

# GROWERTALKS

## GT in Brief

11/1/2024

### On The Move

*Jennifer Zurko*

**American Horticultural Society (AHS)** Daniel Vincent has been named Director of Membership and Communications. With over 25 years of experience in nonprofit membership and marketing, Daniel will oversee AHS's acquisition, renewal and communication programs. His extensive background includes managing membership programs at The Trustees of Reservations, The Metropolitan Museum of Art, the New York Landmarks Conservancy, The Frick Collection, Paul Taylor Dance Co., and the Museum of Fine Arts in Boston. A Washington, D.C. native and graduate of Georgetown University, Daniel serves on the Board of the Berkshire Bach Society and was a member of the Boston Symphony Orchestra's renowned Tanglewood Festival Chorus.

**Ball FloraPlant** Ball FloraPlant announced that Angelica Cretu, a well-known tropical plants expert, has joined the team in the role of Business Manager-Tropical Plants. Angelica comes to Ball FloraPlant after 14 years with Costa Farms where she was Director of Research and Development, focusing on trialing and introduction of many annuals, perennials blooming tropical plants and foliage to support Costa Farms' sales into mass market retailers. Angelica's focus will be on developing a tropical plants product development program and also help support a more robust supply chain strategy for these products to be sold into the North American market.

**Ball Seed** Chris Ferguson has been hired as a new Technical Services Specialist and will be focusing his time on servicing Ball's Gold Supply network, key accounts and sales reps alongside Josh Henry.

Chris comes from Helena Agri-Enterprises where he was a Sales Representative, which provides him with valuable customer experience and relatability to the Ball Seed sales team. He also has a unique background consisting of advanced degrees and over six years of combined commercial technical support at Hopewell Nursery and Bell Nursery. Ball's customers will benefit from his knowledge in plant pathology, entomology, nematology and weed/plant/soil science through his time in the University of Florida DPM program and with his Master of Science in Plant Science from Western Kentucky University.

**BioWorks** BioWorks, a Division of BioFirst Group, announced that Ron Ostrander has joined the company as Director of Horticulture Sales and Distributor Relations. Ron's responsibilities include leading the BioWorks horticulture sales team, managing channel partnerships and developing new business in the horticultural sector.

With over 30 years of sales experience in the horticultural markets, most recently serving as Vice President of National Commercial Sales at OHP/ American Vanguard, Ron will lead the sales team at BioWorks towards the next stage of growth. His reputation and connections across the industry will greatly strengthen the horticultural market development efforts at BioWorks.

**Wadsworth Control Systems** Wadsworth Control Systems announced the addition of Brent DeArmond to their

team as a Sales Representative. Brent has experience in horticultural and cannabis production, and brings extensive knowledge from his diverse background in designing, constructing and managing various horticultural and cannabis operations.

Wadsworth also announced Jordan Edwards as the new Operations Manager. Jordan brings his expertise in supply chain management, lean manufacturing and business processes. Known for driving operational excellence and strategic vision, he has a proven track record of improving quality, inventory accuracy and production efficiency.