

GROWERTALKS

GT in Brief

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On The Move

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BAILEY

Following the announcement of Bailey's executive team promotions in January, additional roles within the organization have been filled with internal candidates.

Jason Bizon now serves as West Coast General Manager and he has a wide range of experience in horticultural production, shipping and sales management, including as National Sales Manager at Carlton Plants and most recently as Western Region Sales Manager at Bailey. Jason will now oversee all operations at Bailey's West Coast facilities in Washington and Oregon.

Ryan McEnaney is Marketing & Communications Manager and has over a decade of marketing and communications experience across various industries. He's worked as Bailey's Public Relations & Communications Specialist for the last seven years, supporting the company's trade and consumer outreach.

Tiffany Nohl is Inside Sales Manager and joined Bailey in 2011, working in Inside Sales and as the Licensing Representative for Bailey's consumer brands.

BIOTHERM

BioTherm has expanded its sales team with the addition of Les Grafton as its regional sales representative for Western-Mountain Region. Les has a long career in the power industry, giving him an extensive understanding of grower needs and demands. His previous experience includes time as Sales Manager for Engines-LPG selling power-generation solutions. Based in Idaho, Les will serve Washington, Oregon, Idaho, Montana, Wyoming, Colorado, North Dakota, South Dakota, Nebraska and Kansas.

Jesus Martin has joined BioTherm as its regional sales representative for the Midwest Region. Jesus has an extensive history in the metals recycling industry and brings 15 years of experience in sales and operations to BioTherm. He will serve Minnesota to Ohio, and south to Florida, Louisiana and Alabama.

BIOWORKS

Joe Lara has been named Director of Marketing at BioWorks. In his new position, Joe will be responsible for the ongoing development and execution of the business marketing plans to grow the BioWorks footprint in the United States, Canada, Mexico and Central America with an expanding portfolio of products, services and programs.

Joe brings over 25 years of marketing, product management, manufacturer and distributor sales experience in the professional horticulture, turf and landscape management markets, as well as the specialty agriculture industry. He

most recently held a senior marketing position at BASF Professional and Specialty Solutions.

FALL CREEK NURSERY

Fall Creek Farm & Nursery, Inc. announced Scott Cully as regional director for the United States and Canada, reporting to Co-CEO Oscar Verges. Scott joined the company as general manager in 2008. Previously, Scott was director of orchards for Harry & David in Medford, Oregon, and nursery manager for J. Frank Schmidt & Son Co. in Boring, Oregon. He studied agriculture at Colorado State University and earned a Bachelor of Science degree in horticulture from University of Connecticut.

MYCORRHIZAL APPLICATIONS

Mycorrhizal Applications (MA) has recently hired Jason Padden as a new Western States Sales Account Manager, where he'll support the continued growth and development of the company. Jason will also provide support to the increasing number of horticulture distributors who carry the products that MA produces, as well as the other biorational solutions that MA distributes.

Jason earned a Bachelor of Technology in Plant Science from SUNY Cobleskill and has a 16-year professional track record in the horticulture industry in the Pacific Northwest, 11 of which was in boots-on-the-ground sales. His territory spans the western portion of the United States, including Oregon, Washington, California, Idaho, Nevada, Montana, Wyoming, Utah, Colorado, Arizona, New Mexico, Alaska and Hawaii.

PLEASANT VIEW GARDENS

Pleasant View Garden (PVG) has hired Scott Parisi as the company's new Finished Goods Product Manager. Responsible for guiding the direction of the finished goods segment of PVG business, Scott will work closely with all departments within the company to identify new opportunities, programs and products to help it better serve its customers.

Scott's role will also make him responsible for uncovering new market trends and unmatched product needs, and building even stronger relationships with PVG's retailer customers, developing new package and container offerings, and helping to launch and promote new products.