

# GROWERTALKS

## GT in Brief

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## On The Move

*Jennifer Zurko*

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### **BAILEY**

Bailey announced that **Heather Poire** is joining the brand management team in the newly-created role of Brand Representative, supporting Bailey's consumer brands Endless Summer Hydrangeas, First Editions Shrubs and Trees, and Easy Elegance Roses. She will serve as a dedicated

advocate for independent garden centers, ensuring they have the marketing resources and tools necessary to drive consumer sales.

Heather started at Bailey over eight years ago as a Territory Sales Representative in the Northeast region of the United States. Prior to joining the team at Bailey, Heather had industry experience leveraging brands in garden centers, ensuring their employees have the training and tools necessary to sell those products. **GT**