



Meet the Southern Ornamental Team

Your Guide to Customer Support

 **BASF**
We create chemistry

At BASF, we share a commitment with all growers to produce healthy, high-quality plants in more innovative and sustainable ways. We invite you to get to know our experienced sales team, which will collaborate with you to help support your success and achieve your goals.

Together, we'll find new ways to grow.

strategic account manager:

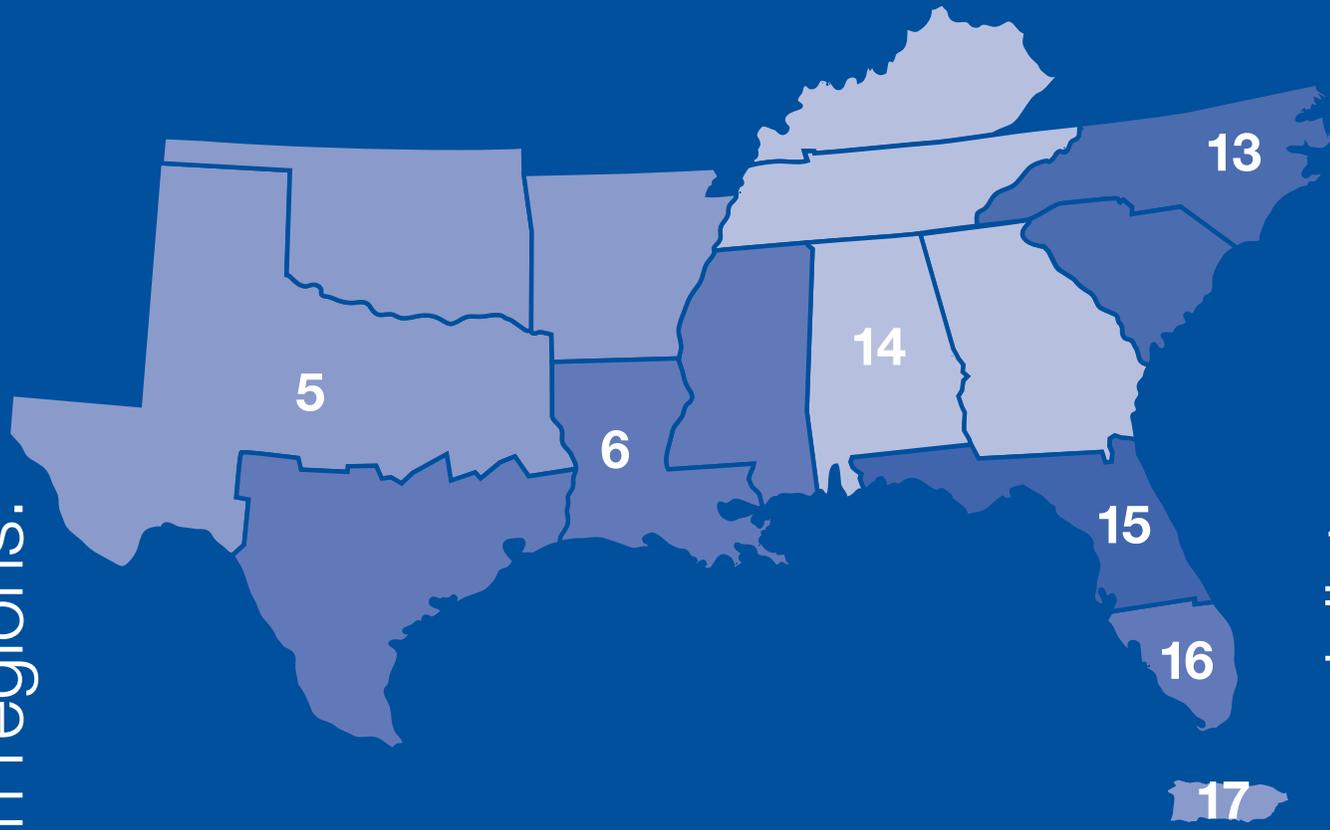


Trey Warnock
Strategic Account Manager

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With a long and diverse career in the turf and ornamental industry, Trey Warnock provides growers with experienced guidance. "I started out in the nursery and ornamental markets and really enjoyed working with growers," Trey says. "I'm now getting back to my roots to work with the outstanding people in the nursery and greenhouse sector." He adds, "I love to work with large operations to figure out how to do things differently and save them money. BASF has great innovations that can help any operation produce better plants."

