

BRIE GROWS

BRIE ARTHUR

AUTHOR

HORTICULTURIST

SPEAKER

PROMOTIONAL BIO

Known for her leadership with the national Foodscape movement and her lively, information packed presentations, Brie Arthur is a celebrated speaker and bestselling author. With two decades of professional horticulture experience she now shares her expertise as a correspondent on the Emmy award winning PBS Television show “Growing a Greener World”. You can follow Brie’s gardening journey through her website, BrieGrows.com or her social media and YouTube channel, Brie the Plant Lady.

ABBREVIATED BIO

Bestselling author and horticulturist, Brie Arthur has garnered acclaim for her enthusiastic presentations and practical, out of the box gardening advice. Originally from southeastern Michigan, Brie Arthur studied Landscape Design and Horticulture at Purdue University. With more than a decade of experience as a grower and propagator she now shares her expertise as an advocate for consumer horticulture and home gardening across America.

Brie is an ambassador for Soil3 organic compost and appears as a correspondent on the PBS Television show “Growing a Greener World”. She is President of the International Plant Propagators Society Southern Region and is on the board for the North Carolina Botanic Garden Foundation. Brie was honored as the first recipient of the American Horticultural Society's Emerging Horticultural Professional Award for her efforts in connecting a new generation to the art and science of growing.

You can follow Brie’s gardening journey through her website, BrieGrows.com or her social media and YouTube channel, Brie the Plant Lady.

FULL BIO

Brie Arthur is widely recognized as one of the charismatic young leaders who are helping shape the future of the green industry and home gardening. Brie is an acclaimed international speaker and author. Her bestselling first book, *The Foodscape Revolution* (2017, St. Lynn's Press), laid the groundwork for realizing the full potential that every landscape offers, by growing fruits and veggies alongside traditional plantings and doing it with pizzazz and purpose.

Gardening with Grains is her latest passion project, born from an “aha” realization that we have been missing a dynamic piece of the burgeoning foodscape movement: grains – those ancient and beautiful grasses that practically *gave* us civilization. Grains can be planted as ornamental-edible additions to residential and commercial landscapes. Not just as field crops anymore but offering a way for us to come closer to these vital food sources, grown on a small scale and without the chemical interventions that are part of conventional farming practices. Brie's core belief is that all things horticultural are the way to create a healthier future for the world.

Brie studied Landscape Design and Horticulture at Purdue University and has worked as a propagator and grower at leading nurseries. In 2017 she was awarded the first “Emerging Professional” distinction by the American Horticultural Society for her efforts in connecting a new generation to the art of growing. She was named in the class of 2016's “40 Under 40” by Greenhouse Product News and is the founder of Emergent: A Group for Growing Professionals. Brie a past-president of the International Plant Propagators Society, Southern Region. She appeared as a correspondent on the PBS television show “Growing a Greener World” and shares real-life gardening advice through her YouTube channel, Brie The Plant Lady.





FEATURED VIRTUAL & LIVE PRESENTATIONS

* All presentations are tailored for a specific audience and growing region and run approximately 45-60 min length. Please contact Brie to discuss specific requests.

A NEW ERA OF FOODSCAPING

With so many new people interested in gardening now is time to address all the benefits that growing beauty and bounty offer! Join best-selling author and horticulturist Brie Arthur for a BRAND-NEW presentation combining expert gardening advice from both of her books. From container growing, to creative combinations to attract pollinators this program will offer a fresh take and practical gardening advice no matter your skill level. Get ready to be inspired to foodscape!

DIRECT SEEDING DYNAMIC DISPLAYS

For twenty years horticulturist Brie Arthur has been honing her skills at direct seeding flowers and vegetables to create unique, low maintenance displays. In this brand-new program Brie will share advice on site and soil preparation, seed selection, timing, and long-term management strategies. Learn how to grow poppies, larkspur, bachelor buttons, and nigella right alongside shrubs, perennials, and delicious vegetables. This presentation will inspire attendees to start scattering seeds and growing beauty and bounty in all the open areas of their landscapes.

FOODSCAPING IN CONTAINERS

Foodscapeing is all about making the most of the square footage that is available. Discover strategies to cultivate all the plants you love in containers. Brie shares expert insights on how to design and manage container foodscapes for year-round beauty and bounty. Learn all about the best soil, fertilizers, and watering practices along with creative planting combinations. Everyone will be inspired to get busy planting food and flowers in pots after listening to this fun and informative presentation.

KEEP THE ANIMALS OUT!

Mammal browse is one of the biggest challenges that gardeners face. And we all have critters that we are sharing our gardens with, including deer, rabbits, groundhogs, even cats and dogs! The reality is, our gardens are delicious- they are fertilized, irrigated and full of tasty exotic plants, so of course the local wildlife will take delight in eating our hard work. In this fun webinar, author, and horticulturist Brie Arthur, will explain her approach to dealing with unwanted animals. She will cover it all, including a few things that you should NOT do! From the best repellents and inexpensive fencing solutions to using a few favorite veggies to help deter problem animals, attendees will learn easy-to-apply strategies. Brie aims to make you laugh and answer all your questions in this interactive virtual session.

