GROWERTALKS

GT in Brief

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Seed Your Future's New Leadership

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Seed Your Future, the industry non-profit created specifically to inspire tomorrow's plant professionals, announced a new board president, board director and a fresh cohort of committee volunteers.

Stepping into the role of board president in 2026 is Broch Martindale, National Nursery & Greenhouse Strategic Account Manager at Corteva Agriscience. A long-standing member of Seed Your Future's Advisory Council and a champion of workforce development, Broch will lead the organization through its next chapter of career-awareness programming and industry engagement. He takes over from Dr. Ronda Hamm, who's been board president since 2023.

Mari Carasquillo, Vice President of Marketing at Costa Farms, is the newest member of the board of directors. With deep expertise in consumer marketing and brand storytelling, Mari will support efforts to elevate the visibility of plant-related careers and strengthen the organization's national outreach. Stepping off the board after completing their terms are Dr. Charlie Hall and Rodd Moesel.

Then we have a slew of new volunteers, including:

- Andrew Gurka, Director of Student Programs, Longwood Gardens
- Jordan Richardson, Member Engagement & Communications Manager, CalFlowers
- Sarita Cantu, Marketing Manager, Smith Gardens
- Lauren Brown, Assistant Head Grower, Smith Gardens
- Sarah Morales, Steward, GreenWeaver Landscapes–Sustainable Landscapes
- Ella Davis, Horticulture & Marketing Communications Graduate, University of Wisconsin–River Falls

These volunteers will help drive Seed Your Future's programs, industry partnerships and outreach efforts, helping expand career awareness and strengthen pathways for the next generation.

Jazmin Albarran remains the Executive Director of Seed Your Future. Said Jazmin of these folks, "Their collective experience and passion for developing the next generation of plant professionals will help us broaden our reach, deepen our impact and continue addressing the workforce gap facing the horticulture industry." **GT**