PRESENTING THECLASS OF201 03A CLASS ACT

The 7th Annual Forty (

This year's 40 Under 40 is made up of nothing but class.

BY TIM HODSON

would like to introduce you to GPN's 40 Under 40 Class of 2018.

There are no class clowns in this year's crop of young professionals. In fact, they are the cream of the crop — some of the industry's brightest minds.

They are making their mark in the business today while charting the course for the industry's future.

These 24 men and 16 women come from the many different disciplines that make up the horticulture industry. Not only do they have a passion for horticulture, they are passionate about life and everything it has to offer.

They are reaching new highs when it comes to their careers and in their personal lives.

This is the seventh year that GPN has recognized the young men and women who are creating our industry's future.

This is your chance to learn more about them and what makes them tick — and how they are making an impact.

This class is full of class!

The Class of 2018

Tim Anderson Brian Austin Anna Mary Barcus Krishna Bhattarai Sam Brown **Don Caroleo Eric Clark Laurie Conlon Garet Dinges Kevin Donnelly Katie Dubow Mark Frey Dylan Fulk Will Heeman Amy Hoeschel** Jordan Holtkamp **Brian Jackson Shelby Jackson Tyler Lang Jordan Lutes Angela Martin Dana Massey** Maddie Maynor **Kyle McKean** Josh Miller Sirekit Mol **Andrew Myers Gary Nienhuis Stacey Noble Christina Olivieri Daniel Ortega** Lindsay Pangborn **Yujin Park Patrick Peterson Mike Richardson Matthew Ross Jennie Smith Zachary Steeno Christa Steenwyk Franz Johann Weding**

Who Will Be in Next Year's Class?

Do you know someone who you think is an industry rock star and hasn't turned 40 yet? If you do, then we want to know about that person — but not just yet.

GPN will begin accepting nominations for the Class of 2019 in November. Anyone in the horticulture business can be nominated — as long as they are under the age of 40 on Jan. 31, 2019.

We will publish additional nomination details in the November issue of GPN as well as in our e-newsletter, GPN Weekly.

Contact Tim Hodson, GPN's editorial director, at thodson@greatamericanpublish. com for more information.





TIM ANDERSON

REGIONAL PRODUCT DIRECTOR WALTERS GARDENS ZEELAND, MICHIGAN

Accomplishments:

- Helped cultivate a network of growers and works with them to introduce company's new genetics and/or production practices.
- Continually works to bridge the gap between the grower, breeding production team and sales to garner greater efficiencies for everyone.

Turn It UP!

Tim is a big fan of the Dave Matthews Band — "Road tripping to see live shows is the best and a great way to enjoy the summer nights."

It's All About How You Communicate:

"Who says that opposites don't attract? My wife is a foreign language teacher who can speak four different languages while I only speak one."



KRISHNA BHATTARAI

RESEARCH ASSISTANT/GRADUATE STUDENT UNIVERSITY OF FLORIDA WIMAUMA, FLORIDA

Accomplishments:

- Working on developing resistance to powdery mildew on gerbera daisy. By identifying resistant genes and their introgression in new gerbera cultivars, growers can save resources by limiting the number of fungicides and applications.
- Co-authored a book chapter on gerbera breeding, which will be published this year.

In His Spare Time:

Krishna likes to cook South Asian dishes like mutton biryani, matar pulau and onion pakaura. His favorite dish is mutton pulau.

Poet & Ph.D. Student:

Krishna likes to write ghazals (Nepali poems) and travel to places to learn about the plants and culture.

BRIAN AUSTIN

HEAD GROWER DUTCH HERITAGE GARDENS LARKSPUR, COLORADO

Accomplishments:

- Built a large scale, direct stick/sow program (more than 1 million cuttings per year) that greatly reduced annual personnel needs as a solution to labor shortage in the region.
- Greatly improved company sustainability and cost effectiveness by replacing perlite with beetle-killed pine sawdust and developing an LED boom lighting program.

Wild Reading:

Brian's favorite book is "White Fang" by Jack London. "It vividly describes the challenges of love and life through the simple, yet complex, perspective of a wolf."

Which One

Came First? In addition to his day job, Brian loves to raise chickens and has a side business selling eggs.



