

GROWERTALKS

GT in Brief

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On The Move

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Oasis Grower Solutions

Oasis Grower Solutions (OGS) has hired Paul Johnson as the company's Director of Global Grower Operations. Paul will be responsible for managing the North American Grower Business, working with Corporate Research to develop new products. Paul will also be leading OGS global efforts to identify and develop new business opportunities, which include working to further the company's presence among growers internationally.

Prior to joining OGS, Paul was the Regional Sales Manager at Great Lakes Minerals, implementing new marketing initiatives to drive sales. Prior to that, Paul worked for Syngenta Crop Protection, managing product development and sales of postharvest fungicides in the fresh produce industry. He also worked with the agricultural products group at BASF, starting and managing the postharvest coatings business, as well as developing new markets and selling ag/chem products globally.



McConkey Company

McConkey announced the hiring of Dave Edenfield as business development manager. In his new role, Dave will collaborate with the company's product and design teams to create new products that address specific grower needs. In addition, he'll work to strengthen the company's focus on solution-based product development, while providing enhanced support for account managers in the field.

Most recently, Dave was a founding partner in The Visions Group consulting company. His career also includes time in sales and marketing at Smith Gardens, retail-ready account management at Greiling Farms Inc. and account management at Vaughan's Seed Company.



Skagit Gardens

Ted Ardans has joined Skagit Gardens as Operations Manager. Ted assumes leadership responsibility for all growing operations, including finished products, as well as Skagit SuperStarts! liners. Ted brings to his new role more than 30 years of experience, beginning at a startup company in Arizona, then on to Willow Creek Greenhouses (later Hines Horticulture) and most recently, as Director of Production at Smith Gardens.

Pleasant View Gardens

Pleasant View Gardens announced the hire of Andy Huntington, who joins the company as Territory Account Manager for New England and New York. Andy will be responsible for maintaining strong relations and forging new ones with broker, grower and retail partners in the key Pleasant View territory.

Andy brings an exceptional depth of knowledge and understanding of the horticulture business, growing up in the industry as a third generation member of the Huntington family, co-founders of the Proven Winners and Proven Selections brands. He got his start working as an assistant at Pleasant View in several key departments.

For the past six years, Andy served as a Key Account Manager at John Henry Company, overseeing 200 accounts in the Midwest and Great Lakes region. His customer base was comprised of wholesale greenhouse growers, including retail and nursery grower accounts, ranging in size from local independents to national accounts. For two consecutive years, he was named top sales person of the year in recognition of outstanding achievements and dedication to his customers' success.

The Ohio Nursery & Landscape Association

ONLA announced its recent hire of Amy Eldridge, who joins the ONLA team as CENTS Manager. In this role, Amy will develop and manage strategies to provide top-flight exhibitor and attendee experiences at the Midwest's premier nursery, landscape and garden center convention.

Amy comes to ONLA with more than a decade's experience in the convention and expo field. Most recently, she worked as event director for the Ohio Association for the Education of Young Children. There, she led exhibitor and attendee engagement initiatives, including sales and marketing, education and event planning.

Ball FloraPlant

Jason Twaddell has joined the Ball FloraPlant and Selecta team in North America to serve as the Technical Product Representative in the Great Lakes and Northeast sales regions. Jason will also take the lead on technical support to the Selecta and Ball FloraPlant Rooting Stations.

Prior to coming to Ball FloraPlant, Jason was General Manager of Timbuk Farms in Granville, Ohio, and has a strong background as a Grower and Production Manager.



Costa Farms

Better Homes and Gardens digital content manager and garden editor Justin Hancock has joined the team at Costa Farms, one of the largest growers of plants and flowers in North America. Justin is filling a newly created position as Consumer Marketing and Digital Specialist. Justin will be working directly with both marketing, and research and development to create targeted retail plant programs to both attract and inspire gardeners. In addition to searching the world for great new plants for the home and garden, Justin will help create and manage Costa Farms' digital properties, create rich content and direct social media. He will also serve as a corporate spokesperson.

With more than 10 years at Better Homes and Gardens both on the print and digital sides, Justin has written thousands of garden articles and blog posts, hosted a "Garden Doctor" question-and-answer column and

been a garden expert on The Today Show.

Ball Tagawa Growers

John McGee is the new General Manager at Ball Tagawa Growers. Over the past six years, John has been the manager for Smith Garden's main location with an outstanding track record in productivity, quality and profits. He is passionate about production and operations and will focus his time on operational excellence and order fulfillment. John was a Ball Seed sales rep in the Washington area before working at Smith.