

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

ARIS HORTICULTURE, INC.

After 44 years with the company, Aris announced the retirement of Christine Kelleher, Marketing Operations Manager. Christine's career at the company has spanned sales service, marketing secretary, administrative assistant, public relations and finally Marketing Operations Manager. She worked with sales/marketing, executive and Aris' divisional management teams over the years for all marketing and brand management activities at Yoder Brothers, Green Leaf Plants, Blooms of Bressingham, The Flower Fields, and rebranding of Yoder Brothers to Aris Horticulture, as well as Blooms of Bressingham to Must Have Perennials.

Wendy Hanzel has been promoted to Corporate Marketing Manager and takes on the responsibility for taking the Marketing Department forward in the digital age. Wendy has held various marketing positions, including Art Director, Graphic Designer, Advertising and Promotions, and Website Marketing. Wendy's most recent position at Donzell's Garden Center in Akron, Ohio, was Marketing/Advertising and Promotions Coordinator.

BALL SEED

Nancy Bokestyn has accepted the position as Ball Seed Regional Business Manager for the Canadian Region. Nancy has more than 15 years of experience in sales, account management and sales leadership and most recently served as the Canadian Sales Manager for Berger. Prior to her time at Berger, Nancy worked as Canadian Sales Director for Specialties Robert Legault, a privately-owned company supplying box stores, independent garden centers and the horticulture market with soilless mix, soil substrates and outdoor aggregates in Quebec, Canada. Nancy started her sales career at Specialties Robert Legault with responsibility for sales in the Niagara, Ontario, market.

BIOWORKS

Jim McCanlies has been named Director of Sales at BioWorks. In his new position, Jim will be responsible for serving the company's core customers, managing the sales process and growing the BioWorks footprint in the United States, Canada, Mexico and Central America with an expanding portfolio of products, services and programs. Jim has over 25 years of sales and management experience in the horticulture and agriculture industries. He previously held positions at Global Ag Risk Solutions, AgYield, MasterTag and Hines Horticulture, among other organizations.

EASON HORTICULTURAL SERVICES

Eason Horticultural Resources announced the hiring of Tricia Toomey to their Florida Foliage team. Tricia has been

working in the horticulture industry for the last several years and is a certified Master Gardener through the Rutgers University program. She also volunteers her time as a member of her local Public Library Board of Trustees and her Township Shade Tree Commission.

PANAMERICAN SEED

Phillip (Phil) Guy has joined PanAmerican Seed in a newly created role of Global Director of Quality Assurance and Compliance. He will be responsible for overseeing all quality management activities, as well as lead the company's regulatory compliance efforts. Additionally, he'll have overall responsibility for several operational areas, including the Seed Processing Center, Premier Lab, and inventory management and production planning. Phil will also be responsible for leading the Production Research function. Phil spent 15 years working for various vegetable and agronomic seed companies, managing quality assurance, seed production and various operational areas. He also has a Ph.D. in Seed Physiology from King's College in the UK. **GT**