



## PRESS RELEASE

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### For Immediate Release

**Date:** Sept. 30, 2011

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### **Dan Goldman, Karin Senneff, and Mike Senneff Honored by Plantscape Industry Alliance**

UKIAH, CA — The lifetime achievements of Dan Goldman, Sunborne Nursery; Karin Senneff, Plant Interscapes Inc.; and Mike Senneff, Plant Interscapes, were recognized by the Plantscape Industry Alliance at the recently concluded Plantscape Industry Expo. The three industry leaders were inducted into the Interior Plantscape Hall of Fame during a Gala held September 1, 2011 in Las Vegas, NV.

Dan Goldman of Sunborne Nursery, San Francisco, CA, was inducted as the 2011 Allied Trade Professional for his years partnering with interiorscape companies to provide site-ready, quality plants, and a deep and unique product line to locations in the western United States and Canada. Sunborne Nursery has continued to evolve and shape its business practices allowing interiorscapers to stay on the cutting edge in design and installation. Dan served for 10 years on the board of NCPPA – Northern California Professional Plantscape Association.

Two 2011 Plantscaping Professionals Karin Senneff and Mike Senneff both of Plant Interscapes Inc., San Antonio, TX, were inducted. Karin's keen interest in, and notable contributions to, educating and raising the professionalism of interiorscapers through in-house and association education programs, as well as her years growing a successful interiorscape business, were recognized. Mike Senneff's leadership in the forefront of business practices and his participation in interiorscape advocacy groups was cited as significant to the advancement of the industry. 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. Mike has served on the board of Associated Landscape Contractors of America (ALCA), now Professional Landcare Network (PLANET), 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.

Exceptional PIA volunteers, Heddy Salerno, Inside Plants, Corona, CA; and Robin Connell, PLANTation Services, Little Rock, AK; received Gold Leaf Awards in appreciation of their dedication and outstanding service to advancing Plantscape Industry Alliance Education Programs in 2011.

Three Special Recognition Awards went to Brad DeHaven, Oasis Plantscaping, Inc., Ashburn, VA, for leadership on the PIA web redesign task force; Mariel Moore, Interiorscapes, Inc., Birmingham, AL, for creative & insightful writing for *PIA News* 2011; and Amanda Culver, Gibson Landscape Services, LLC, Birmingham, AL, for creative & insightful writing for *PIA News* 2011.

**Nominations for the 2012 Interior Plantscape Hall of Fame are currently being accepted.**

All nominations are due in mid January 2012. Complete information about the Hall of Fame program may be found by clicking the Hall of Fame navigation bar on PIA's website [www.piagrows.org](http://www.piagrows.org) .

The mission of the Plantscape Industry Alliance is to advance the professionalism of interior plantscapers and industry affiliates through quality programs, educational materials, and networking opportunities.

Photos and captions:



Interior Plantscape Hall of Fame Allied Trade Inductee Dan Goldman.



Interior Plantscape Hall of Fame Plantscaping Professional Inductee Karin Senneff.



Interior Plantscape Hall of Fame Plantscaping Professional Inductee Mike Senneff.

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