

VIRGINIA LUPPINO

3 Treis Terrace
Saugerties, NY 12477
ph: 845-246-2047
email: enterthewoods@gmail.com

BUSINESS OWNER/MANAGER, ADMINISTRATOR, EDUCATOR, LANDSCAPE DESIGNER

Education

Bard College, Bachelor of Arts in Art History/Landscape Design, 2000.

State University of New York Ulster, Associate Applied Science in Ornamental Horticulture, 1982.

NYC Community College, Associate Applied Science in Business Management, 1973.

Photography Studies: Cone Editions Press, Center for Photography at Woodstock, Maine Photographic Workshops, 1999-2004.

Program Director / Administrator

The Woodstock Land Conservancy - July 2012 - July 2016

Work closely with the Executive Director, Board of Directors and Bookkeeper.

Create programming that engages and educates the community, forwarding the mission of the Woodstock Land Conservancy. This was a home-office based position.

Develop, organize, coordinate, promote, and attend events including nature walks and hikes, film series, visits to WLC properties, youth programs, biodiversity and agriculture projects.

Manage website, and social media. Advocate for the land, natural resources and rail trails.

Write and design appeal letters, newsletters and email campaigns, on-line petitions.

Chair Fundraising events - Annual Gala event, houseparties.

Maintain and manage donor database, mailing lists and development data.

Design and write spring and autumn newsletter.

Volunteer recruitment.

Seek and develop collaborative relationships throughout Ulster County.

Esopus Creek Conservancy - 2010 - Present Administrative Consulting for this all volunteer land trust. Write and oversee mail and on-line appeals, newsletters, email

campaigns, website and events calendar oversight. Write grant applications and track deliverables, design and implement annual signature fundraiser.
Day-to-Day Administrative needs. Liason to Land Trust Alliance.

Sustainable Landscape Design - Self employed

Principal & Landscape Designer - Luppino Design, Saugerties, NY, 1981- Present
Garden & landscape design, installation & garden maintenance business including design and maintenance of vegetable gardens. Handle all aspects of business including: Client development, project management, record keeping, billing, quarterly business taxes, payroll, advertising, web design & maintenance, purchasing, general contracting.
Responsible for hiring & managing loyal seasonal crew of eight.
Newsletter content editor & designer. Business mentoring, lectures.

Landscape Designer, The Phantom Gardener LLC, Rhinebeck, NY, 2006-2008.
Established & managed new, profitable Landscape Garden Maintenance Division.
Responsibilities included: Client contact, project management, weekly production schedule preparation, hiring & overseeing crew, creation & planning of installation designs, ordering & organizing materials & supplies. Maintenance of all records & billing. Planned bi-annual design & horticulture workshops & lectures.

Owner & Manager, Vly Creek Gardens, Olivebridge, NY, 1992-1995.
Unique nursery of show gardens in a home setting, specializing in rare & unusual perennials & deer-resistant plants.

Greenhouse Manager, Ornamental Horticulture Department, State University of New York/Ulster, Stone Ridge, NY, 1985-1987.
Managed budget & day-to-day operations of campus greenhouse in conjunction with ornamental horticulture practicums. Oversaw work-study students.

Teaching

Principal & Instructor, Woodstock School of Horticulture, 1989-1990.
Founder of small school offering classes for novice, experienced & professional gardeners, with focus on ecological practices. Recruited local professionals to teach in their areas of expertise. Classes were small, informal & well received.

Teacher-in-Residence, Environmental Studies, Woodstock Day School, 1989-1990.
Weekly classes for middle-school students in Gardening & Environmental Studies.
Designed curriculum & hands-on activities, including vegetable gardening, composting, recycling, nature walks.

Instructor & Curriculum Development, Professional Gardening Program, SUNY Ulster, 1987-1989.

Developed curriculum for accredited, one-year gardening program. Part-time instructor: classes in Woody Ornamentals, Herbaceous Plants & Landscape Design. Managed campus greenhouse.

Instructor, Ornamental Horticultural Division, SUNY Ulster, 1985-1987.

