



BIOGRAPHIES

George Ball
Chairman and Chief Executive Officer
W.Atlee Burpee & Co.

With more than 40 years in the seed and plant business, George Ball has headed W. Atlee Burpee & Co., the nation's leading home garden company, since 1991. After attending Bard College and DePaul University, in 1980 he joined PanAmerican Seed, the first hybrid flower company, and was named president in 1984. His goal of moving PanAmerican into the consumer market culminated in the 1991 acquisition of Burpee, the iconic plant and seed company founded in 1876. Ball has directed Burpee's development of breakthrough flower and vegetable varieties and helped foster the company's engagement with the global community. Burpee drew international attention in 1994, when the company underwrote the shipment of \$3 million worth of seed and basic supplies to Rwanda. In 2004, Ball spearheaded the largest airlift of vegetable seed in history—over 2,500 pounds of tomato, onion and squash seed—to the farmers of Iraq. More recently, Ball introduced the Welcome Home Garden—a custom collection of 10 seed varieties with instructions and recipes—for soldiers returning from Iraq, Afghanistan and other war zones; the first lady cited the pioneering program in a presentation at the White House in 2012. Ball served as president (1990–1993) of the American Horticultural Society, president (2000–2002) of the Ball Foundation, his family's charity, and as trustee (1996–2001) of Bard College. He is currently chairman of the board of the Burpee Foundation, and a trustee of the Horticultural Society of New York.



Venelin G. Dimitrov
Product Manager—Flowers, Tubers, Perennials, Shrubs, Fruits
W.Atlee Burpee & Co.

Venelin G. Dimitrov, son of a beekeeper, was born and raised in the town of Silistra in northeastern Bulgaria, southeastern Europe. He earned his bachelor's degree in agribusiness from Agricultural University Plovdiv (Bulgaria) in 1999. Dimitrov began his career in horticulture with Wyevale Transplants in the UK during his summer breaks from college, interned at T & L Nursery in Woodinville, near Seattle, and then worked at Maryland Flower and Foliage as a greenhouse grower. Before joining Burpee in 2009, Dimitrov spent nine years working for Mayer Seed International in Baltimore as a horticulturist. At Burpee he has been involved in garden performance evaluation and in the selection of the best flower colors and shapes for Burpee's home gardening customers. He spends his free time in the garden, with his family, antique shopping and traveling.

