

# GROWERTALKS

## GT in Brief

6/1/2023

### On The Move

*Jennifer Zurko*

#### **BAILEY**

Bailey has hired Cory VonEgidy to the sales team as the newest Territory Sales Representative. In this position, Cory will partner with customers in southern New Jersey, Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina and Georgia.

Cody joins Bailey with a degree in communications from the University of North Carolina at Charlotte and is on pace to finish a degree in agriculture business management at North Carolina State University this December.

#### **EASON HORTICULTURAL RESOURCES**

Eason Horticultural Resources (EHR) announced that David Alm has joined the company as Long Island and metro New York sales rep. David's time in the industry began at the age of 14 while working with his father at Hicks Nurseries in Westbury, New York, and continued through his education at SUNY Farmingdale and throughout his career. His sales career took off with Conard-Pyle Co. and then Hines Nurseries, both of which preceded his operating his own brokerage company, DCA Horticultural Services. After more than 20 years at his own company, David became a territory manager for Star Roses and Plants before joining EHR.

The former President of the Long Island Nursery & Landscape Association, David was also the 2016 Long Island Nursery & Landscape Association Man of the Year, a past board member of the SUNY Farmingdale Horticulture Committee and a former board member of the New York Nursery & Landscape Association.

#### **FOREMOSTCO.**

ForemostCo, Inc. announced two new important additions to its sales team. Kevin Dewansingh has been appointed as Territory Manager for the Southeast, while Christina Simon has been promoted to help manage the Central & West Coast of Florida territory.

Kevin holds a Bachelor of Science degree in Horticulture from the University of Florida. He's previously worked in the horticulture division of SeaWorld and more recently spent the last four years in sales handling the Southeast territory for Agri-Starts.

Christina joined ForemostCo as a Customer Service Representative in early 2022 with 10 years of experience in multiple industries.

#### **HILVERDAFLORIST**

HilverdaFlorist announced the company has a “digital knowledge base,” aimed at providing a wealth of information and expertise to the entire market. Accessible via the HilverdaFlorist website ([hilverdaflorist.com](http://hilverdaflorist.com)), the knowledge base is a comprehensive resource, covering a wide range of topics, including cultural research, product information, the HilverdaFlorist team, industry trends, sustainability, innovation and more.

## **PLANTPEDDLER**

Plantpeddler announced the launch of its updated website: [plantpeddler.com](http://plantpeddler.com). The primary goal during the redesign process was to create a more valuable, user-centric and responsive resource across all platforms and devices. Specifically, the company wanted to focus on making it easier for users to learn and locate valuable information about the company’s divisions, products and availability, trials and events, and resources pertaining to their particular interest, whether at their desk or on mobile devices.

## **PROFILE PRODUCTS**

Profile Products has hired Mark Wilson, Harman Gilbert and Matt Garrett to the horticulture team.

Mark is Profile Horticulture’s new director of sales. A University of Florida graduate with more than 35 years in horticulture and commercial agriculture, Mark will develop strategy and structure for sales integration and product introduction, and will also build talent and identify emerging markets. He previously held positions at Ball Seed Company, Fluence Bioengineering and Syngenta Flowers.

Harman is Profile’s new technical services manager. A graduate of the University of Florida, Harman has held various roles in the horticulture industry, including grower, sales representative, product manager, technical manager and national sales manager. Before joining the Profile team, he worked at Florikan, which is now a Profile Horticulture company, as well as Phormium and Biobest.

Matt is Profile Horticulture’s new product manager. With eight years of experience at Corteva Agriscience, Matt held various marketing roles and led the company’s specialty crop business managing nematicides, insecticides, fungicides and herbicides. Prior to Corteva, he worked at Cargill and helped launch a startup company and expand it to an international presence.

## **WESTBROOK GREENHOUSE SYSTEMS**

Chris Jorritsma has joined the Westbrook Greenhouse Systems team as Sales Representative for the U.S. Midwest. Chris brings close to 30 years of experience in the greenhouse and CEA industry, with 20 years of hands-on greenhouse construction and 10 years of commercial greenhouse production and mechanical component installation. **GT**