

GROWERTALKS

GT in Brief

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On the Move

Jennifer Zurko

ALL-AMERICA SELECTIONS

All-America Selections, the only non-profit organization for trialing and testing new ornamental and vegetable varieties for the home consumer, announced the launch of a newly redesigned and revamped website: www.all-americaselections.org. Key features of the new website include a cleaner and more attractive design, a more engaging user experience—such as an enhanced search for AAS Winners—easy and simple navigation and, for the first time, the website is now mobile friendly.

The primary function of the new AAS website is to highlight all AAS Winners, from 1932 to present. An intuitive search function allows users to search by year, Annual class, Perennial class or Edible class, Winner Type, Regional Winners and suggested usage. Each individual AAS Winner page provides extensive details on that specific plant, including photos, a description and a separate page showing where to buy AAS Winners from National Garden Bureau members' online stores. A searchable list of all AAS Display Gardens is located under the "Display Gardens" tab where consumers can locate gardens to visit in their local area.

BASF

BASF has announced that Nate Mezera has assumed the role of sales representative for turf and ornamentals in the Midwest effective. Nate previously held a similar role as sales representative for the BASF Urban, Rural and Termite control segment in Louisiana and southeastern Texas. Nate has been with BASF since 2014 and in the turf and ornamentals industry for seven years.

Cozette Hadley Rosburg has also joined BASF as Strategic Account Manager for SiteOne, Primera Turf, BWI and Ewing Irrigation. Cozette was formerly the sales representative for turf and ornamentals in the Northern Midwest. She joined BASF through the acquisition of Becker Underwood in 2012 and has been in the turf and ornamentals industry for 29 years. Cozette replaces Wally Boilek, who retired on December 31, 2016.

GRIFFIN

Griffin announced two new additions to its sales team. Bill Watson joins Griffin as a Sales Representative serving southern Texas and all of Colorado and Andrea Nelson has been hired as a Sales Representative in

the upper Midwest, calling primarily on accounts in Wisconsin and Minnesota. Both Bill and Andrea will focus on sales and support of Griffin's live goods products, including seed, cuttings and young plants.

Bill is a 30-year veteran of the horticulture industry. His extensive experience includes roles in production, marketing and sales. Most recently, Bill served as President and Director of Sales and Marketing with Grimes Horticulture.

Andrea comes to Griffin with an impressive background both in the industry and beyond. She holds a bachelor's degree in horticulture from Auburn University and has worked as a research assistant and, most recently, as a grower for Natural Beauty Growers in Denmark, Wisconsin. Away from the greenhouse, Andrea is a second lieutenant and platoon leader with the Wisconsin Army National Guard; her service includes a one-year tour of duty in Baghdad, Iraq, as part of Operation Iraqi Freedom.

MICHELL'S

John Sutton has returned to Michell's to serve as a sales representative. John has worked as a grower and production manager for 20 years, with his start in sales at Michell's, and then Syngenta and Griffin covering Northern California and Nevada.

PLEASANT VIEW GARDENS

Pleasant View Gardens (PVG) has recently appointed long-time staffer, Barry Vater, as the company's first General Manager. Since 2009, Barry has functioned as the company's CFO. As such, he brings a wealth of knowledge regarding the company's financial picture to his new position as GM. This makes him uniquely qualified, as he's been involved in literally every aspect of the company's operation and growth.

WALTERS GARDENS

Mary Beth Eckhart has joined the Walters Gardens, Inc. sales team as Regional Product Director for the Central Region, which includes the states of Wisconsin, Minnesota, North Dakota, South Dakota, Iowa and Nebraska. Mary Beth most recently served as an Outside Sales Representative for Midwest Groundcovers where she built close relationships with her customers, many of whom were located in Wisconsin, Minnesota, Nebraska and Iowa. **GT**