

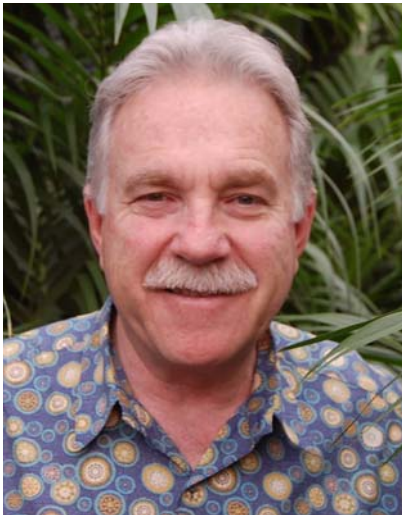


# Interiorscape Hall of Fame



## Dan Goldman

*2011 Allied Trade Professional Inductee*



Dan Goldman was born in Warsaw Poland in 1946 to Mary and Julius Goldman – his parents were among the few Polish Jews that survived the Holocaust. In 1950, the Goldman family immigrated to the US starting out in Brooklyn, NY. In 1951, with \$10,000 in savings, Julius moved the family to California where he bought a small egg ranch in Van Nuys and developed “Julius Goldman’s Egg City”, which eventually became the world’s largest egg production facility.

Dan had a wonderful “American Graffiti” childhood growing up in the San Fernando Valley. After graduating from UCLA, with a degree in Philosophy in 1967, Dan entered Law School at UC Berkeley and became part of the wild and crazy 60s. After one year he realized that law was not his calling. Instead, he decided to buy a Volkswagen Bus and spend the summer traveling throughout Mexico. It was there he met his true love, Candice and soon after returned to California. In 1972 they married and soon began their family.

With the birth of their son, Eli, Dan and Candice decided to move the family to the small town of Nipomo near San Luis Obispo. Here they joined the family’s egg production business. On the property there was approximately 50,000 square feet of vacant chicken houses. One day the bottled-water deliveryman suggested converting them into greenhouses. Dan thought this was a great idea, so he enrolled in the Ornamental Horticulture department at California Polytechnic University, San Luis Obispo in 1974 to get some training. As part of his schooling, Dan went on a field trip to Gallup and Stribling Orchids of Santa Barbara, where he had the good fortune to speak with, Dan Collins, the president of the foliage division. During their brief conversation, Dan learned that there was a shortage of propagation material and at the suggestion of Mr. Collins decided to go into producing rooted cuttings. Mr. Collins offered to provide the stock plants and became Sunborne Nursery’s first customer.

In 1975, Sunborne became a reality. As the nursery took form, Dan decided to focus on growing Pothos, Cissus and Ficus Benjamina and was instrumental in establishing Hawaiian large leaf Pothos, Jade Pothos, and Cissus Mandiana in California.

In 1989 Dan and Candice made the decision to move the business and their family to the San Francisco Bay area since that was where most of their cuttings and the finished stock plants were sold. This turned out to be a big step-up for the business because they were vacating converted chicken-coops-turned-greenhouses and moving into a "state of the art" greenhouse complex built by the city of San Francisco in conjunction with a sewage treatment plant. What made the new facility really great was the fact that the heating system for the greenhouse was designed to utilize the methane gas by-product from the sewage treatment plant. Thus that made possible unlimited free heat.

Another big change happened in 1991, when Dan decided to shift the focus of the nursery from producing plant material to distributing interior foliage plants to the interiorscape industry. His many years as a grower made Dan unique as a distributor and liaison between the production nurseries and interiorscape companies. For Dan, success in business is a Win, Win process. He clearly understood that if he supported his customers and helped make them successful, he too would be successful. This way of thinking remains a big part of Sunborne's core purpose and continues to inspire improvements at Sunborne. In fact, all of the products and services that Sunborne Nursery now carries were selected and developed by asking his customers how to make them successful and their job easier. For example all of the plants that come to Sunborne from growers around the country are drenched with a wide spectrum systemic and beneficial nematode mixture to treat against and protect plants from insects such a scale, mealy bugs, spider mites, thrips as well as to kill fungus gnats and the their larvae. In addition all plants leaving the facility are trimmed and washed with horticultural oil, so that they are installation ready. This added service and attention to the customer, makes Sunborne unique and contributes to the company's on-going success.

Twenty plus years later, Sunborne has sales close to \$6,000,000 and 25 employees and has evolved into one of the nation's premier suppliers of plants from Hawaii, Florida and California to the interiorscape industry. It houses, under its 45,000 square foot greenhouse, perhaps the largest selection and inventory of plants, containers and supplies for the interior plantscaper in the United States and has become truly a one stop shop

Dan's son, Eli, joined the company in late 2007 after spending 12 years working in research and development and management for a large pharmaceutical company. Eli has brought with him enthusiasm, youth, and a skill set that will serve the company well as it looks to expand into new product lines, customers, and

delivery routes through-out the US and Canada. At the present moment, Sunborne Nursery has a fleet of box trucks and semis that deliver plants throughout Northern California, Nevada, Oregon and Washington. Eli was also instrumental in launching a new delivery route to Texas, Oklahoma, Louisiana, Alabama and Florida which has been quite successful for the company. In addition to Eli, Candice is also an integral part of the company and serves as the chief designer and CFO. Her background in art and design has been a true asset to the company.

While Dan has always focused on his business, he also served for 10 years as the Allied Trade Representative of NCPPA - Northern California Professional Plantscape Association, which evolved into CIPA. He always promoted the idea of the association becoming a national association. This eventually became a reality with the formation of PIA.

