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# **PORTFOLIO & PUBLICATIONS**

Website: www.TillerDuncan.com, www.MastYoungPlants.com

LinkedIn: TylerSDuncan

Facebook: @TDAerialPhotography, @MastYoungPlants, and @HarderandWarner (November 2015-November 2016)

Instagram: @TDAerial Photography, @MastYoungplants, and @HarderandWarner (November 2015-November 2016)







# TD AERIAL PHOTOGRAPHY

# WWW.TILLERDUNCAN.COM

OWNER | JULY 2017 - PRESENT

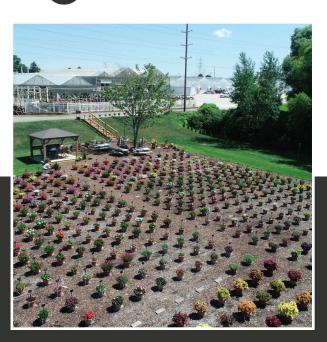
Aerial photographer.

FAA licensed and certified drone pilot.

Photos and videos featured on multiple catalogs, magazines, menu's, websites, and social media accounts and platforms.

Facebook: @TDAerialPhotography Instagram: @TDAerialPhotography Vimeo: @TDAerialPhotography LinkedIn: TylerSDuncan

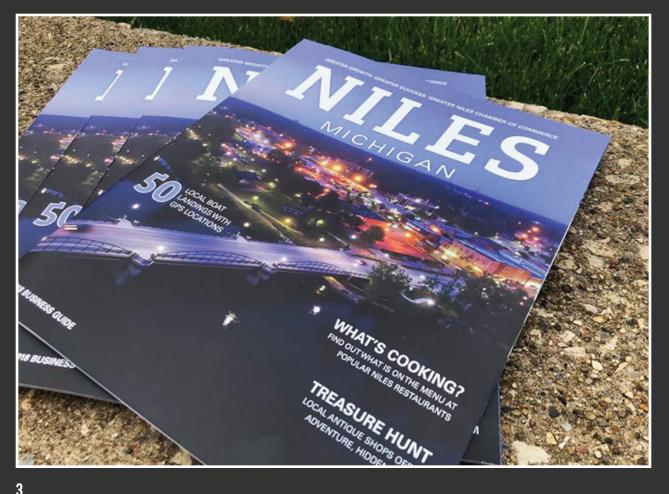
















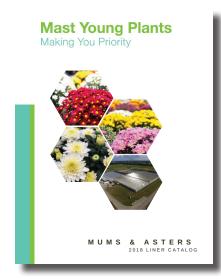


# MAST YOUNG PLANTS WWW.MASTYOUNGPLANTS.COM

BROKER RELATIONS/MARKETING MANAGER
JULY 2017 - PRESENT

# CATALOG & PROGRAM EXPERIENCE

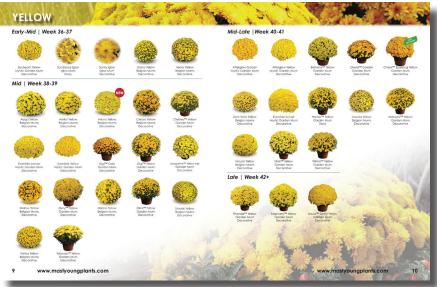
- Top Left: 2018 Mum & Aster Catalog: 20 pages. Designer and Project Manager.
- Top Middle: 2018/2019 Spring Liner Catalog: 148 pages. Project Manager.
- Bottom: 2019 Mum & Aster Catalog: 24
   Pages: Designer and Project Manager.
- Top Right: 2019/2020 Catalog: 160 Pages: Project Manager









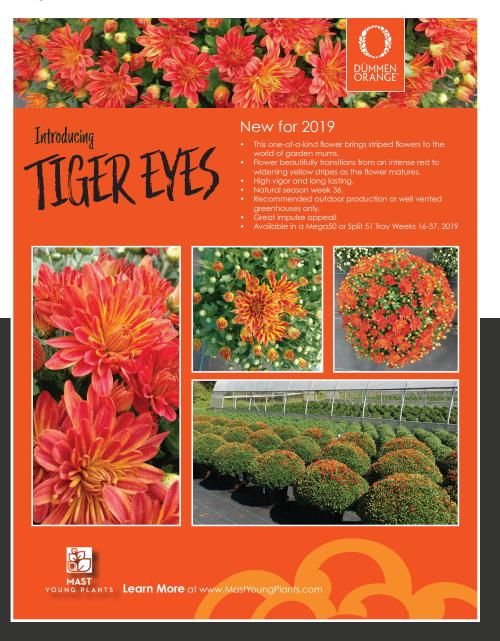


# PRODUCT MANAGEMENT

Promoting new and improved items as well as current program offerings.

