

# GROWERTALKS

## GT in Brief

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### On The Move

*Jennifer Zurko*

#### **BERGER**

Berger continues to expand its activities in the Western U.S., adding a fourth Territory Representative to the “Western U.S.” team with one of the team members covering new territories, including Washington, Oregon, Montana, Idaho and Hawaii.

**Kevin Hall** will help customers in Southern California and Arizona to grow their business. After covering Kevin’s current territories, **Dana Main** decided to take up a new challenge and move to the Northwestern U.S. The territories of Washington, Oregon, Montana, Idaho and Hawaii will benefit from Dana’s wide experience and improved access to Berger’s growing media.

#### **ROUGH BROTHERS, INC.**

A 19-year veteran of Rough Brothers, Inc. (RBI), **Shane Nitschke** has been appointed Sales Manager of the Southeastern region that encompasses Florida, Georgia, North and South Carolina, Virginia, Tennessee, Alabama, Mississippi and Louisiana. Beginning in the commercial design department, Shane has successfully been in a number of roles, including designing many of the customized retail and production projects for RBI. For the past three years, he’s been the Midwest Regional Sales Manager.

#### **SKAGIT HORTICULTURE**

**Tom Contrisciano** has joined Skagit Horticulture as a Regional Account Manager for the Company’s Liner Division. Tom assumes responsibility for serving grower and distributor customers in the northeast region of the United States and into Canada. He serves as part of the Company’s GrowPro Team, providing experience, support and resources to our grower and broker partners.

Tom is a 30-year veteran of the ornamental horticulture industry, having worked in a variety of wholesale industry segments. Most recently he served as the Director of Sales, Horticulture Division, for Fluence Bioengineering. Before that role, he worked for PanAmerican Seed for eight years as a Technical Product Representative, working very closely with growers throughout the Northeast. His background also includes working for several industry leaders, including Henry F. Michell Co., Paul Ecke Ranch and Griffin Greenhouse Supplies.

## SMITHERS-OASIS COMPANY

Smithers-Oasis Company promoted **William (Bill) Riffey** to general manager, grower operations—Americas, Europe and Africa. The organizational change is part of a strategic plan to significantly increase Smithers-Oasis' brand Oasis Grower Solutions' sales through a channel-focused effort.

Bringing more than 30 years of experience to the position, Bill has held the position of general manager, North America, since 2015. In 2016, he was given additional responsibility for South America. Prior to joining Smithers-Oasis, Bill held the positions of national sales and marketing manager at Pleasant View Gardens in Loudon, New Hampshire, and vice president of sales and marketing, territory sales manager and customer service manager at Aris Horticulture Inc. (formerly Yoder Brothers) in Barberton, Ohio.

## WATERPULSE

WaterPulse has promoted **Scott Kegerreis** to Vice President of National Sales. In his new role at WaterPulse, Scott will be responsible for North American sales of the company's patent-pending capillary grower, retailer and pallet mats, and associated irrigation systems to nurseries, garden centers and growers.

Scott has been with WaterPulse as national sales manager since 2015. Prior to joining WaterPulse, he served as national account manager for Botany Lane Greenhouse. His experience includes time with California's Hines Horticulture as a national category business manager, as well as serving as national account manager for Hart's Nursery of Jefferson in Oregon. **GT**