SAM BROWN

OWNER/LANDSCAPE ARCHITECT FIDDLEHEADS GARDEN CENTER DALTON, GEORGIA

Accomplishments:

- As a landscape architect, Sam was on the design team that helped create the first park on the Atlanta Beltline, which transformed a struggling neighborhood that is now thriving with residential, retail and green spaces.
- Garden center was named one of the top 100 fastest growing businesses for University of Georgia alumni.

On His Bucket List:

Sam plans "to visit and thoroughly experience" all of the national parks in the United States. So far, he has visited 28 of them.

Pass the Popcorn:

Sam and his wife. Carrie. love to go to the movies. They prefer thrillers, comedies and dramas. Some of their favorite directors are Quentin Tarantino and Christopher Nolan.





ANNA MARY BARCUS

RETAIL MANAGER HENRY'S FARM & GREENHOUSES HOLTWOOD, PENNSYLVANIA

Accomplishments:

- Leads a dynamic group of multi-generational women to create a successful retail operation where "people of all ages truly love to come ... for inspiration, for the unique, for quality, for the encouragement and for the community."
- As the company's social media guru, she is responsible for creating an online presence "to build enthusiasm, educate, engage and entertain" customers.

A Busy Year:

In 2017, Anna Mary and her husband bought a house and welcomed baby number two.

Family Affair:

Every August for more than 50 years, her parents have hosted "The Chicken Corn Soup" — a massive family reunion where they husk and cut enough corn to make soup in a butchering kettle, over a fire, for 150 family members.



DON CAROLEO

OWNER THE GARDEN DEPT. CORAM, DIX HILLS AND WEST HAMPTON BEACH, NEW YORK

Accomplishments:

- When his father was struck by illness, Don took over a multi-million-dollar company at the age of 17, which enabled his father to retire.
- Since then, has grown the family business from one location to three and increased the workforce from 25 to 100 — "a team of hardworking, respectful people with whom I have a long and valuable relationship."

Favorite Food: All different kinds of sushi.

Take the Cannoli:

His favorite movie is "The Godfather" because it reminds him of his childhood growing up in an Italian household. "Also, the way he runs his crime organization parallels to running a business, so it is somewhat inspiring and entertaining at the same time."



ERIC CLARK

BRAND MANAGER GREENLEAF NURSERY PARK HILL, OKLAHOMA

Accomplishments:

- In the past two years, has more than doubled the footprint of the Garden Debut Grower Network, which now extends internationally to Canada and Europe.
- Oversees brand management team and helped successfully rebrand Garden Debut, which has led to new and exciting opportunities for the company's growing brand.

One Tough Kid:

When Eric was 5 years old, he was run over by a car while riding his bike and did not break a single bone — "but there was a good amount of stitches involved."

Soothing the Savage Appetite:

Eric's favorite food is Double-Double Animal Style burger from In-N-Out Burger.



KEVIN DONNELLY

HORTICULTURAL SOILS SCIENTIST MIDWEST TRADING HORTICULTURAL SUPPLIES MAPLE PARK, ILLINOIS

Accomplishments:

- Developed and oversees the Center for Horticultural Soils Testing and Research, which operates the company's quality control program, technical support and R&D.
- Created interactive databases and forecasting models to manage production, planning, and implementation of latest technologies and prediction models for future investments.

Not Many People Know:

Kevin can play the didgeridoo — a long wind instrument sometimes described as a natural wooden trumpet or "drone pipe" that originated in Australia.

Gotta Get Away:

When vacation time rolls around, Kevin likes to travel to southwest Michigan to pick fruit and sample the region's different wines and ciders. He also enjoys geocaching with his children.

LAURIE CONLON

ASSISTANT HEAD GROWER OLSON'S GREENHOUSES RAYNHAM, MASSACHUSETTS

Accomplishments:

- Responsible for introducing and implementing a biological program for a large wholesale greenhouse, which included successfully implanting over an acreand-a-half of greenhouses.
- Worked with production team to specify the installation of boom irrigation and control systems and also helped streamline company's picking process.

You'll Never Catch Her Without:

Her headphones. "I use my headphones on a daily basis to ensure that I can multitask in all phases of my life. Keeping my hands free is key to my success in being a great multitasker!"

