

GROWERTALKS

GT in Brief

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Bailey Announces Leadership Transition

Jennifer Zurko

As the 2023 season begins, Bailey announces Terri McEnaney will step away from day-to-day operations in her role as Chief Executive Officer to focus on strategy and the future of Bailey. Shane Brockshus has been named Chief Operating Officer, an evolution of his previous role as Chief Operations Officer.

These transitions come after thoughtful planning from the Bailey family, leadership team, Board of Advisors and outside advisors. Continuing her role as CEO, Terri will now focus on driving strategy, building relationships and engaging in the industry.

“It has been the honor of my lifetime to serve in this role,” said Terri. “The legacy of humility, long-term strategic thinking, active industry participation, giving back to community, innovation and doing the right thing will guide my time and commitment.”

As COO, Shane will continue overseeing production and is now responsible for the areas of Sales, Marketing, Brands, Product Development and Human Resources.

“I am honored and humbled by the opportunity to play a part in leading this nursery,” said Shane. “As Bailey evolves and grows, I look forward to working with this team to bring continued improvement and success for Bailey, as well as our customers, employees and communities.”

These transitions are effective immediately, with both Terri and Shane continuing to work at Bailey’s Main Office in St. Paul, Minnesota. **GT**