

N. Barbara Conolly

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134 A Plant Science
Cornell University
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SUMMARY OF SKILLS

Education/Curriculum Development

- Awarded Outstanding Graduate Teaching Assistant, Cornell University, CALS (2009)
- Contributed to all logistical planning, volunteer and exhibitor recruitment, design, and construction for a major outdoor garden-based-learning event serving over 1500 attendees
- Developed 7 week interactive online course on landscape design for Cornell Cooperative Extension

Horticulture

- Educated in Plant Science (BS, MPS, Cornell University)
- Served as Administrative Intern at a developing tropical garden in Naples, Florida
- Maintained historical garden preservation site at George Eastman House, Rochester, NY

Marketing/Community Outreach

- Master's thesis on measuring marketing performance in nonprofit public gardens
- Developed and presented a meta analysis on the value of membership at Cornell Plantations
- Experienced in community outreach as a Cornell Master Gardener

EDUCATION

MPS (2010) Cornell University, College of Agriculture & Life Science, Department of Horticulture
Committee: Dr. Donald Rakow, Associate Professor and Director of Cornell Plantations (chair),
Dr. Sonja Skelly, Director of Education, Cornell Plantations
Dr. J. Edward Russo, Professor, Johnson Graduate School of Management
Thesis: *Marketus returnicus*: An investigation into measuring marketing performance in the public garden sector
Expected GPA: 3.83

BS (2008) Cornell University, Department of Horticulture (cum laude)
Degree Major: Plant Science
Concentration: Horticulture
GPA: 3.6

AAS (2006) Finger Lakes Community College (with high honors)
Degree Major: Horticulture
GPA: 3.9

SELECTED COURSEWORK

Horticulture: Plant Genetics · Plant Physiology · Taxonomy · Creating the Urban Eden · Pathology and Entomology of Trees and Shrubs · Physiology of Flowers and Vegetables · Integrated Pest Management
Plants and Human Well-being · Plant Propagation · History of European Landscape Architecture · History of American Landscape Architecture · Landscape Preservation

Business: Managerial Decision Making · Non-Profit Finance & Management · Leadership Development · Marketing Management · Marketing Research · Business and Professional Presentation · Statistics

TEACHING EXPERIENCE

Teaching Assistant (Fall 2009) "Cornell Plantations Lecture Series" with Dr. Donald Rakow, Department of Horticulture, Cornell University

- Designed new syllabus, facilitated discussion groups, critiqued student papers, held office hours, hosted visiting lecturers

Teaching Assistant (Spring 2009) "Plant Propagation" course with Dr. Kenneth Mudge, Department of Horticulture, Cornell University

- Graded student work, facilitated labs, wrote weekly discussion question, held office hours
- Developed and delivered two lecture/labs

Teaching Assistant (Fall 2008) "The Art of Horticulture" course with Marcia Eames-Sheavly, Department of Horticulture, Cornell University

- Facilitated studio set up, responded to student weekly journals, graded student presentations
- Developed and delivered studio topic

Course Developer (Summer 2008) "Beginners Guide to Home Landscape Design" Cornell Cooperative Extension, Cornell University

- Developed 7 week interactive online course

Para Educator (1998-1999 School Year) Lois E. Bird School, Board of Cooperative Education, Fairport, NY

- Initiated story-telling program to engage at-risk/special needs youth

WORK EXPERIENCE

Owner/Operator, (2004-2006) Gardens by Barbara Conolly, Fairport, NY

- Designed, installed, and maintained residential and commercial landscapes

Sales Associate, (summer 2003) Grossman's Country Nursery (now Grossman's Garden & Home), Penfield, NY

- Advised customer plant selections in herbaceous perennials, shrubs, and trees

Territory Development Specialist, (2000-2002) Lifetouch, Inc., Minneapolis, MN

- Planned and coordinated a comprehensive marketing program for Rochester, NY territory