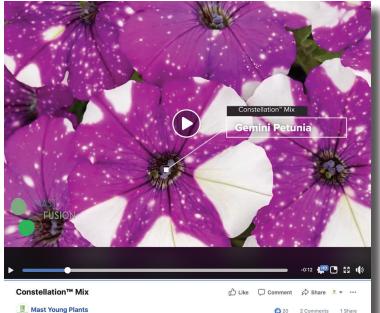
- Bottom Left: Osteospermum Zion™ Purple Sun by Selecta Early release for 2018/2019 Spring Liner Season.
- Bottom Right: Tiger Eyes Mum by Dümmen Orange Released after 2019 Mum & Aster Catalog was published. Special advertising has made this a MYP Best Seller without even being in the catalog.





- Bottom Middle: Introduced Mast Fusion Combos, assorted trays for the smaller grower. Launched eight NEW assortments in 2018/2019 and added an additional five in 2019/2020. Oversaw product/ component selection and designed logo.
- Right: Launched a NEW product line/trial program with Henry F. Michell's: Quick Blocks. Featuring Kwik Kombo™ components by Syngenta Flowers.
- Bottom Left: Mast Fusion Constellation™ Mix video posted on Facebook.







# QUICK BLOCKS

**Building Better Combos** 

## INTRODUCING THE QUICK BLOCK

Spring Production Trials conducted by MYP's Innovating Department have concluded and we're excitled to introduce the Quick Block: an innovative new product line by MYP that allows growers to turn combos faster.

Featuring Syngenta genetics, we've made our triple stuck liners BIGGER and more much impressive. Now we want your feedback! We're shipping MYP Half Boxes with SIX Quick Blocks to select reps and customers! With your help, MYP will be able to develop a program as early as 2019/2020!

### QUICK BLOCK SPECS

Each Quick Block contains a Kwik Kombo™ Mix and is built from three 25mm plugs (One of each component grown in a split 51 cell tray for 4 weeks with one pinch).

After the 25mm plugs are transplanted, we grow the Quick Block for another 5 weeks along with a second pinch and a B9/Florel application to encourage more branching.

# Featuring: Beach Bum™ Mix Chloe's™ Mix Citrus Fire™ Mix Grape Expectations™ Plum-Tastic™ Mix

Wine Down™ Mix

Finish Times: Four Weeks BPP (Blocks per Pot): 10" Hanging Basket: One Quick Block 12" Hanging Basket: Two Quick Blocks 12-14" Deco Pot: Two Quick Blocks

# ORDERING & SHIPPING INFORMATION

One MYP Half Box holds SIX assorted Quick Blocks (THREE Quick Block's per tall insert). Each box will contain ONE of each combo. No special requests will be accepted.

\$15 per Box (\$2.50 per Quick Block) + \$20 Freight (All zones) = \$35 total.

Book orders week 16-18 (April 15-May 3rd, 2019) for ship week 18-19 (April 29th-May 10th, 2019).

Send all orders to Orders@MastYoungPlants.com

LIMITED AVAILABILITY!!! Book now while supplies last!

# QUESTIONS? CONTACT US!

6564 Peach Ridge Ave NW Grand Rapids, MI 49544 Tyler.Duncan@MastYoungPlants.com 616.784.0583









Learn more at www.MastYoungPlants.com















- Spearheaded two sample programs featuring Syngenta Genetics (liners only) (2018 and 2019).
- Participants included 15 brokers and more than 400 customers.
- Product totaled more than \$75,000 broken down into 500 orders.
- Right: Syngenta Sample Program Flyer and Terms.
- Below: Also worked a 4" sample program with more than 10 brokers. Offered dozens of NEW annuals from Selecta, Syngenta, Westhoff, and Suntory. Samples went to sales reps all over the country so they could trial NEW varieties in their own landscape settings.







Kwik Kombo™ Standard Box or Combo Standard Box







Kwik Kombo<sup>™</sup> Standard Box Sample Box 5: Kwik Kombo<sup>™</sup> Box-Four Mega50 Trays (Ciao Bella<sup>™</sup>, Love Bird<sup>™</sup>, Wine Down<sup>™</sup>, and Chloe<sup>™</sup> Mix)

#### Kwik Kombo™/Calibrachoa Standard Boxes

Sample Box 6: Cabrio™/Kwik Kombo™ Box - Six Split 51 trays chosen from eight varieties with two Kwik Kombo™ mixes chosen out of four varieties Sample Box 7: Callle®/Kwik Kombo™ Box - Six Split 51 trays chosen from eight varieties with two Kwik Kombo™ mixes chosen out of four varieties

