



Interiorscape Hall of Fame



Walter Campbell

2008 Posthumous Professional



From banking to the Mid-Atlantic Interior Landscape Conference, this artistic individual had a keen perspective on the interiorscaping industry and the corporate world. He was president of Grundy's Interior Landscaping in the Philadelphia area. We honor Walter Campbell with induction into the Interior Plantscape Hall of Fame as the 2008 Posthumous Inductee.

So how did this college accounting major and former banker enter the interiorscaping world? In 1973, while still in the banking industry he decided to open a business on the side. By 1975 he left the banking industry and applied himself to his business full time. In 1976 he became the general manager of Grundy's Warehouse. A year later he took over that business, converted it strictly to horticulture, and renamed it Grundy's Interior Landscape.

Walter became involved with the Mid-Atlantic Interior Landscape Conference when he was approached by a Pennsylvania agricultural extension agent and by Dr. Joe Cialone. Dr. Cialone asked Walter to bring his interiorscape industry experience, genial personality, and consensus building skills to the conference board.

When asked about his many years of dedication to the Mid-Atlantic Conference Walter commented as follows:

"I feel real proud about it. I've gotten tremendous accolades from different people because they can see the amount of time and the effort it takes. I can relate to it this way - I'm a veteran. I was in the Marines during the Vietnam era. I feel strongly that if you are not doing service in that form, because you may be an objector or have some conflict, you still should be doing two years of national service, whether it's working at hospitals or something. There should always be a youth program where we're giving back to the country."

When asked if he felt that the Mid-Atlantic Conference fit into the national scene he said that he didn't believe that CalScape Expo, T.P.I.E., Mid-Atlantic, and the Ohio Florist Association considered each other competitors. He strongly believed that the conferences should move around to different areas of the country. He believed that the associations should confer with one another about how they could help one another and not duplicate services.

Walter had this to say about his distinguished long hair and beard, "Some people might say it's retro; I just see it as avant garde. It's probably a byproduct of who I once was. There's

the big switch from long hair to short hair. So, when I started growing my hair back into a ponytail, it then became a full blossom, in the sense of saying, 'Look, I'm very artistic. I see things very differently compared to the next person. I am who I am.' I was going to go back to short hair, but then I said, 'What am I doing?' I walk into a room and people remember me. When you walk in looking like everybody else, you don't distinguish yourself. It's an individualistic statement."

Walter perceived the interiorscape industry as creative and dynamic and he lobbied passionately for the industry he loved to adapt business practices that would allow interiorscape companies to succeed in a changing marketplace. He promoted the idea that many companies should become multifaceted. He believed that companies need to have a diverse line of services and products to offer clients. As clients become more sophisticated, the interiorscape industry must follow suit. Walter believed growth would be created by expanding markets. And leading by example, under Walter's leadership, the Mid-Atlantic Landscape Conference began including floral and exterior landscaping seminars as well as interiorscape topics.

Walter Campbell will long be remembered for his dedication to the interiorscape industry, we are proud to induct him into the Interior Plantscape Hall of Fame.

