

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

EASON HORTICULTURAL RESOURCES

Eason Horticultural Resources (EHR) announced the addition of Roger Kehoe to its national sales team. Roger joins EHR as a Sales and Production Management Expert with vast experience in product development, plant production, strategic planning and business development. Roger was most recently the Director of Young Plant Production at the Color Division of Costa Farms. Previously, Roger held a number of key positions with the Ecke Ranch. Roger lives in south Florida and will be serving customers throughout Florida and along the eastern seaboard.

MICROGROW GREENHOUSE CONTROL SYSTEMS

MicroGrow Greenhouse Control Systems has named industry veteran Ron James as their Vice President of Sales and Marketing. In this newly created role, Ron will oversee all sales and marketing functions of the company. He'll also aid in implementing company strategic plans and processes.

Ron comes to MicroGrow with over 30 years of commercial horticulture experience. His degree in horticulture helps him understand all aspects of the environmental control industry. He's had executive experience in distribution and manufacturing and as a grower. Most recently, Ron has been helping to grow commercial horticulture glazing and lighting manufacturers.

RAINSOIL

RainSoil has expanded its sales team again with the addition of Tim Meyers as regional sales representative. Tim brings great horticulture understanding and experience to his new role, having most recently worked with Abbott-Ipco as regional sales manager and before that as a regional sales rep for Casa Flora. Additional experience in the logistics industry gave him even more relationship- and business-building skills.

TERRA NOVA NURSERIES

Terra Nova Nurseries has launched a new, redesigned version of its website, www.terravanurseries.com. Key features of the updated website include streamlined navigation, aesthetic design and a more engaging user experience with enhanced search options. Promotional and informative areas throughout the website highlight

popular and new plant varieties with links to easily reach and read product profiles; view close-up and wide-angle photography; sign-up for e-newsletters; review up-to-the-minute inventory; request a print catalog or peruse a digital version; and print growing and propagation insights called Grower Recipes. These and other documents can be viewed in various sizes and downloaded as PDFs. **GT**