 $\textbf{Kwik Kombo}^{\mathsf{TM}} / \textbf{Geranium} \texttt{Standard Boxes} \\ \textbf{Sample Box 8: Moxie!}^{\mathsf{IM}} / \textbf{Kwik Kombo}^{\mathsf{M}} \texttt{Box} - \texttt{Six 34 Stirp Irays chosen from five Moxie!}^{\mathsf{M}} \text{ varieties including Pretty Little}^{\mathsf{M}} \text{ along with two Kwik Kombo}^{\mathsf{M}} \text{ mixes} \\ \textbf{Six 1} + \textbf{Six 2} + \textbf{Six 3} + \textbf{Six$ 

Crosen from our varieties.
Sample 8ox 9: Callipoe®/Kwik Kombo™ Box - Six 34 Strio Travs chosen from six varieties including Callipoe® Medium and Large along with two Kwik Kombo™

Combo Standard Boxes
Sample Box 10: Cabrion™Model™ Box - 5x Spill 51 trays of Cabrio™ Calibrachoa and six 34 Strip Trays of Moxiel™ Geraniums
Sample Box 11: Cabrion™/Calibrachoa and six 34 Strip Trays of Cabrior™ Calibrachoa and six 34 Strip Trays of Caliope® Geraniums
Sample Box 12: Calle®/Moxiel™ Box - 5x Spill 51 Trays of Calibrachoa and six 34 Strip Trays of Moxiel™ Geraniums
Sample Box 14: Calle®/Calibracho Sox - 5x Spill 51 Trays of Calibrachoa and six 34 Strip Trays of Caliope® Geraniums
Sample Box 14: Ceranium Box - 5x Sx 34 Strip Trays of Caliope® Geraniums
Sample Box 14: Ceranium Box - 5x Spill 51 Trays of Calibrachoa and six Spill 51 Trays of Calibrachoa
Sample Box 14: Calibrachoa Caribrachoa Spill 51 Trays of Calibrachoa and six Sp

Limited Availability. Syngenta will provide brochures or culture info along with FREE TAGS! As an added bonus, you may sell these in 2019.

Order will be processed under a first come, first serve basis. After ovellocility narrows down, all boses can be subject to change or substitution without notice. MPV will attempt foil fit sample both to be self incustomes request. Knik Knomb<sup>20</sup> Missace are bosked, Kwik Knomb<sup>20</sup> Missace are bosked, Kwik Knomb<sup>20</sup> Knissace are bosked, Kwik Knomb<sup>20</sup> Knissace are bosked, Kwik Knomb<sup>20</sup> Knissace are bosked, Kwik Knomb<sup>20</sup> Missace are bosked, Kwik Knomb<sup>20</sup> Missace are bosked, Kwik Knomb<sup>20</sup> Missace are bosked, Kwik Knomb<sup>20</sup> Knissace are bosked, Kwik Knomb<sup>20</sup> Knissace are bosked, Kwik Knomb<sup>20</sup> Knissace are bosked of the substitution of t

MAST
YOUNG PLANTS Learn More at www.MastYoungPlants.com





- Top Left: Offered sponsorship opportunities to breeders for ad space in Mum & Aster Catalogs two years in a row. Dümmen Orange purchased two full page ads. In return, when a new item was added to the program, I utilized their theme by bringing it into our advertising efforts.
- Top Middle: Seasonal Succulents. In an attempt to create further sales in MYP's Mum & Aster Program that ran throughout the 2019 Spring-Summer Season, we offered two mixes that can be used in any growers program!
- Left: 2019 Poinsettia Program. I created the first ever flyer and sent out to 26 brokers to help push premium, hand-stuck poinsettia liners.



### Ordering & Shipping Information

Available July 1st, 2019 through September 13th, 2019 (Ship weeks 27-37). Minimum order of (6) 34 Strip Trays.



Half Box | Holds (6) 34 Strip Trays



Standard Box | Holds (12) 34 Strip Trays (408 Poinsettias). Orders that exceed (3) Standard Boxes will be upgraded to our Master Box.



MAST YOUNG PLANTS

Ecke
Advantage Red
Autumn Leaves
Freedom Early Red

Freedom Pink

Freedom Red Freedom White

Orange Spice (Deluxe)

Prestige Early Red

Prestige Maroon Prestige Red

Sparkling Punch

Rinehart Legacy Rinehart Pepita

Rinehart Pure White

Winter Rose Dark Red (Deluxe)

Gold Rush

Marblestar Maren Monet Early

Red Glitter

Red Soul

Snowcap

Vivero

For more information and to view our live

# ADVERTISING & BROKER RELATIONS

GRIFFIN

Promoting new and improved items as well as current program offerings.

