

MEDIA PITCH

Subject: Expert Interview Pitch: Wendy Proud on Landscape Maintenance That Works

Hi,

I'd like to connect you with **Wendy Proud**, a 30-year veteran of the horticulture world who's on a mission to change how we talk about plant care. She's not a designer selling big ideas—she's a maintenance expert who's spent decades helping plants thrive season after season.

Wendy is the founder of **Kinship League**, a Southern California-based platform that delivers practical advice and real-world coaching for plant professionals, cities, and homeowners. She specializes in:

- Seasonal, water-wise plant care
- Long-term maintenance strategies
- Avoiding costly mistakes in public landscapes

Her voice is field-tested and grounded in actual experience—whether leading teams at a 150-acre nursery or working directly with homeowners to revive struggling gardens.

Topics She Can Speak To:

- Why maintenance—not design—defines a successful landscape
- Water-wise planting done right
- The true cost of poor public space landscape maintenance
- "Right Plant, Right Place"—what it really means
- Practical strategies for long-term plant health

She's been featured in *Sunset Magazine*, *San Diego Home & Garden*, and *DIY Home & Garden Network*, and she regularly speaks at trade shows, clubs, and municipal workshops.

Let me know if you'd like to set up an interview or receive her media kit.

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Looking forward to your thoughts,
Michael Todoran

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