

TIA RUSSELL



Objective

To work with an accredited research facility, industry partners, and growers to develop and facilitate strong partnerships for the betterment of the Grapevine and Fruit Nut tree industry.

Experience

Dave Wilson Nursery

July 2025 - Present

Sr. Plant Quality

- Developing fertility program for both potted and field division
- Initiating and executing sanitation procedures nursery wide to decrease disease inoculum
- Develop scouting, SOPs, annual soil/water and tissue analysis schedules to support continued transparency for stock improvement.
- Create feedback loop from sales staff to production to promote education and outreach of plant health goals

Golden State Horticulture (S-Corp)

2017 - Present

- Owner/Operator
 - Sales of Duarte Nursery Grapevines and Nut trees. **2017-2024**
 - Sales and Distribution of Penegetics Wildlife Deterrents. **2021- present**
 - Travel, trade shows and consulting
 - Self marketing and administrative duties.
 - Social media post and web site content.
 - Licenses, Insurances, Quickbooks

Duarte Nursery Inc

1996-2024

Duties and responsibilities included:

- Nursery production / grapevine grafting
- Managing multiple stages of prepping stock for grafting.
- Quality Assurance Director
 - Developing and implementing QC checks
 - Addressing quality concerns / disease issues both in the nursery and with growers

- Developing and training team for virus sampling protocols in mother blocks
 - Working with field crews for budwood / rootstock collection QC
 - Choosing and working with commercial labs
 - Consulting in the development of Plant Health Reporting to our customers and directors
 - Collaborating in regional Grower Groups to understand, market, disease challenges and natural resource constraints
- Facilitating and serving as on-site booth staff for all industry trade shows
 - Assisting with marketing and communications for all nursery customers and outside events.
 - Customer service, order taking, delivery set up
 - Developing sales forecast for raw material production or procurement
 - Sales / Field Representative from CA & OR
 - Advising vineyard/orchard developers on crop / variety selection
 - Updating on status of orders in process completely through delivery
 - Aiding on irrigation, fertilization, pruning of young trees and vines

Specialized Experience and Training

- Winegrapes: variety and clonal selections
- Nut Trees: almonds, walnuts and pistachios
- Rootstock selection
- Disease ID and management
- Vineyard and orchard establishment
- Regulations and certification Programs
- Working experience and regulation knowledge for the California Department of Food and Agriculture and the Oregon Department of Agriculture

Relevant Industry Volunteer Service

- Served a full term (6 years) on the CDFA Improvement Advisory Board for fruit/nut trees and grapevines
- Served a full term as President of California Citrus Nursery Society
- Participated in and completed redrafting of CDFA Grapevine and Fruit/Nut Tree Registration and Certification Programs.
- A current member of the Lodi Grapevine Virus Research Focus Group and Rootstock Research Focus Group
- Coordinated and facilitated presentations at elementary school's "Ag Day"

- Oakdale and Riverbank High School Ag Advisory Boards
- Teaching local high school farms to plant and prune grapevines
 - Livermore High School
 - Shasta High School
 - Oakdale High School

Education

Cal Poly, San Luis Obispo, Ca

Class of 1996

Major: BS degree in Fruit Science

Covered grapes, stone fruit, and nut tree production

Additional relevant skills & abilities

- Management
- Public Speaking- Presentations
- Communication
- Leadership
- Training
- Industry Outreach

References

Jeff Duarte – President and co-owner, Duarte Nursery

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[REDACTED]

- Sara Du Bois -Grower Relations, Casa Cristal Nursery
former colleague at Duarte Nursery (10 years)

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