- Bottom Left: Customized flyer for Griffin Sales Reps. Focusing on NEW items for the 2018/2019 Spring Liner Season and 2019 Begonia Sale Flyer.
- Bottom Right: GardenGenetics® & Garden Choice™ flyer for the re-launch of the Dahlialightful® Dahlia program offered by six North American rooting stations including MYP.





**Spacing**: 12-16"

Spread: 20-24"

Light: Full Sun Hardiness: Zone 8-11

Habit: Upright globe

Butterfly magnet Dark leaves

Compact habit Heat tolerant

Bloom Time: Flowers continuously

Powdery mildew resistance

MillStadt @ Davis Floral Co.

while maintaining their compact, dense growing

Retailers, and by extension, growers can take advantage of the rich, jewel-toned flower hues to

The Dahlightful series keeps producing flowers from early through late in the season. While these bloomers won't sit on the bench at retail, should a

slow weekend or two pass, plants will continue to produce new flowers to entice customers.

Beautiful in containers, Dahlightful® Dahlias are

Learn More at www.GardenGenetics.com

**PLANTPEDDLER** 

equally show stopping in the landscape.

stock late summer color for repeat shoppers.

habit.







- Top Left: 2018/2019 Spring Liner Program brochure.
   1,000 brochures were printed and distributed with catalogs and at trade shows, broker meetings, and sales conferences.
- Bottom Left: Retractable banner for 2018/2019 trade shows, not including Cultivate 2019.
- Bottom Right: 2020 NEW Product Brochure
- Below: 2019/2020 MYP Spring Liner ad placed in four broker catalogs; Michell's, Griffin, Grimes, and Park Seed. Our 2019/2020 theme was "Color Your World".



# TRIAL GARDEN

Documented, observed, and advertised for 2017, 2018, and 2019 Trial Garden. Released videos, digital content, and data & results Online.

- Bottom Middle: Aerial view of upper level at Mast Young Plants, Grand Rapids, Ml.
- Bottom: Video coverage of MYP Trial Garden in Grand Rapid, MI. Promoted on Facebook: @MastYoungPlants and @MiPlantTour





MYP Trial Garden 2019 622 views · April 30



Discover what's new at our trial garden in Grand Rapids,... 439 views · August 1, 2018



Gardens are coming together all over the state! Start planning... 308 views · June 19, 2018



Our Living Catalog! 1.2K views · May 29, 2018

- Top Left: Point person and MYP coordinator for two years at MSU for the Michigan Garden Plant Tour.
- Bottom Left: 2018 Trial Garden Field Results posted Online and distributed to brokers and sales
- Bottom Right: Introduced the MYP Plant-O-Gram. A NEW way to show off what NEW and improved varieties go well together but to also promote MYP liners as kits instead of triple stuck combos.

## 2018 MYP TRIAL GARDEN **TRIAL RESULTS & DATA**





Grand Rapids, Michigan

#### Number of Entries

- . 1,300 varieties from more than 20+
- breeders featured in our 2019 catalog

   300 varieties of verbena and coleus in our Annual Comparison Trial voted on by visitors
- 300 varieties of mums in our Second Annual Shaded Mum Trial
- · 300+ Homemade MYP combination planters and hanging baskets

#### Weather Data

June - September 2018 AVG Temp: 73.68° High: 93.90° Low: 55 90°

Judging was conducted by key MYP staff: esies & Michael DeBerti



Shaded Mum Trial epresentatives from

#### Challenges

- . We had a wet June after the garden was planted which lead to root rot on the dahlias and the zonals.
- We treated them with soil fungicide and were able to get them through this wet establishment phase. Then it got hot and dry in July and the plants took

coleus and verbena and then allowed visitors to vote by tagging three of their favorites. We tallied the votes daily and released the winners

online at the end of week 36. The winning coleus, Stained Glass Royalty, will be awarded a place in 2019/20 catalog and the winning verbena, Meteor Shower, will move to the next round of trialing in our Innovative Department.

#### MYP Wins

- By presenting more varieties in 14" pantera pots, we felt visitors could get a better read on the plants themselves. . Giving the plants more space in the 14" pots
- with a 4" center improved the appearance and performance of each pot.
- We also put a brick under the pots to allow

Best of Show Varieties Fragrant Falls Begonias
 Calibrachoa Bloomtastic Rose

Top Performers

• Top Hat Begonias Surdiva Scaevola

Fragrant Falls Begonias

Portulacca Double Colorblast

portulacca varieties exhibited excellent garden performance)

Calibrachoa Bloomtastic Rose

Petunia Surprise Burgundy Star

Begonia Canary Wing

Delosperma Delmara Yellow

Magenta (Majority of all

- Begonia Canary Wing Delosperma Delmara Vellow
- For more info, please visit

.mastyoungplants.com and check out our Facebook.

**r**∆Like











