



Interiorscape Hall of Fame



Carole & Don Horowitz

2007 Plantscaper Inductees



We are honored to induct into the 2007 Interiorscape Hall of Fame not just one individual, but a team made up of two individuals. Separately, they may have made the achievements that we witness today, however, it is together that they will always be remembered for their significant contributions to our interiorscape industry. We welcome Don and Carole Horowitz as the Plantscaping Professional Inductees to the Interiorscape Hall of Fame.

Carole was formally trained in Fine Arts at Carnegie Mellon University, and the New York School of Interior Design. Don, a journalism major from the University of Pittsburgh, also attended Carnegie-Mellon University, where he met

Carole in an art class almost 48 years ago.

Their company, Plantscape, was conceived in 1973, combining Carole's interior design education, her love of plants and a little nudge from her entrepreneurial husband Don. From its humble beginnings at the family home, converting an outside deck into an enclosed plant room, and enlisting the Vista Cruiser station wagon as its first delivery vehicle, it took off from there.

After the company's first five years in business, Carole asked her husband Don to join her and the rest is as they say, history. Through Carole's design training, and Don's marketing and business background, Plantscape grew to its position in the industry today.

In the following 34 years, Plantscape, Inc. grew into a multi-million-dollar enterprise, employing over 100 individuals, and providing interior and exterior landscape services to over 1,000 businesses including malls, corporate headquarters, hotels, hospitals, as well as many other companies. Plantscape also designs and installs holiday displays for 350 corporate clients. Mall Silks, its artificial plant and tree manufacturing division, ships and installs its creations all over the world. And for many years, Plantscape, Inc. operated retail plant and floral stores in Pennsylvania and Ohio, as well as a chain of seasonal holiday stores in six states.

While under Don and Carole's leadership, Plantscape accumulated over 60 national awards for its landscape design, installation and maintenance projects. This includes a National Landscape Award presented to Carole at the White House by First Lady Barbara Bush.

In addition to the multi-faceted markets that Plantscape Inc. successfully ventured, Don and Carole recognized a need for professional industry-specific higher education. Don

developed Plantscape University and taught advanced interiorscape skills in all facets of our industry, striving to raise the overall standards. He began conducting Holiday Decorating Seminars, opening the doors of their Pittsburgh facility to fellow interiorscapers, teaching them the intricacies of designing, selling, fabricating, installing and storing holiday décor.

In addition to the time and energy that both Don and Carole devoted to growing their own business. Their generous contributions of time, energy, and expertise in giving back to the community, both in and outside of our industry, is evident in their long lists of participation and volunteerism. Over the years Carole has been very active in industry associations. She served as chair for three years of the Associated Landscape Contractors of America Board of Governors, and as chair of the Certification Committee from 1991-1996. Carole is a Certified Landscape Professional as was Don. They both served as Trailblazers in ALCA's mentoring program for new companies entering the industry. She has received various honors including Woman Entrepreneur of the Year by Arthur Young, and the Entrepreneur Leadership Award by the YWCA of Greater Pittsburgh. In 1998 she was also named to Governor Tom Ridge's list of Pennsylvania's Top 50 Women in Business. Not to be out done by Carole, Don was also very active in many industry and non-industry organizations over the years. He served as co-chairman of the Interior Plantscape Division of ALCA from 1988-1990 and was Chairman from 1992-1993. He helped create the Plants for Clean Air Council in 1988, and was its first Chairman, working closely with Dr. Bill Wolverton.

Outside the industry, Don served as director and treasurer of Phipps Conservatory and Botanical Gardens, and was head of its finance committee. He was Vice President of the Lawrenceville Development Corporation and was active in a number of other civic groups. Don was named Volunteer-of-the-Year by Pittsburgh's Eastside Alliance in 1994.

In Pittsburgh, Carole has served on a number of boards including the United Way, Junior Achievement, the Downtown Rotary, and is currently active on the boards of the Pittsburgh Parks Conservancy, the International Woman's Forum, the Pittsburgh Glass Center, and has now taken over as a trustee for Don at Phipps Conservatory and Botanical Gardens.

Sadly, Don passed away suddenly in July of 2006, shortly after returning home with Carole from art camp in the mountains of North Carolina, following a family vacation in Venice, Italy.

Carole feels having a business for 34 years is a great accomplishment, and to be able to have fun at what she is doing is even more significant. Watching their employees grow and develop is another plus. She has always treated Plantscape as a family business and considers every employee an integral part of it.

When asked about her greatest accomplishment in business, Carole replied: "Having my family enjoy this business as much as I do. Having a husband and two kids who made their future team up with mine." Her children Cindy and Tom have been active in the business for over 20 years.

We remember Don, and present this team honor to Carole.

