

GROWERTALKS

GT in Brief

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On The Move

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BAILEY

Bailey announced **Matt Olson** has joined the Bailey Marketing team as the Trade Communications Specialist. In this role, Matt will be responsible for industry-related communications, and creating content and tools to support Bailey customers and industry partners, such as catalogs, trade-focused videos, production guides and more. Before joining Bailey, Matt worked in a variety of horticulture businesses, primarily focused on landscaping. Additionally, his previous work as a freelance writer for trade and consumer publications, as well as private horticulture companies, will provide him the expertise needed to create thoughtful and useful tools to support Bailey partners.

Scott Swartzendruber and **Eric Celmer** have also joined the Bailey Sales team as Territory Sales Representatives. Both join the team as current Bailey Sales Representatives Steve Carlson and Bill Sutton transition into retirement. Steve and Bill's years of hard work and dedication will not be forgotten, as well as the impact they had on their customers and coworkers. Scott will be serving customers in Colorado, Wyoming, Arizona and New Mexico, and Eric's territory covers Montana, Alberta and British Columbia.

BALL SEED

Suzanne (Suzie) McFadden has joined Ball Seed as a sales representative for the Pacific Northwest, covering Northern Washington. Previously, Suzie was at T&L Nursery, where she worked for the last 20 years, most recently as Sales Manager, so she has extensive knowledge of the Pacific Northwest market.

CERTIS BIOLOGICALS

Certis Biologicals named Mike Allan Vice President of Business Development and Licensing. As such, Allan will seek opportunities to expand innovation efforts through partnerships, licensing and potential acquisitions. Allan joined Certis Biologicals in 2018 as Vice President, North America and has overseen sales operations, leading a team of sales professionals across North America through a period of significant growth and interest in biologicals. Prior to joining Certis, Allan served as President, North America of Isagro USA and in various roles at Arysta/Tomen, including Global Business Development Manager.

McHUTCHISON/VAUGHN'S HORTICULTURE

McHutchison and Vaughan's Horticulture announced their enhanced management team in the ongoing evolution of the two companies. This expansion includes the recent hiring of **Jen Miner** as a vendor program manager and the promotion of current team member **Sarah Rasch** to associate vendor program manager. The vendor management department will continue to build preferred and exclusive vendor programs, as well as facilitate strategic breeder and

vendor partnerships.

Prior to recently joining McHutchison and Vaughan's, Jen worked at Pacific Plug and Liner for over five years as a western regional sales manager. She worked at EuroAmerican Propagators before that as a territory manager, selling both liners and finished plants. Jen has been in the horticulture industry for 36 years where she's done everything from landscape installation to owning her own retail location.

Sarah has been in customer service for the past eight years, supporting the sales team and select key accounts. She also assisted as a mentor and training lead for the customer service team. Prior to joining McHutchison and Vaughan's in 2014, she worked with Aris Horticulture and McGregor Plant Sales.

OHP, INC.

OHP, Inc. announced the addition of Duffey Clark to its team of horticultural professionals as Technical Sales Manager in the Northeast U.S. Duffey is well-known and respected in the horticulture industry, having most recently served as business manager for crop protection, fertilizer and container product lines for Griffin Greenhouse Supplies. He replaced Don Lovisone, who retired at the end of 2022 after 11-plus years at OHP.

Prior to spending eight years as a business manager, Duffey served as a Griffin branch manager, regional sales manager and territory sales manager in a career that began in 2002. Duffey has also worked in sales for Wetsel Inc. and Pennington/Lofts Seed. Based in central Virginia, Duffey will cover the Northeast corridor that expands westward to central New York and central Pennsylvania, and as far south as Virginia.

P.L. LIGHT SYSTEMS

P.L. Light Systems announced the hiring of its new Regional Sales Manager Anthony Mittiga. Anthony will be responsible for working with and supporting existing and future P.L. Light Systems customers in the states of Delaware, Illinois, Indiana, Kentucky, North Carolina, Maryland, Michigan, Ohio, South Carolina, Tennessee, Virginia and West Virginia.

Most recently, Anthony worked for the Hawthorne Gardening Company (a division of Scotts Miracle-Gro) as Area Sales Manager, serving both the retail and commercial hydroponic markets selling equipment such as lighting, benching, dehumidification and irrigation systems. Prior to working for the Hawthorne Gardening Company, Anthony worked for Twister Trimmers—an equipment provider in the cannabis industry, selling to both retail and commercial customers. **GT**