

GROWERTALKS

GT in Brief

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On The Move

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DILUTIONS SOLUTIONS

Dilution Solutions has named Dennis Hyde as a National Sales Manager—Irrigation. Dennis brings extensive experience in the irrigation and plant management field—starting as a teenager with a parks and recreation department, building his own contractor business with a 10-acre nursery and landscape supply yard to working for a major irrigation distributor as manager and outside sales specialist.

MCHUTCHISON HORTICULTURAL DISTRIBUTORS & VAUGHAN'S HORTICULTURE

McHutchison Horticultural Distributors and Vaughan's Horticulture announced the hiring of five new sales representatives to add to their North American sales teams: Chris Avani (New Jersey), Nicole Vogt (Pennsylvania), Barry Zug (Pennsylvania) and Michael Wisshack (Washington) have all joined the McHutchison sales team and Matt Willoughby (South Carolina) with Vaughan's Horticulture.

NATIONAL GREENHOUSE MANUFACTURERS ASSOCIATION

National Greenhouse Manufacturers Association (NGMA) has a new website—www.ngma.com—that makes it easier than ever to access great information about greenhouses and equipment and the NGMA members who provide the same. Click on the “hamburger” at the upper right to access one of the handiest sections of the site—Industry Information and Downloads. There you'll find white papers on a wide range of topics, including CO2 Enrichment, Energy Conservation, Glazing, Insect Screening, Purchasing a Greenhouse and more. NGMA also offers Standards and Guidelines on every aspect of the greenhouse to help ensure you understand the details of how each system of the greenhouse should operate.

PLEASANT VIEW GARDENS

Pleasant View Gardens (PVG) has hired Terasa Asselin as its newest Inside Sales Representative and Kevin McDonald as Territory Sales Manager. Terasa will be providing timely product information, quotes and delivery schedules, while monitoring product performance and ensuring customer expectations are met. Beyond her inside sales responsibilities, Terasa will also be tasked to work with brokers to ensure their programs, special pricing and orders are handled seamlessly.

Kevin has more than two decades of sales and management experience, which he'll apply as PVG's Northeast Territory Sales Manager, where his responsibilities include account management, new product launches, territory management and expansion and production planning, as well as industry relations, operations and personnel management.

VESTARON

Vestaron announced the appointment of Ben Cicora as Senior Vice President of Sales and Marketing. With more than 15 years of commercial experience across large and small agricultural companies, Ben will lead the build-out of Vestaron's commercial team and commercialization of Vestaron's growing portfolio of bioinsecticides. **GT**