

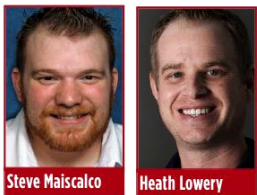
GROWERTALKS

GT in Brief

6/29/2015

On The Move

Jennifer Zurko



Steve Maiscalco

Heath Lowery

BioSafe Systems

BioSafe Systems recently hired a new team member to focus primarily on driving retail sales. Steve Maiscalco comes to BioSafe from Scott's Company, where he worked for five years as an inside sales representative selling both for the commercial and residential markets. As a Technical Representative for BioSafe's retail team,

Steve will work with building relationships with distributors and garden centers. Steve will also be dedicated to increasing sales and developing the BioSafe product line further.

Florist Holland B.V.

The Royal Hilverda Group Board of Directors announced that Jan Eveleens will retire as managing director of Florist Holland B.V. after nearly 40 years of service. Jan will continue as a member of the Board of Directors of the Royal Hilverda Group and will be appointed as Supervisory Board Member to Florist Holland.

During Jan Eveleens' administration, the company has grown from a gerbera nursery to an innovative breeding company, serving a large international market, with the joint venture KF Bioplants as multiplication laboratory in India and a sales office in North America.

The Board has elected commercial director Melchior Moen to replace Jan as managing director of Florist Holland. Melchior has been with the company for 14 years.

OHP

OHP announced the addition of Heath Lowery to its team of regional sales managers. Heath is based outside of Houston, Texas, and covers Texas, Louisiana and Arkansas. Prior to joining OHP, Heath worked for four years as a regional sales manager for Valent/ NuFarm. In addition, Heath spent three years at Greenleaf Nursery as propagation supervisor.

Philips Lighting

Philips Horticulture LED Solutions announced the addition of Greg Lonergan as Key Account Manager-Floriculture and Barbara Perzanowski as Marketing Communications Specialist.

Greg, a certified horticulturalist, previously worked as Technical Sales Agronomist for ICL Specialty

Fertilizers and as Territory Manager for The Scotts-Miracle Gro Company. In addition, he served as Regional Extension Specialist to the Turf and Ornamentals and Specialty Agriculture Industries with Virginia Tech for more than 10 years. Greg owned and operated Environmental Expressions, Inc., a wholesale and retail greenhouse/nursery operation for more than 20 years. Greg, in partnership with Philips team of Plant Specialists and Application Engineers, will focus on bringing LED solutions to the floriculture segment.

Barbara Perzanowski joins the North America Horticulture LED team as Marketing Communications Specialist. She brings to Philips more than 18 years of marketing experience, including 11 years with Smithers-Oasis. Barbara will be responsible for localizing Philips LED global marketing plans and programs for the North America horticulture market.

Schaefer Ventilation Equipment

Schaefer Ventilation Equipment, a manufacturer of ventilation and thermal comfort products, announced the opening of a new distribution center in Atlanta, Georgia. The Atlanta Distribution Center offers customers quick deliveries on reasonable quantities of Schaefer's most popular products, like Americ confined space ventilators, WayCool portable evaporative cooler, Versa-Kool mobile drum fans and heavy-duty pedestal fans. All orders will continue to be processed through Schaefer's Customer Care Center or through the Schaefer website at www.schaeferventilation.com and then shipped from the Atlanta Distribution Center as appropriate to existing operations in Georgia, Florida, Alabama, Mississippi, Tennessee, North Carolina and South Carolina. **GT**