

# GROWERTALKS

## GT in Brief

1/15/2009

## On the Move

*Ellen C. Wells*

### **Floral Plant Growers**

Dean Chaloupka, president and CEO of Floral Plant Growers and its predecessor Greiling Farms, stepped down from his position in December after 25 years with the company. He will continue his relationship with FPG through his new position at Visions Group, an advisory and consulting firm to the horticulture industry. Scott Lueder, FPG's COO, has been promoted to fill the position.

### **Valent U.S.A.**

Robin Demouth has been named Valent's acting president and general manager, region Americas, replacing Trevor Thorley who resigned in January. Robin, who has been with Valent as vice president, general counsel, secretary and treasurer since 1998, will assume the responsibilities of acting president until Thorley's successor is named.

### **Syngenta**

Bert Wagemans has been named Ornamental Business lead for the Lawn & Garden team in Syngenta Professional Products, NAFTA Region. Wagemans will be responsible for all business development initiatives, as well as marketing for aquatic vegetation management products. Most recently, Wagemans worked as global business manager/ornamentals for Syngenta Crop Protection in Basel, Switzerland.

### **Marrone Organic Innovations**

Marrone Organic Innovations (MOI) has strengthened its sales and marketing leadership with the hiring of Greg Hallquist as western regional sales manager, Tim Johnson as eastern product development manager and Luis Leiva as supply chain manager.

Greg will oversee all Western U.S. business, focusing on expanding sales of GreenMatch Organic Burndown Herbicide and introducing MOI's fungicide, Regalia. Tim will oversee all Eastern and Midwestern US field and greenhouse research for Marrone's new products and formulations, as well as expanding the uses of Marrone's existing biopesticides. Luis brings nine years experience in supply chain management to the position and will bolster MOI's commitment to customer service.

### **Shinoda Scholarship Adds Scholar of Year Award**

The Joseph Shinoda Memorial Scholarship Foundation has established the new Shinoda Scholar of the Year

Award. The winner of the Shinoda Scholar of the Year will receive \$5,000, a plaque and letter of recognition. The scholarship is open to any student studying floriculture, horticulture or a related field. Applications for the Scholar of the Year are available on the Shinoda Foundation website at [www.shinodascholarship.org](http://www.shinodascholarship.org) through March 30. The Shinoda Foundation was established in 1964 in memory of the late Joseph Shinoda, a highly regarded pioneer of that state's floral industry.

### **Perennial Solutions Consulting**

Perennial Solutions Consulting has launched its new website—[www.perennial-solutions.com](http://www.perennial-solutions.com). The site contains a resource center, links to clinics and suppliers, and more than 80 articles written by Paul Pilon, founder of Perennial Solutions Consulting and author of *Perennial Solutions: A Growers Guide to Perennial Production* published by Ball Publishing. Paul will add Research Summaries to the site soon, outlining results from recent research projects.

### **Pen & Petal**

Joli Hohenstein has joined the staff of the Encinitas, California-based marketing communications firm Pen & Petal. A former editor at Ball Publishing, Hohenstein brings to the position a hands-on understanding of the horticulture industry from both the commercial and consumer standpoint. Hohenstein also has experience directing creative and developing marketing strategy.