



Interiorscape Hall of Fame



Robert Russell

1996 Plantscaping Professional

As one of the founders of California's first regional interiorscape association, the Professional Interior Plantscape Association (PIPA), Robert Russell (then know as Robert Flood) for many epitomized the phrase "Professional Interior Plantscaper." It was his strong team building skills and excellent leadership qualities that made his the logical choice as the new association's first president. Robert's vision and commitment to building a quality association for the education and promotion of the interior landscape professional set the tone for the entire history of PIPA. He was instrumental in the creation of the California Interior Plantscape Council, which provided statewide educational seminars for members of the interiorscape industry.

This Council would later develop into the California Interior Plantscape Association Council (CIPAC), from which our organization emerged. Without Robert's early direction, leadership and vision in the early years, PIPA and, most likely, CIPA would not exist.

With over 20 years of landscape contracting experience, Robert has been involved with the design, sales, installation and maintenance of interiorscapes from New England to Southern California. He has always risen to the top of his field.

He started his career at Mahoney's outside Boston as an entry-level technician and moved up to General Manager. After relocating to California, he held management positions with two of the largest interiorscape companies in Southern California, Van Herrick's (now Rentokil), where he managed the day-to-day operations, supervising 160 employees and 1,200 accounts.

He left there to work for Environmental Care, Inc. as Vice President/General Manager. In this capacity he was instrumental in starting numerous branches for interior landscape service. During his ten-year tenure with the firm, he added on the responsibilities of Vice President of Sales & Marketing for the entire company, in which he managed 40 sales professionals, working out of 22 branch offices, until his departure in 1995.

While with these firms he won interiorscaping awards from the Associated Landscape Contractors of America (ALCA), the Interior Plantscape Association (IPA) and PIPA. Additionally, before his move west, his work was recognized by the Massachusetts Landscape Contractors Association. He and his work have appeared in Designers West Magazine, Landscaping News, Interiorscaper Magazine, Interior Landscape Industry Magazine, as well as other industry publications.

Robert uses his tremendous ability to motivate people to pursue excellence and to inspire them to push on to higher goals to promote the interiorscape industry. He has taken advantage of opportunities to lead seminars for many industry organizations and has also served on the Advisory Board for the UCLA Certificate Program in Interior Plantscaping. He was Chairperson of the steering committee that developed the interiorscape session of the Southern California Turfgrass and Landscape Institute, and served as co-chair for the committee that wrote the Interior Landscape Standards for the California Landscape Contractors Association (CLCA). Evidence of this commitment to the industry is his charter membership in the Plants for Clean Air Council. Outside of the plantscape industry, Robert devotes his time to his family and involvement in worthwhile causes. Robert has annually given unselfishly of his time to the Special Olympics since 1987. He has also taken time to train for and has run in three Boston Marathons and the 1987 Los Angeles Marathon.

