

GROWERTALKS

GT in Brief

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On The Move

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AMERICAN FLORAL ENDOWMENT

The American Floral Endowment (AFE) has expanded its team to include Laura Barth, a new Research Coordinator to assist with expanding research programs and communicating the findings. With the recent expansion of new monthly research webinars and training resources, Laura will work alongside Dr. Terril Nell, AFE's current Research Director, to pursue and disseminate information through industry outreach, collaboration and communications. This will include updates through AFE's Grow Pro Webinar Series, Thrips & Botrytis Research Fund, and other training and resources.

In addition to overseeing the monthly webinars and training efforts, Laura will also be preparing articles and research processes from AFE-funded research and will serve as the liaison to AFE's new Sustainability Initiative that was just launched in July.

BAILEY

Mike Hoban joins Bailey as a Territory Sales Representative and will partner with customers in the New England area. Mike's previous experiences within consumer good companies and the wholesale nursery industry will provide a good framework as he grows in this new role.

Tiffany Koester joined Bailey over 10 years ago and has been a valued member within Inventory ever since. In her new role as an Inside Sales Representative, Tiffany will provide support to Bailey Territory Sales Representatives Kyle Aurit, who partners with customers in southern Wisconsin, and Dan Heintz, who partners with regional suppliers in the Midwest.

Deanna Suzor joins Bailey as an Inside Sales Representative, providing support to Bailey Territory Sales Representatives Mike Hoban and Dave O'Hara, who partner with customers in New England, Ontario and New York.

HOFFMAN NURSERY

Stephen Gillis, who has been with Hoffman Nursery since February 2019, will now oversee the sales and customer service team responsible for developing and carrying out strategic plans to grow sales with existing customers and expand the nursery's customer base. He will also help chart the effectiveness of the company's sales strategies and programs.

In February 2017, Alex Stanley-Stretch joined Hoffman Nursery as Marketing Assistant, and in 2020, she became Marketing and Graphic Design Associate. Alex will have increased responsibilities for the nursery's marketing efforts

in her new role coordinating and handling trade show activities and events, while continuing to manage and create content for Hoffman Nursery's social media and website. Alex remains responsible for managing the yearly catalog project from the design process to print. She will also work closely with the sales team to provide marketing materials that will educate and inform their customer base. **GT**