



Interiorscape Hall of Fame



Jeff Morey

2002 Allied Trade Professional

Jeff Morey, Publisher and founder of INTERIORSCAPE Magazine, has a life story unlike many others. From pasting up magazines at the age of 10, to touring with some of the most famous bands of the late 1970's, to launching the first national magazine for the interiorscape industry, Jeff has fulfilled many of his aspirations and says he is 'all in all, a happy guy'.

Born on July 19, 1958, in the greater Milwaukee area, Jeff embraced the publishing world from the time he could pick up a pencil. His parents, Richard and Diana, owned the family publishing business, and Jeff worked with his father after school and on weekends. He worked through high school and full-time after he graduated. This experience was enough to launch his career. "I really enjoyed publishing, and I had the opportunity to do it, so I pursued it," he says.

However, as a young man in the 1970's, Jeff's talent for music, writing and photography presented yet another path. Jeff spent most of the 1970's working for a prominent music magazine in the Midwest. He was now touring with many bands, including Fleetwood Mac, Billy Joel, and REO Speedwagon. Although he considered it a "crazy, wild experience that probably wasn't the healthiest thing", Jeff was exposed to the inner, behind-the-stage workings of the growing rock business, in an era before rock became 'corporate'.

After touring, Jeff returned to Wisconsin, just as the family decided to move the business to Florida to escape the winters and the falling economy. It was the early 1980's and Jeff's idea was to create the first interiorscape industry publication and his new proximity to Florida foliage growers was a serendipitous circumstance. Originally, the magazine was printed as a supplement to an exterior landscape magazine. "It was pretty much a run-away success, and after two issues it became a free-standing magazine," Jeff says.

While some publishers consider their publication a 'reporter' of the industry and its news, Jeff feels that in the 20 years he has been publishing in the interiorscaping industry, his INTERIORSCAPE Magazine has become a part of the industry both benefiting from the industry and also benefiting the industry in many ways.

At Brantwood Publications, Jeff serves the dual roles of Publisher of INTERIORSCAPE and Publisher of NURSERY RETAILER Magazine, a leading garden center industry magazine. "I enjoy the perspective change and it's interesting to be intimately involved in two horticultural industries, but different industries," he says. Jeff's wife Cheryl Morey serves as INTERIORSCAPE's Vice President and Assoc. Publisher.

Jeff was a Charter Sponsor of the Plants for Clean Air Campaign and an original committee member of the Plants At Work Interior Growth Initiative. In 2002, the 'Plants At Work' committee honored Jeff for his support of the industry marketing campaign.

Jeff is very involved in the design process at the magazine, and directs INTERIORSCAPE's web activities including the website, www.interiorscape.com. "For something that I never made a cent on, it's probably one of the things that I'm most proud of - to have over a half a million hits at 'Scaper Talk is quite impressive," Jeff says. The 'Scaper Talk chat room has become the industry's forum for online information exchange and networking, bringing interiorscapers from all over the nation together to share advice and seek solutions to problems unique to the industry. With so few formal interiorscape education programs available, the forum fills a real need for the exchange of information specific to the interiorscape industry.

Outside the office, Jeff's interests range from gardening – his primary hobby, to pursuing his pilot's license after an 11-year hiatus from classes. He and Cheryl share a common bond – their love for animals. "If anything gets me to heaven it's going to be my love for animals, because I really think animals have a rough place in the world in a lot of ways," Jeff says. And he still has a childhood dream he's pursuing – that of owning a Stingray Corvette, just like the toy Corvette he used to play with.

But before the Corvette, in between feeding the cats, and before he walks outside to his personal garden, Jeff knows there's an industry waiting for him to push the envelope. "I do truly enjoy the industry and the people in it," Jeff says. "It's been fun to see the industry grow up over the years, and I'm proud to be part of it."