SIZZLING SUCCULENTS

Colorful and creative succulents are the one of the easiest ways to brighten a patio or garden with little effort. Brie shares growing and propagation advice about her favorite tender and hardy succulents. She discusses creative combinations for year-round interest and new introductions for cold hardy zones. Low maintenance, drought tolerant and eye catching, Sizzling Succulents will encourage everyone to indulge in this sustainable growing trend!

THE TRAVELLING TREE HUGGER

Join Author Brie Arthur for a photographic tale of book tour adventures across the US. Having visited more than 500 venues, discover some of the best public gardens in America! From coast to coast and zone to zone this program is a visual delight that will encourage everyone to plan a trip and hug a tree!



HOW TO GROW FOOD PRESENTATIONS

THE FOODSCAPE REVOLUTION GENERAL CONCEPTS

Best-selling author Brie Arthur has fine-tuned her signature gardening technique of Foodscaping, a sustainable practice that embraces beauty and bounty. Combining expert advice from both of her books, Brie aims to inspire attendees to think creatively about planting veggies! Learn how to pair edibles with the best flowering perennials for your region. Easy planting strategies are explained, including creative ideas for deterring deer, rabbits, groundhogs, and voles. This is a fast paced, informative presentation that leaves attendees inspired and ready to foodscope!

DESIGNING THE RIGHT SIZED FOODSCAPE

Foodscaping is all about making the most of the square footage that is available. Discover strategies to cultivate a smaller footprint while still growing the flowers and food you love. Brie shares insights on how to design and manage a downsized garden. Learn about growing in containers and with new technologies, including patio friendly Aeroponic systems and Live Screens. Accessible strategies are explained, including how to plant bed edges to deter browsing mammals. From having a party ready patio to a bountiful property border Brie will share expert growing tips for a successful harvest.

FOODSCAPING FOR FRAGRANCE

Learn how to design a fragrant landscape that is also productive! Brie will share her favorite ornamental plants that provide scent through the seasons and suggest low maintenance edible pairings. From cut deliciously scented flower arrangements to homegrown harvests, get ready to be creative!

FOODSCAPING FOR THE FUTURE

Combining expert advice from both of her books, Brie looks to how gardeners can help shape the future. The most important thing we can do as stewards of the earth is teach the next generation to value the resources of the natural world. Brie has taken the foodscope platform into schools across the US, working with administrators, teachers, parents, and grounds management staff to create bountiful and beautiful spaces through-out campus properties. Easy strategies are explained, including how to plant a bed edge to deter deer, rabbits and voles and interesting grain combinations are featured. This is a fast paced, informative presentation that leaves attendees inspired and ready to foodscope for the future!

FOODSCAPING WITH GRAINS

Best-selling author and lifelong home gardener Brie Arthur has fine-tuned her signature gardening technique of Foodscaping. This sustainable practice of landscape design embraces beauty and bounty. Combining expert advice from both of her books, Brie aims to inspire attendees to think creatively about planting your favorite edibles alongside trees, shrubs, and flowers to maximize the space you grow in. Learn how to pair edibles for year-round harvests through-out your existing landscape. Easy planting strategies are explained, including creative ideas for deterring animals. This is a fast paced, informative presentation that is sure to leave attendees inspired and ready to foodscape!

FOODSCAPING WITH NATIVES

Thoughtful design and management of landscapes is more important than ever as concerns of climate, water quality and invasive plants increase. Brie will discuss how to create a foodscape using native plants mixed with favorite seasonal food crops. The best organic products are featured and easy, earth friendly maintenance strategies are highlighted. Learn about native edible plants and the pollinators they attract that aid in ecological restoration. Get inspired to see the potential every landscape offers by transforming them into purposeful spaces that embrace solutions to modern day landscape practices.

FOODSCAPING WITH PERENNIALS

Foodscape design requires a well-balanced mix of flowering and edibles plants. Brie shares her favorite perennials for the seasonal foodscape. Learn how to layer perennials in with your favorite vegetables to increase beauty and pollinator activity. She shares management strategies to make your edible perennial border low maintenance and full of life.

GARDENING WITH GRAINS

Featuring design and growing inspiration from her new book, Brie Arthur dives deep into the wild world of Gardening with Grains. Learn how to cultivate grains alongside your favorite ornamental and edible plants. Brie will explain to how design a space that can provide nourishment for your family and your favorite birds year-round! Discover easy-to-apply management strategies for long term success, including how to naturally improve your soil and reduce the need for fertilizer and irrigation. From ancient times to modern living, grains are an essential part of our daily lives. This program is sure to get attendees thinking of all the fun and creative ways they can garden with grains... and maybe even grow some homemade bread and beer!

GROWING IN WATER

Grow like a pro by utilizing the newest advancements to increase yields while lowering maintenance and inputs! Brie explains the ins and outs of growing in water including Aeroponic, Aquaponic and Hydroponic systems. The term Hydroponic comes from Latin word meaning “working water” and this method of growing deserves attention. Learn how to integrate these systems into your landscape, patio, and even front porch! Discover everything you need to know to be a cutting-edge grower no matter how much space or experience you have!

