

James Hessler

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A lifelong nurseryman and horticulturalist with extensive experience in all aspects of the industry including sales and operations, retail and growing. Passionate about continuous improvement, new technology, sustainability, and giving back to the industry and the community.

Recent Work History:

2009-Present Director of West Coast Operations, Altman Specialty Plants, Vista CA. Responsible for all operations at the color growing facilities in California and Colorado. Oversees more than 1,000 acres of greenhouse and outdoor production.

2002-2009 President and COO, Green Valley Growers, Willis TX. Responsible for production, sales, finance and overall operations for an 800 acre nursery producing blooming tropicals, trees, palms, and color.

1997-2002 General Manager, Color Spot Nurseries, San Juan Capistrano CA. Responsible for all operations at a 200 acre nursery producing woody ornamentals and perennials for distribution throughout the United States

Education:

Bachelor of Science in Ornamental Horticulture, California Polytechnic State University, San Luis Obispo CA

Masters of Business Administration, Colorado State University, Fort Collins CO

Involvement:

Santa Ana River Watershed Project Authority, One Water One Watershed steering committee member

Systems Approach to Nursery Certification Governing Board member

Western Municipal Water District Drought Task Force member

Perris High School FFA Advisory Board member