

GROWERTALKS

GT in Brief

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On The Move

Jennifer Zurko

FINE AMERICAS

Fine Americas announced Nathaniel Morse as sales manager, serving customers across the northeastern United States and Canada. Nathaniel's background includes a long career with Nutrien Ag Solutions, where he collaborated with growers on crop health, pest management, disease treatment, soil health and fertility, and helped farmers implement Integrated Pest Management Programs. He also provided growers with recommendations for spray and fertilizer programs, and worked with growers and manufacturers on research studies and trial work.

Nathaniel's territory will include North Dakota, South Dakota, Nebraska, Wisconsin, Minnesota, Indiana, Iowa, Illinois, Michigan, Ohio, Pennsylvania, New York, Vermont, Massachusetts, Connecticut, New Jersey, Rhode Island, New Hampshire and Maine, as well as Ontario, Quebec, Nova Scotia, Prince Edward Island and Newfoundland and Labrador.

PLANT DEVELOPMENT SERVICES

Plant Development Services, Inc. (PDSI) announced the hiring of Heather Gronek as Operations Manager. At PDSI, Heather will lead the company's production team, and advance research and development efforts to accommodate the company's growing portfolio of brands and plants. As 2023 marks the consumer launch of PDSI's debut Better Boxwood and Butterfly Candy collections, as well as a wave of high-profile new releases from Southern Living Plant Collection, Encore Azalea and Sunset Plant Collection, Heather will play a critical role in streamlining operations and expanding capacity.

Heather brings two decades of industry expertise in positions spanning from major national growers to the nursery and landscape space. A graduate of the Plant and Soil Science program at Middle Tennessee State University, Heather has significant experience in coordinating growth and production operations at a national scale.

PROFILE PRODUCTS

Profile Products announced that Jim Tanner, Chief Executive Officer, will retire from his position as CEO effective March 31, 2023. Shane Porzio, currently President, will succeed Jim as President and CEO, and as a Director on the Board of Directors on April 1, 2023.

Shane brings extensive executive experience to Profile Products. Alongside Jim as CEO, Shane has been acting President of Profile Products since 2021. Prior to that appointment, he was Senior VP and Global Head of the Food and Performance Materials divisions for Vantage Specialty Chemicals. He also spent 22 years with BASF.

Jim has held leadership roles with Profile since 1991 and has held a variety of positions over his three decades at the company, beginning in the marketing department and rising to lead the executive team. In retirement, Jim will join the board of directors of Profile Products to further advise the team and pursue other personal endeavors.

PROVEN WINNERS

Proven Winners announced Amy Howard is the new Retail Account Manager for the Southeastern region of the United States beginning February 13. In the Regional Account Manager role, Amy will focus on the needs of independent garden centers, more specifically on strengthening existing relationships. She will also work to create new partnerships and brand-building opportunities within this vital segment of the gardening industry. Over the past 11 years, Amy has worked for Spring Meadow Nursery as a territory sales representative in the Southeast region.

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