

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

American Floral Endowment The American Floral Endowment (AFE) announced Michelle Altenberg as its new communications specialist. Michelle will work closely with AFE Executive Director Debi Aker on media relations, social media, the quarterly bulletin, donor cultivation and website management.

Ball Seed Susannah McCoy is the new sales rep in Western Oklahoma and Northeast Texas territories. Susannah comes to Ball Seed with a great background in horticultural sales from several notable companies, most recently at BDK Marketing, where she has been since 2007. Prior to BDK, Susannah had a brief stint with RAM Greenscape Technologies selling ready-to-use Ellepot programs to growers and landscapers. From 1989 to 2004, Susannah was the Southwest Sales Representative for California-based Nurserymen's Exchange, covering a five-state region selling to supermarkets and box stores. Susannah also worked for Casa Flora for two years right after graduating from Texas A&M University, selling fern liners to greenhouse growers.

Dummen Group Bas Pellenaars, currently the area manager in the license department for Fides, will be assuming the responsibilities of the Fides Brand Manager position that was previously held by Judy Born, who has left Dummen to pursue other opportunities. Bas has worked with the Fides organization since 2010, initially responsible for sales and promotion of the entire Fides assortment among licensees in Latin America (excluding Brazil) and several European countries. Over the years, his main priority has focused more and more on Latin and North America.

Oglesby Plants International Oglesby announced that Jenny Rojas has joined their Customer Service Team as the South Florida Customer Service Representative. Jenny has worked in the horticulture industry for 11 years. She comes to Oglesby with experience in young plant sales and finished product sales, as well as other industry-related sales experience.

PARsource Alyssa Conder has joined PARsource as Marketing & Sales Coordinator. With an extensive marketing background, including marketing several energy-efficiency programs for local government agencies, she's no stranger to lighting and energy. Most recently, Alyssa worked in sales and marketing for a San Francisco Bay Area marketing group. **GT**