

GROWERTALKS

GT in Brief

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Seed Your Future Names Next Executive Director

Jennifer Zurko

Seed Your Future announced the selection of Jazmin Albarran as its next executive director to succeed retiring founding executive director, Susan E. Yoder.

With solid knowledge of associations and philanthropy, Jazmin will bring her skills and expertise in planning, leading, and managing development projects and programs to the movement. She has experience in a broad range of nonprofit organizations, including those focused on crisis support, youth development and workforce development. Seed Your Future's next staff leader will work with volunteers and staff to continue to promote horticulture and floriculture, and encourage more people to pursue careers working with plants.

Following Seed Your Future and the Society of American Florist's recent announcement to join forces to work together to build more interest in careers across horticulture and floriculture, the timing of this appointment allows for Jazmin's involvement in the operational and governance transitions that are occurring throughout 2021.

Founded in 2016, Seed Your Future (SYF) has grown to a coalition of more than 200 partners, including horticulture companies, gardening organizations, schools, colleges, universities, public gardens, youth organizations, nonprofit organizations, and individual advocates united in their mission to promote horticulture and careers working with plants. **GT**