

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

COSTA FARMS

Costa Farms has promoted **Damarys Mora** Crawford to marketing director. Damarys brings more than 20 years of experience in consumer product marketing. In her new position, she will lead Costa Farms' diverse marketing team, and create and execute strategic marketing initiatives to support continued sales growth for the company's retail customers.

Damarys began her career at Costa Farms in product marketing and transitioned into category management for both the popular succulents and perennials areas before becoming marketing director. Her background includes high-profile consumer brands, such as L'Oréal, Schwinn and Black & Decker.

EASON HORTICULTURAL RESOURCES

Eason Horticultural Resources welcomed two new hires to its team—Brian Boyink as a sales representative and Doug Gray as a member of their Product Management Team.

Brian Boyink joins EHR with 20-plus years in the industry, having held positions in plant care, inventory, customer service, shipping, sales forecasting and garden center sales. Brian was with Berry Family of Nurseries, holding several positions from 2003 through 2012 and has been an independent sales rep in western Michigan since 2012. Brian will be specializing in nursery stock sales and calling on customers in Michigan.

Doug Gray, a seasoned professional with two decades of experience in horticultural sales, will be assisting in the management of EHR's nursery department and working with members of EHR's sales team to build successful nursery programs for their customers. Doug comes to EHR from a sales position with Willoway Nursery and had previously worked with McHutchison in sales from 2000-2013.

PACIFIC PLUG & LINER

Marlon Carerra has been named as the new General Manager at Pacific Plug & Liner. Marlon brings many years of experience to PP&L, including 19 years of international and domestic supply chain, customer service and general management experience with Syngenta Flowers, and most recently at Altman Specialty Plants

as General Manager of the NorCal Salinas Division. His career at Syngenta Flowers included farm management in Guatemala and Managing Director of the Chrysanthemum production facility in Florida. His last position at Syngenta was Head of North American Business Operations—Flowers.

FOUR STAR GREENHOUSE

Four Star Greenhouse has released its new **2018 Plants & Programs Catalog**, available in both digital and printed form. This 216-page growers' guide details all of the available Proven Winners and Proven Selections annuals, perennials and shrubs, along with new genera and varieties, such as Supertunia Lovie Dovie Petunia, Superbells Blue Moon, Punch Calibrachoa and Senetti Pericallis. It also includes extensive cultural tips and ideas for growing crops together efficiently. For more information, call (734) 654-6420 or email mail@pwfourstar.com.

HORT AMERICAS

Hort Americas has hired **Victor Loaiza Mejia** as the Technical Sales Manager for California, Oregon and Washington. Victor studied agronomy in Mexico and did a year of study at Cal Poly-San Luis Obispo in California. After graduating, he worked for Koppert Mexico and for British American Tobacco. In 2005, Victor received his Master's of Science Degree from Wageningen University in the Netherlands. His newfound specialties in greenhouse horticulture and controlled environment agriculture then took him to the Netherlands where he worked three years for Royal Pride Holland as a grower before he came to the United States and joined Eurofresh Farms in Wilcox, Arizona.

SAKATA SEEDS AMERICA

Sakata Seeds veteran **John Nelson** has been named Vice President of Sakata America Holding Company and its primary operating subsidiary, Sakata Seeds America. John joined the company in 1990 to handle advertising, and has been the Senior Director of Sales and Marketing for the company since 2004. He started his horticulture career in 1985 at Northrup King in Gilroy, California.