



Interiorscape Hall of Fame



Lorie Townsend

1999 Plantscaping Professional

Lorie Townsend is a player...a team player, like so many successful entrepreneurs. Her story is much like those of others in the industry... a new idea, \$300 and a watering can put to good use.

A native Californian, Lorie has been instrumental in shaping the interiorscape industry in the Bay Area. She was reared in the rural area of the San Francisco peninsula and was always in commune with nature. Her early roots in the countryside are what eventually brought her to work with nature as a career.

Her first recollection of even being aware of interiorscaping came as she was reviewing a loan application from one such company while a loan officer for Bank of America. Having studied design, horticulture and business, the wheels suddenly turned and Lorie's thought was "I can do this. In fact, I will do this." That thought had to be put on the back burner for a bit, though, as Lorie gave birth to her son, Brandon.

While being a new mom didn't give Lorie time for much else, she did begin to contemplate a course of action to start her own interior plantscaping business. Her original plan was to focus on residential plantings, but hard work and successful sales techniques landed her numerous commercial jobs and so the doors began to open.

Lorie opened her first "offices" in Woodside in the early '80s and began to hire staff to help grow the business. Originally named Indoor Design, the company was renamed in 1999 to AddLife, a name more representative of the work the company now does.

In 1986, Lorie went into partnership with a landscape maintenance contractor to expand her markets with the creation of Colorscape, a company specializing in seasonal color displays for building exteriors. While no longer a partner in this concern, Lorie reports that Colorscape continues successful operations and boasts some of the most prestigious clients in the Bay Area.

At the same time Colorscape was booming, Indoor Design was holding its own and then some. Lorie moved the company first to a 5,000 square foot building, adding floral and Christmas divisions and purchasing four smaller interiorscape companies. Then, in 1999, the newly named AddLife moved into 11,000 square feet giving it room to grow further. It has received numerous local, state and national awards over the years for excellence in design, installation and horticultural service.

Business savvy and success are not the only reasons Lorie Townsend is a fitting choice for membership in the Hall of Fame. While managing all of the above, she showed her colors as a team player and became active in the original regional association in the

Bay Area, the Northern California Professional Plantscape Association (NCPA), and served as its president for two terms.

Lorie was part of the original group who helped plan the first CalScape Expo, which eventually led to the merger of the regional associations and the creation of CIPA. She served as the new organizations first vice chair, and assumed the chair position in 1993. In between, she chaired CalScape Expo in 1992.

Lorie is active in her community and supports charities such as the Oregon Tigers Sanctuary, Invision Center, The Make a Wish Foundation and the Second Harvest Food Bank. She has studied healing arts, specializing in essential oils and light therapies, integrating herbs and nutritional supports.

