

5 MINUTES WITH

KATE TERRELL



By Teresa McPherson

Kate Terrell is general manager of Wallace's Garden Center in Bettendorf, Iowa, and an alumna of GPN magazine's 40 Under 40 program.

What drew you to this industry?

Like many, I was born into it, swore I would never work in it and then realized it was so much better than anything else.

What do you love about your job?

Plants, people (most days), variety, and the challenge of adapting to new things. It can be hard, but it is never dull.

What keeps you up at night?

Uncertainty, staffing and all that goes along with it, balancing work with family life, and personal sanity.

What advice would you give to someone just starting out in hort?

Keep an open mind. Big opportunities come from small jobs if you work hard. There is something in this industry for everyone — growing, retail, marketing, sales, research, HR, and on and on. Also — the people are amazing!

What do you enjoy doing in your spare time?

Hanging with my husband Alan, kid (8-year-old boy, Colin) and new puppy (a Standard Bernedoodle named Winston Chewbacca). My son and I have recently taken up camping, but we also like to stay in and watch movies or build LEGO. When not with all my boys, I am a Broadway junkie who would spend all her time and money at the theater.

Favorite plant to grow? Why?

One? Like choosing a favorite child. I definitely lean toward shrubs and perennials and seeing the small details that make them unique in the landscape. It's easy to love flowering annuals, but takes a true garden nerd to see the need for multiple varieties of viburnum. ;) 🌿