



PRESS RELEASE

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Enthusiastic Crowd Celebrates Leadership and a Sustainable Interiorscape Future at Plantscape Industry Expo

Ukiah, CA – Helping interiorscape companies grow their businesses, Plantscape Industry Expo - Where the interiorscape industry grows, brought plantscapers and interiorscape suppliers from across the US, Canada, and New Zealand, together for three days of networking, educational sessions, and an Exhibitor Showcase featuring the latest products. The convention held by PIA, the Plantscape Industry Alliance, was held Aug. 30 – Sept. 1, 2011, in Las Vegas, NV.

A highlight of the conference was “The Organic Architect - Building with Plants: A Glimpse at the Future” with Eric Corey Freed, organicARCHITECT. Freed’s message that the time when plants were considered mere accessories to design is over and today’s architects and designers have an incredible opportunity to integrate plants into the design of our living and working spaces, was hailed by attendees as an idea whose time had come. Freed’s exciting presentation focused on what a sustainable and truly green future looks like, one that transforms the plant “accessory” into living architecture and how interiorscape, patioscape, living walls, and green roofs fit in with this vision.

Attendees learned how to grow their businesses and develop their team to the next professional level in “The Leader Within You” with Captain Mark Hoog, United Airlines. Hoog’s motivational keynote encouraged attendees to develop their unique set of talents and voice by rediscovering and acting upon their lifelong passions in order to unlock their unique leadership role and style. Hoog touched upon timeless leadership tenets, the role fear plays in success, and making critical conscious decisions.

Additional convention topics included, Tablet and IPAD based Sales Presentations, Sales Training, Creating Our Industry's Future with Conscious Leadership, Urban Rooftop Gardens from Bihar and Back, and Hear It From the Source - Our Clients Speak.

Getting tips and leads through networking with other attendees is a big benefit of attending PIE. This year networking was facilitated at the Networking Lunch: Making Your Sales "Organic," Lunch with PIE - Ideas Worth Spreading organized by the Next Generation, the Welcome Party sponsored by Preserved Treescapes, the Green Plants for Green Buildings Reception, and the Awards Gala.

Other events offered at the show were the Botanical Design Challenge, the ARIA & CityCenter Horticultural Lecture & Tour, and a PIA Cares: Installation at Salvation Army-Henderson Facility. The winners of the Botanical Design Challenge "Sustainable Design of the Future" were Miko Morita, Personal Plant Service, first place; Sandra Ortiz, Mr. Plant – Las Vegas, second place; and Candice Goldman, Sunborne Nursery third place.

The Plantscape Industry Alliance celebrated its 21st year hosting Plantscape Industry Expo (formerly CalScape Expo), with an outsized birthday cake and dancing at the Awards Gala. The Gala featured induction of the 2011 honorees into the Interior Plantscape Hall of Fame and presentation of plaques to winners in the PIA Awards Program. Dan Goldman, Sunborne Nursery, San Francisco, CA; Karin Senneff, Plant Interscapes, San Antonio, TX; and Mike Senneff, Plant Interscapes, San Antonio, TX, were inducted into the Interior Plantscape Hall of Fame. Thirty-five interiorscape entries were recognized with awards of Excellence or Merit in the PIA Interior Plantscape Awards Program, with Ambius, Buffalo Grove, IL, taking a Judges Award for "Longwood Gardens East Conservatory Expansion" and Good Earth Plant Company, San Diego, CA also receiving a Judges Award for "Sharp Hospital – Green Roof." Heddy Salerno, Inside Plants, Corona, CA, and Robin Connell, PLANTation Services, Little Rock, AK, were recognized with the Gold Leaf award 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 Landscaping, 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.

Forty-two exhibitors showed their products and services at PIE's Exhibitor Showcase. American Specialty Glass, Butler's Foliage, Flopak, Green Star Foliage, gsky Plant Systems, Inc., Jay Scotts Company, Modular Pots LLC, Mountain States Plants, Panzer Nursery, The Plant Connection, and Turner Associates, were new to the show and were well received by attendees. A number of exhibitors displayed living wall systems which enabled visitors to easily compare the virtues and applications of the various systems. Sunborne Nursery was the first place winner of the People's Choice Booth award in the multiple-booth category and American Specialty Glass was selected as the first place winner in the single booth category.

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 & captions: (photo files attached to this email)



Dennis Gabrick, Preserved Treescapes, greets attendees at the Welcome Party.

(DennisGabricPreservedTree.jpg)



Sales Workshop. (SalesWorkshop.jpg)



Excellence and Judges' Award winners from Ambius accept their plaque for Longwood Gardens East Conservatory from PIE Tradshow Chair Bill Meade. (Ambius-Longwood.jpg)

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