

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

DRAMM CORPORATION

Dramm has hired Tyler Nethers as the new Project/Support Manager for DRAMMwater. In his new position, Tyler will be responsible for organizing and coordinating project installations and support requests for DRAMMwater customers. In addition to managing projects, Tyler will be hands on, working at customer locations, offering service and startup assistance.

Tyler has a BA in Interdisciplinary Studies that focused on Sustainable Development, Agriculture, Appropriate Technology and Ecosystem Restoration. He went to Graduate School for Civil and Environmental Engineering. Tyler has over 10 years of experience in project management in the environmental and horticulture industry.

EMERALD COAST GROWERS

Growers and brokers now have access to the comprehensive information on the hottest trending perennial and ornamental grass introductions, as well as market staples in Emerald Coast Growers' 2016-17 Resource Guide. The 2016-17 Guide adds nearly 100 new perennials, ornamental grasses and specialty grasses, each featured in full-color, professionally shot photos with complete plant details.

To download Emerald Coast Growers' 2016-17 Resource Guide or find information on any of their products, visit www.ecgrowers.com.

FOUR STAR GREENHOUSE

Four Star has hired Angie VanWashenova as the new Internal Sales Supervisor. In her position, Angie will be responsible for developing marketing sales campaigns, sales analytics, broker relations and the promotion of Four Star programs. Angie joins the Four Star team with 14 years of experience in corporate advertising sales and media planning.

HARRIS SEEDS

Horticultural supplier Harris Seeds announced the promotion of a member of its executive leadership team and the hiring of a manager for one of the company's key product divisions. Vicky Rupley, a vice president with the company and an officer on Harris Seeds' board of directors since 2005, has been named executive vice president.

A respected leader in her field, Vicky has worked in the horticultural seed industry for more than 30 years, including 22 years at Harris Seeds. She has helped grow the company's ornamentals line, developed new products, established positive relationships with vendors and maximized operational workflow efficiency.

Also this month, Harris Seeds hired Michael Wells as manager of the company's ornamentals product group, a role previously held by Vicky. Michael brings to the product group more than a decade of experience in ornamentals and extensive knowledge about the floral and farming industries. Before returning to Harris Seeds, where he worked as a web marketing manager and regional account manager, Michael served as the lead floral designer for Stacy K Floral & Designs.

HENRY F. MICHELL COMPANY

Henry F. Michell has hired Paul Cooper as their new National Sales Manager. Paul is an experienced sales manager who has been in the horticultural industry for over 18 years. He's previously worked with Express Seed Company, Michell's, Syngenta and SHS Griffin.

SAGE GREEN MARKETING

Elm Grove Custom LLC, a custom marketing partnership focused on the horticulture industry, formally ended operation on June 30, 2016, due to the retirement of Susan Porter, partner with Kendra Kovalycsik.

As of June 30, Sage Green Marketing will be established by Kendra Kovalycsik to provide the same type of specialty marketing services and guidance for companies in the horticulture and related industries. Sage Green Marketing will continue to serve Elm Grove Custom clients going forward from that date. Current clients include Delta T Solutions, Four Star Greenhouse and Stockosorb by Evonik. Please direct all requests for press release materials and editorial opportunities to Kendra Kovalycsik at kendra@sagegreenmarketing.com or (216) 409-2164.

TERRA NOVA NURSERIES

Terra Nova Nurseries has released a new redesigned and user-friendly 2016-2017 product catalog. Designed to avoid standard product listings and typical imagery arrangement, the new catalog was created to serve as a systemized and resourceful sales tool.

The breeder-focused product selection guide offers easy access to organized genera grouped alphabetically, but also now by size, color, habit, top-sellers, photography, newest varieties and USDA zones. The enhanced catalog includes sections for each genus, with photos and insights needed for grower-customers to make informed purchasing decisions.

For more information on new plants available from Terra Nova Nurseries and to view the digital catalog, visit www.terranovanurseries.com.