Favorite Place to Chill: "Any place that is warm and sunny. I enjoy spending time in the

sun, and

my favorite vacation spot

that I visited

most recently

would be the

Dominican

Republic."



KATIE DUBOW

CREATIVE DIRECTOR GARDEN MEDIA GROUP KENNETT SQUARE, PENNSYLVANIA

Accomplishments:

- In 2016, Katie was the recipient of the inaugural Emergent Communicator Award from GWA — The Association for Garden Communicators.
- Serves on the board of the Pennsylvania Nursery & Landscape Association and several different committees of industry associations like the National Initiative for Consumer Horticulture, GWA and the National Wildlife Foundation Pollinator Challenge.

A Triple Threat:

Katie successfully completed the New York Triathlon — a 1.5-kilometer swim, followed by a 40-kilometer bike ride and a 10-kilometer run through New York City. "It was a tough road, but a great personal accomplishment."

When She's Not Working: Katie practices Bikram yoga, enjoys doing puzzles and Sudoku, mixes a mean cocktail and gardens excessively.





GARET DINGES

REGIONAL KEY ACCOUNTS DIRECTOR COLORPOINT GRANVILLE, ILLINOIS

Accomplishments:

- Responsible for shipment of a single order of 120,000 orchids to more than 1,700 stores. All orders were shipped direct and had to be in-store to hit a specific date.
- Oversees and directs the activities of ColorPoint's field team that represents the company in the markets that it serves.

A Unique Career Path:

Before getting into the horticulture business, Garet was a police officer and also worked in swimming pool distribution sales. "It's a natural progression," he jokes.

In His Spare Time:

While Garet still enjoys playing and watching basketball and baseball, his hobbies are centered around his three boys — Nerf wars, jumping on the trampoline and riding bikes.



MARK FREY GROWER

GULLEY GREENHOUSE FORT COLLINS, COLORADO

Accomplishments:

- Grows and oversees stock plants for perennial cutting production during the fall and winter months. Responsible for 57,600 square feet of cold frames for annual production in spring and summer.
- Member of Plant Select Organization. Works with colleagues from Denver Botanic Gardens and Colorado State University on new plant introductions and ways to optimize stock plant production.

In His S-s-s-pare Time:

Mark is an aspiring herpetologist. He currently owns two salamanders and one bearded dragon.

Down but Not Out

In 2010, his family was affected by the Fourmile Canyon Fire near Boulder, Colorado. His family home was destroyed by the 11-day wildfire, but they have since rebuilt a cabin where the home once was.



DYLAN FULK

SALES EXECUTIVE PRACTICAL SOFTWARE SOLUTIONS CONCORD, NORTH CAROLINA

Accomplishments:

- Works with growers to educate them about different software programs and how those programs can help them improve their business.
- Dylan grew up on a farm in North Carolina and uses his agriculture background to help growers prioritize their technology and software requirements.

On His Nightstand:

"Sun Stand Still" by Steven Furtick. "This book is very motivational and proves that with faith and hard work you can accomplish anything that you want."

Play Ball:

Dylan played on the 2010 North Greenville University national championship baseball team and the 2011 team that was the runner-up in the National Christian College Athletic Association.

WILL HEEMAN

CHIEF DAYMAKER HEEMAN'S LONDON, ONTARIO, CANADA

Accomplishments:

- Entered family business, alongside first two generations, and injected his own ideas — events, workshops, coffee bar — that led to doubling of sales in first seven years.
- Invited speaker at multiple industry conferences, including Cultivate, Canadian Greenhouse Conference, Great Lakes Fruit & Vegetable Expo, North American Strawberry Growers Association, New York State Flower Industries & Ontario Grower Day.

His Go-To Reference Book:

"Be Our Guest: Perfecting the Art of Customer Service" from the Disney Institute. "It's a great guide to providing

excellent customer service and training staff to create a culture that's all about exceeding expectations."

Eat, Drink and Travel — Not in That Order:

Will and his wife, Geneviève, enjoy traveling the globe and exploring local breweries, wineries and restaurants.





