Robin White Connell is the Owner of PLANTation Services – Arkansas’s largest plantscaping company based in Little Rock, Arkansas. Having grown up with a deep love for plants, she was very active in high school working in the school greenhouses and participating in the FFA Floriculture Career Development Events.

Upon entering college at Louisiana Tech University, she continued her path towards a career in agriculture studying ornamental horticulture. While always staying focused on learning as much as she could about the green industry, she has also always had a passion and drive for educating others on it as well. While attending Louisiana Tech she was involved in many honors, departmental and recruitment organizations and graduated with a double major in Plant Science and Agricultural Business in May of 2005.

In February of 2006, she joined the team at PLANTation Services and has taken on any and all opportunities to grow and learn. She moved into the role Director of Operations in just 3 years and then in July of 2011 jumped at the opportunity to purchase the company. Robin continues to wear many hats in the business which includes overseeing the day to day operations and leading her team of 13 individuals. She loves challenging her experienced team on learning more and making PLANTation Services a better company daily.

Robin currently is serving her 2nd year term on the World Services for the Blind Foundation Board. She is also involved on the Hope Filled Homes Board of Directors and has been serving that nonprofit organization since 2011. Robin holds the industry certifications of Landscape Industry Certified Interior Manager and Certified Landscape Technician – Interior.

In 2013, Robin received the honor of Associate Member of the Year for the BOMA Greater Little Rock Chapter where she serves on the Awards and Education Committees.

In her 8 years in the Interiorscaping Industry, Robin has truly gained a deep passion for the industry. “I encourage anyone who expresses interest in what we do to learn more about it. After studying plants all of my life I felt great disappointment in having to discover the Interiorscaping Industry on my own. I very much enjoy introducing high school and college students to the industry as a possible avenue for their professional lives. I feel that so much can be gained in the way ensuring sustainability for interiorscaping simply by telling people that we exist.”

“The opportunities that I have been presented with since coming to PLANTation Services are invaluable. I have made friends and connections that will benefit me for the rest of my professional life. As a small business owner, I can truly attribute our company’s marketing success to the efforts of the former owners, Randy and Tina. They have set PLANTation Services up for many years of future success. Word of mouth praise and great name recognition in our service markets are such powerful tools that lent to our success. I am excited to see what PLANTation Service’s is able to achieve in its second generation as we continue to build upon the legacy that they have created.”

Robin has the total support of her husband Seth and their furry dog children, Jaxx and Natalie. In their spare time, she and Seth volunteer with the Youth Ministry at the Cathedral of St. Andrew in Downtown Little Rock.