

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

BIOWORKS

Ted McDonald has been named Director of Sales, Biological Products, at BioWorks. In his new position, Ted will be responsible for managing the BioWorks Biological Products sales organization and growing the BioWorks family of products, services and programs to support its customers in the United States, Canada, Mexico and Central America.

Ted has over 20 years of sales and management experience in the horticulture industry. He previously held positions at Bailey Nurseries, Wells Nursery and Hines Horticulture.

BIOSAFE SYSTEMS

BioSafe Systems announced the hire of **Mathew Smith** as Technical Sales Representative for the Agricultural sales division. Mathew will be working to build new sales opportunities, maintain relationships with distributors and support the company through representation at events within his territory. Mathew is a licensed Pest Control Advisor in California and a certified Agronomist. Prior to joining BioSafe Systems, he worked for Wonderful Citrus as a grower relations representative in the citrus and avocado industries.

Taylor Vadon has also been hired as Technical Sales Representative for the Agricultural sales division. Taylor will be working to build new sales opportunities and support the company through representation at events within the wine grape industry. Prior to joining BioSafe Systems, Taylor worked for Clendenen Vineyard Management as manager of new vineyard development and as Viticulturist. Taylor has worked with all aspects of citrus, crops for seed production and stone fruit crops making him an ideal addition to the agricultural team.

FALL CREEK FARM & NURSERY

Micah Jacob Weiss has joined the U.S. sales and grower support team of Fall Creek Farm & Nursery, Inc. as a representative focused on blueberry growers in the Pacific Northwest. Micah joined Fall Creek in 2017 as manager of the Windy Flat Farm production facility in Oregon's mid-Willamette Valley. Previously, he was a customer of Fall Creek as the manager of production operations at Frogmore Fresh LLC, a 145-acre blueberry farm in central Florida.

HYDRAFIBER

HydraFiber's website—HydraFiber.com—just received a total revamp, making it easier to navigate with new tools, which includes a deeper dive into useful product, growing and equipment details; the all-new HydraFiber Cost Savings Calculator; the latest results from independent research labs; an expanded “How To” video library; plus, easy access to your password-protected toolbox with trial and analysis data that's unique to your business. To get your private password to this section, contact Laurence Pallez at (847) 353-2148 or request your login credentials in the top right corner at HydraFiber.com.

THE HENRY F. MICHELL CO.

Rob McHale has been hired as the company's new National Sales Manager. An industry veteran, Rob started his 25 plus years in horticulture at Imperial Nursery as Northeast Regional Sales Representative while completing his time in the Army National Guard. Rob comes to Michell's from North Creek Nursery, where he was Director of Marketing and Sales.

Paul Cooper has accepted a new role as Director of Marketing and Business Development. He will be overseeing vendor relations with Michell's and work on new product development. Paul is an experienced sales executive who has been in the horticultural industry for over 18 years. He has previously worked with Express Seed Company, Michell's, Syngenta and SHS Griffin.

Hannah Schrum is now a part of the Michell's Sales Team for the sales territory of North Carolina and South Carolina. Hannah comes to the company most recently from The Cliffs at Walnut Cove, where she was the head Horticulturist, managing a team of 12, designing and overseeing the grounds of this resort community.

Nick Read has been hired as a Sales Representative, covering the territory of Southern and Central Illinois (South of I-80) and Western and Northern Indiana. Nick comes to Michell's most recently from Utah Valley University where he has been a senior member of their Horticulture Department for the past three years. Previously, Nick worked in a variety of capacities in both the horticulture and agriculture sectors.

SYNGENTA

Syngenta announced the appointment of **Mike Treiber** as ornamental territory manager for California. In this role, Mike will assist greenhouse and nursery growers with their agronomic planning. Mike has held positions in sales and merchandising for seed and distribution companies. Most recently, he served as director of procurement and product development manager for Color Spot Holdings, Inc. **GT**