

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

ABBOTT-IPCO

Abbott-IPCO announced the addition of Alex Iniakov to its Sales team. Alex has extensive experience in the industry, and brings a wealth of knowledge with long-term relationships to Abbott and will work closely with the company's customers to help support their growing programs.

AMERICAN BEAUTIES

American Beauties Native Plants announced Heidi Mortensen as their new Executive Director. Heidi will be responsible for managing the American Beauties brand through digital marketing, supporting and expanding the grower network, product selection, customer service, e-commerce and driving revenue.

Heidi joins the team from Prides Corner Farms, a wholesale grower in the Northeastern United States, as an Outside Sales Representative. Heidi brings with her 20 years of horticultural experience including a B.S. of Horticulture from Utah State University, IGC Nursery Management and Director of Horticulture for a multi-store chain across the U.S. Northeast. She's also a published garden writer, Certified Nursery and Landscape Professional for the New York State Nursery and Landscape Association, and a horticultural e-commerce entrepreneur.

ARGUS CONTROLS

Michael Heaven has been named as Vice President and General Manager of Argus Control Systems Ltd. With over 20 years' experience in leadership roles for companies specializing in process control and optimization, Michael has extensive senior leadership experience in the application of measurement and control technologies in a variety of applications, including steel, paper, solar cell manufacturing, water coasters, interactive entertainment, vision systems and satellite communication. Prior to this appointment, Michael held executive positions with Aurora Solar Technologies, Whitewater West Industries Ltd., Papertech Inc., Norsat International Inc. and was Executive Vice President of Honeywell's Measurex.

DÜMMEN ORANGE

Chris Berg joins Dümmen Orange's North America team as Senior Product Manager for the Bed & Balcony category. Chris brings over 15 years of industry experience to the organization, including product selection, global product placement, channel development and marketing with companies like Altman Plants, EuroAmerican Propagators, McGregor Plant Sales & Florexp and PanAmerican Seed Company. Chris will streamline selections and ensure that new introductions meet grower and retailer needs.

HENRY F. MICHELL CO.

The Henry F. Michell Co. has announced the hiring of Leanne Bell as a Sales Representative for the territory of Washington D.C., Maryland and Virginia. Leanne has a degree in Environmental Horticulture from Virginia Tech and

has experience working in the Michell's home office.

The company also announced the addition of Hannah Schrum to the Michell's Sales Team for the sales territory of North Carolina and South Carolina. Hannah graduated from the University of Arkansas with a Bachelor of Science in Ornamental Horticulture and a minor in Botany and then went on to earn a Master of Science in Organic Horticulture from West Virginia University. Hannah's recent job experience was at The Cliffs at Walnut Cove, where she was the head horticulturist, managing a team of 12 designing and overseeing the grounds of a high-end resort community.

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