

GROWERTALKS

GT in Brief

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On The Move

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FLORASEARCH, INC.

ARIS HORTICULTURE, INC.

Aris Horticulture has hired **Pat Canfora** as the Director of Sales and Marketing. Pat will be in charge of implementing and managing the sales and marketing activities across Green Leaf Plants and Keepsake Plants

divisions, including identifying new market opportunities. Prior to joining Aris, Pat has held various sales and marketing positions, including Sales Manager, Sales Representative and Regional Territory Sales Manager. Pat also previously worked at Aris' Salinas, California, location. His most recent position was with Total Marketing as Regional Sales Manager, representing over 40 leading Lawn and Garden manufacturers.

BIOWORKS

Anna Chapman has been named Technical Services Manager at BioWorks. In her new position, Anna will be responsible for managing the technical services team, while providing guidance to internal and external customers on BioWorks' products and programs. Anna has over 14 years of agricultural crop protection experience with a focus on entomology. She previously held positions at BASF, North Carolina State University and Virginia Tech.

Julie Graesch has been named Biological Program Manager, Insect Management. In her new position, Julie will be responsible for accelerating the adoption and commercial sales of current and new insect management products. Julie has 13 years of experience as a biological scientist and entomologist, practiced in laboratory, greenhouse and field research, as well as biological technical service support for the integrated pest management industry. She previously held positions at BASF, Becker Underwood and Iowa State University.

Suzanne Guglin has been hired as a Technical Services Specialist, where she'll be responsible for helping customers with product and program information. Suzanne has more than 20 years of experience in the horticulture industry. She previously held positions at Harris Seeds, Geo. W. Park Seed Company and USDA.

Eliazar Blanco Rodriguez has been hired as a Senior Technical Services Specialist. In his new position, he will be responsible for helping customers with product and program information. Eliazar has more than 27 years of agronomy experience specializing in crop protection (entomology), integrated pest management, biocontrol and plant quarantine. He previously held positions at Bioline Agrosciences, Greenhouses Lefort, Instituto de Ecología y Sistemática and Centro Nacional de Sanidad Vegetal.

FALL CREEK FARM & NURSERY, INC.

Jason Wolcott has joined Fall Creek Farm & Nursery as its commercial director, responsible for the company's commercial strategy and execution, including planning and fulfillment of blueberry plants, customer service and

technical support, and the development and administration of blueberry variety licensing platforms.

Jason has more than 20 years of leadership experience in sales, marketing, operations and finance, including more than 16 years in the food products industry. Most recently, he was vice president of global accounts and international sales at Cavendish Farms of Massachusetts, a leading supplier of frozen potato and appetizer products sold in more than 50 countries. Previously, he held positions of increasing responsibility in operations, marketing and key account sales for ConAgra Foods Lamb Weston, culminating in the role of global manager of key accounts for the leading supplier of frozen potato, sweet potato, appetizer and vegetable products to restaurants and retailers around the world.

WOODY BIBENS & ASSOCIATES, INC.

Callie Kirkegaard has joined the staff of Woody Bibens & Associates (WBA), the professional association management company that provides management services for the Western Nursery & Landscape Association (WNLA), as well as other green industry organizations. Callie is the Special Projects Manager for WBA and will be assisting with WNLA projects, as well as projects for other WBA clients.