

GROWERTALKS

Columns

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Inside Look: Behind the Scenes

Jennifer Zurko



With Jennifer Duffield White off to graduate school, we decided to use her “welcome-to-the-issue” spot to introduce the Ball Publishing staff, culminating with Jennifer Zurko, our new staff editor, whom we’ve hired to replace the old Jen (who will continue to do freelance writing for us). It takes more than an editor and a few freelance contributors to create such a top-notch magazine every month, so here’s a chance to get to learn a little about the other folks that make *GrowerTalks* possible.

Introducing Anissa Lobrillo –*Creative Director*

Your title and current responsibilities at Ball Publishing:

“Creative Director—I oversee everything that goes out of here, whether it’s the magazines, collateral material (for trade shows) or web content that Ball Publishing develops.”

How long have you worked with Ball Publishing? “It was 10 years last November.”

Something personal about yourself (but not TOO personal): “My life is a combination of HBO and Nickelodeon—super dramatic—everyday life is crazy! I’m married to Superman, my son is Spiderman and I have two Princess Barbies for daughters. Romeo and Juliette are our two dogs. My three best friends are from ‘Sex in the City.’ My in-laws are from the ‘Sopranos.’”

What do you like most about working at Ball Publishing? “The creative freedom, co-workers and *GrowerTalks* ... it’s been my baby for 10 years.”

How would you describe the Ball Publishing staff? “Like a can of mixed nuts—all good individually, but excellent when mixed together. I’ve never been around a more dedicated, talented group. I am super-proud of how such a small group has accomplished so much.”

How has technology changed since you started designing *GrowerTalks*? “Actually, I would say quite a bit ... programs got better, screens wider, keyboards flatter, computers faster and Pierre (Blanchard—Ball

Horticultural's web producer) started ruling the Mac world.”

If you could trade places for a day with one of your co-workers, who would it be and why? “Dr. Marvin Miller ... I bet he has the BEST closet to help him choose how to dress in the morning. Two, I would like the title of ‘doctor’ for once in my life. And three, I would love to get my hands on his office. Every time I pass it, I have to hold myself back from going in and quickly straightening a stack of papers. And/or getting a drink from one of his cups of ice water.”

How does your creativity spill over into your personal life? “Well, let’s see ... I micro-manage every art project that my daughters come home with. I rearrange furniture just about every weekend. I’m no stranger to Behr paint or Home Depot. Everything in the closets is color coded or labeled. I am completely obsessed when it comes to holiday decorating. AND I should be in the Olympics for vacuuming—it’s a daily event that is needed to keep straight lines.”

Your garden at home? “Tried herbs this summer ... pretty pathetic, I must admit.”

People would be surprised you are: “Not really employed here. I just come for the fun of it.”
(Editor’s note: Anissa really is employed here.)

If you couldn’t fail, you would: “Be out of a job, for one. Most of my mistakes are my best accomplishments.”

Your hero(s) is (are): “My mom and dad. Both amazing in so many ways.”

The best advice you ever got: “‘Life is an adventure; run with it.’ Which is really funny to me, because I wear heels every day!”

On the weekends, you like to: “Work around the house. I love to cook and entertain. Spend time with my superheroes. And drink one really great glass of wine ... Okay, maybe two.”