AMY HOESCHEL

PRODUCTION ADMINISTRATOR NORTH CREEK NURSERIES LANDENBERG, PENNSYLVANIA

Accomplishments:

- Responsible for negotiating pricing with company's seed and tissue culture suppliers. Also, supports the production team by organizing staff hours and spearheading Fern Week (when thousands of fern propagules are received, organized and transplanted during one of the coldest weeks of the year).
- Enthusiastic participant in company's lean flow initiatives and always looking for new ways to help improve productions operations.

She Doesn't Just Dive into Her Work: Not many people know that Amy is a certified scuba diver.

When She's Not in the Greenhouse:

Amy loves to learn how to cook new, delicious foods as well as traveling with her dogs, Olga and Bella.

FortyO

Celebrating the next generation of horticulture

ColorPoint Congratulates Jordan Lutes

on his selection to GPN's 2018 Class of 40 Under 40!



Jordan Lutes, Key Account Manager, brings success to his customers, employees and team. Jordan tackles every assignment with clear determination and willingness, to both learn and overcome obstacles. These characteristics serve him well in an industry that must persevere regardless of weather setbacks and ever-changing technology. Thank you for your dedication Jordan!



JORDAN HOLTKAMP

SALES REPRESENTATIVE EASON HORTICULTURAL RESOURCES FORT WRIGHT, KENTUCKY

Accomplishments:

- Worked with the Cincinnati Zoo & Botanical Garden helping to develop their Zoo's Best Plants for Pollinators program.
- Served as president of the Cincinnati Flower Grower's Association this year and volunteered with the Cincinnati Civic Garden Center's annual plant sale.

Takes His Work Home with Him:

Jordan enjoys gardening and loves to visit his customers' garden centers and purchase new plants. "I do my best to know a little bit about every plant I sell and where it came from. So, having my favorite hobby tied to what I do for a living makes my job one of the best."

Favorite Place to Escape: Fishing in Naples, Florida.

BRIAN JACKSON

ASSOCIATE PROFESSOR NORTH CAROLINA STATE UNIVERSITY RALEIGH, NORTH CAROLINA

Accomplishments:

- Since 2011, has mentored eight graduate students in his own program at NCSU, many of whom are now also in or planning to enter academia.
- Instrumental in researching the uses of alternative substrates for greenhouse production. He has conducted research on using wood chips as a substitute for perlite in mixes.

Makes Good Use of His Time:

"My super power is napping! I can sleep almost anywhere at any time, even standing up, and am 100 percent refreshed after only 5 to 7 minutes and ready to go again for hours of activity."

Where in the World

Is He? Brian has traveled to 48 countries ... so far!





SHELBY JACKSON

PARTNER AND SALES MANAGER CAROLINA NATIVE NURSERY BURNSVILLE, NORTH CAROLINA

Accomplishments:

- Since 2010, has shipped more than 1 million native shrubs and perennials to customers across the country from Central Park in New York to the banks of Lake Tahoe.
- Served on the board of advisors for the Blue Ridge Community College's Horticulture Program. Also, has served on multiple civic organizations to help preserve and enrich the community.

Getting Outside Her Comfort Zone:

Shelby has harvested pineapple in Thailand, swam with sharks in the Galapagos, danced the tango in Argentina, built hospitals in Haiti and more. "With each new adventure comes a new understanding of the world around me and how to contribute to making it a better place."

She's Got Saturday Night Fever:

Shelby can't live without her disco music.

Congratulations to our very own, Kevin Donnelly, for earning the Forty under 40 national award given by GPN!



a Midwest-Orum Company P.O. BOX 398 • MAPLE PARK, IL 60151 630-365-1990 • FAX 630-365-3818 WWW.MIDWEST-TRADING.COM



Through Kevin's hard work and determination, he has developed himself into critical roles at Midwest Trading, built our entire quality control program, produced most of our mix recipes, positioned himself and the company to have an extensive network of outside resources, has and continues to be our production technology leader all while continuing to work on future improvement plans. Way to go Kevin, and thank you!



LER LANG

CHIEF OPERATING OFFICER OAKBRIDGE GREENHOUSE SALT LAKE CITY, UTAH

Accomplishments:

- Company specializes in container gardening, so Tyler has become an expert in adapting available greenhouse space and finding ways to fit more hanging baskets and containers each year.
- Recently built an additional 50,000 square feet of greenhouse space to meet the increased demands of a growing business.

Relaxing by Land and by Sea:

Two of Tyler's favorite pastimes are snowboarding and surfina.