Taught two 4.0 credit classes per semester on Woody Ornamentals, Herbaceous Plants, Landscape Design & Greenhouse Management.

Arts Administration

Administrative Assistant & Website Manager, Woodstock Byrdcliffe Guild, Woodstock, NY, 2005-2006.

Assistant to Director. Special projects included assisting in development of plans to increase public access to the Guild's collections & exhibitions. Created promotional posters, mailings for special events, press releases. Oversaw special fundraising events. Initiated programs for artist members. Hung exhibitions. As Website Manager, reviewed, assessed, redesigned & managed website to ensure effective promotion of all programming.

Activism & Affiliations

Saugerties Village Tree Commission - member

President, Board of Directors, Esopus Creek Conservancy, Saugerties, NY, 2011 - 2013
As president of ECC I worked on the creation of a development plan, board and committee development, and partnerships with surrounding Land Trusts. I currently work with ECC in an advisory consulting capacity.

Esopus Creek Conservancy, Saugerties, NY, 2012 - 2013 Co-Chair of Land Conservation Committee, Chair of Outreach/Fundraising. Initiated a signature annual fundraising event that doubled our fundraising capacity. Re-designed newsletter and logo for updated look. Volunteer recruitment.

Sustainable Saugerties Transition Town - Steering Committee -Town-wide initiative to create sustainability in the areas of energy, food security, local economy. Co-chair Food Working Group.

Saugerties Community Garden. www.saugertiesgardens.com Established April 2012 - Core group of volunteers developed community garden on private property within

Village. Forming collaborations with Town, Village, Rec Field, Property owner, possibly School Board.

Candidate for Ulster County Legislature, District 2, Saugerties, NY, 2011.

Endorsed by the Democrat & Working Families parties, as well as the AFL-CIO.

Oversaw all fundraising events, promotional materials, advertising, and coordination of volunteers. Some issues that compelled me to run for office: Sustainable economic growth, living wage jobs, support for local agriculture, public transportation, preservation of open spaces, affordable housing, anti-hydrofracking.

Consultant/Volunteer, Saugerties Village Tree Commission, 2010-present.

Member/Volunteer, Esopus Creek Conservancy, 2006-present.

Create promotional & marketing materials for annual Decks & Docks fundraiser.

Additional memberships:

Saugerties Lighthouse Conservancy, 2006-present.

Center for Photography at Woodstock, 1998-present.

Woodstock Land Conservancy, 1989-present.

Rondout Esopus Land Conservancy, 1990-present.

Previous affiliations:

Volunteer, Saugerties Winter Farm Market, 2009-2010.

Market setup & outreach

Founding Member & Steering Committee President, Olive Natural Heritage Society, 1991-1995.

Publication of The Ashokan Catskills, a comprehensive survey of the flora, fauna & geology found in the town of Olive, NY.

Founding Member, Woodstock Tree Committee, 1989-1991.

Instrumental in reorganizing the defunct Tree Committee in the Town of Woodstock, NY. Obtained grants for planting of trees, educational events & to increase volunteerism. Negotiated with power company (Central Hudson) to initiate program to notify homeowners in advance of any planned pruning, a program still in effect.

Member, Woodstock Environmental Commission, 1988-1989.

Fine Artist

Photographer, 1996-present.

Plant portraiture from the Cape coasts, the mountains of Sicily & the woodlands of New York. Most recent exhibitions include:

2017 – “Botanical in Nature” – Solo show, PIVOT.GROUND Kingston, NY

2016 - “botincals” Summer 2016 Lisa Ventre Gallery, Provincetown, NY

2009 "Sway No Sway: Portraits of Unmown Grass," Gallery Ehva, Provincetown, MA (Sept).

"Introductions," Gallery Ehva, Provincetown, MA (May-June).

2007 "From our Surroundings," Opus 40, Saugerties, NY (June-Aug).

"Catskill Botanicals," Erpf Gallery, Arkville, NY (Feb).

* Computer Skills: Proficient in social media networking, Microsoft Office, QuickBooks, Photoshop, basic website design & maintenance, database management (GiftWorks, Little Green Light), Email campaigns, blogging. I'm a quick study.