

GROWERTALKS

GT in Brief

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On the Move

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EASON HORTICULTURAL RESOURCES

Eason Horticultural Resources (EHR) announced that Matt Johnson has joined its national sales team. Matt holds a B.S. in horticulture from Michigan State University and his recent industry positions include a management role at Bachman's and a sales representative role at McHutchison. At EHR, Matt will service customers in Colorado, New Mexico, Alaska and Montana.

FINE AMERICAS, INC.

Fine Americas, Inc. announced upcoming management changes of the company across both North and South America. In preparation for his upcoming retirement, Fine Americas' longtime president, Greg Johnson, has transitioned from president to chairman effective September 1, 2023. At the same time, Damian Eldred, currently director of business operations for Fine Americas, assumed the role as president. This transition period will culminate with Greg's retirement on August 31, 2024.

Greg was hired in 2004 to develop and lead Fine Americas, the newly established American subsidiary of Fine Holdings, UK. He was promoted to president at the beginning of 2010. Damian joined Fine Americas in June of 2018 as director of sales and marketing, and has since then advanced to director of business operations. Prior to joining Fine Americas, Damian worked for Wilbur-Ellis Company for more than 20 years in the Pacific Northwest and Midwest, with his last role being a strategic lead for crop protection products.

GRIFFIN GREENHOUSE SUPPLIES

Griffin Greenhouse Supplies announced the selection of Tami Van Gaal as the new Director of Vendor Relations. In this capacity, Tami will spearhead the strategic positioning of vendors and products to further strengthen the organization's sales strategy. She will concentrate on fostering collaboration among the sales team, customers and vendors. Her responsibilities encompass a diverse range of critical tasks, including vendor negotiation, ensuring timely product supply, coordinating training and market support, and analyzing market trends to provide strategic recommendations. She'll also actively monitor and assess vendor performance while contributing to the development of Griffin's competitive pricing strategy.

Tami has played an instrumental role at Griffin Greenhouse Supplies since 2013, serving as a CEA Division Leader and GGSPRO Technical Specialist.

RIDDER

Ridder announced a strategic reorganization within its North American service department, aimed at bolstering customer satisfaction and operational efficiency. Under the new organizational structure, Corey Jubenville has been put in the role of North American Service Manager. In this position, Corey will provide visionary leadership, overseeing a seamless integration of Canadian and United States service engineers and technicians into a single cohesive unit. This strategic alignment is expected to optimize service delivery across North America.

In another development, Philip Woody has been promoted to Lead U.S. Service Engineer. He will be at the helm of the U.S. Service Engineers, facilitating streamlined communication and project management efforts within the team, reporting to Corey. **GT**