Great Place to Escape:

His favorite vacation spot is Lake Powell located in southern Utah and northern Arizona. It is a reservoir of the Colorado River in Glen Canyon National Recreation Area.

JORDAN LUTES

KEY ACCOUNT MANAGER COLORPOINT GRANVILLE, ILLINOIS

Accomplishments:

- Worked to establish and develop a team with more than 100 employees aimed at meeting merchandising and servicing needs of a national retailer.
- Responsible for creating and maintaining account details geared toward the success of retailer-specific programs.

Inspirational Reading:

Jordan is a big sports fan (playing and watching). His favorite book is "Wooden: A Lifetime of Observations and Reflections On and Off the Court." He says, "This book changed my perspective on life and how to work with others in a positive way.'

Knowing the ABCs in the Classroom and Now Horticulture:

Before entering the horticulture industry, Jordan taught kindergarten and first grade for three years.





ANGELA MARTIN

CONTRACT GROW MANAGER METROLINA GREENHOUSES HUNTERSVILLE, NORTH CAROLINA

Accomplishments:

- Instrumental in the initial development of company's replenishment processes for major retailer. Presented training sessions at retailer's corporate headquarters.
- Named Employee of Year for 2017 and received two promotions in a six-month period.

What's for Dinner?

Angela is a pescatarian. "No, this isn't my religious affiliation, I just don't eat meat. I love mushrooms and eat them on almost everything. And just for fun, I sneeze when I'm full."

Music for the Soul:

"Music makes my soul happy! I listen to everything. To me it's a common ground that allows you to connect to lots of people; breaking all color lines, music truly speaks to everyone differently and has a way of reaching us at just the right time."

Congratulations!

Thanks, Stacey, for helping Ball Horticultural Company deliver on our promise of "All the Best and Nothing Else."



Stacey Noble

Retail Business Manager, **Ball Horticultural Company**

Stacey is a dynamic, high-energy, solutions-driven horticultural professional. She has a diverse background, working with wholesale florists, greenhouse & nursery growers and retailers. Stacey has managed California Spring Trials for all Ball companies for the past two years. She has worked with leading brands, such as Wave[®] and Burpee[®] Home Gardens, promoting flowers and edibles to consumers. She has experience in new product development, working with breeders from around the world to find and develop products for Ball Ingenuity[™]. She understands the entire supply chain and what kinds of products will work, and she knows how to help make our grower and retailer customers successful.











DANA MASSEY

PRESIDENT PLANTWORKS NURSERY ROUGEMONT, NORTH CAROLINA

Accomplishments:

- Joined Plantworks Nursery as part-time employee while still in college in 2009 and purchased the company from former owner Doug Chapman in 2017.
- First greenhouse grower to complete the two-year North Carolina Tobacco Trust Fund Commission's Agricultural Leadership Development Program hosted by North Carolina State University.

Ready to Respond:

No stranger to putting out everyday fires in her business life, Dana is also a volunteer firefighter in her local community. Her husband, Joel, is a captain on the fire department.

The All-American Meal:

Dana's favorite food is a perfectly grilled, juicy steak with sweet potato and salad.

MADDIE MAYNOR

GROWING OPERATIONS MANAGER NORTH CREEK NURSERIES LANDENBERG, PENNSYLVANIA

Accomplishments

- Served as key facilitator in company's efforts to gain certification in SANC program (Systems Approach to Nursery Certification).
- Developed a year-long pest control rotation that aligns with company's mission to protect bees, pollinators and beneficial insects. The rotation is based on historical pest forecasting data, through years of scouting, and is compatible with biocontrol agents.

She Doesn't Have an Ax to Grind:

"I throw axes, like in the lumberjack/timber sport way, not the creepy murderous way. I'm currently learning how to throw hatchets."

When She's Not in the Greenhouse: Maddie enjoys cross country skiing, backpacking, wild food foraging and apple pie baking, which includes

competing

and, of course,

consumption.





KYLE MCKEAN

DIRECTOR OF MARKETING STAR ROSES AND PLANTS WEST GROVE, PENNSYLVANIA

Accomplishments:

- Collaborated with team to successfully rebrand Bushel and Berry. She credits the program's success to working "collaboratively through each item we chose to address while continuing to honor the brand promise."
- Helped lead the creation and execution of three major industry brands — Knock Out roses, Drift roses and Bushel and Berry.

