

GROWERTALKS

GT in Brief

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On The Move

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BAILEY NURSERIES

Dan McEnaney has been hired as an Outside Sales Representative for Colorado and the surrounding territory. Dan is a fifth-generation Bailey family member and began his career in international business in the fitness industry before joining the family business over two years ago.

During his time at Bailey Nurseries, Dan has provided regional sales and retail merchandising support for customers before working as an Inside Sales support for three territory representatives. He has supported a variety of customer types from large retailers like Bachman's to regional chains like Dan & Jerry's Greenhouses.

Dan will be working with customers in Colorado, western Kansas and Nebraska, New Mexico and Arizona.

BAYER

Bayer has welcomed four new team members to its Turf & Ornamentals business. The new appointments include:

Patrick Burgess, PhD, has been named field development representative in the northeastern United States. In this new role, Patrick will be responsible for new product and concept development for the Bayer Turf & Ornamentals, Professional Pest Management and Vector Control businesses. He most recently served as a researcher at Rutgers University, specializing in plant stress physiology, and as an instructor for the Rutgers Professional Golf Turf Management School.

Mark Clodfelter, insecticides product manager, will lead strategic planning across the Bayer insecticides portfolio, including forecasting and inventory management for the insecticides business, life cycle management strategy, product launch planning and support and business development. Mark joins Bayer with extensive experience in the golf and commercial mowing industries, specializing in brand management, strategic planning, marketing communications, product development and market research.

Bob Froelich joins the Bayer team as ornamental specialist, with more than 25 years of experience in the horticulture industry. In his new role, Bob will help build relationships between Bayer, its customers and its

distributors in the Production Ornamentals market. He spent much of his career with Syngenta in various roles, including field representative with Ornamental Plant Protection, grower account manager with Syngenta Plant Health and key account manager with Syngenta Flowers. He also served as marketing brand manager for plant protection within the Professional Business group of The Scotts Miracle-Gro Co.

Chad Hauth, area sales manager, is responsible for cultivating relationships with Bayer customers and distributor partners in Illinois, northern Indiana and southern Wisconsin. Chad most recently served as territory specialist with Growing Solutions and his previous experience includes technical specialist with The SePRO Corporation, as well as various roles with Harrell's, including territory manager and sales representative.

WATERPULSE

WaterPulse announced that **Sue Amatangelo** has joined the team as National Sales Manager. With nearly 15 years of horticulture experience, and nearly 30 years of sales experience overall, Sue has worked closely with brokers, growers, independent retailers and large retailers. Most recently, she served as Eastern U.S. and Canada Sales Manager for EuroAmerican Propagators. Her career also includes time as Brand Manager for Park Seed, National Retail Accounts Manager for Ball Horticultural Company and Director for Home & Garden Showplace, the independent garden center division of the True Value Company. In her new role at WaterPulse, Sue will have primary responsibility for the Southeast grower market.

Sue understands the industry well, also volunteering in a variety of capacities. She's currently a national judge for America in Bloom and a recent Horticultural Superintendent for the Kane County Fair in Illinois. She's a past board member of Garden Centers of America and the University of Illinois Kane County Council. Sue became a Master Gardener for the University of Illinois and won the Illinois Outstanding Master Gardener Award. **GT**