

BIOGRAPHY

Wendy Proud

Horticultural Maintenance Specialist

Wendy Proud is a horticulturist and plant care specialist with over 30 years of hands-on experience in the nursery and landscaping industries. Her career spans large-scale plant production, landscape design, and real-world maintenance—always with a focus on what actually helps plants thrive.

Raised in Southern California, Wendy developed her green thumb early in her family's garden. That early love turned into a lifelong vocation after earning her degree in Ornamental Horticulture from Cal Poly Pomona. She went on to manage 150-acre nurseries, co-found personalized maintenance programs, and educate thousands through speaking engagements, plant seminars, and one-on-one coaching.

Today, she runs **Kinship League**—her educational platform for helping professionals and homeowners better understand landscape maintenance. Through seasonal tips, site-specific coaching, and public outreach, Wendy is reconnecting people with the natural world, one plant at a time.

Career Highlights

- **Monrovia Growers (1993–2002):** Supervised plant production and managed over 160 employees.
- **Proud Murphy, Inc. (2005–2007):** Co-founder, focusing on long-term plant success in maintenance.
- **Mountain States Wholesale Nursery (2009–Present):** Plant representative and educator on desert-adapted varieties.
- **The Proud Gardener (2007–2009):** Hosted a gardening show and taught seminars at Roger's Gardens.
- **Kinship League (2023–Present):** Founder and field educator.

Speaking Topics

- Why Maintenance Is the Future of Landscape Design
- Seasonal Plant Care That Works
- Right Plant, Right Place—Revisited
- The True Cost of Poor Maintenance
- How to Build Confidence in Plant Care

Wendy Proud Links:

Website: <https://kinshipleague.com>

Instagram: [@kinshipleague](#)

LinkedIn: [Wendy Proud](#)

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