What's in a Name? Maybe a Scholarship:

Kyle was recruited to play Division 1 men's lacrosse due to her stats, "but because of my name, the coach didn't realize I was a girl! I tried to take him up on his offer, but NCAA regulations got in the way."

Food Faves:

A tie between nachos and pad Thai.

Forty under 40

Celebrating the next generation of horticulture

ColorPoint Congratulates Garet Dinges

on his selection to GPN's 2018 Class of 40 Under 40!



Garet's positive attitude and presence keeps our team moving forward, in an industry that is changing daily, and oftentimes hourly. He never sidesteps a challenge and offers valuable insight to our customers. Thank you Garet, we are honored to have you on the ColorPoint team!



JOSH MILLER

NEW PRODUCT DEVELOPMENT MANAGER FOUR STAR GREENHOUSE CARLETON, MICHIGAN

Accomplishments:

- Helped integrate company's trial growing, marketing and tracking processes, adding cohesion at every stage to successfully bring different plants to market.
- While working at a non-profit public garden, he participated on a multi-disciplinary conservation team that focused on restoring the natural flow of a stream in the Great Lakes' largest river basin.

Pool Shark:

Josh grew up playing competitive billiards and loves to seek out traditional pool halls when he is on the road.

A Man for All Seasons:

Josh can't live without the change of the four seasons in the upper Midwest and loves to vacation in the coastal regions of Michigan.



GARY NIENHUIS

LICENSING ACCOUNT MANAGER SPRING MEADOW NURSERY GRAND HAVEN, MICHIGAN

Accomplishments:

- Works with growers and garden centers to help make them as successful as possible with the company's products.
- Constantly looks for innovative solutions for his customers to help them to be more efficient, increase their sales and improve their margins.

Family Man:

"My family is what I hold closest to me. My grandfather was one of the most influential people in my life, and he taught me that life happens but family is what matters."

An Adventuresome Diner:

"I am a foodie so I will try anything once." Some of the delicacies he has eaten include bugs roasted over a fire in Indonesia, shark in Brazil and pork where the meat was cooked in underground pits.

SIREKIT MOL

MARKETING MANAGER/HEAD OF PRODUCT TRADE MANAGEMENT

BEEKENKAMP PLANTS BV YORK, U.K. /MAASDIJK, THE NETHERLANDS

Accomplishments:

- Responsible for company's global marketing initiatives. Together with her colleagues on the sales side, has helped make inroads on the North American market for Beekenkamp's breeding genetics.
- Recipient of the Bright Spark award from the British Protect Bedding Association.

She Likes to Keep the Beat:

Sirekit can't live without her music. "I like all kinds of music from rock and roll to R&B to house music with 180 beats per minute.'

What's on Her Menu? She doesn't consider herself a "foodiefoodie" but lives for "food moments." Sushi is her favorite. Other favorites are raw salted herring, smoked eel and Dutch deep-fried snacks. In the U.K. it's Sunday roast with Yorkshire pudding



or fish and chips.

STACEY NOBLE

RETAIL BUSINESS MANAGER BALL HORTICULTURAL CO. WEST CHICAGO, ILLINOIS

Accomplishments:

- Responsible for managing the company's California Spring Trials location in Santa Paula, in 2017 and 2018.
- Developed a non-existent sales portfolio and turned it into a \$1 million property in one-and-a-half years.

During Her Off Hours:

Stacey loves to paint and draw. She also enjoys spending time with her dog, Leo a.k.a. #LeoDuPupprio.

Started in the Biz When She was Young: "My great uncle used to breed and sell aladiolus flowers! I got my start in the industry selling bouquets of glads in the

with my great

I was 5 years old!"

She





ANDREW MYERS

CEO PROGROWTECH FLAGSTAFF, ARIZONA

Accomplishments:

- Co-founded LED lighting systems company to help commercial horticulture operations increase profitability, yield and energy efficiency. "We are making great strides towards developing the systems that will finally end global food insecurity.'
- Served as one of the authors and the campaign manager for Proposition 203 to legalize medical marijuana in Arizona.

