

# GROWERTALKS

## GT in Brief

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## On The Move

*Jennifer Zurko*

### BALL HORTICULTURAL COMPANY

**Pete Kruger** has been hired in the new position of Global Product Sourcing & Development for Ball Horticultural Company. In this capacity, Pete will be responsible for helping find new plant products on behalf of Ball Ingenuity, Star Roses & Plants (SRP), Darwin Perennials and Ball FloraPlant.

Pete will work with these companies on plant products specifically requested, as well as searching for innovative new plant products. He will help coordinate the early steps in relationship management, trialing agreements, procuring culture information and related key steps in getting new products successfully into the breeding research and/or trialing processes.

Pete began his career as a Ball Seed sales representative in California for 13 years before joining management and working to develop Ball Ornamentals. He then led the SRP woody product development program.

### BALL SEED

Ball Seed has released its most recent Ball Mums catalog for the 2018 growing season. It's the first full garden mums catalog since 2015, filled with exciting selections. This edition is organized by color for quick reference. Habit, timing, bloom date and more is also provided for each variety to make your buying decision easier.

The expanding expert team behind Ball Mums is led by Ed Higgins ("Mr. Mum") who oversees trials and selection, and ensures timing information is updated every year. To request a printed copy, please contact your Ball Seed or Ball ColorLink representative.

### J.BERRY NURSERY

**Scott Sterling** and **Jim Steger** have joined the J.Berry Nursery team to provide a smooth door-to-door experience for nurseries, greenhouses, and brokers. Scott will focus on brand development and plant production partnerships, deepening relationships with current partners and creating opportunities with new ones for all J.Berry plants.

As the Production Resource Planner, Jim will organize the flow of production and the implementation of new machinery and processes. He arrives at J.Berry after supporting the development and construction of some of the largest nurseries in Southern California and brings a vast field of construction and management knowledge to the table. As a licensed general contractor, Jim installed and automated planting facilities, and planned, designed and built greenhouses.

#### PEN & PETAL

Pen & Petal, Inc. announced the addition of **Alison Strate** as marketing & digital content specialist. In her new role, Alison will support clients through social media and digital marketing strategy development, content development, website management and development, marketing coordination and more. Most recently, Alison served as marketing coordinator for EuroAmerican Propagators, while simultaneously operating her own marketing consulting business. Her career also includes time as a grower intern with Dutch Heritage Gardens in Larkspur, Colorado, and as project & hiring coordinator for Brigham Young University, where she earned her bachelor of science in horticulture.

#### PLEASANT VIEW GARDENS

Pleasant View Gardens (PVG) announced the addition of industry vet **Paul Hoffman** to its growing team as the company's new Southern Territory Account Manager. Paul's responsibilities with PVG will focus primarily on the management and expansion of its southern territory, but will also include activities related to new product introductions, sales and broker program planning and implementation, as well as nurturing relationships with customers and broker reps. Paul will also be actively involved with Proven Winners Certified Garden Center training and customer education specific to plant materials, Pleasant View Gardens and Proven Winners brands.

Prior to joining PVG, Paul was the Territory Manager of Golf Irrigation for Wesco Turf in Northern Florida, where he represented Toro's irrigation line of products for golf courses in the largest geographic area of the company.

#### PURPLE COW ORGANICS

Purple Cow Organics, which offers premium compost and other organic soil amendments to consumers and agricultural firms, has hired **Amy Ziegler** to their sales and marketing team. Based in the company's Middleton, Wisconsin, office, she works closely with customers, vendors and colleagues. In her role, Amy also assists with the development of marketing strategies, organizes trade show appearances and is involved in design and content creation. **GT**