

# GROWERTALKS

## GT in Brief

10/1/2020

### On The Move

Jennifer Zurko

---

Sponsored by  
**FLORASEARCH, INC.**

#### **BIOSAFE SYSTEMS**

BioSafe Systems welcomed Ray Austin to the team, a soil treatment specialist based out of Florida. Ray comes with extensive experience as an agricultural consultant and over 20 years as a commercial vegetable grower. With a B.S. degree in Business Management, he has worked as

an agronomist with Redox chemical company and as a master agronomy advisor for Winfield United. At BioSafe Systems, Ray will be working on developing the Regenerative Soils program from his home state. He'll be covering the Southeast region and working with consultants in Georgia, Eastern Tennessee and Texas.

#### **DÜMMEN ORANGE**

Dümmen Orange announced the hiring of Regina Coronado as product specialist for Basewell Perennials. A graduate in agronomy from the Universidad del Valle de Guatemala, Regina has spent over 20 years in the North American market as a grower and head grower. Prior to joining Dümmen Orange, she worked for Bell Nursery and has previously led growing efforts at Northwest Horticulture, Stacy's Greenhouses and Speedling, Inc.

#### **EMERALD COAST GROWERS**

Emerald Coast Growers has released an updated version of their popular Resource Guide as the company celebrates its 30th year. The 2020-21 edition features more than three dozen new perennials, along with a hand-picked selection of the freshest new ornamental grasses. The company's in-demand full catalog, available in a handy new digital flip format this year, fully integrates with their website's extensive searchable database, including current availability, descriptions, zones, culture, usage and more. For more information on Emerald Coast Growers' 2020-21 catalog or to order, call (877) 804-7277 or visit [ecgrowers.com](http://ecgrowers.com).

#### **OGLESBY PLANTS INTERNATIONAL**

Oglesby Plants International announced the addition of horticulture veteran Don Gator to the Oglesby sales team. Don will be Sales Representative covering the Southeast territory. Don's career in horticulture has involved key aspects of the business, including management, marketing and logistics, as well as sales. Key experience includes working for Wholesale Indoor Plants at national levels to facilitate B2B sales of plants to large chains and coordinating a sales team of 180 with responsibilities for logistics, quality control and product development. Before semi-retirement in 2015, Don was CEO/Owner of Gator Plant Company, with multimillions in annual sales and a workforce of 25 employees.

#### **SELECTA ONE**

Selecta One re-launched and updated its website ([SelectaNorthAmerica.com](https://SelectaNorthAmerica.com)), which offers responsive design to fit any mobile or office device, and provides comprehensive product resources to help plan a successful program. In addition, an online photo library makes hi-res images a click away for marketing materials, social posts and literature. The new website features special sections for the Trixi mixed combo program and Selecta Poinsettias. Product filter options help guide relevant choices for your growing needs. Each product page contains all the culture resources you need to succeed. **GT**