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FOR THE PROFESSIONAL GROWER

Meet The Technical Service Team from Syngenta Flowers



Joseph M. DiPaola, Ph.D., Head, Technical Services, Flowers Pro North America, and Cross-Category Lead, Global Lawn & Garden R&D

CONTACT JOE

Joe leads technical service for Lawn & Garden (L&G) Flowers Pro in North America and serves as the global cross-category lead for Lawn & Garden Research and Development. In Joe's 16 years with the company, he managed technical marketing activities for the plant health initiative, was Lawn & Garden Golf Market Manager for Syngenta, Turf & Ornamentals Lawn Care Market Manager for Novartis, and Turf & Ornamentals Technical Manager for Ciba. Prior to this, Joe was a professor of crop science at North Carolina State University. Joe earned a Ph.D. in Agronomy/Turf Physiology and an M.S. from Texas A&M University. He has a B.S. in Plant Science from Rutgers University. Joe grew up in a family-operated landscape business.



Jamie Gibson, Ph.D., Technical Services Manager - Plant Protection and Growing Media Team

CONTACT JAMIE

Jamie has been a major player in the ornamentals industry for almost two decades. He is frequently tapped as an expert with the trade media and as a speaker at industry events. His expertise spans water (alkalinity and nutrient management), all aspects of growing media and nutrition, including nutrient deficiencies and monitoring. His background includes plant propagation with rooting liners. He teaches all course curriculum topics in Greenhouse and Nursery Management. Jamie has a B.S. in Plant and Soil Science from West Virginia University. He also has an M.S. and a Ph.D. in Horticulture (Floriculture) from North Carolina State University.

How Jamie helps growers: Jamie helps growers succeed with their potting mixes by providing technical assistance in ornamental crop management and by developing problem solving tools for the industry.



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Don Snow, Technical Services Manager – Specialist Team

CONTACT DON

Since graduating with a B.S. in ornamental horticulture from California Polytechnic State University in 1983, Don has been a greenhouse manager for several flower seed and young plant companies, including five years with Goldsmith Seeds. During his tenure at Goldsmith, he was on the Goldsmith Plants Team, overseeing all international cutting production, working as liaison to Goldsmith's rooting stations and providing technical training to brokers and growers worldwide. From 2004 through 2009, Don held the position of product technical manager at Goldsmith, providing technical assistance to domestic growers. Don currently oversees the technical service specialists at Syngenta Flowers.

How Don helps growers: Don provides specialized technical services necessary for production consistency for seed and vegetative crops.



Matt Blanchard, Ph.D., Technical Services Specialist

CONTACT MATT

Matt brings more than a decade of research and academic experience to the Syngenta team. His background equips him to develop thorough training programs and technical systems for the Syngenta Flowers Sales team and our grower customers. Matt has taught curriculum on bedding and pot-crop production and PGRs at Michigan State University. He has conducted research alongside Dr. Erik Runkle, and growers may recognize his name from the Energy-Efficient Annuals series of articles he co-authored with Dr. Runkle for *Greenhouse Grower* magazine in 2009 and 2010. Matt has a B.S. in Plant and Soil Science from the University of Massachusetts, and an M.S. and Ph.D. in Horticulture from Michigan State University.

How Matt helps growers: Matt develops industry-focused training programs that cover genetics, ornamental controls and growing media, helping growers to increase efficiencies and realize overall program savings.



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Marla Faver, Technical Services Representative – Plant Protection

CONTACT MARLA

Marla brings Syngenta expertise in ornamental plant disease, entomological problems and biocontrols. She has worked in plant protection for over 20 years in research, extension, product development and product support. Marla assists growers in developing successful pest control programs. She also provides educational programs in ornamental production, landscape management and issues related to home gardening. She has a B.S. in Entomology from Texas Tech University and an M.S. in Botany specializing in seed physiology from Eastern Illinois University.

How Marla helps growers: Marla trains growers on scouting, plant protection products and various topics related to disease and insect management.



Harvey Lang, Ph.D., Technical Services Representative

CONTACT HARVEY

Drawing from 25 years of experience, Harvey assists growers with all production and technical needs. He has spent time as an extension specialist, a university educator/ researcher and greenhouse owner and manager. At Syngenta Flowers, Harvey has been tapped as an industry technical advisor, speaking at shows, authoring papers, articles and more. He currently works as a technical service representative on the technical service team. Harvey has a B.S. from Kansas State University, an M.S. from Texas A&M University and a Ph.D. from Pennsylvania State University.

