



Turf and Forage Research, Production, Marketing, and Services

For Immediate Release

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Pure Seed Announces Justin S. Balich as New Regional Manager

Canby, OR— Pure Seed is proud to announce Justin S. Balich as their new Regional Manager in the Southwestern zone of the United States.

Justin received his BBA in Entrepreneurship, Management & Economics from Northwood University where he also played baseball for the Knights. Competing in sports at the collegiate-level set Justin's expectations for a high level of responsibility and commitment to the team. As a student-athlete at Northwood Justin received the 2008 Northwood University Academic Athlete of the Year Award.

Justin's previous work experience includes being the Director of Game and Event Operations for the Fiesta Bowl while beginning his career 9 years prior as an intern at the Fiesta Bowl. His job duties included managing the Fiesta Bowl and Cactus Bowl game operations and logistics. He has also assisted with the event operations for the past three Super Bowls and College Football Playoff National Championship games.



Justin is an entrepreneurial-minded businessman that enjoys working in teams. He has a strong personal and professional moral that makes him a great fit to the Pure Seed culture.

Justin's position with Pure Seed will put him in charge of the company's cool and warm season turf program in the Southwestern region of the United States. Justin resides with his wife Heather in Phoenix, AZ.

Justin can be reached at justin@pureseed.com or 602.316.0336.

About Pure Seed

Pure Seed is recognized as one of the world's leading innovators in the grass seed business. Specializing in research, production, and marketing, Pure Seed consistently brings elite proprietary turf and forage grasses to the market. The company also focuses on seed services, such as custom seed coating and packaging. Pure Seed was originally established in 1970, and is located in Canby, Oregon.

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Pure Seed

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