

GROWERTALKS

GT in Brief

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On The Move

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BALL FLORAPLANT/SELECTA ONE

James Doukas is the new Territory Manager for the Great Lakes and Northeast regions for Ball FloraPlant. As with all Ball Territory Managers, James will support Ball FloraPlant and Selecta product lines, including poinsettias, through promotion of products and services to Ball Seed sales representatives, customers and rooting stations. He joins the Ball FloraPlant team with significant technical experience in greenhouse production and growing, as well as a degree in Plant Science from the University of Maryland.

EASON HORTICULTURAL RESOURCES

Eason Horticultural Resources released its **Hot New Perennials for 2019** booklet. The 10th annual edition is a compilation of information shared from a broad range of perennial young plant producers, breeding companies and breeder representatives. Anyone that would like to receive a printed version of the report can contact: info@ehrnet.com. To download a copy of the booklet, visit ehrnet.com.

FINE AMERICAS, INC.

Fine Americas, Inc. announced that **Damian Eldred** has joined the company's management team as director of sales and marketing for North America. Damian brings 20-plus years of product, sales and supply chain management experience with Wilbur Ellis Company in the Pacific Northwest and Midwest, most recently as strategic lead for crop protection products. At Wilbur Ellis, he led national and regional sales strategy for multiple products and crops.

In his new role at Fine, Damian will be responsible for overall sales and marketing efforts throughout the United States and Canada. His role will focus on increasing Fine's presence and continued growth in existing markets, expanding reach into new markets, and managing development and introduction of new products.

MICHELL'S

Dave Martin has joined the Michell's Sales Team as a Regional Sales Manager in the Northeast and is also representing the sales territory of greater New York. He has over 30 years of industry experience. Dave's career includes 20 years at Syngenta and their legacy companies as a sales representative for New York and surrounding territories. David comes to Michell's most recently from Pleasant View Gardens, a Proven Winners partner, as a Territory Account Manager, servicing the Northeast and Western U.S. Dave also recently worked for Wells Fargo as a Business Development Representative in their Agriculture Crop Insurance Sales Division.

PURPLE COW ORGANICS

Purple Cow Organics has hired **Cory P. Cunningham** as a sales representative in the agricultural segment. Cory works closely with agricultural professionals, including organic farmers, growers, agriculture firms and product distributors. He brings more than 17 years of experience to his position with Purple Cow Organics, as a U.S. sales manager for Scotts Professional Business, managing domestic sales for Heveco Peat Moss.

SPRING MEADOW NURSERY, INC.

Spring Meadow Nursery has launched a fully redesigned website, springmeadownursery.com, with new interactive user tools designed to improve the user experience and reinforce the updated company brand. With a goal to give customers an easier way to learn about Proven Winners ColorChoice plants, Spring Meadow's new interactive website allows visitors to browse information based on a wide selection of criteria, giving them improved and more complete access to product information via streamlined menus, clearer navigation and a responsive layout for all types of media, from desktop computer to handheld devices.

Noteworthy additions to the site are a new plant comparison feature and resource center. The plant comparison tool allows users to choose up to four plants from the site and compare them side-by-side, matching features such as planting zones, sun exposure, habit, finish type, bloom time, availability, foliage color and flower color. The searchable resource center gives growers and landscapers downloadable, ready-made tools that will help them to be more successful growing and selling Proven Winners ColorChoice shrubs.

STUPPY GREENHOUSE

Stuppy Greenhouse recently added to its sales team with four industry veterans as part of an expansion to allow greater coverage of all 50 states. The new sales hires will join the existing team of five sales representatives to allow much more extensive customer service throughout the country.

Michael Kovalycsik brings 30 years of greenhouse and horticultural experience to Stuppy. He's handled all aspects of greenhouse design and construction on a wide variety of projects from coast to coast. In addition to his role in sales, he will serve as Stuppy's new marketing manager, with additional sales management responsibilities. He will work with growers in the Northeast, Ohio and Michigan areas.

James Parris has been involved with greenhouse and system design and project management on large and small greenhouses throughout the Southeast since 1986. He will handle locations in the Southeast.

Kevin Innes brings 25 years of experience to the team, having covered the Western United States for industry manufacturers. He will serve customers in the Northwest and mountain areas.

Armando Echavarria's 24 years of industry experience include work with commercial and institutional greenhouse design and implementation, as well as custom conservatory applications. He's highly knowledgeable in heating, cooling, controls and design. He'll work with growers in the Southwest. **GT**