How Harvey helps growers: Harvey provides technical information and problem solving. He also troubleshoots production issues and provides proactive training.



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Sarah Mitchell, Technical Services Representative

CONTACT SARAH

Sarah adds nearly 15 years of horticulture experience to the technical service team. Her background includes technical expertise, marketing and operations management. She works directly with pathologists, entomologists and scientists to develop strategies and solutions for technical grower problems. Further, she has created successful product plans for numerous crops, including dahlias, combination planters, bedding plants and garden mums. She also educates growers on how to use pH and EC meters to troubleshoot and prevent quality issues. Sarah has a B.S. in Horticulture from the University of Wisconsin.

How Sarah helps growers: Sarah helps growers with production planning and technical issues.



Dean Mosdell, Ph.D., Technical Services Representative – Plant Protection

CONTACT DEAN

Dean brings Syngenta more than two decades of ornamental production experience in the use of herbicides and PGRs. His career spans various aspects of research and development and technical support across the United States and abroad. Dean has a B.S. and M.S. from Virginia Tech and a Ph.D. in Agriculture from Purdue.

How Dean helps growers: Dean's research experience in herbicides and PGR use in ornamental production allows him to help growers with all pest management issues.



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Hugh A. Poole, Ph.D., Technical Services Representative – Growing Media

CONTACT HUGH

For more than 36 years, Hugh has worked with commercial greenhouse growers on production practices, water management programs and energy management initiatives. In his time with Fafard, Hugh directed the 1999 move of the Fafard Horticultural Services analytical lab to Anderson, S.C. and promoted its use by customers and Fafard Sales Representatives to assist in nutritional monitoring programs and trouble-shooting. Shortly after joining the company, Hugh initiated Fafard's Research and Development program. His program explored alternative media components, including coir, composts and parboiled rice hulls and various substrate amendments, including controlled release fertilizers, biological agents and organic media options. These programs provided the foundation for the Syngenta sponsored research program "Fafard Research Leader" started in 2008 under the leadership of Dr. Jamie Gibson. Hugh received his B.S. and M.S. in Ornamental Horticulture from the University of Florida and his Ph.D. from Cornell University.

How Hugh helps growers: Hugh helps growers by developing innovative media solutions for professional growers and retail products for consumers and organic growers.



Nancy Rechcigl, Technical Services Representative – Plant Protection

CONTACT NANCY

Nancy specializes in ornamental plant disease and entomological problems. Her 27-year career includes plant protection and disease certification at Ball Horticulture and Yoder Brothers, Inc. In her current role, Nancy develops educational programs related to ornamental production, landscape management and issues related to home gardening. She trains on scouting, plant protection products and various topics related to disease and insect management. Nancy has a B.S. in Plant and Soil Science from the University of Delaware and an M.S. in Plant Pathology from Virginia Tech.

How Nancy helps growers: Nancy assists growers in developing disease and pest management strategies for their crops and operations. She also provides training on scouting, plant protection products, and various topics related to disease and insect management.



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Mark Sanford, Technical Services Representative

CONTACT MARK

Mark spent the first five years of his career in horticulture as a greenhouse and nursery grower for bedding plants and nursery stock. He also spent 15 years as the production manager and head grower for C. Raker and Sons and Pacific Plug and Liner working with plug production of annuals and perennials. For the past five years Mark has served as vegetative product manager at Syngenta Flowers. He went to DuPage Horticultural School and Southern Illinois University in Carbondale.

How Mark helps growers: With 26 years of young plant production experience, Mark communicates real life experiences to growers to help them increase production efficiency.



Mark A. Smith, Technical Services Representative

CONTACT MARK

Mark started in horticulture at 15 years old. During his 15 years with Yoder Brothers, Inc. he built a world class garden mum breeding program. His breeding portfolio also includes asters and perennials including Yoder's Hardy™ hibiscus, Igloo™ perennial mums and Blooms of Bressingham™ Hibiscus Cordials. Mark came to Syngenta Flowers through the acquisition of the Yoder® mum and aster products. In addition to his breeding research, Mark is also assisting growers as a technical services representative. He holds a B.S. and M.S. in Horticulture from the University of Connecticut.

How Mark helps growers: In addition to helping growers in North America build successful garden mum programs, Mark also finds the answers to questions on many other crops.



