



A GROWMARK® Company

For Immediate Release
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SEEDWAY EXPANDS VEGETABLE DIVISION

(Elizabethtown, PA): SEEDWAY is excited to announce staff additions as well as organizational changes and product management responsibility for several staff members.

New Hires:

Wes Houghton: Wes joined SEEDWAY on June 29, 2015 after many years with Syngenta's vegetable seed group where he worked as sweet corn breeder and a trials officer in product development. Wes' responsibilities will include product management for Sweet Corn, Beans and Summer Squash and market development. Wes will be working from his home in Naples, FL and can be contacted at whoughton@seedway.com or (239) 213-8503.

Nathan Decker: Nathan will join the SEEDWAY team on August 17th as sales manager for our southeast region. Nathan returns to SEEDWAY after several years with Syngenta and Seminis in sales, territory management and key account management roles. Nathan will work from his home in Sarasota, FL and will also maintain an office in the Lakeland, FL facility. Nathan can be reached at ndecker@seedway.com or (727) 348-3834.

Product Management Changes:

In consideration of a broad geographic footprint and expanding availability of products, product management responsibilities have been reassigned to provide greater focus on products and markets.

The following have accepted product management responsibilities; each will retain duties in other areas as defined.

Pam Guigley will provide management for pumpkins, hard squash, gourds, mixed melons and cucumbers. Pam will continue her roles in advertising, catalog development

and trialing. Pam can be reached at pquigley@seedway.com or (717) 367-1075 (office); (570) 939-1849 (mobile).

Butch Brady assumes responsibility for watermelon and pepper product lines. Butch will also be responsible for market development and select key accounts in the southeast and mid-south regions. Butch can be reached at bbrady@seedway.com or (727) 744-6363.

Debra Deis will manage brassica crops, leafy greens, herbs, and miscellaneous minor crops. Debra will also coordinate SEEDWAY's organic program and continue assistance with advertising, catalog development and trialing. Debra can be reached at ddeis@seedway.com or (717) 367-1075 (office); (717) 689-0172 (mobile).

Johnny Parker will manage the tomato product line. Johnny will also continue his responsibilities for managing product development staff and activities. Johnny can be reached at jparker@seedway.com or (863) 993-5433.

Dean Cotton will retain responsibilities for root and bulb crop management. He will also continue as manager for the vegetable seed group providing guidance to the product and sales managers. Dean can be reached at dcotton@seedway.com or (717) 367-1075 (office); (717) 363-0102 (mobile).

Other members of the sales and product management team whose roles remain unchanged are:

Roy Pearman, Northern Vegetable Seed Sales Manager, rpearman@seedway.com or (616) 953-9208.

Craig Mathis, Key Account Sales and Plant Program Manager; cmathis@seedway.com or (270) 704-9177.

Neil Shank, Trial Farm Manager, also has trialing and trial coordination duties. Neil can be reached at shankn@mhs-pa.org or (717) 363-0106.

Judy Mohn, Trials Coordinator, also responsible for trial seed inventory, distribution and data maintenance. Judy can be reached at jmohn@seedway.com or (717) 367-1075 (office) or (717) 215-7347 (mobile).

Headquartered in Hall, NY, SEEDWAY, LLC operates nine locations in five states from Vermont to Florida. A full-line seed company, marketing farm and turf seed in fourteen Northeast and Mid-Atlantic states and vegetable seed from the US Rocky Mountains to the east coast and the southern provinces of Canada, SEEDWAY, LLC is a subsidiary of GROWMARK, Inc., Bloomington, IL. For more information visit www.seedway.com.

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