southern regions:



ornamental specialist:



Peggy Clanton
Ornamental Specialist - Florida

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Peggy Clanton brings 23 years of experience in the turf and ornamental industry to her role at BASF. A former distributor, Peggy is deeply enthusiastic about her chosen field. "I am passionate about the ornamental green industry. Ever since I was a young child, plants were very important to my happiness." Her parents served as her inspiration. "My father worked in the agricultural industry. My mother was a master gardener." Today, Peggy says she gains great satisfaction from helping growers solve their challenges.

technical representative:



Kathie Kalmowitz
Technical Representative

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A technical representative for BASF since 2004, Kathie Kalmowitz offers growers a wealth of experience and knowledge. She earned her doctorate from North Carolina State University's department of horticultural sciences and worked with master gardeners and ornamental growers before joining BASF. She is currently involved with research initiatives that address regional needs for BASF customers. "I want our growers to have the best solutions, and will direct them to options that can help, even if it doesn't involve our products."

sales representatives:



Wes Eppel
Region 5

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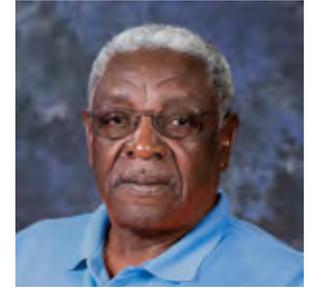
"Growers are so impressive in their knowledge of plants and pests," says Wes Eppel. "I like working with them to control challenges and provide better finished plants for shipping." A turf and ornamental representative for the past five years, Wes earned a degree in turfgrass science from North Carolina State University. "I'm eager to learn more about my customers and their operations. The more I know, the more I can help by finding ways to implement new information and technology," he says.



Scott Dunham
Region 6

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BASF has a commitment to providing sustainable solutions. So does Scott Dunham. "I care about promoting a sustainable environment and providing responsible management of turf and ornamentals," he says. A graduate of the University of Wisconsin in entomology and chemistry, Scott has more than 20 years of experience in turf and ornamental as a sales representative. "I'm committed to the success of my customers, and like sharing what I've learned about cultural practices in the industry."



Willie Pennington
Region 13

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Willie Pennington has been a BASF sales representative for more than 40 years. A graduate of Tuskegee University, his degree in chemistry is well suited to his work at BASF. "I like the plant diversity in the ornamental industry and the challenges each species represents," he says. "At BASF, I can deliver innovative solutions to help my customers solve complex problems." Even in his free time, when he fishes for giant yellowfin, Willie clearly likes tackling big things.



Mindy Money
Region 14

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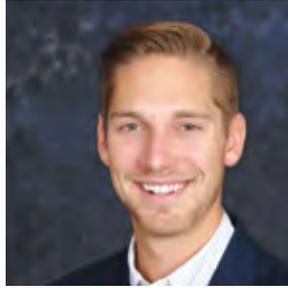
With 14 years of experience as a grower, Mindy Money understands the challenges that her fellow growers face. "I really enjoy helping growers find solutions," she says. "BASF is there for the customer, and so am I. We want customers to have all the tools they need to grow successful crops." A graduate of Middle Tennessee State University with a degree in plant and soil science, Mindy adds, "I am a plant lover. I enjoy adding plants to my collection, which goes back more than 14 years."



Chris Key
Region 15

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Chris Key understands service of all kinds. He earned his master's degree while serving in the U.S. Air Force, and has been a representative with BASF for 17 years. When asked what motivates him when serving our customers, he says, "Everyone I meet has a unique story and background. I love meeting new people and providing an innovative solution that will make their lives easier." In keeping with that attitude, Chris says he wants growers to consider him "a true friend and partner."



Luke Barnett
Region 16

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Luke Barnett wants growers to know that coming up with the best solutions to their problems is what matters most. "Our team will provide you with the right answers, whether it's a product from BASF or a competitor. We stand behind putting the customer first," he says. At work, this Florida sales representative likes diving into the details to find solutions for growers. After hours, Luke prefers diving in the ocean — "or any activity on water, from snorkeling to fishing."



Herman Giraldo
Region 17

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After more than 35 years in the structural pest control industry, Herman Giraldo knows a lot about the way chemistry can help customers. "We're here to help our growers and their operations with cutting-edge chemistry," he says. Though he's relatively new to the ornamental industry, he brings a lifelong interest in solving challenges to his work. "What brings me the most satisfaction is helping growers resolve their toughest issues."



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