

JEFF BRIDGE

EXPERIENCE

Grand Lake Ace Nursery, Oakland CA

Assistant Manager April 2024 - Present

- * Assistant Manager: Supervise carryouts, cashiers, sales associates
- * Bedding Plant Buyer: Purchase 4" ornamental plants for resale

Alden Lane Nursery, Livermore CA

Sales Manager June 2022 - April 2024

- * Retail Sales: Assist customers with plant selections, provide information on all topics related to ornamental horticulture
- * Supervisor: Lead production crew and sales staff in completing all assigned tasks.
- * Manage purchasing and vendor relationships for all plant material accounting for 50-60% of total store revenue.

Annie's Annuals & Perennials, Richmond CA

Wholesale Coordinator January 2022 - June 2022

- * Wholesale Sales: providing Annie's unique plants to retail nurseries throughout California
- * Customer Service: assist retail and mail order customers with horticultural questions

Alameda Point Collaborative Ploughshares Nursery, Alameda, CA

Nursery General Manager, Jan 2012 - October 2021

- Customer Service: assist customers with plant selection, conduct wholesale and point of sale transactions
- Marketing: Website, newsletter, social media, outside events and workshops
- Volunteer coordinator: outreach and management, individuals up to groups of 100
- Vendor Relationships: development, ordering and creation and maintenance of inventory system
- Propagation: managing all aspects of vegetative and seed propagation
- Training: instructing formerly homeless resident employees about horticulture and retail best practices

Flora Grubb Gardens, San Francisco, CA

Nursery Staff, Mar 2011 - Dec 2012

- Sales: conduct transactions at point of sale
- Customer Service: assist customers with plant selection
- Deliveries: transport goods to customers
- Production: craft decorative items focusing on tillandsia

Thornhill Nursery, Oakland, CA

Nursery Manager, Feb 2006 - Jun 2010

- Customer Service: assist customers with plant selection
- Vendor Relationships: ordering plant material
- Marketing: website and workshops

EDUCATION

Peralta School District
Oakland, CA

Completed coursework towards career enhancement graphic design, general education, horticulture (ongoing)

ADDITIONAL SKILLS

- Microsoft Office (Word, Excel, Power Point)
- Web Design (Photoshop, InDesign, WordPress)
- Landscaping (installation, design, irrigation)

REFERENCES

References available upon request



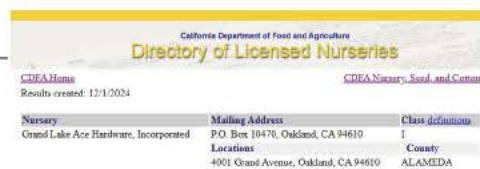
CDFA NURSERY ADVISORY BOARD
PROSPECTIVE VOTING MEMBER APPOINTMENT QUESTIONNAIRE
Email resume and questionnaire to: nurseryservices@cdfa.ca.gov

APPLICANT PERSONAL INFORMATION

Name: Jeff Bridge Date: 12-16-2024
Mailing Address: [REDACTED]
Telephone Number: [REDACTED] Email: [REDACTED]

PROFESSIONAL INFORMATION

Name of Company (include Nursery License #): Grand Lake Ace Nursery
Location (City and County): Oakland, CA
How long have you participated in this industry? 25 years



List names and dates of industry, trade, associations, and/or programs you are/and/or have been associated with:
California Qualified Pest Applicator (current license expired) California Native Plant Society
California Rare Fruit Growers Social Enterprise / Non-profit Nursery Industry

Please state the reason(s) you would like to serve on this Board (indicate any areas of individual specialty and/or experience):
As a person who has participated in most all aspects of nursery-work; propagation, resale, wholesale, non-profit, social enterprise and grounds management I have broad perspective on the relationship between regulatory agencies and nursery and consumer stakeholders. I have observed where the needs of all parties come into conflict and where agreement beneficial to all stakeholders succeeds to everyone's benefit. Recognizing that positive outcomes for all parties can be achieved I would like to contribute to facilitating success through better communication and leadership.

ADDITIONAL INFORMATION

What type of business are you involved with (check all that apply):
☒ Retailer ☐ Landscaper ☐ Producer

List the kinds of nursery stock that you have financial interest in (check all that apply):
☒ General Ornamentals ☒ Annuals/Perennials ☒ Indoor Foliage Plants
☐ Cut Flowers (production & wholesale) ☒ Retailers (large & small business) ☒ Turf/Sod
☒ Sub-Tropical (e.g. citrus, avocado) ☐ Strawberry ☒ IAB Assessed Nursery Stock (grapevine, fruit & nut trees, olives)
☐ Landscapers (must be licensed to sell nursery stock) ☒ Other (list kinds):
CA Native plants and species beneficial to pollinators

Approximate acreage or number of units within California (circle one): NA

Jeff Bridge (electronic signature)

Signature

12-16-2024

Date