GROWERTALKS

GT in Brief

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On the Move

Jennifer Zurko

Aris

Tim Gartrell has resumed duties at Aris as Sales Manager overseeing sales for both Keepsake Plants and Green Leaf Plants accounts and distributor support, replacing Dave Ogle. In this role, Tim will participate in sales management activities, including forecast input, bookings and related reports, trade show management, and coordination across all areas to achieve sales plans, as well as take the reports of customer service, product management and marketing.

Tim has been with Aris in a variety of roles, including as a sales representative managing one of the largest sales territory bases at Aris, customer service manager and production planning, so he's well positioned to provide leadership during the transition and into the future.

Bailey

With a focus on expanding sales management to better serve its growing customer base, Bailey announced the appointment of Nick Stevens as Eastern Regional Sales Manager and Carlton Davidson as Western Regional Sales Manager. These strategic leadership additions come after the retirement of Sales Manager Jimmy Kuon.

Nick Stevens started at Bailey seven years ago as a Territory Sales Representative, collaborating with customers in Ohio and Michigan, and later managed Bailey Licensees nationwide, playing a pivotal role in the growth of Bailey Consumer Brands. In his new role, Nick will lead and mentor a team of sales representatives to ensure customers' needs and goals are met in the region.

Carlton Davidson joins the sales team with over 25 years of experience in nursery operations and management. A graduate of Auburn University with a degree in Horticulture, Carlton has experience in production planning, analysis and management, most recently serving as Operations Planning and Scheduling Manager at Bailey's West Coast division. In his new role, Carlton will lead a team in the region to strengthen relationships and drive growth.

As Nick and Carlton start their new roles, Dan Bailey, Central Region Sales Manager, will continue to lead sales in that region.

Bailey has also welcomed **Jess Lyga** to the Bailey sales team as the newest Territory Sales Representative. In her new role, Jess will work closely with customers across Pennsylvania, Delaware, Maryland, Virginia, West Virginia and North Carolina. A graduate of Cornell University with a B.S. in Ornamental Horticulture, Jess' academic background includes experience in licensing fruit and vegetable varieties, giving her a unique perspective on the industry.

Ball Horticultural Company

Michel Roim has joined Ball Horticultural Company as Chief Financial Officer (CFO). In his role, Michel oversees all aspects of Ball's finances and ensures the overall financial health of the organization on a global scale. Additionally, he has the direct report of Ball's IT department. Michel most recently served as CFO for Syngenta Global Seed, bringing a wealth of international experience and in-depth knowledge of the seed industry, having lived and worked in Brazil, Singapore, Vietnam and Switzerland. His tenure at Syngenta for over 20 years included a multitude of financial management roles and IT involvement.

North Carolina Nursery & Landscape Association

The North Carolina Nursery & Landscape Association (NCNLA) announced the selection of an Executive Vice President to drive the association's vision to promote and protect the interests of the North Carolina Green Industry. **Katie Oskey**—an accomplished professional with over a decade of experience in event management, project management and nonprofit leadership—has been selected to step into this role.

Since 2021, Katie has been NCNLA's Director of Events and Education, developing programs that meet member needs, drive engagement and optimize financial efficiency. Katie brings a wealth of experience managing diverse brands and leading high-profile events nationwide. Her professional portfolio includes collaborations with nonprofits, such as the North Carolina State Florists Association and the Lafayette Society of Fayetteville.

Star Roses and Plants

Star Roses and Plants announced four recent hires to its sales team.

David Nuckolls joins the team as a Territory Manager serving Alabama and North Florida with a strong background in sales and greenhouse operations. He most recently worked as a Sales Representative at McHutchison's. Prior to that, he was the Production Manager at Tippah County Growers, Owner of Bloom Haven Farms and Head Grower at Southern Growers.

Eric Nyberg was hired as a Territory Manager serving Georgia and South Carolina bringing an abundance of experience and knowledge to the team. Eric previously worked at Star Roses and Plants in the early 2000s. Since then, he's held roles at Syngenta as a Sales Representative and at Vaughan's Horticulture, where he progressed from Sales Representative to Regional Sales Manager.

Debbie Remblence is the new Territory Manager serving Nevada, Utah, Colorado and Northern California. Her previous positions include Vice President of Sales for North America at David Austin Roses, Sales and Customer Service Director at Greenhouse Megastore, Sales Manager at North Shore Living, and most recently, National Account Manager at Rocket Farms.

Erika Schaefer joins Star Roses and Plants as a Customer Service Representative with a background in service and a passion for plants. Previously, she served as the Volunteer Service Manager at Habitat for Humanity.