



Interiorscape Hall of Fame



Victoria Cate

2008 Plantscape Professional



In 1979, with just a Pinto station wagon, a watering can, a book about plant rental, a dream, and a lot of moxie, Evergreen Interiors was born. So began the successful interiorscape career of the 2008 Interior Plantscape Hall of Fame Plantscaping Professional inductee, Victoria Cate.

Some believe Vicky's middle name is "volunteer", or perhaps she just has a nervous twitch that keeps her hand popping up whenever someone asks for help. Her long history of volunteer work on behalf of the interiorscape industry began with her founding membership in the San Diego Plantscape Association in 1981. Subsequently she assumed every chair position in that organization until it merged with three other California interiorscape associations into the California Interior Plantscape Association Council.

Vicky was dedicated to the new association's success and gave generously of her time and talents. She served on the board that drafted a vision plan for the association that included more closely embracing the allied trade companies serving the interiorscape industry; and expanding educational seminars beyond California. Adopted with this vision was a name change from CIPA to PIA, the Plantscape Industry Alliance.

Our trade organization is now called the Plantscape Industry Alliance, and she has held the positions of, Chair, Vice Chair, Secretary, Treasurer, Education Program Chair, Awards Program Chair, CalScape Expo Chair, and Industry Association Liaison. That adds up to a phenomenal 27 years in active volunteer service to our industry.

Oh, and by the way, Vicky has also found time to be a technical trainer for the Plantscape Industry Alliance, Tropical Plant Industry Exposition, the Ohio Short Course, the mid Atlantic Interiorscape Conference and several private companies in our industry. Her training sessions not only impart much needed technical information, but are accomplished with a sense of fun and humor.

Somewhere between the thousands of hours of providing support and volunteering her time to the various industry trade organizations, all on her own "nickel", Vicky has managed her own interiorscape business. Over the past 29 years, Evergreen Interiors has grown to be one of the largest interior landscape contracting firms in San Diego County. This has been accomplished by Vicky's hard work and by that of her very dedicated employees.

Back in 1982, Vicky was using tube socks to clean plants. In order to give her company a more professional appearance she created cleaning mitts by sewing two pieces of capillary matting together. Three years and a couple of prototypes later, Plant Paws were officially born and introduced at an A.L.C.A. event in 1985. Vicky was the Queen of Capillary mat and still is today. She has continued to add to her PAWS line of products.

Quoting Vicky, "I am a born information sharer. I love watching people learn a new skill. My goal has always been to give this industry professionals - not just water haulers. No one realizes how really hard this job is. You are expected to be a mind reader, a designer, an image consultant and keep the plants perfect at all times in spite of what people do to them when you are not there. Then as an owner, I expect my techs to replace plants when needed...before the client notices...but not too soon. And, by the way, do all of this in less than 3 minutes per plant."

"I have always believed that technicians are the backbone of our industry. Without them we can sell all we want, but we will not keep our clients. This is the reason I take time from my own company to help the rest of the industry."

Vicky explains that she owes the success of Evergreen Interiors to her husband Jim. He is the person who gives her moral support, physical support and acts as cheerleader. Because of Jim, Vicky was able to grow Evergreen Interiors and also volunteer her time.

In addition to the time she devotes to Evergreen Interiors and the many interiorscape industry organizations, Vicky has also found time to serve on the advisory committee of the El Capitan High School Agriculture Department, has served as the community service chair of B.O.M.A. in San Diego from 2005 to 2007, is active in her church, and supports the San Diego Rescue Mission.

In appreciation of all of the time and effort that Vicky has devoted to our industry we are proud to induct Vicky Cate into the Interior Plantscape Hall of Fame.