Enjoys the Great Outdoors:

Andrew and his family like to hike and explore. He also loves to sail and ski with his wife. "They're the perfect Arizona sports and we've sometimes done both on the same weekend!"

Books to Embrace:

The "MaddAddam" trilogy by Margaret Atwood. "It is such an apt near-term vision of what society will become if we don't embrace sustainability as a global priority."



CHRISTINA OLIVIERI

PRODUCTION MANAGER PEACE TREE FARM KINTNERSVILLE, PENNSYLVANIA

Accomplishments:

- Manages company's production planning, scheduling, cutting and seed ordering, propagation input ordering, as well as scheduling all personnel in propagation and finished plant production.
- Named 2017 Philadelphia Flower Show Passing cochair and 2013 Longwood Gardens' Inaugural Triad Fellow

When She's Not in the Greenhouse:

Christina likes to read, participate in yoga, garden and cook — and spend time with her young son.

Achieving the Three Cs

One of her favorite reads is "The Book of Hygge: The Danish Art of Contentment, Comfort and Connection" by Louisa Thomsen Brits. "Her poetic writing reminded me that building community and sharing special moments is really what life is all about."



DANIEL ORTEGA

HEAD GROWER BOTANY LANE GREENHOUSE DENVER, COLORADO

Accomplishments:

- Responsible for all growing operations in company's Denver facility, which includes both propagation and finishing of vegetative annuals, geraniums, poinsettias, perennials and tropicals.
- Oversees the stock program for main crops and develops the IPM program which includes beneficial insects.

He's a Team Player:

"Sports have always been my passion, football especially because it requires a true team effort to get the job done."

Home and Away:

In his spare time, Daniel likes to go for hikes in Colorado, play Xbox with his son or with his daughter and her dollhouse. Originally from Guanajuato, Mexico, he also enjoys going home to visit family that still lives there.



PATRICK PETERSON

ORNAMENTAL SPECIALIST

RESEARCH TRIANGLE PARK, NORTH CAROLINA

Accomplishments:

- Part of six-person team that helped launch company's ornamentals pesticide portfolio for the greenhouse and nursery market.
- Served as the International Plant Propagator's Society Western Region Director, helping plan many annual meetings and organize an international tour.

A Serious Golfer:

Patrick can throw a golf disc the distance of a soccer field and land within the opposite goal. He has played more than 150 disc golf courses in 20 states and five foreign countries.

Rafting and Reading:

Patrick is an avid whitewater rafter and his favorite book is "The Emerald Mile" — "the story about man's conquest over extraordinary whitewater conditions, and what human impact can have when trying to harness nature."

LINDSAY PANGBORN

MARKETING MANAGER DÜMMEN ORANGE COLUMBUS, OHIO

Accomplishments:

- Contributed to the development and launch of a global brand and served on the sounding board during its development when the company consolidated multiple brands into a single entity.
- Played an integral role in development of North American marketing department and influenced significant changes during transition from a reactive support function to a standalone marketing team.

March 20 Can't Get Here Soon Enough:

Lindsay loves to get outdoors — camping, hiking, boating, biking, off-roading. "I'm always ready for spring at the end of our long Ohio winters!"

For Her

Viewing and Reading Pleasure: Lindsay likes to watch Quentin Tarantino films and read dystopian novels.



MIKE RICHARDSON

PRODUCTION MANAGER WALLA WALLA NURSERY CO. WALLA WALLA, WASHINGTON

Accomplishments:

- Helped company navigate the SANC (Systems Approach to Nursery Certification) process. Identifying ways to improve processes and produce
- top quality plants.Continually works to make the company lean and to design his programs with lean first and foremost.

Can't Live Without:

Music. "It has been a part of my entire life ... it can spark so many memories and emotions and it really is something special for me."

Favorite Hobby?

Filling a backpack with five days' worth of gear and heading into the wilderness to find a mountain lake to raft and fish. "Not much can beat the feeling of fighting a brook trout after a long hike into the back country."





YUJIN PARK

PH.D. GRADUATE RESEARCH ASSISTANT MICHIGAN STATE UNIVERSITY EAST LANSING, MICHIGAN

Accomplishments:

- Conducting Ph.D. research on application of solesource LED lighting for growing floriculture crops with Erik Runkle and colleagues at Michigan State University.
- Selected as a 2016-2017 Future Academic Scholars in Teaching Fellow. Through this fellowship program, learned about theories and strategies on scientific teaching, and conducted applicable research.

