

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

AGRINOMIX

Mike Vallafskey has joined AgriNomix as Vice President-Sales. Mike brings more than 25 years of experience and knowledge serving the horticulture industry, including 18 years at T.O. Plastics, his last 12 years as President. Mike's extensive background in contract manufacturing is also directly applicable, since AgriNomix has grown its large project work, internal engineering and manufacturing.

BIOSAFE SYSTEMS, INC.

BioSafe Systems announced the hire of **Jon Konya** as a Technical Sales Representative in the Great Lakes region. Jon currently lives in Southwest Michigan, but has done quite a bit of traveling. He studied Botany and Forestry in Wyoming and Florida, and has a degree in Commercial & Industrial Photography.

His past work experiences include Sales Manager for Twixwood Nursery in Berrian Springs, Michigan, and at the Michigan Peat Company in Sandusky as a Sales & Technical Representative.

BioSafe also welcomed new Field Service Technician **Lee Holland** to the team, working out of the Yuma, Arizona, area. Lee worked at EcoLab for 17 years as a Service Manager, installing and maintaining their various dispensing systems and cleaning machines. He was then promoted to Route Manager, where he was responsible for maintaining EcoLab's leased machines and dispenser equipment. At BioSafe, Lee will be connecting with customers by arriving on-site to perform routine maintenance and repairs.

Don Hobro is the new Chemical/Project Application Engineer. Don currently lives in New Hartford, Connecticut, and will be working out of headquarters to oversee the OxyFusion process and its development, a unique point-of-use chemical generator for peroxyacetic acid.

Don was involved with the University of Connecticut's Environmental Research Institute. He worked at Whyco Technologies, Halox Technologies in Bridgeport, along with Nalco Water as a Global Industrial Technical Consultant and Hydro Technologies as a Senior Chemist.

BIOWORKS, INC.

Doug Barrow has been named Biological Control Advisor at BioWorks. In his new position, Doug will be increasing

BioWorks' ability to deliver personalized programs and support to their customers in North America.

Doug has over 20 years of experience in the horticulture industry, with his most recent experience working in biological control. He previously held positions at Biobest, Gro 'N Sell and Robertson of Wyndmoor.

DANZIGER

Christine Nowicki has joined the company as product manager for Danziger. Christine will develop and maintain grower relationships, specializing in the small- and medium-size grower segment. Working through brokers and rooting partners, she will help promote Danziger's varieties in the North American market. Christine brings many years of horticulture experience to the team, including account support and sales roles at Selecta One and BFG Supply.

FALL CREEK FARM & NURSERY, INC.

Fall Creek Farm & Nursery, Inc., a global blueberry breeding and nursery company, has announced that **Kevin Murphy** has joined its professional board of directors. Most recently, Kevin served as chief executive officer of Driscoll's, a fourth-generation family berry business with worldwide operations, before retiring in 2018 after 13 years in the company's leadership. His appointment brings the Fall Creek board to nine individuals.

Prior to Driscoll's, Kevin held multiple leadership roles spanning areas of supply chain, process improvement, marketing, innovation and management at produce companies, including Capurro Farms, Fresh Express Farms and TransFRESH Corporation.

J. BERRY

Kayla Bennett Sellers is J. Berry's new Account Manager. Born and raised right in J. Berry's hometown of Grand Saline, Texas, Kayla is a graduate of Tarleton State University with a Bachelor's degree in Agriculture Services and Development.

David Wadsworth is the company's new Supply Chain Manager. With over 35 years experience as a grower specialist, brand program coordinator, and in breeding and research, David has been able to jump right in to his position and is already connecting with the company's grower group.

MYCORRHIZAL APPLICATIONS

Mycorrhizal Applications has recently hired **Melissa Flora** as a new Midwest Sales Account Manager. With the growing interest and demand for sustainable soil solutions, Melissa will support the continued growth and development of Mycorrhizal Applications. Melissa is based in the Detroit, Michigan, region, and will support growers and green industry professionals in the Midwest. She will also provide support to the increasing number of horticulture distributors who are selling the MycoApply mycorrhizal products, as well as the additional biological solutions that Mycorrhizal Applications distributes, such as Actinovate Biofungicides, MGK Botanical Insecticides and Valent BioSciences' Plant Growth Regulators (PGRs).

Melissa's territory includes the Ohio Valley and Midwest region, including Ohio, Kentucky, Indiana, Michigan, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Kansas and Missouri. She recently worked as

a manufacturer representative to the architectural design market in Detroit, Michigan, for the past two years. **GT**