

# GROWERTALKS

## GT in Brief

12/1/2017

### On The Move

*Jennifer Zurko*

**BALL FLORAPLANT/SELECTA** Tanya Carvalho has been hired at Ball FloraPlant and Selecta as Territory Manager for Canada. Tanya has been working in the industry for many years. Previously, she worked for a large grower in Canada and knows all the dynamics of the greenhouse business. And in that role, she had the opportunity to build great relationships with many of the Canadian retailers.

Eric Pitzen is the new Southeast and Southwest Territory Manager. Before coming to Ball FloraPlant, Eric was at Syngenta in both product development and sales.

Christine Nowicki has been hired as Selecta Key Account Manager. She'll support the Selecta rooted liner segment of the business in North America. She will be working with all the Selecta root-and-sell companies and the broker network, assisting with marketing events, promotional activities and sales strategies with the goal to grow Selecta liner sales. Christie has worked for over 15 years for BFG Supply Company.

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**BALL INGENUITY** Ball Ingenuity's catalog of exclusive and diverse products from breeders and producers from around the world includes more than 20 new products that will be available exclusively to Ball Seed, Ball ColorLink and WebTrack customers. The lineup includes products for many market opportunities: spring, summer, fall annuals, indoor plants, tropical color, edibles and more. Visit [www.ballingenuity.com](http://www.ballingenuity.com) to see a digital copy and to browse online resources for culture, technical information and videos. To request a printed copy, please contact your Ball Seed or Ball ColorLink representative.

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**BAYER** Mark Schneid, former Chief Marketing Officer of the Environmental Science business unit, has been appointed Bayer's Head of Environmental Science North America. In this new role, Mark will be responsible for leading the business unit that includes Turf & Ornamentals, Vegetation Management, Professional Pest Management and Vector Control.

In his 15 years at Bayer, Mark has been in several leadership roles, including Global Market Manager for the Turf & Ornamentals segment. Prior to Bayer, Mark held positions with Monsanto, Chevron and Kimberly-Clark.

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**FALL CREEK FARM & NURSERY** Fall Creek Farm & Nursery announced the addition of two new board members to its professional board of directors. Joining the board are Roland Wolfram, a former Nike executive, and Elin Miller, a former executive with Arysta Life Science North America/Australasia, Dow Chemical Company and past presidential appointee to the Environmental Protection Agency (EPA).

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**PHILIPS LIGHTING** Philips Lighting announced the recent addition of John Burns as a Key Account Manager for

the western U.S. for the horticulture LED lighting segment. In his new role, John will focus on the floriculture and ornamental markets, and on food crops of lettuce, herbs and strawberries, as well as other specialty crops.

Raised in a family of florists, John has been in the horticulture industry his entire life. John completed his Bachelors of Science degree in Horticulture with a concentration in Floriculture at Colorado State University and has worked for large growers, including Tagawa Greenhouses and Van Wingerden Greenhouses. Most recently, John held the position of Technical Sales Representative with Syngenta Flowers in which he supported the company's sales and marketing efforts to top growers.

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**TERRA NOVA** To commemorate their 25th anniversary, the 2017-18 edition of Terra Nova's catalog is available in both print and digital formats. A valuable and resourceful sales tool, there are tons of colorful images and info on new varieties. The catalog outlines several programs, including unrooted cuttings (URC), tag and marketing programs, and cultural information.

It also contains hundreds of thumbnail photos of varieties bred and introduced by Terra Nova Nursery, which is over 1,000 varieties over the years. The catalog also includes a two-page timeline highlighting some of the companies' standout achievements. To view the catalog in digital format, visit [www.terranovanurseries.com](http://www.terranovanurseries.com). **GT**