GROWING HEIRLOOM TOMATOES

Heirloom tomatoes are the ultimate taste of summer! Brie shares expert tips for a successful, organic growing season. Variety selection and cultural information are shared in depth including how to deal with soil borne diseases and root knot nematodes. Best growing methods, fertilizers and staking strategies are discussed in addition to creative ways to maximize your harvest by growing in containers and in water. Learn to be an expert from all of Brie's experiences (aka mistakes!) and grow like a professional this year!

SPRING/ FALL VEGGIE GARDEN PREP

Are you ready for the growing season? Life-long home gardener Brie Arthur shares expert advice for success in the veggie garden. She will cover everything you need to cultivate an abundant harvest. From seed selection and sowing to bed prep, fertilization and proper crop rotations, this informative program will inspire attendees to grow all the food they love to eat. Brie will also share tips for maximizing your homegrown harvest through easy to learn processing and preserving techniques. After this session you will be ready to grow like a pro!



ORNAMENTAL GARDENING WEBINARS

FRAGRANCE IN THE AIR

Join Brie for a photographic tale of the most tantalizing fragrances found in the garden. Organized by season, learn about the best woody ornamentals to create a scented landscape to be enjoyed year-round. From early winter flowering apricots and witch hazels to the classic scent of summer gardenias, these plants attract pollinators, beneficial insects, and gardeners alike.

THE HERITAGE CAMELLIA COLLECTION

Join Brie as she presents a photographic tale of one of the most cherished southern heritage plants, the camellia. Discover the historic “lure of caffeine” and how global trading routes, politics and war spread camellias from Asia to Europe and the new America. Brie has gathered cuttings from many 100+ year old specimens from the ancient collection of Magnolia Plantation and Gardens in Charleston, SC. Learn the history, the stories, and the people behind iconic varieties.

WOODY WINTER WONDERLAND

A photographic tale of Brie's favorite winter indulgences focusing on excellent woody specimens for winter interest. The presentation features trees and shrubs with winter interest branches, berries, foliage, and flowers, including 20 varieties of *Prunus mume* (flowering apricot) and 10 varieties of *Hamamelis* (witch hazel). The second half highlights Brie's favorite winter blooming camellias.

GREEN INDUSTRY MARKETING WEBINARS

CONNECTING TO CONSUMERS THROUGH SOCIAL MEDIA

Join author, industry consultant and social media aficionado Brie Arthur to learn about current approaches to increase your influence through social channels. Discover new platforms, strategies to generate meaningful content and tips for producing viral worthy videos. Social media is a powerful tool, and it is important stay up to date to capitalize on your market potential.

MARKETING TO GENERATION ME

Learn from Brie as she discusses opportunities for garden centers, landscapers, and garden clubs to reinvent themselves to attract a new generation. She explains strategies to connect with and retain millennial-aged customers who have diverse motivations and values. Brie has a fresh take to enhance your relationship with a new generation through the lifestyle of gardening.



VIRTUAL GARDEN EDUCATION

In these unprecedented times, it is my mission to be able to offer organizations the best possible digital formatting to keep your members engaged and excited about gardening. All programs can be customized for your audience. I look forward to scheduling a virtual event for your organization!

LIVE WEBINARS- \$500 TOTAL

- Approximately 45-60-minute LIVE Zoom Session with PowerPoint Presentation
- 15-20 minutes of question and answer
- PRICING: \$500 TOTAL



LIVE GARDEN PRESENTATIONS

Thank you for your interest in booking Brie Arthur for a live speaking engagement. Please see the full listing of available programs in the attached Press Kit.

Please note, I charge an “event honorarium” to help reduce the costs for event organizers. My goal is to always be present and available for attendees during any time of the event. This event rate covers up to 2 full presentations PER DAY, book signings, question and answer sessions, panel discussions, etc. Please contact me for more details.

LIVE PRESENTATIONS- \$2500 plus travel

- Please make checks payable to **Brienne Gluvna**
- A completed W-9 form is available upon request
- Presentations are available as a PowerPoint on a USB drive
- Corresponding electronic hand-out available (to be printed by host organization)
- All equipment including a laptop and projector to be supplied by host
- Upon agreement of event, a full contract will be supplied to be completed by host



2022 APPEARANCE CONTRACT

Standard WEBINAR Honorarium: \$500

Standard LIVE Honorarium: \$2500

Presentation Topic(s):

Host Organization:

Event Address:

Presentation Date/Time:

Will speaker supply books?

If NOT, order books from paulk@stlynnspress.com

Presenter's Name: (as you would like to appear in print) Brie Arthur

Presenter's Social Media Contacts:

Website: BrieGrows.com
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FB: Brie Grows
Instagram: BrieThePlantLady
YouTube: BrieThePlantLady

Presenter's Direct Contact- DO NOT SHARE

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