GROWERTALKS

GT in Brief

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On the Move

Jennifer Zurko

American Farms

American Farms—a wholesale grower of annuals, perennials, specialty and holiday plants and part of the Hoffmann Family of Companies—announced the promotion of Maybelline Murillo to General Manager. Maybelline has been with American Farms since 2011 and previously served as Director of Operations/Sales and Labor Manager. In her new role as General Manager, she'll oversee day-to-day operations, drive strategic growth initiatives and continue to strengthen the company's commitment to quality and customer service.

Ball Seed

Tanya Carvalho has been hired as Ball Seed Regional Business Manager for Canada. Since 2017, Tanya has taken the lead on representing Ball FloraPlant and Selecta One genetics in the Canadian market as Territory Manager, working closely with growers, retailers and the Ball Seed team. Tanya joined Ball after spending 12 years in corporate sales at Bradford Greenhouses in Ontario and has worked across multiple customer segments, regions and retailers.

McHutchison

McHutchison has added three industry professionals to its organization. Beth Engle is the newest member of the customer service team. She has decades of experience in the horticulture industry and is widely recognized for her plant knowledge and relationship-driven service approach.

Samira Kuykendall is McHutchison's new claims specialist who'll support the greenhouse sales team. She brings a customer-focused approach to consistently deliver responsive service and provide clear communication.

Isaac Laster is a sales representative now covering Texas, Louisiana and Oklahoma. He'll work closely with Tim Meyers, who's retiring this fall. Isaac attended CAST 2026 and will be present at several trialing events and trade shows as he transitions into Tim's accounts in the coming months. Prior to joining McHutchison, Isaac gained sales experience at WestRock, Riococo and BFG.

Oregon Association of Nurseries

The Oregon Association of Nurseries (OAN) has launched an all-new NurseryGuide.com—a powerful plant, service, supply and vendor search engine built for the wholesale nursery industry. The improvements are aimed at helping nursery buyers find more and growers sell more. Some of the new features include enhanced profile tools, including adding videos; better listings management and plant data upgrades.

NurseryGuide.com was initially launched in 2013 and the new version of the site is a giant leap forward. It offers enhanced tools for finding plants, as well as selling them, all in a new site that's much faster and easier to use. It's also built for the way people search today—desktop, mobile or tablet. **GT**