

GROWERTALKS

GT in Brief

7/15/2010

On The Move

Jennifer Zurko

BFG Supply Co.

Jim Broderick has been named Sales Manager of the BFG Plant Connection, overseeing the sales, marketing and operations of the BFG Plant Connection plant brokering service within BFG Supply Co.

Jim is a former treasurer and interim CEO of OFA—an Association of Horticulture Professionals, and he spent most of the last 30 years working in greenhouse and garden center businesses in Ohio. He and his wife also own TFI Inc., a Westerville, Ohio-based company that provides interiorscaping, landscaping, wholesaling, and limited grounds and property maintenance.

Costa Farms

Costa Farms has given their consumer-facing website an updated look. The all-new CostaFarms.com now includes tips from other gardeners and professional growers, along with a plant library and information on local events. Check it out at www.costafarms.com.

Syngenta

Tim Kroenke is now head of Syngenta's North American Lawn & Garden Division. He most recently led the North American Professional Flowers business. His responsibilities will include overall management, and profit and loss for Syngenta's plant protection, flowers and growing media businesses throughout the region.

Keelan Pulliam has been promoted to head of the Flowers Professional organization and will oversee management of the businesses that serve the professional greenhouse and nursery industry. Keelan joined Syngenta in 1979 and has held various leadership positions in Crop Protection and Professional Products. Most recently he was president of Conrad Fafard, Inc.

Also, Scott Reasons is now head of the North American Turf & Landscape/Consumer business and will oversee numerous customer categories for Syngenta, including Golf, Turf & Landscape, Aquatics, Home Care and Consumer Products.

EuroAmerican Propagators

EuroAmerican Propagators has hired Siena Randall as Sustainable Initiatives Program Facilitator. Siena

has spent the last six years working as an independent project manager in her own marketing consulting firm, helping businesses worldwide with start up and establishment, company restructuring, marketing development and public outreach programs.

In her new role, Siena will be developing new sustainability programs. Her first project will be to spearhead the Proven Winners Landscape Initiative, introducing a brand of high-quality, innovative plants to the professional landscape industry.

Skagit Gardens

Robin Spreitler is the new propagation manager for Skagit Gardens. Prior to coming to Skagit, Robin was at Blooming Nursery and Fisher Farms in Oregon. More recently she was with Monrovia in North Carolina.

Co-Ex Corporation

Co-Ex Corporation, a manufacturer of polycarbonate panels for the horticultural, shapes distribution and architectural markets, has named Kurt Glaser their Director of Sales and Marketing.

Kurt has 30 years of extensive experience in the plastics industry with companies such as Bayer Material Science, A.L. Hyde Co and GE Plastics. He has worked technical sales, sales management, marketing and senior management and earned his Bachelor of Science in Mechanical Engineering from Northeastern University. Kurt joins the Co-Ex team's expanded operations headquartered in Wallingford, Connecticut. **GT**