



# Interiorscape Hall of Fame



Richard Wilcox, Jr.

2003 Allied Trade Professional

Richard Wilcox, Jr. of SouthWest Plantscape Products and Keeline Wilcox is the 2003 Allied Trade Professional inductee. Rick began his career as an interiorscaper in 1972 with Wilcox Environmental Interiors. He founded SouthWest Plantscape Products in 1987 and has developed several unique interiorscape products. Rick has served on the board of directors of Keeline Wilcox since 1991 and was made president in 1995.

Rick has a long history of industry leadership. In the mid-1970s he organized and administered the first seminar for interior plantscapers west of the Mississippi under the sponsorship of the Living Plant Growers Association. Modeled after the Ohio Short Course, educators and business leaders from all across the US came to speak to the 300 interiorscapers who attended the seminar in Long Beach.

In the late 1970s Rick helped organize and served on the Founding Board of the Interior Landscape Association, the first such organization for the industry, sponsored by the Society of American Florists. In 1979 Rick helped organize and served on founding board of governors of NCIHC (National Council of the Interior Horticultural Certification), which was developed to administer the first certification program for the industry. In 1990 this program was incorporated into the program currently being administered by ALCA. Rick served on the NCIHC board for 10 years, in the capacity of Vice-Chair and then Chair.

In late 1984 Rick saw the need for a regional interiorscape association, modeled on the national IPA (Interior Plantscape Assoc.). He was instrumental in the organizing and founding of PIPA (the Professional Interior Plantscape Assoc.) whose first meeting was conducted at Keeline Wilcox Nursery in 1985. Rick served on the board of trustees of the Foundation for Interior Horticulture Research and Education. He has served on several ALCA committees and has been a speaker at ALCA and IPA seminars. In keeping with his passion for innovation, Rick founded Plantscape Mail List in 1997, an email forum for interiorscapers worldwide, eventually serving 350 members worldwide.

A true pioneer in a family of pioneers, Rick is a vocal advocate of industry education, as well as a watchdog for the industry, who continues to be passionately involved.



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