



**Greg Elwell, Sales Manager
J. Frank Schmidt & Son Co.**

Greg Elwell brings 21 years of nursery production and management experience to J. Frank Schmidt & Son Co., where he managed bare root and container operations for six years prior to being named Sales Manager. A graduate of Delaware Valley College's Ornamental Horticulture program, he oversees a sales, marketing and logistics team of 25 that strives to deliver the industry's finest trees and customer service to an international customer base.

Founded in 1943, J. Frank Schmidt & Son Co. offers a diverse product line of more than 500 varieties and cultivars of bare root and containerized shade, flowering and specialty ornamental trees. A leader in new plant development and introduction, the Oregon-based company has introduced or co-introduced over 70 patented or trademarked cultivars. J. Frank Schmidt & Son Co. employs unique marketing techniques to help bridge the gap between tree growers and specifiers – advising customers to choose liners carefully in order to sell what they grow, and educating specifiers about new and unique trees with which to diversify their plantings.