

GROWERTALKS

GT in Brief

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On The Move

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Becker Underwood

Sherman Hollins has recently been named the new regional sales manager for Becker Underwood the eastern and southern U.S. and will be headquartered in North Carolina where he will be responsible for sales covering 17 states. Sherman has 24 years of sales and marketing experience in agricultural consumer products.

Also joining Becker Underwood is Dan Kuester, a marketing communications specialist in agriculture products, which include beneficial nematodes, inoculants and seed enhancements. Dan, who will work in the Ames, Iowa, headquarters, brings with him 25 years working in communications, including radio, television and print advertising, as well as copywriting and public relations experience, most recently at Iowa State University.



Clearwater Nursery, Inc.

Clearwater Nursery announced Eric Djafroodi as the new president, effective January 2012. Eric has been with CWN for the past 16 years. The company also announced the appointment of Guy Miel as the new CWN VP of sales and marketing and T.J. Cape as the new VP of operations. Guy has been with the company since 1992 and previously served as CWN sales manager. T.J. joined CWN's team in 2011 with 25 years of experience as a grower, operations manager and product development executive. **GT**

New hires at Clearwater Nursery, from left to right—Eric Djafroodi, T.J. Cape and Guy Miel.