



## **PRESS RELEASE**

---

493 S. Highland Ave. Ukiah, CA 95482 Ph: 707/462-2276 Fax: 707/463-6699 email: pia@piagrows.org

### **For Immediate Release**

**Date:** April 4, 2007

**Contact:** Susan Gates

### **PIA Announces the 2007 Interiorscape Hall of Fame Inductees**

Ukiah, CA. – The Plantscape Industry Alliance (PIA) proudly announces the 2007 inductees into the Interiorscape Hall of Fame. The Interiorscape 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 2007 Interiorscape Professionals are Don and Carole Horowitz.** Carole is president of Plantscape, Inc., Pittsburgh, which she founded 34 years ago. The \$6 million company employs 100 people and is perhaps Pittsburgh's largest landscape contractor. A Charter Certified Landscape Professional (CCLP), her company has won more than 60 national awards for its landscape design, installation and maintenance projects, including a National Landscape Award presented to her at the White House. Carole has received various honors including Woman Entrepreneur of the Year by Arthur Young; The Entrepreneur Leadership Award by the YWCA of Greater Pittsburgh, and listing on Governor Tom Ridge's list of Pennsylvania's Top 50 Women in Business. Carole served for 3 years as chair of the Associated Landscape Contractors of America (ALCA) Board of Governors, United Way, Junior Achievement, Rotary, and currently is active on the boards of the Pittsburgh Parks Conservancy, International Women's Forum, and the Pittsburgh Glass Center.

The late Don Horowitz joined Plantscape in 1977. A Charter Certified Landscape Professional, he developed Plantscape University and other training programs that are used throughout the industry today. He was well known in the interiorscape industry for his holiday decorating seminars informing the industry about how to sell, market, design, and operate successful holiday décor programs.

— MORE —

Don served as co-chairman of the Interior Plant Division of ALCA 1988-1990 and Chair from 1992 to 1993. He helped establish the Plants for Clean Air Council in 1988, and served as its first chair. Don served as director and treasurer of Phipps Conservatory & Botanical Gardens and head of its finance committee. Active in a number of civic groups, he was named Volunteer-of-the Year by Pittsburgh's Eastside Alliance in 1994.

Don was born March 12, 1930 and passed away July 24, 2006.

**The 2007 Allied Trade Professional is Tony Godfrey.** Throughout his many years in the foliage production industry Tony has demonstrated a remarkable and unwavering commitment to quality, new technology, and sustainable practices; and clearly demonstrates unselfish giving to the horticultural industry.

Tony began Olive Hill Greenhouses in 1973 with 2 rented acres of greenhouse space. After only 10 years, Nursery Business Magazine declared Olive Hill one of the largest 100 nurseries in the United States. Today Olive Hill ships about 250,000 foliage and flowering plants each month. He was named as the San Diego Flower and Plant Association Person of the Year for 2005.

Tony is a passionate advocate for plants and their positive impact on people. In response to the question "Why do suppliers support Plants at Work?" Tony's reply is "We need to let everyone know we are not just selling an agricultural commodity. We are striving to improve the quality of life for mankind." Tony serves on the Board of Directors of the National Foliage Foundation and the membership committee of Plants at Work. He serves as the foliage and flowering plant representative on the San Diego County Farm Bureau Board of Directors.

**The 2007 Posthumous inductee is Alfred Seth Emsig** formerly of bough haus, inc. and City Gardens, Inc.

Mr. Emsig was an interiorscape veteran of 35 years. He designed and installed some of the most innovative interior plantings, including New England's first commercial interior water garden. In addition to commercial clients, Mr. Emsig had long-term commitments to the design, health care, and guest services communities. His work is on display in the permanent collection of the Boston Museum of Fine Arts, as well as the gardens of the Japanese House at the Boston Children's Museum. Bough haus, an interior-exterior landscape design/build/service firm he founded with Richard Berry and Nelson Hammer, employed 120 trained professionals. The business grew to over a 3.5 million dollar interiorscape company until bough haus merged

with City Gardens, Inc. in 1989, making it the largest American owned interior landscaping company. In the years immediately preceding his death Mr. Emsig worked on the development of a vertical, "living" wall; the development of which has been continued by his former colleagues. He was honored to speak at Harvard University and the University of Ohio on landscape design and was selected as one of three judges for the 1993 International Environmental Improvement Awards by the Associated Landscape Contractors of America in Washington, D.C. His work has been awarded two Gold Medals by The Massachusetts Horticultural Society. Mr. Emsig contributed to the permanent improvement of the interiorscape industry in many areas and his legacy lives on through the many employees whom he mentored while a principal at bough haus, inc. and City Gardens, Inc. He was active in the Massachusetts Horticultural Society holding a position as Overseer, published articles in *Interior Landscape Industry*, and was a past Director and board member of the Interior Plantscape Association. Mr. Emsig passed away on October 25, 2005.

The individuals honored in 2007 will be inducted into the Interiorscape Hall of Fame on the evening of Thursday, September 27, 2007 at the Interiorscape Hall of Fame and PIA Awards Banquet during CalScape Expo. CalScape Expo, the annual Interiorscape conference and tradeshow, will be held this year at the Riviera Hotel & Casino, Las Vegas, NV, September 26-28, 2007. CalScape Expo is a production of the Plantscape Industry Alliance as is the Interiorscape 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](mailto:pia@piagrows.org) or 707/462-2276.

--END --