

# GROWERTALKS

## GT in Brief

2/1/2025

### On the Move

*Jennifer Zurko*

#### **Ball FloraPlant**

Ball FloraPlant launched its redesigned website at [ballfloraplant.com](https://ballfloraplant.com) with fresh, contemporary colors and more menu options to keep up with the company's ever-evolving product selection and service offerings. It provides easy access to plant details and culture, as well as program and marketing tools to help customers plan their selling season.

#### **Ball Seed**

Michael Krueger has been hired as a Ball Seed sales representative serving customers in the southeastern part of Michigan's Lower Peninsula, taking over the territory from Sara Sturt, who has officially retired. Michael grew up in a family operation, Lakewood Greenhouse, near Toledo, Ohio, where he rose to the position of General Manager. For the last several years, he's been a district sales manager for Sun Gro Horticulture, managing sales and distribution of Sun Gro's products in Indiana, Michigan and Ohio.

Brad Harvey has joined Ball Seed as Technical Sales Manager-Perennials. In this role, Brad will provide technical support on perennials to Ball Seed's customers and sales team, along with advice on the best products and suppliers to use in building impactful programs. Brad has a vast background in the industry and with perennial programs. Most recently, he was with Yellowstone Landscape as Business Development Manager for key accounts.

Laura Brockmeyer has joined Ball Seed as Supply Manager-Regional Midwest/Southwest. Laura will be focusing on supporting Ball Seed's supply network in the Midwest and Southwest regions. Laura most recently worked remotely for Continental Flowers in Miami, Florida, where she was an account manager and communications team member, focusing on selling cut flowers to wholesalers across North America. Prior to that, she worked for 16 years at Kennicott brothers in Chicago, Illinois, managing their e-commerce program and being a project manager.

#### **Ball Seed Cut Flowers**

The Ball Seed Cut Flowers team announced the availability of its two-year catalog for 2025-2026 that focuses on fresh floral assortments—from traditional to contemporary—that today's consumers are craving. Ball Seed Cut Flowers' new website destination—[ballseed.com/cutflowers](https://ballseed.com/cutflowers)—also spotlights how a partnership with leading North American distributor, Ball Seed, sets your cut flower program up for success through access to valuable resources and the products to suit your needs. The 2025-2026 Ball Seed Cut Flowers catalog is an 82-page resource. It is sorted by key cut flower breeding companies as well as by plant class. Recommendations and insights from Ball Seed Cut Flowers experts, such as Jose Sanchez and Dave Dowling, can be found throughout. And a list of national

cut flower associations is included on the inside back cover, and access to Ball Seed WebTrack helps customers begin the ordering process. View and download the catalog now online at [ballseed.com/cutflowers](https://ballseed.com/cutflowers). Customers can also request a printed copy by calling (800) 879-BALL.

## **BioWorks**

BioWorks announced that Curt Granger will join the company as Business Development Manager for Specialty Agriculture. In his new role, Curt will lead efforts to focus on a deeper expansion into the specialty agriculture market. As a seasoned business development and marketing executive, Curt brings more than 30 years of experience in the specialty crop and produce markets. Prior to joining BioWorks, Curt served as a contract consultant, establishing product trials to support label registrations and expansions into California. He also served in technical sales, channel development and commercialization roles, and was instrumental in bringing multiple bio-fertility, bio-yield and biopesticide products to specialty ag for large, multi-national crop protection companies.

## **Monrovia**

Monrovia announced recent changes in leadership positions at its nurseries.

Brett Cromly is now General Manager of the Oregon Nursery. Brett previously led the company's Georgia location as General Manager and will be bringing key learnings from his role there to Monrovia's flagship nursery. Brett began working for Monrovia in 2017, first as an inside sales representative. He was quickly promoted to Regional Sales Manager at the Georgia nursery and then he became the General Manager of the nursery in 2021.

Greg Rusow, the most recent General Manager of the Oregon nursery, will be moving into a new role as Vice President of Production Practices across all nurseries. During his long tenure with Monrovia, Greg has previously served as general manager at all three Monrovia nurseries. Although still based in Oregon, Greg will be traveling frequently to the other nurseries to advise on best practices in growing techniques.

Brett's move to Oregon has opened up the opportunity to bring back Scott Andrews, who's returning to Monrovia as the General Manager of the Georgia Nursery. With nearly 14 years of experience at that location, Scott has the needed process management skills to continue and build on its success.

Toni Bielli will be moving back to Monrovia's California nursery as its new Regional Sales Manager. Toni was previously an inside sales representative in the California region and in recent years served as the nursery's national senior account manager for its Lowe's business.

## **Hoffman Nursery**

Hoffman Nursery announced two key leadership promotions: David Hoffman has been appointed Chief Executive Officer and Craig Reynolds has been promoted to Chief Operating Officer.

David, who previously served as COO, will now take the reins as CEO, succeeding Jill Hoffman, who'll move into the role of Chief Financial Controller and Human Resources. David has been a key driver of the company's operational success, playing a pivotal role in Hoffman Nursery's strategic growth, innovation and sustainability initiatives, including the Green Infrastructure Collection by Hoffman Nursery, as well as the Grass Solutions and Perennial Solutions product lines introduced in summer of 2024. Alongside David's promotion, Craig will step into the role of COO after serving three years as Senior Director of Operations. As COO, Craig will continue to oversee the company's day-to-day operations, working closely with David to ensure operational excellence and a smooth transition into the next phase of growth.

## **Profile Products**

Profile Products has appointed Mercedes Medina as regional sales manager for the Profile Growing Solutions (PGS)

team in the Southwest territory, drawing on her 20-plus years of consultative sales experience in the horticulture sector. Mercedes brings a track record of driving revenue growth and extensive experience working with nursery and greenhouse growers across California and the Southwest. In her role, Mercedes will focus on expanding market share within the PGS portfolio; supporting product lines in propagation, nutrition and substrates; and cultivating strong relationships with large grower accounts. She has proven experience in distributor management and product development, and serves as an active board member for the San Diego County Flower & Plant Association. Prior to working at Profile, Mercedes held sales manager positions with Premier Tech Horticulture and T&R Lumber Company.

### **Sollum Technologies**

Sollum Technologies announced the appointment of Jon Adams as Vice President of Sales for Canada. Based in St. Catharines, Ontario, Jon brings more than 15 years of experience in the greenhouse industry, providing a strategic advantage for Sollum in a key agricultural region. His expertise in technical sales, market analysis and product development will be instrumental in driving Sollum's continued success and innovation in the North American market. Previously Vice President at Havecon, Jon has built an impressive career managing sales cycles, evaluating competitive landscapes and delivering high-quality greenhouse solutions to top accounts.