

GROWERTALKS

GT in Brief

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On The Move

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BALL SEED

Kristopher Emola has been hired as a Ball Seed Sales Representative in the newly created sales territory in East Texas. Kris comes from Seville Farms, where he was most recently the Head Grower at the Hillister facility in Texas and had been a part of the Seville team for the past four seasons.

Lee Larson was also hired as a Ball Seed Sales Representative for Utah, Arizona and Nevada. Lee spent 20 years at CK Farms in American Fork, Utah, serving as Executive Vice President, with general management responsibilities, including sales and greenhouse production management.

DOSATRON SOLUTIONS

Jose Rodriguez has joined Dosatron Solutions as Business Development Manager. In this role, he will focus on meeting customers' needs and exploring opportunities to grow relationships. Jose has a background in irrigation and agriculture engineering, along with experience in food processing and sanitation.

DÜMMEN ORANGE

Dümmen Orange North America has hired **Chris Berg** as its Marketing Director, a new position with a focus to develop a more robust regional team located in and focused on North America. Chris takes on this role with 13 years of experience marketing horticultural products and companies on a global scale. Recently, he served as Product Manager for the annuals category at Dümmen Orange. Prior to Dümmen Orange, through his agency BlueSkye Creative, Chris led the marketing strategy and campaigns for McHutchison Horticultural Distributors and Vaughan's Horticulture, each subsidiaries of Dümmen Orange.

HC COMPANIES

The HC Companies announced the launch of its new website, hc-companies.com. The new website features a more modern, streamlined design, improved functionality and easily accessible information for users. Created with the user's experience in mind, the site includes many new features to help customers quickly and easily find the products they're looking for with more effective product filters and auto-populated sample request forms—all while being equally compatible on both desktop and mobile platforms.

HC's new website will be updated on a regular basis with more product information, additional imagery, new product launches and industry news through their blog, Growing Together. Additionally, a dedicated cannabis page has been created to further support HC's full-line of cannabis growing containers in this emerging market.

OGLESBY PLANTS INTERNATIONAL

Oglesby Plants International announced the addition of horticulture management expert **Lee Streitenberger** to the Oglesby team as General Manager. Lee will manage key elements of Oglesby's young plant production and distribution. He has distinguished experience in horticulture site and production management. Before joining Oglesby, he was Site Manager for the Syngenta Flowers Alva, Florida, operation. Over the years prior to that, Lee has worked in various management and advisory capacities for some of the industry's premier companies, including Color Spot Nurseries in Huntsville, Texas, and at various locations in the U.S. and abroad for Yoder Brothers, Inc.