



Interiorscape Hall of Fame



Marvin Weitzenhoffer 1998 Plantscaping Professional

Marvin Weitzenhoffer was one of the early computer nuts, starting his own computer business, which he later took public, and assisting in the start-up of two others. In the early seventies, he was consulting in this field, when his wife at the time, Liz Davis, a plant hobbyist, met a plantscaper. Always one looking for a new business opportunity, Marvin pulled out his yellow pages and invited the six companies that were listed to come meet with him one-on-one at his office. All were ready to pitch their services and Marvin ended up with his first introductory education to interiorscaping along with a number of proposals to examine.

Intrigued, he decided to explore interior plantscaping further, so he preformed an in-depth market research of the industry. Together with Liz, he became convinced that this was a very viable business to get into and so, Plantique was formed in 1974. Marvin handled the business end on a part-time basis, while Liz took care of all the aspects of the business.

After nine months, they bought another company, twice the size of Plantique. The purchase included a van, so deliveries from the back seat of a Mustang ceased. After two years of operation, Marvin became involved on a full-time basis, taking over the sales operations in addition to his other duties. Over the next 20 years Marvin dramatically increased Plantique's sales, necessitating a staff of 53 people, while serving all of Southern California from four regional offices.

In 1985 Marvin was invited to join the ad-hoc committee that was working on the formation of PIPA. He was instrumental with his drive and determination to not only get the association off the ground but stayed with it in various capacities for four years. He wrote the Code of Ethics, which is largely unchanged to this day and was one of the most successful fund-raisers our association has ever seen, besides being the PIPA News editor.

Within a couple of years the Northern California plantscapers invited Marvin to their first meeting, which most plantscapers in Northern California attended, to give a speech explaining the advantages of a formal organization and the sharing of information. Later, he acted as a behind-the-scenes advisor, assisting them to get the organization off the ground. During this same time period Marvin was also with the California Landscape Contractors Association (CLCA). He was a member of the Standards Committee and was making certain that the fledgling Interiorscape Industry was included in the definition of a "Landscape Contractor". It was important to have interiorscapers recognized legally as "contractors", because there were many protections it would provide and would make our industry more professional. As a result of these efforts

interiorscapers were now qualified as legitimate contractors and were able to pursue contracts that heretofore had been barred to them. Plantique was one of the first companies, whose business was exclusively interiorscaping, to obtain a California Landscape Contractors License.

Marvin is best known as a mentor to this generation of plantscapers. He would spend hours talking to other competitors telling them what he knew over lunch, dinner or just at his office. He loved to compare notes, learn and teach all at the same time.

We honor Marvin with this recognition, not only for his contributions to the industry structure in its early days, but also for his example of generosity of spirit, enthusiasm, and his continual pursuit of excellence.

