

# GROWERTALKS

## GT in Brief

3/15/2009

### On the Move

*Ellen C. Wells*

#### **Reinke Manufacturing Acquires Pivotrak.com**

Deshler, Nebraska-based Reinke Manufacturing, a manufacturer of mechanized irrigation systems, has acquired Pivotrak.com LLC. Pivotrak develops products using advanced satellite technology that allows producers to remotely monitor and control field equipment. Pivotrak's new company name is ReinTech LLC.

#### **Growth Products, Ltd.**

Growth Products, Ltd. recently launched its new website, [www.growthproducts.com](http://www.growthproducts.com). Now with a new look and easier navigation, the site offers more than 100 discrete pages of practical information for green industry professionals. The site includes information on the company's lines of products and also offers a Rate Application Calculator, which allows green industry professionals to create their own customized plant nutrition programs. Also included are proven solutions for correcting and preventing a number of cultural problems facing green industry professionals. See the new website at [www.growthproducts.com](http://www.growthproducts.com).

#### **Syngenta**

Check out Syngenta Professional Products' five new greenhouse sprayer videos on its GreenCast Web site, [www.greencastonline.com](http://www.greencastonline.com), found under the Resource section. Syngenta developed these videos to help greenhouse growers better train their staff on the effective and accurate use of control products. The full library of 17 nursery and greenhouse videos can be downloaded for free by GreenCast subscribers. GreenCast registration is free, too. The site can be fully customized to display only the tools and resources that you choose for your operation. Registered users may view the videos at [www.greencastonline.com/sprayervideo](http://www.greencastonline.com/sprayervideo).

#### **Benary**

Benary has launched a website dedicated exclusively to its 'Big' begonia series, [www.big-begonia.com](http://www.big-begonia.com). The new website provides up-to-date information tailored to the specific needs of the individual user, including in-depth 'Big' begonia cultural and use information for growers, retailers, landscapers and homeowners; 'Big' begonia retail locations, high-resolution photos, recipe ideas, press releases and testimonials. The 'Big' begonia series features low-maintenance, heat-tolerant plants with a vigorous growth habit and large flowers that thrive in sun or shade.

#### **Dramm**

Dean Mraz has joined Dramm as its new commercial customer service representative. With more than 30 years experiences in the field, Dean will answer questions regarding Dramm's full line of chemical application systems, environmental control systems, irrigation system and watering tools. Dean previously worked at Greiling Farms/Natural Beauty and Schroeder's Flowers.

### **Fides North America**

Mark Schermer has been appointed as manager of the Santa Paula, California, facility of Fides North America. Schermer will be responsible for operations, plus all marketing activities. Schermer had previously worked with Fides in The Netherlands in marketing and communications positions.

### **SNA Presents Awards**

Thomas E. "Buddy" Martin, owner and president of Martins Nursery in Semmes, Alabama, was awarded the prestigious Slater Wight Memorial Award at the 2009 Past Presidents' Awards Ceremony at the Southern Nursery Association Green Industry Winter Trade Show in February.

He received the association's coveted award for his lifetime contribution to the horticulture industry. The Slater Wight Memorial Award was established in 1956 by the late John B. Wight, Sr. to recognize the person who has contributed the most to the advancement of the industry in the South and to the welfare of the Southern Nursery Association.

Additional awards presented at the ceremony include the David E. Laird, Sr. Memorial Award to Todd Ellefson, general manager of Windmill Nursery of Louisiana; the SNA Environmental Leadership Award to Jerry Lee, environmental services manager for Monrovia Growers; the Porter Henegar Memorial Award to Dr. Alan Windham of the University of Tennessee.

### **BioWorks Scholarship**

BioWorks is offering the BioWorks IPM/Sustainable Practices Scholarship sponsored through the American Floral Endowment (AFE) for students pursuing a career in floriculture. Preference will be given to students interested in furthering the use of integrated pest management or sustainable practices in the industry. Applications for this scholarship must be submitted by May 1, 2009, and can be found on the American Floral Endowment website at [www.endowment.org/education/afe/](http://www.endowment.org/education/afe/).