



Interiorscape Hall of Fame



Peter Herrera

1998 Allied Trade Professional

Peter Herrera has become a fixture in just about every trade show in our industry. In fact, it would be a strange experience to attend a trade show and not have his cheerful presence there. However Peter never had any plans to become part of our industry.

While studying for his bachelor's degree in Fine Arts and planning for a career in education, Peter decided to take a summer job. By chance he found work at the San Jose Parks Department and did exterior maintenance for them for three summers. Shortly after graduating, he received his draft papers for Vietnam and quickly found that no one wanted to hire him if he was to be leaving soon. No one that is, except the San Jose Parks Department. He continued to work there until he was called up, but only got as far as Germany.

After two years of military service he returned home and for some crazy reason, returned to the San Jose Parks Department. During his time there he met Alrie Middlebrook, who had just started her company, Interior Landscape Design. Peter was intrigued by the interior plantscape concept, particularly on-going horticultural service. In 1979, he left the Parks Department and started his own company, Appropriate Horticulture, an exterior landscape business. He built up a relationship with a large developer, for whom he did exterior landscape and maintenance. This developer also wanted interior plants, so he referred him to Alrie.

During the course of this networking, he met Alrie's sales person, Kim Parker. In 1981 Kim left Alrie to start her own company and soon thereafter invited Peter to join her to do all the installation and maintenance while she did the sales. He folded his own company and in 1982 they formed a partnership, called Kim Parker & Associates. Business really took off, especially with the building boom in Silicon Valley. The business also thrived on the concept of subirrigation, particularly their use of Natural Springs and 10-14 day service intervals. During this time, Peter first met Allen Secrest, a previous Hall of Fame Inductee, who spent many hours meeting with them and teaching Peter about subirrigation.

In 1985 Kim Parker & Associates was awarded a large atrium project and needing to solve the problem of permanently sealing the large planters, Peter created his first No-Sweat! Liner. Over the next two years Peter continued to research and develop this technology. In 1986, he took his No Sweat! Liner to the first NorCal Show and quickly realized he had something that he could sell. Such was the start of KPA Products. This new venture began to demand more and more of his time and he started to train other people to do his job at Kim Parker & Associates. By 1990, he went full time with KPA Products and added a number of tools that every interiorscaper needed to become a

one-stop interiorscape tools and supplies shop. In 1997, Peter sold his company to Inscape Supply who wanted a West Coast presence and the KPA line of products. Today Peter still represents the line under the auspices of Inscape Supply Company.

Peter has always been very active in the industry. He first joined the NorCal board in 1987 and was elected to a two year term of office as President in 1988. Shortly after that, NorCal joined with the other regional associations to form CIPA and Peter continued to serve in the role of Public Relations.

