

# GROWERTALKS

## GT in Brief

10/1/2021

## On The Move

*Jennifer Zurko*

### **AMERICAN IN BLOOM**

America in Bloom (AIB), the national organization committed to promoting nationwide beautification, has expanded its staff with the addition of Lisa Starcher Collins, who started July 1 as Development Manager. Lisa brings many years of experience in nonprofit administration and fundraising, as well as creation of award-winning marketing, PR and social media campaigns.

### **AMERICAN SEED TRADE ASSOCIATION**

The American Seed Trade Association (ASTA) announced the hiring of Jordan Gregory as the association's new Manager, Membership Engagement. Jordan comes to ASTA from the Texas Department of Agriculture (TDA) where she served as a Policy Specialist. At TDA, Jordan analyzed agricultural legislation on both a state and federal level, and educated stakeholders and legislators to ensure forward thinking policy was enacted to better the agriculture industry. She also acted as the Texas contact for the National Association of State Departments of Agriculture (NASDA) and participated in federal discussions, such as the Tri-National Accords.

### **EASON HORTICULTURAL RESOURCES**

Eason Horticultural Resources (EHR) released their Hot New Perennials for 2022 booklet. The booklet is a not only a collection of selections from perennial young plant producers, breeding companies and breeder representatives, but offers the perspective of its sales team and internal staff. This year's edition, which is the 13th annual installment, now includes a new section featuring selections EHR feels are underutilized or underappreciated in the garden.

EHR also announced that Kevin Lawler has been hired as Nursery Sales and Logistics Specialist. Kevin spent his last few years as assistant nursery manager at McHutchison. Prior to that, he was a supervisor for a large commercial landscape company and worked in garden center sales as well.

### **EMERALD COAST GROWERS**

Emerald Coast Growers has released an updated version of their Resource Guide. The 2021-22 edition features an

exciting section called “Fresh Picks,” which highlights all newcomers to their lineup, including new perennials, ornamental grasses and succulents. Designed with the user in mind, the company’s complete catalog is available in digital format on their website at [ecgrowers.com](http://ecgrowers.com) and fully integrates with their site’s extensive searchable database.

For more information on Emerald Coast Growers’ 2021-22 catalog or to order, visit the website or call (877) 804-7277.

## **TERRA NOVA NURSERIES**

Terra Nova Nurseries released the 2021-2022 edition of its plant catalog, marking nearly 30 years of new plant introductions and breeding efforts for the global horticulture industry. The new catalog was designed to include more dedicated space for plant-group comparisons, extended trial sections and an added employee appreciation page.

The catalog features 21 sections with up-to-date plant and breeding information regarding new introductions for 2021-2022, national trial garden results, the company’s popular Unrooted Cutting Program (URC), top-selling plants, sales team contacts and additional resourceful content.

Plants bred for various purposes can be found group-profiled with genera of similar applications in the new catalog and they’re included in detailed page layouts with names such as “Pollinator Plants from Terra Nova Nurseries,” “Terra Nova’s North American Nativars” and “Terra Nova’s Low Water Users.”

The 2021-2022 catalog is available in both print and digital formats, and the digital version can be downloaded for free at [terranovanurseries.com](http://terranovanurseries.com). Print copies can be requested through customers’ Terra Nova Nurseries’ sales representatives or brokers.