



# Interiorscape Hall of Fame



## Teri & Joel Pesapane 2003 Plantscape Professionals

The dynamic duo, first met as students at Adelphi University in New York. Theresa and Joel Pesepane have been helping shape the Interiorscape industry since 1973 and are still active today. In the early 1970s, Joel ran a thriving gift store, Pseudonym. While visiting Boston, Teri noticed tropical plants being used as part of the interior design of many offices. Teri began selling plants as an add-on for the store. In 1973, Teri founded Growing Green, Inc. She was her only full time employee, boasting one client. 30 years later, the business has grown significantly, with over 250 clients and 27 employees. Teri & Joel moved Growing Green, Inc. three times in the first ten years due to the rapid growth of the company, then in 1981 they purchased their 10,000 square ft. office warehouse.

Teri believes in the importance of establishing professional business peer groups and professional business ethics. In 1975 she helped found the Interior Plantscape Association, a national organization. She served as its Treasurer, Vice President, and then President. Teri drafted the ethical practices statement contained in IPA's bylaws. In 1987 Teri shepherded the merger of IPA with ALCA (Associated Landscape Contractors of America). Teri was a founding board member for the Fund for Interior Horticulture Research as well as an active member of Ohio Florist Association.

Teri focused on the company's marketing and management while Joel concentrated on the technical aspects of plant culture, health and pest management. Studying with Florida growers and research scientists, Joel developed a special expertise in the use of beneficial insects and integrated pest management. Joel speaks regularly at trade association conferences on pest management and plant care as well as business and financial management and strategic planning. He is an avid writer and a contributing columnist for *Interiorscape Magazine*. Leading the way, Joel is a Charter Certified Landscape Professional and a Charter Certified Interior Horticulturist, both ALCA administered programs.

Growing Green has won several major industry awards for excellence in design and for its successful business practices.

Joel and Teri have truly helped build a foundation for our industry.