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Robert Steinkamp, Technical Services Representative – Growing Media

CONTACT BOB

Bob's three decades of experience lends Syngenta key insights into all aspects of growing media, from formulation and manufacturing control to regulatory issues. Bob has been involved in nutritional management, technical sales support and more. Bob works closely with growers of orchids and organic crops. Due to his location in Central Florida, Bob has extensive experience working with nursery crops, indoor/outdoor foliage production, as well as traditional floricultural crops. He graduated from Southern Illinois University with a B.S. and M.S. in Plant and Soil Science.

How Bob helps growers: Bob helps growers by leveraging technical service assets to tailor customer growing medium requirements to an operation's growing practices and conditions.



Michael Tilley, Technical Services Representative – Growing Media

CONTACT MICHAEL

Michael brings Syngenta 12 years of experience. He assists Fafard sales representatives and their accounts in the mid-south region, primarily those serviced by Fafard's Texas facility. Michael addresses quality and crop issues, provides grower support, mentors Fafard Research Leader interns and participates in Fafard's research and development efforts as part of a company-wide program to benefit growers and introduce new products. He has been involved in water alkalinity and nutrient management as well as all aspects of work in media and nutrient deficiencies and monitoring. His plant propagation experience includes conventional and in-vitro culture. In plant pathology he has been involved in disease isolation and identification in bio-weed control. Michael's knowledge and experience in the field of horticulture, plant pathology and biotechnology has earned him numerous patents and publications. Mike has a B.S. in Plant Sciences/Horticulture and an M.S. in Biology (Plant Pathology) from Louisiana Technical University.

How Michael helps growers: Michael helps growers succeed with their potting mixes by providing technical assistance in ornamental crop management and by developing problem solving tools for the industry.

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Karl Trellinger, Technical Services Representative

CONTACT KARL

Karl brings the Syngenta Flowers Technical Service Team 23 years of horticulture experience. At Fischer Canary Islands, Karl served as the grower of mother stock for geraniums and New Guinea impatiens. From there, he moved on to propagation trial manager at Fischer Germany. Karl came to Fischer USA in Homestead, Fla. as head grower and production manager, overseeing propagation of geraniums, regal geraniums, poinsettias, New Guinea impatiens and mother stock of poinsettias and New Guinea impatiens. He later parlayed his experience into the role of director of technical services at Fischer USA. Most recently, Karl held the position of product development manager, annual cuttings, for Syngenta Flowers where he worked with breeders to successfully take new varieties to market. Karl works hard to keep growers updated on new varieties, growing, pest, disease and production management. Karl has a degree in Horticulture Engineering from the Technical University of Munich.

How Karl helps growers: Karl helps growers optimize growing practices with the goal of improving quality and reducing cost. He also aids in solving growing problems and provides solutions through a range of resources.



Jane Trolinger, Ph.D., Technical Services Specialist / Plant Pathologist

CONTACT JANE

Jane's 25 years in horticulture spans education to industry. She worked with the North Carolina State Plant Disease and Insect Clinic in a post-doctoral position before joining Yoder Brothers, Inc.. At Yoder, she was the field pathologist, certification manager, and later the diagnostics manager handling around 1,200 disease specimens annually. Jane helped to solve customer problems and also presented seminars on disease diagnosis. She organized a teaching aid for chrysanthemum white rust, which she presents as a nationwide webinar sponsored by the Society of American Florists. Jane holds a B.A. in

Biology from Greensboro College, an M.S. in Plant Pathology from West Virginia University and a Ph.D. in Plant Pathology from North Carolina State University.

How Jane helps growers: Jane helps growers with plant disease diagnosis for many critical problems including root diseases caused by Pythium, Phytophthora, Fusarium, Rhizoctonia and Thielaviopsis, and foliar diseases caused by a number of fungi, bacteria, and viruses.



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Paul Winski, Technical Service Specialist

CONTACT PAUL

Paul's 24 years of experience in horticulture is expansive. His career spans design and implementation of beneficial insect programs for control of ornamental pests, new product development and plant evaluation of woody ornamentals, flowering tropicals, groundcovers, perennials and annuals. He also has background in propagation. Paul holds a B.S. in Ornamental Horticulture from Delaware Valley College and an M.S. in Plant Science from the University of Connecticut.

How Paul helps growers: With the use of beneficial insects, Paul helps growers control pests when they are seeing diminished control from conventional practices. Paul also helps develop successful programs with [Syngenta Bioline](#) products.