

# GROWERTALKS

## GT in Brief

8/1/2022

## On The Move

*Jennifer Zurko*

### **BALL SEED**

Nicole Looper has joined Ball Seed as a sales representative serving customers in Western Lower Mainland, British Columbia. For the last two years, Nicole has been working for Van Belle Nurseries as an Account Manager. Prior to Van Belle, Nicole worked at Valleybrook Gardens in Inside Sales and then as a Key Accounts Manager.

Selena Medema has also joined Ball Seed as a Junior Sales Representative servicing accounts in the interior of British Columbia while working closely with Karen Brown during her transition into retirement in 2023. Prior to joining Ball, Selena spent 16 years at Valleybrook Gardens.

### **BIOWORKS**

Maddie Maynor has been named Technical Services Specialist, Northeast U.S. region, at BioWorks. In her new position, Maddie will be providing customers in the Northeast information and education on BioWorks' products, services and programs. Maddie brings over 10 years of commercial growing, operations management and IPM strategies implementation to the BioWorks' Technical Services team. She most recently held positions as a lead grower at North Creek Nurseries and field horticulturalist at Longwood Gardens. Maddie also won *GrowerTalks'* Young Grower Award in 2021.

Bri-Anna Jaksic has been named Biological Solutions Advisor, Eastern Canada. In her new position, Bri-Anna will help increase BioWorks' ability to deliver personalized solutions, programs and support to Eastern Canada (Newfoundland and Labrador, Quebec, Ontario, Manitoba and Saskatchewan). Bri-Anna brings over 10 years of specialty agriculture and horticulture experience to BioWorks, along with an IPM and technology background. In her most recent experience, she served as technical lead on a new IPM management product, including the onboarding and training of customers on the use of specialized data software to ensure success.

### **DANZIGER**

Danziger's new digital catalog is available now. Both digital and print versions of the catalog highlight all the 2023 introductions, as well as customer favorites, with more culture information, growing tips and QR codes to take viewers directly to the website pages and videos. To view the digital catalog and to order a printed copy, go to [danzigeronline.com](https://danzigeronline.com).

### **EASON HORTICULTURAL RESOURCES**

Eason Horticultural Resources announced the release of their 2022 edition of the New Varieties Report. This is

EHR's 18th year producing a report on the California Spring Trials. This year's edition features "Through the Years" and "Past for the Present" sections. In these new sections, Eason's sales reps have shared selections that continue to be customer favorites. This is done to provide an objective opinion, across all breeders, on what they feel are some of the best new genetics to be introduced. To receive a printed version of the report, contact [info@ehrnet.com](mailto:info@ehrnet.com).

### **OASIS GROWER SOLUTIONS**

Oasis Grower Solutions (OGS) has recently hired Mary Bruns as its new Global Product Manager. Mary will be responsible for guiding a cross-functional team charged with developing the OGS product line. Helping to build products from existing ideas/projects, Mary also will help develop new ideas based on industry experience and contact with customers, as well as realizing untapped sales potential. She'll also oversee managing the OGS sustainability plan, projects and endeavors.

### **PLEASANT VIEW GARDENS**

Wendy Farrell has been hired as Pleasant View Gardens' Brand Marketing Manager. Wendy joins the Pleasant View team bringing over 20 years of marketing experience from technology, consulting and promotional products industries. Her strengths include developing high-level marketing strategies, strong management of end-to-end product creation and promotion, digital transformation, and an expertise in lean methodologies. In her new role with Pleasant View Gardens, Wendy will lead the Product Marketing, Product Management and R&D teams.

Pleasant View Gardens (PVG) has introduced The ColorSmart Perennial & Shrub Program that provides bulked 1-, 2- and 3-gallon perennials and shrubs in seasonal blocks. To launch the program, PVG has created its very own Color Guide, giving retailers a tool to identify the perennials and shrubs they want to carry this year. The ColorSmart Color Guide also provides interesting facts about each plant, including growing tips, cultural data and seasonal availability. Download the digital version of PVG's new 2022 ColorSmart Color Guide at [pwpg.com/colorsmart](http://pwpg.com/colorsmart). And to participate in Pleasant View Gardens' ColorSmart Program, call (603) 435-8361.

### **PROFILE PRODUCTS**

Profile Products announced the hiring of Valerie (Val) Henshaw as the new vice president of marketing. In this role, Val will lead the company's marketing strategy for all of Profile's businesses, including horticulture, erosion and vegetative solutions, sports fields, golf, landscape and animal health. She'll bring new concepts, tools and methods to the Profile team that will elevate the company's approaches to marketing, research and development, sales and more.

Val has more than 20 years of consumer marketing experience, including notable expertise in brand management, marketing communications and product management, particularly in the retail horticulture industry. Prior to joining the Profile team, Val held leadership positions with Bayer Lawn and Garden, and SBM Life Science, among others.

### **VINELAND RESEARCH & INNOVATION CENTRE**

Vineland Research & Innovation Centre has appointed Dr. Darby McGrath as Vice President, Research and Development. In her new role, Dr. McGrath will guide the direction of Vineland's innovation portfolio to maximize real-world impact with a team of more than 50 scientists and technicians. Dr. McGrath joined Vineland in 2013 as Research Scientist and was named Program Leader in 2018. She also leads Vineland's Greening the Landscape Research Consortium. Dr. McGrath holds a master's degree and a Ph.D. in Social and Ecological Sustainability from the University of Waterloo. She's an Adjunct Professor at Brock University and the University of Waterloo. **GT**