Marketing Manager, (1999-2000) Paris-Kirwan Associates, Inc., Rochester, NY

- Managed business-to-business and business-to-consumer marketing department

Marketing Representative (10+ years) including March McLennan, Inc. (now Marsh, Inc.) and Alexander and Alexander, Inc. (now Aon Corporation)

- Successfully negotiated insurance programs for large commercial enterprises including municipalities, school systems, contractors, manufacturers, and commercial real estate ventures
- Developed national grocery store insurance program

INTERNSHIPS

Administrative Intern (summer 2009) Naples Botanical Garden, Naples, FL

- Initiated and implemented process for origination of policy, procedure, and protocol manual
- Designed social networking protocol
- Planned 12 in-season garden events

Youth Education Intern (summer 2007) Cornell Plantations, Ithaca, NY

- Contributed to all logistical planning, volunteer and exhibitor recruitment, design, and construction for a major outdoor garden-based-learning event serving over 1500 attendees

Garden Intern (summer 2005) George Eastman House, Rochester, NY

- Maintained historical garden preservation site

PUBLIC SERVICE (Long Term)

Ambassador (2007-2008) College of Agriculture & Life Science, Cornell University

- Promoted the college and university to prospective students and their parents
- Encouraged accepted students to attend Cornell

Master Gardener (2004-2006) Cornell Cooperative Extension, Monroe County, NY

- Answered garden "hotline" to aid callers with their gardening questions
- Presented talks on garden design, container gardening techniques, and new introductions

Student Trustee (2005) Finger Lakes Community College, Canandaigua, NY

- Elected by student body to serve as Student Trustee on College Board

Co-Chair Standing Steering Committee for Gifted Education (1994-1997) Fairport CSD, Fairport, NY

- Led diverse committees to enrich educationally based programs and policies in a public school system

PUBLIC SERVICE (Short-term) Outreach and Education Related

Expand Your Horizon (EYH) Program Volunteer (2009 and 2010)

- Assisted in workshops teaching middle-school aged girls grafting techniques

Apple Buddies Program (2009)

- Pen-pal for elementary student to help them develop writing skills

Per-Orientation Service Trip (2006) (POST)

- Five days of volunteering in the Ithaca, NY community prior to start of classes

PRESENTATIONS

Conolly B., Choi S., Castorena M., Gordon G. (2009) Determining the Value of Membership at Cornell Plantations, Ithaca, NY

Conolly, Barbara (2009) A Marketing Plan for the Cornell Plantations Lecture Series, Cornell Plantations, Ithaca, NY

Conolly, Barbara (2006) New Perennial Varieties, Flower City Looking Good Program, Rochester, NY

Conolly, Barbara (2005) Container Gardening, Cornell Master Gardener Presentation, Monroe County, NY

Conolly, Barbara, (2004) Reinventing An Established Garden, Cornell Master Gardener Presentation, Monroe County, NY

PUBLICATIONS

Conolly N.B., Bassuk N.L., MacRae P. (2010) Foliar Salt Spray Effects of Five *Hydrangea* Species. Journal of Environmental Horticulture. pp . 14. In Review

GRANTS AND FELLOWSHIPS

Student Travel Award, American Public Garden Association (2010)

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Public Garden Leadership Fellowship, Cornell University (2008-2010)

Melvin B. and Helen K. Hoffman Scholarship, Cornell University (2007)

William H. Stimming Scholarship, Cornell University (2007)

Cornell Tradition Fellowship, Cornell University (2006)

AWARDS AND HONORS

Outstanding Department Member Appreciation Award, Cornell University, Dept. of Horticulture (2009)

Outstanding Graduate Teaching Assistant, Cornell University, CALS (2009)

A. Thomas Horticulture Marketing Award, Cornell University (2008)

Pi Alpha Xi, National Horticulture Honorary (2006)

Outstanding Adult Student, Rochester Area Colleges Continuing Education, Rochester, NY (2006)

Phi Theta Kappa, International Honor Society of Two Year Colleges (2005)

PROFESSIONAL AFFILIATIONS

American Public Garden Association

American Society for Horticultural Science