

FOR IMMEDIATE RELEASE: April 14, 2020

Contact:

David Cheng, Communication Manager
Pennsylvania Horticultural Society
dcheng@pennhort.org | 215-988-1631

Susan E. Yoder, Executive Director
Seed Your Future
syoder@seedyourfuture.org | 484-798-5934

Networking Breakfast Celebrates A “Growing Interest” in Green Collar Jobs

PHS and Seed Your Future connect students and job seekers with professionals

[PHILADELPHIA, PA - April 14, 2020] – Pennsylvania Horticultural Society, recognized for its impact in strengthening communities across the region through a host of activities that include tree plantings, community gardens, public horticulture, stormwater remediation, education and green collar training programs, teamed up with Seed Your Future, a non-profit organization that inspires people to pursue career opportunities in horticulture, to host the annual “Green Collar Career Exploration and Networking Breakfast” at the 2020 PHS Philadelphia Flower Show held in March at the Pennsylvania Convention Center. One hundred college students were invited to network with twenty “green collar” professionals representing all sectors of the horticulture industry including art, science, technology, business, and education. PHS staff and other professionals spoke with students about the wide range of opportunities in the horticulture industry.

“Students are the future of our industry,” said Nicole Juday Rhoads, Director of Engagement for PHS, who helped coordinate the event. “The Philadelphia Flower Show brings together the world’s most brilliant and successful horticultural professionals, and PHS felt a responsibility to connect these talented students to inspiring horticulture leaders.”

Students from Rutgers University, Penn State, University of Maryland, Delaware Valley University and other regional educational institutions heard from a variety of speakers, including plant geneticists, business owners, aquaponic growers, and a range of professionals representing the field of public horticulture from the Philadelphia Zoo to Smithsonian Gardens. A common refrain among the professionals related to the immense personal and professional rewards that are found working with plants.

“Most students, job-seekers, and adults interested in a career change aren’t aware of the wide range of impactful and rewarding careers working with plants,” said Susan E. Yoder, Executive Director of Seed Your Future. “The networking event at the Philadelphia Flower Show was a tremendous opportunity to help people explore plant-based careers and hear from green-collar pros about their own career path.”

For more information on a career in the horticulture industry and additional resources, visit seedyourfuture.org/careers. For more information on PHS and the Philadelphia Flower Show, visit PHSonline.org.

ABOUT PHS

The Pennsylvania Horticultural Society, an internationally recognized nonprofit organization founded in 1827, plays an essential role in the vitality of the Philadelphia region by creating healthier living environments, increasing access to fresh food, growing economic opportunity, and building deeper social connections between people. PHS delivers this impact through comprehensive greening and engagement initiatives in more than 250 neighborhoods; an expansive network of public gardens and landscapes; year-round learning experiences; and the nation’s signature gardening event, the Philadelphia Flower Show. PHS provides everyone with opportunities to garden for the greater good as a participant, member, donor, or volunteer. For information and to support this work, please visit PHSonline.org.



About Seed Your Future

Seed Your Future is a national movement to promote horticulture and inspire people to pursue careers working with plants. Supported by more than 200 partner organizations, we envision a U.S. where everyone understands and values the importance of plants and the people who work in the art, science, technology and business of horticulture. For information, visit us at SeedYourFuture.org.

###