



# Profile

## June 2020

### Brandie Orchard

#### **Background**

##### Strengths

- A current member of the APS Social Media team
- 7 years of work on non-profit boards
  - Dancer's Workshop
  - Jackson Hole Community Housing Trust
- Team player
  - 14 years for team-driven money management firm working with the NYSE in a corporate setting

##### Weaknesses

- Awareness they sometimes take on more they can handle
- Does not enjoy fundraising or asking other people for money
- Does not like managing people

##### Interested Committees

- Award of Landscape Merit Committee
- Awards Committee
- Educational Committee
- International Outreach Committee
- Scientific & Horticultural Studies Committee
- Social Media Committee

#### **Skills and Expertise**

- Previous BOD experience
- Social Media Presence
- Connections
- Cut Flower Grower
  - Growing in a region not well-represented
- Would like to develop knowledge in the following areas:
  - Hybridizing
  - Peony photography
  - Judging (flower show & ALM)

#### **Connections and Networking**

- I have connections with many small peony growers, flower farmers, farmer florists and designers through my own Instagram page and through my connections at Floret where I started my flower growing journey."

#### **Passion and Commitment**

- Interest in BOD
  - "To be able to share ideas, give and get new inspiration. To contribute in my small way to the common good. As there is no European equivalent, APS is the only authority to rely upon."
- Motivation
  - Our fantastic members. Their support and the feedback I get give me the energy to continue working hard. Their trust and support must be earned, they are nothing self-evident."
- Time Commitment
  - Willing to meet the BOD's expectations
  - Has more free time now her boys are out of the house
  - Recently started cut peony farm
  - Already running APS's Instagram page

- Aspirations
  - Increase membership
  - Increase presence of Flower Farmer Movement