



Interiorscape Hall of Fame



Karin Senneff and Mike Senneff

2011 Plantscape Professional Inductees



The Plantscape Industry Alliance is honored to induct Mike Senneff and Karin Senneff into the Interior Plantscape Hall of Fame.

Mike was born in Brooklyn, New York. His family relocated several times and in the late sixties settled in Southern California where graduated from high school. Mike's interest in horticulture began at age 18 when he took a job as an assistant grower for a large Southern California grower.



Karin was born in Southern California and the family also spent a short period of time on the East coast, where her parent's pursued careers as an Electrical Engineer and HR Executive. Karin's love for plants began early in life. As a child, most of her allowance was spent at the local plant shop near her home.

Mike & Karin met while both were attending the California Polytechnic University, San Luis Obispo. Upon graduation they married and moved to Texas.

Shortly after arriving in Texas, Mike was able to apply his Ornamental Horticulture degree as a grower for Lone Star Nurseries. Karin followed her passion for teaching, using her recently earned degree in Education to become a primary school educator. She brought new and progressive concepts into the 3rd grade classroom at Harlingen elementary school, an inner city school which brought opportunities to exercise her training as a bi-lingual reading specialist.

When visiting Mike's parents in San Antonio, Mike and Karin recognized the potential for a customer-centric interior landscape firm to capitalize on Texas's fast expanding population and economy.

At 24 years old, and while still employed as a South Texas grower, Mike developed a business plan to form what would become Plant Interscapes. Mike shared the plan with his parents who became immediate supporters and investors.

It's been said three of the most stressful things in life are moving to a new city, starting a new career and having your first baby. Well, Mike and Karin did them all at once, and then some! Upon moving to San Antonio, Mike and Karin co-founded Plant Interscapes in June of 1983. Soon after Karin delivered twin boys, Joshua and Jonathan.

The whole family was involved in the new business. Mike's mother designed their first logo and Karin's 70's penchant for houseplants proved invaluable for her role in their new venture as its first Horticultural Technician. Those times were simple, as Karin could recite the location of every plant in each account by heart.

Two years later the family grew to 5, their third son, Daniel was born followed closely by their daughter Sarah. And the business grew too...Karin could no longer remember where all the plants were!

A 3.3-acre home site for their new family and business was acquired which is still used to this day. Commercial greenhouses, warehouses and office buildings were systematically developed. Although the business has expanded - in both size and territory - through the years, its corporate headquarters and San Antonio operations are still run from the original home site.

As the growing company evolved, so did Karin's role as co-owner. From the mentoring and influence of her mother, Karin found an outlet for her passion to educate and talent to teach in the area of Human Resources. As the business grew, so did the number of employees. Karin understood the need for a highly educated workforce and she took charge of developing and implementing Plant Interscapes' in-house training and career path programs.

Together, Mike and Karin have given back countless hours of their time, experience, and expertise for the overall improvement the interiorscaping industry. They have shared their industry knowledge with hundreds of interiorscapers by volunteering to teach at many educational programs offered at TPIE, OFA, ALCA, and PIA events. Recently, the Senneff's hosted the National Intiorscape Network (NIN) Executive Conference in San Antonio, Texas, providing operational insights into their unique business processes. The Senneff family regularly welcomes industry peers into their facilities - freely sharing their knowledge, experience and methods.

As the "Can-do Cowboy", Mike was featured on the cover of *Intiorscape* magazine highlighting his insights and experiences within the industry. He has been identified in *Interior Business* magazine as a progressive leader and one of the individuals most influencing our interior landscape field.

In recent years, Mike has served on the board of Associated Landscape Contractors of America (ALCA), now Professional Landcare Network (PLANET). He has chaired the ALCA Education Committee, and was a member of the ALCA Interior Landscape Industry Council. Along with other council members, Mike and Karin provided start-up seed funding for Plants at Work which has now become the Green Plants for Green Buildings (GPGB) organization.

Since its inception, Mike has been Plant Interscapes' President and CEO. He is responsible for strategically guiding the company's growth and expansion into new and existing markets. He continues his volunteerism and serves on the GPGB board of directors as treasurer, and also as a Registered Trainer.

Karin's latest venture harkens back to her passion for education, as a Partner of Oxford Company, an organizational development and communications firm, serving on its board of directors and providing effective consulting services to a broad range of clients.

Also, as an independent consultant, Karin continues to support product design, training and management of Seasonscaapes, Plant Interscapes' award winning holiday décor division.

Karin is a certified analyst for Predictive Index, serves on the Plantscape Industry Alliance board as PIE Program Chair, and Advisor to the PIA's NextGeners. She has enjoyed providing insights and CEU credits to the architect community as a GPGB registered Trainer. At home she is a Scholarship Chair for the San Antonio Chapter of Executive Women International, and Committee Chair for St. PJ's Orphanage and Children's School, one of the Nation's largest and most progressive homes for abandoned and abused children in the nation.

Mike and Karin founded Plant Interscapes with the vision of providing specialized business-to-business interiorscape services. Their vision carries on nearly three decades later along with diversification into patioscaping and holiday decorating through its Seasonscaapes division. Today Plant Interscapes operates in five major Texas markets – San Antonio, Austin, Dallas, Houston and Corpus Christi with revenues over \$8.0 million dollars annually employing 70 full time team members and upwards of 50 seasonal workers. The company is responsible for the care and maintenance of over 1800 commercial interior landscapes each week. With diverse operations in multiple markets, Mike and Karin understood the requirement, and mastered the model of growing highly educated and extremely motivated teams to provide consistent service excellence.

