

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

BAYER

Environmental Science, a business unit of Crop Science, a division of Bayer, announced that **Jose Milan** has been appointed Turf & Ornamentals Global Market Manager. In this role, Jose will have a global focus on delivering the Bayer brand experience for customers in the golf course management, lawn & landscape and production ornamentals markets around the world. Jose most recently served as Head of Business Operations for the U.S. Turf & Ornamentals business. A founding member of the Turf and Ornamental Communicators Association (TOCA), Jose is also deeply involved with associations, such as Responsible Industry for a Sound Environment (RISE). Prior to Bayer, Jose held key leadership roles with Syngenta and Novartis.

BIOWORKS

Michael Green has been named Technical Sales Manager at BioWorks, home to the RootShield, BotaniGard, CEASE, PreFence, Molt-X, MilStop, BotryStop, NemaShield and SuffOil-X brands of biopesticides, and Verdanta and ON-Gard brands of biofertilizers. In his new position, Michael will be responsible for managing the Mid-Atlantic region and growing market share of BioWorks' family of insect control, disease control and plant nutrition products, programs and services.

Michael has over 10 years of sales experience in the horticulture and specialty agriculture markets, most recently with Helena Chemical Company. He's held positions with Crop Production Services and Joseph J. White Cranberry Growers. He's also a Certified Crop Advisor.

FINE AMERICAS

Fine Americas, Inc. announced that **Andrew (Drew) Hubbard** has joined the group as technical and regulatory services coordinator. In this new position, Drew will assist Fine Americas with technical and regulatory support for existing product lines, as well as development and testing for the company's growing product lineup.

With Drew's background in production horticulture, he'll be able to provide product development perspectives and current product line support to this very important sector of Fine Americas business. Most recently, Drew coordinated research and technical support for G.S. Long Co. in Yakima, Washington, as well as design and implementation of plant growth regulator trials at Oregon State University.

MYCORRHIZAL APPLICATIONS

Amy Schroeder has been hired as the East Coast-Based Sales Account Manager for Mycorrhizal Applications (MA). In this role, she'll be fielding inquiries, processing purchase orders, providing site visits, offering technical assistance to growers and distributors, and expanding their MycoApply distribution network in her home territory and the surrounding states.

With her rich scientific background, Amy is able to provide in-depth technical assistance in mycorrhizal applications in a variety of types of horticulture production and professional mycorrhizal uses. For the past five years of her professional career, Amy has worked with growers in the turf and agriculture industries to maximize fertilizer efficiency in her roles with The Andersons and Scotts Miracle-Gro.

Morgan Reed has joined MA in the position of Sales and Marketing Support Specialist. In this role, she'll be assisting with many key functions, from answering phones, providing customer service, fielding inquiries and processing sales orders to helping to manage the logistics of the busy trade show calendar.

PACIFIC PLUG & LINER

Steve Lendvay has been hired as Business Development Manager at Pacific Plug & Liner. In this new role at PP&L, Steve will be working on their overall program development in close cooperation with April Herring-Murray, New Product Development and Marketing Manager.

In addition to the program development, Steve will be responsible for managing grower and broker sales responsibilities in the Midwest and Eastern regions of the U.S. and Canada. He'll also be working with Richard Gigot to promote services and programs to broker management, as well as providing training to broker customer service departments. Steve comes to PP&L from Skagit Horticulture where he spent the last 13 years as Regional Sales Manager covering multiple regions of the United States and Canada.

PARSOURCE

Jud McCall has been promoted to the position of National Sales Manager, North America, for PARsource. Jud was previously Technical Sales Manager, representing the Eastern U.S. and Eastern Canada regions. In his new position, Jud will continue to focus on providing PARsource customers throughout the U.S. and Canada with quality products and excellent customer service. Jud brings over 25 years of horticultural industry experience to his new position, as well as a unique perspective, having managed retail and wholesale operations on both the sales and production sides.

RAINSOIL

RainSoil announced the expansion of their team with the addition of **Danny Brooks** as regional sales representative. With more than 20 years of horticulture sales experience, Danny most recently handled regional sales for Howard Fertilizer and Chemical and Ball DPF. He also was a partner in his family garden center for nearly a decade. Danny's time in the industry also includes sales roles with H. E. Hodge Co. Inc., Florikan, Progress Growers Supply and McGinnis Farms.

STAR ROSES AND PLANTS

Star Roses and Plants, the exclusive agent in the U.S. and Canada for Kordes garden roses, has recently launched a new website, [Kordes.us](https://www.kordes.us), to showcase “the most beautiful roses in the world.” The website showcases the Kordes varieties and collections, including Kolorscape, Eleganza and Veranda.

VIRGINIA NURSERY & LANDSCAPE ASSOCIATION

Virginia Nursery & Landscape Association (VNLA) recently welcomed **Shellie Archer** of Richmond, Virginia, as the association’s new Executive Director. Shellie’s appointment is part of a strategic leadership succession plan put in place following previous Executive Director Jeff Miller’s retirement announcement following 30 years of service to the association. Jeff will remain with VNLA in an advisory role through June 2018 to assist with the shift in leadership and ensure a seamless transition. To further represent and support members, the VNLA’s office is now centrally located in Richmond.

Shellie has more than 15 years of experience in client engagement, community relations, strategic planning, communications and nonprofit development. She began her career at Philip Morris USA and continued to progress professionally with its parent company, Altria Group, Inc. **GT**