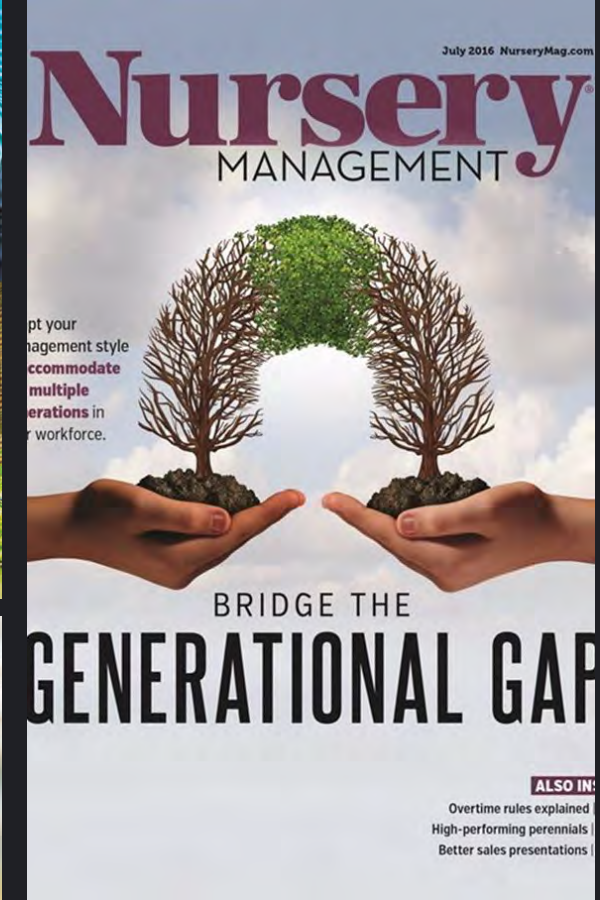
“Be true to yourself and stand up for your rights. Always be kind, professional and considerate and **don't tolerate inappropriate behavior from ANY coworkers.**”

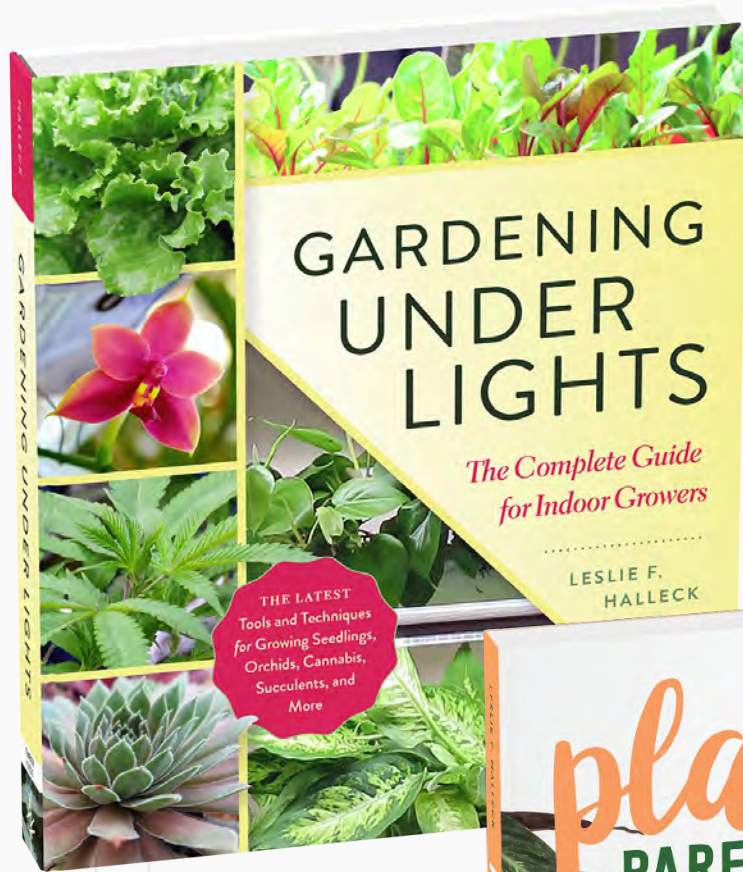
Brie Arthur
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TOUGHEN UP CUPCAKE!

READ ME...





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