

GROWERTALKS

GT in Brief

10/31/2025

On the Move

Jennifer Zurko

Ball Horticultural Company

Parinda Choksi has joined Ball Horticultural Company as Chief Information Officer – Enablement. She brings an impressive background in distribution, manufacturing, retail and consulting to the organization. She's worked with companies like Grainger, McMaster-Carr Supply, Bridgestone, Zebra Technologies and Accenture. Most recently, she held a senior IT position at Heico, overseeing 21 operating companies across strategic planning, business relationship, applications development and operations.

Dramm

Ron Greening, Retail Director of Sales and Marketing, is retiring at the end of 2025 after more than 35 years with Dramm. He started in Operations, but the Dramm family quickly recognized his natural talent for sales. Over the years, Ron contributed to the design and development of equipment and products for the commercial, livestock, fertilizer and retail segments.

Taking on some of Ron's duties will be 24-year Dramm veteran **Russell Blackwell**, who's been promoted to Director of Retail Sales. In this new role, Russell will continue to manage Retail sales in the Eastern U.S. while also overseeing sales and marketing for Dramm's entire Retail segment.

Lastly, **Danielle Caldwell** has joined Dramm as Western Retail Sales Manager. Danielle brings 14 years of experience in retail account management. In this role, she'll support Dramm's representatives and distributors throughout the Western U.S. She'll also collaborate with Russell and the marketing team to develop new programs, create marketing initiatives and introduce new products as Dramm's retail segment continues to grow.

Fine Americas

Fine Americas announced the appointment of **Donette Faulk** as Sales Manager for the Southwest United States. Donette brings more than 30 years of experience in agronomic sales, pest control advising and strategic account development across the green industry. A respected voice in the industry, Donette has served in senior leadership roles at companies, including Harrell's, Wilbur-Ellis, Nimbus Water Systems, Helena and Colorado State University Cooperative Extension. Her track record includes expanding revenues by over 500% in key territories, pioneering water quality innovations and delivering education-based sales strategies that have resonated with growers, distributors, golf and landscape professionals alike. She also brings a unique background as a published author, educator and advocate for sustainable practices rooted in her upbringing on a successful Nebraska farm. Donette will be responsible for supporting Fine's distributor partners, providing technical guidance to growers and expanding market presence in Arizona, California, Colorado, Nevada, New Mexico, Texas and surrounding areas.

McHutchison

Addison Carter has joined McHutchison as a nursery-based customer service representative with a diverse background in the green industry, including impactful roles at MNI Direct, Metrolina Greenhouses and most recently as nursery operations manager for SiteOne Landscape Supply.

Emily Stalzer has also joined McHutchison with more than 15 years of experience gained at Swift Greenhouses. Based in Central Iowa, she brings a wealth of industry knowledge and a strong passion for customer satisfaction.

Rimol

Rimol Greenhouse Systems expanded its sales team with the addition of **Bill Rowohlt**. Bill, a 30-year veteran of the greenhouse industry, will be the Special Projects Manager for Rimol Greenhouse Systems. Bill brings more than three decades of experience and relationships to the Rimol Greenhouse Systems team. With tenure at two greenhouse manufacturers and one of the largest horticultural suppliers in the industry, Bill has acquired a deep knowledge of greenhouse structures, equipment, installations and customer needs.

As Special Projects Manager, Bill will be supporting Rimol's largest customers, primarily in the institutional and commercial segments, with their greenhouse projects. He'll be working closely with Rimol's team of regional sales representatives to build strong relationships with new and existing customers and ensure a smooth execution of large-scale greenhouse projects from concept to completion. **GT**