A Refreshing Dip:

Every morning, Yujin goes for a swim "to refresh myself for the day ahead."

A Delicious and Positive Movie:

Her favorite movie is "Julie and Julia." She says, "The story about Julie's daily life and struggles to achieve her goal (cooking 524 recipes in her role model's cookbook in 365 days) and, ultimately to improve her life, is full of positive messages!"



MATTHEW ROSS

DIRECTOR OF CONTINUING EDUCATION LONGWOOD GARDENS KENNETT SQUARE, PENNSYLVANIA

Accomplishments:

- Oversees the development of more than 170 education programs annually in ornamental horticulture, landscape design and other professional courses for the horticulture industry.
- Developed the Vermicomposting Lesson for Ted-Ed video which has nearly 285,000 YouTube views and has sparked discussion online and in an adapted format for schools.

Gotta Have'em!

"I cannot live without my camera; it goes everywhere with me ... and pizza! It would be really tough to live in a world without it."

Ross Family Lore:

"There is a long running story in my family that my grandfather's cousin was a gardener for Walt Disney. I'd love to one day confirm this."



JENNIE SMITH

SALES MANAGER KEMIN CROP TECHNOLOGIES DES MOINES, IOWA

Accomplishments:

- Helped launch and manage company's Crop Technologies portfolio for the greenhouse and highvalue horticulture markets. Helps growers improve their operations and profits using best practices, specialty chemicals and plant-based solutions.
- Named Outstanding Young Farmer by the Iowa Javcees.

Homegrown Business:

Jennie learned how to germinate tomatoes on a TV tray, which led to the creation of her successful business, Butcher Crick Farms, that is known for its heirloom tomatoes and sustainable growing methods.

When a Passion Grows into Something Else: Jennie's favorite book is "The \$64 Tomato" by William Alexander. "It explains the reality of what happens when a hobby becomes an obsession."



CHRISTA STEENWYK

CREATIVE DIRECTOR WALTERS GARDENS ZEELAND, MICHIGAN

Accomplishments:

- Helped revamp the company's brand by designing a new logo (the last logo redesign was 18 years ago), updating the look of advertisements and launching the company's social media efforts.
- Serves as company ambassador to bring new plants from company's breeding program to the European market.

The Joys of Parenthood:

Christa and her husband are foster parents. "Even though it's difficult at times, it's the most rewarding thing we've ever done. We have experienced reuniting children with their family and also have recently been blessed by adoption."

Enjoys the Great Outdoors:

In her spare time, Christa likes to garden, spend time at the beach, mountain bike, hike, snowshoe and ski!

ZACHARY STEENO

DIRECTOR OF NEW PLANT DEVELOPMENT ROSE INNOVATIONS LLC GREENFIELD, WISCONSIN

Accomplishments:

- Works as a rose hybridizer at the rosarium of Will Radler, the father of the Knockout series of roses. "It is a boot camp for the most rugged of roses to endure and thrive."
- Is an integral part of an international collaborative breeding program and travels to France frequently to do new seedling selections.

A Dedicated Plantsman:

"I am a plant collector, borderline hoarder, and, even though I love my roses and perennials, the genus I have the biggest collection of is actually galanthus. I have over 100 cultivars to my name."

True to His Dairyland

Roots: Zach loves cheese. "I'm from Wisconsin. enough said!"



FRANZ JOHANN WEDING

OWNER OPERATOR SCHULTE'S GREENHOUSES PEWAUKEE, WISCONSIN

Accomplishments:

- Recently purchased a 2-acre greenhouse facility and works with the community doing various fundraisers for local organizations. Participated in Easter Seals volunteer work program where participants learn life and work skills in a greenhouse environment.
- Recipient of Mayor's Design Award in Milwaukee for business involvement in the community.

When He's Not Working:

Two of his passions are listening to music and growing even more plants. When it comes to his favorite food, he's got to have tacos.

A Book to Learn From:

One of Franz's favorite reads is "Think and Grow Rich" by Napoleon Hill. "It has advanced language that is unusual for a book published in 1937.



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