

# GROWERTALKS

## GT in Brief

9/1/2022

## On The Move

*Jennifer Zurko*

### **ARIS HORTICULTURE**

Director of Sales Tim Gartrell announced his retirement after 19 years and Dave Ogle has been hired to take over that slot. Dave will be responsible for managing sales across Green Leaf Plants and Keepsake Plants. In addition, Christen Keith has been promoted to assistant sales manager. Christen's duties will include sales support for Aris sales, Keepsake Plants Florida and Green Leaf Plants. That allowed David Morgan to take over Christen's former role in sales and operations planning in support of Aris Sales and Keepsake Plants.

### **BIOWORKS**

James "Jimmy" Howard has been named Biological Solutions Advisor—Great Lakes Region at BioWorks. In his new position, Jimmy will increase BioWorks' ability to deliver personalized solutions, programs and support to the Great Lakes Region of the United States. Jimmy brings agriculture experience from both the channel and manufacturer perspective along with a strong desire to build relationships and help growers with information, education and trial management. In his most recent experience as a sales representative in the Upper Midwest, Jimmy managed a territory supporting 80-plus distributor and retail customers, introduced new products, and managed trials for customers and product development.

### **EASON HORTICULTURAL RESOURCES**

Eason Horticultural Resources (EHR) announced the promotion of Lauren Simendinger to the position of Marketing and Media Specialist. Lauren has been an employee of EHR for eight years, working in the Perennial Department as a Sales Support Specialist. During this time, she produced EHR's annual reports, like the EHR Hot New Perennials and New Variety Lookbook publications, as well as providing numerous marketing pieces. She brings 12 years of design and digital media experience to her new position. In this new position, Lauren will plan, execute and manage all promotional material, both digital and print, and marketing EHR initiatives, programs and events.

### **FOUR STAR GREENHOUSES**

Four Star Greenhouse's 2023 Plants & Programs digital guide has all the products you want and information you'll need for your growing season. You'll find new Proven Winners varieties, eye-catching bundled combinations, details on their updated Complete Package Program and more. The guide features a widened assortment of varieties for consumers' evolving garden lifestyle and also includes five new-and-improved Proven Harvest varieties, new bundled combination kits and bundled combination kits lite for growers planting smaller combinations, plus Proven Winners National Recipes and Plants of the Year. Request a print version of the guide at [pwfourstar.com/new-catalog-request-form](http://pwfourstar.com/new-catalog-request-form).

## **PACE 49**

Pace 49 announced the launch of its Plant Health Advocates website at [pace49.com](http://pace49.com). The redesigned website allows you to quickly search for disease management, water treatment or sanitation programs by categorizing contents under “Products” (such as KleenGrow and Strip-It Pro) or “Programs” (water enhancement, disease control and ACBD cleaning).

## **PLEASANT VIEW GARDENS**

Pleasant View Gardens (PVG) recently released its new Grower Resource Guide for the 2022-23 growing season. With nearly 300 pages of glorious flowering plants, the new Pleasant View Gardens Grower 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 170 colorful recipes specifically selected for vibrancy and performance, along with the full roster of existing top-selling annuals, perennials, grasses, herbs, vegetables and fruit, and ColorChoice shrubs.

The new catalog also highlights enhancements to last year’s Proven Winners Complete Package Program, which adds more flexibility and options to better align with growers’ production needs. In addition, Pleasant View’s new Grower Resource Guide offers a convenient look at the different liners PVG offers, including its popular Enhanced liners and new Plant & Ship Program, which helps growers reduce start-up costs by providing a premium alternative to existing pre-finished program.

To view an animated flipbook version of PVG’s new Grower Resource Guide, download a digital file or request a hard copy by visiting [pwpvg.com](http://pwpvg.com) or call (603) 435-8361.

## **TERRA NOVA NURSERIES**

Terra Nova Nurseries has released the 2022-2023 edition of its plant catalog, featuring new and popular varieties, series and collections, and notable national and international trial garden results. Terra Nova’s breeding and marketing teams collaboratively designed the new catalog to celebrate the company’s successful 30 years in the horticulture industry. The new catalog features 19 sections of information, including New Introductions for 2022-2023, Terra Nova’s Early Order Discount Program, the company’s display garden, and Terra’s Nova’s partnership with ThinkPlants.

The 2022-2023 catalog’s digital version can be accessed and downloaded at no cost at [terranovanurseries.com](http://terranovanurseries.com). Print copies can be requested through Terra Nova’s sales representatives or brokers. **GT**