

2/15/2009

## ON THE MOVE:

*Ellen C. Wells*

### **Rough Brothers**

Rough Brothers Greenhouses, Cincinnati, Ohio, has launched their first online catalog. It features a sampling of the most popular parts, components and equipment, including curtain systems, cooling and ventilation, glazing, heating, steel tubing, aluminum profiles, lighting, controls, irrigation, benching, fasteners and accessories. Users have the option of e-mailing a page, printing a custom PDF, or requesting more information, all from the product page. Visit [www.roughbros.com](http://www.roughbros.com) and follow the link to Rough Brothers' Online Catalog.

Rough Brothers has also launched an "Ask Our Experts" industry forum on [www.roughbros.com](http://www.roughbros.com). The forum—open to anyone—allows visitors to ask any questions about greenhouse structures and related equipment. Visit the site and browse the previously asked questions, ask your own question, or post a response or comment.

### **ASB-Greenworld**

After many years of manufacturing the Schultz soil line, ASB-Greenworld, a supplier of peat moss and growing medium to retail and professional growers in the U.S. and Canada, has secured a license to also sell the Schultz line directly to distributors and retailers. ASB-Greenworld will supply the Schultz line in the eastern U.S. from its Georgia, Virginia, Ontario and New Brunswick locations.

ASB-Greenworld also announces that Bob Bollinger has joined the company as their executive vice president. Mr. Bollinger was formerly the president of Klerk's Plastic Products Manufacturing, Inc. for eight years and CFO for four years. Mr. Bollinger will manage the ASB-Greenworld headquarters in Valdosta, Georgia. ASB-Greenworld has also hired David Turnbull as sales manager in their Ontario office.

### **Fall Creek Farm & Nursery**

Fall Creek Farm & Nursery, a blueberry nursery stock business in Lowell, Oregon, has hired Chris MacLaggan as nursery manager. Chris will grow the company's presence in the wholesale, grower and retail markets and will also manage Fall Creek's customer service team.

### **Flamingo Holland**

Flamingo Holland has hired Greg Dedman as their new sales manager for the West Coast. Flamingo Holland

is looking to expand their sales of quality flower bulbs among wholesale growers with an emphasis on potted nurseries. Greg has extensive experience in potted crops, sales and growing potted plants at his own nursery. Greg previously worked for at Express Seed.

### **Paul's Turf and Tree Nursery**

Wisconsin Nursery Association President and Wisconsin Sod Producers Association member Paul Huggett of Paul's Turf and Tree Nursery in Marshall, Wisconsin, was named to the University of Wisconsin College of Agriculture's Board of Visitors recently. The board for the UW-Madison College of Agricultural and Life Sciences serves as an outside advisory group to the Dean of the College.

### **OHP**

OHP, a leading marketer of pest control solutions to the nursery and greenhouse markets, has realigned its western U.S. sales territories in an effort to better serve their grower and distributor customers. Dennis Kern, regional sales manager for the Southwest region, now has responsibility for all of California and no longer covers Utah. Jason Miller, regional sales manager for the Pacific Northwest, has added Utah to his territory and no longer covers Northern California. "This move gives us a more cohesive approach to the state of California and will provide geographical synergies in the Utah and Idaho markets," notes OHP vice president and general manager Terry Higgins.

### **Spectrum Technologies**

Spectrum Technologies, a manufacturer of climate, soil and plant health monitoring devices has hired Johann S. Buck, Ph.D. as its new horticulture specialist. Johann will be responsible for consulting, educating and promoting research to the fruit, vegetable and greenhouse industries. He brings to Spectrum an educational background of agronomy, greenhouse and hydroponic vegetable production.

### **Michigan Peat**

Michigan Peat, producers of peat products for the commercial grower and home gardening markets, has appointed Tom Roth as director of sales and marketing. Prior to his new appointment, he served at Chemtura—Aqua Clear/Biolab as national sales and marketing manager. Tom is a graduate of the University of Kansas and received an MS from Arizona State University.

### **Bayer CropScience**

Bayer CropScience President and Head of the Environmental Science Business Operations unit Pascal Housset, presented North Carolina State University's College Agriculture and Life Sciences (CALS) with a \$1 million endowment to establish a Chair of Sustainable Development.

"We are honored to have Bayer as a collaborator in our research efforts to find solutions to the complex problems that issues like global climate change, population growth, and food and water shortages present," said Dr. Johnny Wynne, CALS dean. "Under Pascal Housset's leadership, Environmental Science has discovered new and innovative ways to marry business and the environment, to the benefit of both."

### **Perennial And Nursery News**

Perennial and Nursery News, the monthly e-newsletter of the North American office of the Dutch nursery industry's promotional organization, launched a newly redesigned site. The purpose of the site is to share

information about plants, production techniques, landscaping trends, research results and marketing programs with nursery trades professionals in North America and beyond. The site includes in-depth information about perennials, terrific garden center merchandising concepts and interesting, practical news about landscaping trends and horticultural research from around the world. Visit [www.perennialandnurserynews.com](http://www.perennialandnurserynews.com) and sign up for the free newsletter.

### **Nexus**

Nexus Greenhouses Systems, a designer and manufacturer of commercial growing ranges and retail garden centers, has made over its web site, <http://nexuscorp.com>. The makeover of the site is aimed at growers and retailers seeking answers to frequently asked questions about structures and Nexus. The web site provides comprehensive information on a variety of structures, equipment and fixtures, each being a specific solution to a need. The site also contains video testimonials, white papers, product brochures and photos of recent projects.