

# GROWERTALKS

## GT in Brief

7/26/2011

### On The Move

*Jennifer Zurko*

#### **BFG Supply Co.**

BFG, a full-line horticultural distributor serving customers in the Great Lakes, Midwest and Great Plains regions of the United States, has appointed **Jim Kasper** as the Eastern Regional Sales Manager. Jim has invested more than 20 years in the horticulture field, most recently as District Sales Manager for Myers Lawn and Garden Group, and has been directly involved in sales responsibilities with both greenhouse distribution and manufacturing. Jim will oversee sales in the eastern and central regions of BFG Supply Company.

BFG also hired **Sam Janicki** as a Sales Representative working out of the Minneapolis, Minnesota, branch. Sam has several years experience in horticulture and agriculture, most recently continuing his education at the University of Minnesota focusing on Organic Horticulture and managing the University's trial and display gardens. Sam will be working as a sales rep focusing on Minnesota and North Dakota.

#### **Ball Horticultural Company**

**Joyce Jones** has joined the Ball Seed Sales Force and will be responsible for the Central and Western Florida regions. Joyce comes to Ball most recently from Grimes Horticulture, where she has been for the last eight years. This has included sales experience covering accounts in eight southwestern states.

#### **Selecta**

Selecta announces the launch of its new website, [www.selectanorthamerica.com](http://www.selectanorthamerica.com), with a fun new look and vibrant colors. Streamlined with easy functionality, the site also features news updates, culture details, a virtual catalog, and a complete list of Root & Sell Stations in the "Where to buy" menu. Visitors can also choose suppliers for Selecta's full lineup of spring plants, poinsettias or the Trixi program.

#### **Floranova**

Effective July 1, Floranova/Vegetalis will be relocating its inventory and customer service operations from Lompoc, California, to Pierceton, Indiana. To insure a smooth transition, **Shannon Trowbridge** will assume the role of Customer Service Manager—Americas. In this position, Shannon will be the new facility's primary contact for customers' seed buyers and broker reps. Shannon has been with Floranova since 2005 and has several years of experience in the seed industry. All orders and correspondence can be directed to [Sales@Floranova.com](mailto:Sales@Floranova.com) or 5 Pequignot Dr., Suite B, Pierceton, Indiana, 46562, Tel (574) 594-9284, Fax

(574) 594-9285.