



PRESS RELEASE

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PIA Announces the 2008 PIA Interior Plantscape Hall of Fame Inductees

Ukiah, CA. – The Plantscape Industry Alliance (PIA) proudly announces the 2008 inductees into the PIA Interior Plantscape Hall of Fame. The PIA Interior Plantscape Hall of Fame is dedicated to those individuals who have given unselfishly of their time, effort, and talents in the development of the interiorscape industry.

The 2008 Plantscape Professional is Victoria Cate. Victoria has been involved in the interiorscape industry in many capacities for 29 years. She is the owner of Evergreen Interiors, Inc., an interiorscape company she founded in 1979, and the developer of Plant Paws. Cate is an industry leader and was instrumental in founding the San Diego Interior Plantscape Assoc. (SDIPA) and spearheaded its transition to CIPA, now known as PIA. Cate has served in all PIA board capacities over the years including CalScape Expo Chair, Awards Chair, Education Chair, and Executive Chair. Victoria has made an outstanding contribution to industry education where her dedication and commitment have been invaluable. She has shared her knowledge and expertise through countless seminars and demonstrations held by numerous organizations including, SDIPA, PIPA, NCPPA, OFA, TPIE, and PIA. Victoria has also left a mark on the industry by applying her expertise to the development and marketing of the popular Plant Paws products.

Cate also serves on the Community Service Committee of BOMA, and serves on the advisory committee for El Capitan High School Agriculture Department; she is active in her church, and supports the San Diego Rescue Mission.

The 2008 Allied Trade Professional is Donald Wilson. Donald is an industry pioneer who, from 1974 to 1986, owned and operated Plant Care Co., one of the first major plantscaping companies in Dallas, TX. Under Donald's direction the company grew and won numerous awards for its creative interiorscapes. Donald filled an industry need

by developing an interiorscape supply business, Inscape Supply, to provide a full range of pots, tools, and products used by interior plantscapers. Donald made great contributions to the industry as a whole through his years of participation in the Association of Landscape Contractors of America. As the ALCA-IPD chairman in 1986, Donald cemented the merger between ALCA and IPA. Another of Donald's contributions of special merit is his mentoring of others. His expertise and coaching in management, finance, organization, and cost controls helped increase the professionalism of the industry as well as further the goals of the individuals he coached.

The **2008 Posthumous inductee is Walter Campbell.** Walter was a great industry promoter, lecturer, and tireless organizer, involved in almost every association affiliated with the interiorscape industry. Few have done more toward the objective of unifying and rallying industry organizations and providing ongoing education for all interiorscape professionals. As chairperson of the Mid-Atlantic Interior Landscape Conference, Walter worked tirelessly to advance the conference to a national level. He served as a member of the Ohio Florist Association Interior Division Short Course Planning Committee, was a member of Tropical Plant Industry Exposition Planning Committee, and was a leader in the transition and development of the Pennsylvania Floral Industry Association (PFIA). Walter was a long-time contributor to many trade publications and was a speaker at numerous industry events. Walt's award winning interiorscape company, Grundy's Interior Landscaping, Pottstown, PA, had great success in serving clients in Pennsylvania, New Jersey, and Delaware. Walter passed away in December of 2007.

The individuals honored in 2008 will be inducted into the PIA Interior Plantscape Hall of Fame on the evening of Thursday, September 18, 2008 at the PIA Interior Plantscape Hall of Fame and Awards Banquet during CalScape Expo. CalScape Expo, the annual interior plantscape conference and tradeshow, will be held this year at the Palm Springs Convention Center and Wyndham Hotel, Palm Springs, CA, September 17-19, 2008. CalScape Expo is a production of the Plantscape Industry Alliance as is the Interior Plantscape Hall of Fame. Hall of Fame nominations are solicited throughout the industry. An independent committee comprised of past Hall of Fame inductees review the nominations and select, by unanimous decision, the candidates to be inducted.

For more information about the Hall of Fame program or the induction ceremony contact PIA at pia@piagrows.org or 707/462-2276. --END --

