GROWERTALKS

GT in Brief

12/31/2025

On the Move

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Danziger Danziger has created a new Growing Tips Hub on its website at: danzigeronline.com/blog_tag/expert-tips/. This professional resource center provides information on best practices, expert growing tips and other easy-to-access tools. The Hub includes technical product pages for annuals and perennials, propagation and finishing tips, and easy-to-read “Ask an Expert” articles on topics growers need to know. It provides 24/7 access to information and solutions right at growers’ fingertips.

Dramm Dramm announced that Brandon Parham has been hired as Western Technical Representative. Based in Washington State, Brandon will help growers in the West.

Devon Vanzalen will be working more closely with growers in Ontario, Canada. Devon will still manage the Canadian office and will continue to service Dramm equipment.

Russell Blackwell has been promoted to Director of Retail Sales and will pull back from commercial sales duties. Dramm’s sales territories have been realigned, giving Scott Sterling and Jason Grimmett responsibility for the areas Russell previously covered.

Florida Nursery, Growers & Landscape Association Erin Elsberry has been hired to be FNGLA’s Certifications & Learning Development Manager. She’ll be working intimately with Gary Weitermann and Merry Mott on the FNGLA team to build additional capacity in key areas around certification and youth programs, while also providing the team with institutional knowledge in many realms of which the organization interacts.

A native of Ruskin, Florida, Erin grew up in the vegetable and nursery industries and has served as an agriscience teacher in Hillsborough County Public Schools for 21 years. She was a UF/IFAS Extension Agent for four years, holds a master’s and bachelor’s degree from Auburn University in agricultural economics, and is also an FNGLA Certified Horticulture Professional (FCHP).

Next G3n Greenhouse Next G3n Greenhouse announced it has hired Steve Elliott to help bolster its engineering capability and expand its footprint in the commercial greenhouse market. Steve worked with Nexus/Prospiant for 25 years, eventually heading up their engineering and design department. He’s responsible for many of the company’s design innovations that are still in use in the industry today. Steve joined Nexus in 1999, is licensed in 48 states, Washington, D.C., and three Canadian provinces, and is also a member of the National Greenhouse Manufacturers Associations codes council.

Raker-Roberta's Young Plants Raker-Roberta's Young Plants (R2) announced the appointment of Tyler Duncan to the newly created role of National Accounts Director. In this strategic position, Tyler will lead efforts to drive sales, deepen engagement with broker networks and growers, and expand R2's national market presence. He'll focus on connecting R2's broad young plant portfolio—including standout genetics like Firefly and HilverdaFlorist Dianthus—with the evolving needs of chain retailers, independent garden centers and brokers across the country.

With over 20 years of experience in the horticulture industry, Tyler brings a wealth of knowledge in business development, marketing and customer relations. Most recently, he served as the Southeast, Mid-Atlantic and Northeast Territory Manager for Smurfit Westrock/John Henry Company, where he supported more than 700 growers and suppliers across the East Coast in tag, label and point-of-purchase (POP) solutions. He also worked closely with corporate marketing teams at Home Depot and Walmart.

Previously, Tyler was Broker Relations and Marketing Manager at Mast Young Plants in Grand Rapids, Michigan. His background also includes significant experience in social media strategy, data analytics and marketing development.

Star Roses & Plants After 10 years as General Manager for the Star Roses and Plants West Grove, Pennsylvania facilities, Steve Ramsay has transitioned into a new role with the company and is succeeded by Alex Wharton. Since joining the company in 2017, Alex has progressed through numerous roles with increasing responsibility, from his initial position as a Grower Tech to his most recent role as Assistant General Manager. He has a degree in Horticulture Science from Oregon State University. Steve remains with Star as a grower consultant for the company's internal teams and external partners. He'll additionally manage several special projects.

Star also announced the restructuring of their woody ornamentals team, which includes two promotions and a new hire. Kristen Pullen has been promoted to Director of Woody Products and will be responsible for the overall strategy and performance of the woody plants program. Kristen has been with Star for over a decade and has tremendously impacted the development and growth of the woody program.

Kristen's previous role of Woody Portfolio Manager will be filled by long-time team member, Mary Woolman, who will oversee the full pipeline for woody genetics, from trialing to introduction. In her time with the company, Mary has shown significant dedication to the woody program and provided excellent guidance to internal and external partners.

To further support the growth of its woody ornamental program, Star has hired Simon Traskey for the newly created Woody Technical Advisor position. Simon was brought on to provide his wealth of technical knowledge to the company's sales team and external customers, an advancement that will increase growers' success with the company's woody portfolio. **GT**