

# GROWERTALKS

## GT in Brief

8/1/2023

### On the Move

*Jennifer Zurko*

#### BAILEY

Bailey announced recent changes to the Marketing and Brand teams. On the Marketing team, **Gretchen McNaughton** has been named Communications & Content Strategist. Gretchen has been with Bailey for over two years, working as the Communications & Content Specialist. In her new role as Communications & Content Strategist, she'll lead the team that covers consumer-focused content, Bailey and its Consumer Brands' social media channels, and public relations activities.

**Katie Swartzer** joins as Social Media Specialist. In this new role, she'll be responsible for the day-to-day implementation of social media and digital content for Bailey Consumer Brands and Bailey social media.

On the Brand team, **Rachel Prescott** joins as Retail & Landscape Program Coordinator. With a background in production management and sales, Rachel will lead efforts in building relationships with garden center and landscape partners.

#### BALL FLORAPLANT

**Eduardo Villanueva** has been hired into the role of Plant Breeding Director for Ball FloraPlant, based at the company's Arroyo Grande, California, research facility. In addition to directing the plant breeding team at Arroyo Grande, Eduardo will also take the reports of facility management and trialing & stock maintenance.

Eduardo's previous experience includes Global R&D Operations and tomato breeding team lead for United Genetics Seed Co., and Breeding Manager for Enza Zaden's three pepper breeding research stations based in the United States and Mexico. Eduardo has a Ph.D. in Plant Breeding and Genetics from the University of Wisconsin-Madison and is fluent in both Spanish and English.

#### LACEBARK, INC.

Lacebark, Inc., the horticultural research station of Dr. Carl Whitcomb, has updated its website ([lacebarkinc.com](http://lacebarkinc.com)). Carl is the author of five books, inventor of the first crapemyrtle with true red flowers (Dynamite), and the original root-pruning container system (RootMaker), as well as the micronutrient fertilizer Micromax and the Whitcomb System for growing trees. The new website includes instructional videos, helpful growing tips and updates of farm activities.

#### PEN & PETAL, INC.

Pen & Petal, Inc. announced recent changes to its team, particularly the promotion of **Olivia Kaatz** as Account Coordinator & Project Manager. Olivia holds a Bachelor of Science degree in Agricultural Communications from

Southern Illinois University-Carbondale. She's worked on various publications and has experience serving as a writer and marketer for several organizations. In her new role, Olivia will be handling account coordination, as well as being involved in project management, content creation, social media and more. Olivia will be taking over some of Joli Hohenstein's responsibilities, who's leaving her role as marketing & PR specialist in order to be able to devote more time to her family. **GT**