

GROWERTALKS

GT in Brief

8/1/2021

On The Move

Jennifer Zurko

BIOWORKS, INC.

Jennifer Ott has been named Chief Financial Officer at BioWorks. In this position, Jen is responsible for leading the financial strategy of the company to ensure BioWorks is a sustainable business far into the future. Jen brings over 20 years of financial management and business leadership experience to BioWorks. Her many years of business management and financial consulting experience leading to increasing responsibilities in corporate controlling roles will serve to strengthen BioWorks.

Nate Royalty has been named Director of Research and Development at BioWorks. In his new position, Dr. Royalty will be responsible for discovery and development of innovative crop protection and plant health solutions, thus supporting BioWorks' efforts to expand its portfolio of biologically-based products and grower services for the North American crop protection and plant health markets.

Dr. Royalty has nearly 30 years of experience in the crop protection industry. He's led numerous technical and project teams that focused on the discovery of new chemical, plant biotech and biological insect control solutions. He's also worked extensively on the development, launch and support of insecticides and herbicides for the turf and ornamental, landscape, forestry, and professional pest control markets globally. His most recent position was Insect Control Discovery Strategy Lead for insecticidal traits at Bayer's Plant Biotechnology research center in Chesterfield Park, Missouri.

DRAMM CORPORATION

The Dramm Corporation has welcomed Thomas Boekestyn to the DRAMMwater Team as a Project Engineer. Thomas will be part of the Project Team that provides complete water management system designs and solutions to their customers. Working with the Managing Engineer and Project Manager, Thomas will work to develop system designs, Piping and Instrumentation Diagrams and both isometric and three-dimensional drawings for DRAMMwater projects.

After growing up working for his family's greenhouse in Jordan, Ontario, Thomas studied Mechanical Engineering Technology at Niagara College in Welland, Ontario. Prior to joining Dramm, Thomas worked for Priva in Vineland, Ontario, and for Zwart Systems in Beamsville, Ontario.

EASON HORTICULTURAL RESOURCES

Eason Horticultural Resources has hired Vinny Grasso to its management team as the company's west coast nursery manager. Vinny spent the last 24 years as sales manager at A&R Spada Farms. Prior to that, he spent 17

years in retail management and purchasing with FlowerTime and Frank's Nursery & Crafts.

MUST HAVE PERENNIALS

Must Have Perennials (MHP) announced the promotion of Paul Gooderham to the role of General Manager and the hiring of Laura Wagner as Senior Product Manager. Paul will continue to work out of his office in the UK and Laura will work out of the Green Leaf Plants office in Lancaster, Pennsylvania.

Paul has been with MHP in various roles for the 25 years of the company's existence and brings an unparalleled knowledge of perennials and the European nursery market. He'll bring this knowledge and experience to work with breeder clients and licensees.

Paul will be supported by Laura Wagner, the newest addition to the MHP team, bringing over 20 years of perennial experience. She's worked at several of the MHP licensees and also has sales experience within the industry. She'll be a valuable addition to the team and provides the depth to have a strong presence in the North American and European markets. As the Senior Product Manager, Laura will be the NA representative for MHP. She'll organize the NA trials out of the Green Leaf Plants office and work with NA licensees and breeders. She'll also manage the supply chain for the worldwide introduction of MHP introductions, as well as assist in the development of marketing materials for MHP varieties.

MYCORRHIZAL APPLICATIONS

Mycorrhizal Applications (MA) has recently gained a new Northeast/Mid-Atlantic Sales Account Manager—Jeff Gabric. Jeff will support the continued growth and development of this Southern Oregon-based manufacturing company. Jeff will support growers and distributors in Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Delaware, New Jersey, Maryland, Washington, D.C., and Virginia. Jeff also provides support to the increasing number of horticulture distributors who sell the MycoApply mycorrhizal products that MA produces, as well as the other biorational solutions that MA distributes, such as Actinovate Biofungicides, MGK Botanical Insecticides and Valent BioSciences' Plant Growth Regulators (PGRs).

Jeff earned a Bachelor of Science in Agricultural Economics from Ohio State University and has more than 30 years of experience in green industry chemical and biological solution sales. With a background in the agriculture markets, Jeff made the transition into horticulture in his time with his previous employer through the last 15 years or so.

PLEASANT VIEW GARDENS

Pleasant View Gardens (PVG) has recently released its new Grower Resource Guide for the 2021-22 growing season. With nearly 300 pages, the new Resource Guide provides everything a grower needs for the coming year. The easy-to-use design provides a quick and straight-forward way for growers to peruse the latest offerings from Pleasant View. This includes more than 200 recipes specifically selected for vibrancy and performance, along with the full roster of existing top-selling annuals, perennials, grasses, herbs, vegetables, fruit and ColorChoice shrubs.

And the 2021-22 Grower Resource Guide features PVG's Go & Grow Kits (Enhanced, Summer Series Mixed, Savor Fast and Slow Herbs, Hanging Basket and Succulent), which include everything a small and mid-size grower needs, including the plants, containers, instructions and branded retail P.O.P. materials.

To view an animated flipbook version of PVG's new Grower Resource Guide, download your own digital file, or request a hard copy by visiting pwpvg.com or calling (603) 435-8361.

SYNGENTA FLOWERS

Syngenta Flowers announces the appointment of Keith Francis as Head of Production for North America. Keith

brings almost 30 years of vast experience in production, agronomical knowledge and leadership skills to his new role as Head of Production. Keith joined Syngenta Flowers at the beginning of 2020 as the Technical Manager of North America. As Head of Production, Keith will be part of the core leadership team to work closely with Operations, Sales and Marketing teams. In addition, he will be responsible for leading site production facilities in North America and technical production and quality teams.

Alicain Carlson's new role is Technical Manager for North America. Alicain brings a tremendous wealth of knowledge and experience in research and marketing, along with an excellent track record of supporting data-driven new product introductions and customer solutions as Technical Trialing Manager. As Technical Manager, she'll oversee both technical services and trialing teams to uphold Syngenta Flowers' pillar of providing best-in-class technical support and understanding of our offerings to our customers.

Additionally, joining the product management team is Jennifer Emerson as a product manager. She'll be responsible for setting strategy and driving profitable growth for a subset of flower seed product lines in North America. Jennifer has held multiple roles in sales, marketing and business development. She recently served as the Chief Operating Officer and Vice President of Operations at Progeny Advanced Genetics, Inc., a lettuce breeding company that Syngenta recently acquired. **GT**