



I-Plants Magazine

IN THIS ISSUE...

Breaking Industry News!!!

GPGB creates new Interior Industry Growth Fund
to Help Future-proof Our Industry!

Happy New Year & Best Wishes,
2022 has arrived!!

January 20th, 2022 Tampa, Florida @ TPIE
International Plantscape Awards Charity
Gala event in supprt of the 'IGF Endowment'



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-Elliott Bennett

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Elliott Bennett

Happy New Year!

2022 has finally arrived, and the interior landscaping industry is experiencing a bit of a rebirth!

A fantastic announcement from Green Plants for Green Buildings (GPGB) President, Mike Senneff regarding the formation of GPGB's new endowment fund named the Interior Initiative Growth Fund (IIGF).

This new endowment fund is managed by the National Horticulture Foundation (NHF) and is to be used to help guide our industry into the future. The creation of the new endowment fund will help create continued support for education, research and marketing initiatives related to the interior landscaping industry.

We at I-Plants Magazine are very proud to partner with FNGLA, NHF & GPGB to bring the International Plantscape Awards and Hall of Fame to TPIE in Tampa, Florida this January. The proceeds raised for the 2022 Awards Gala will go to support the IIGF fund which will create long term sustainability for the industry.

I hope all of you consider to take advantage of this great opportunity and support this new initiative that will help build a sustainable future for our industry.

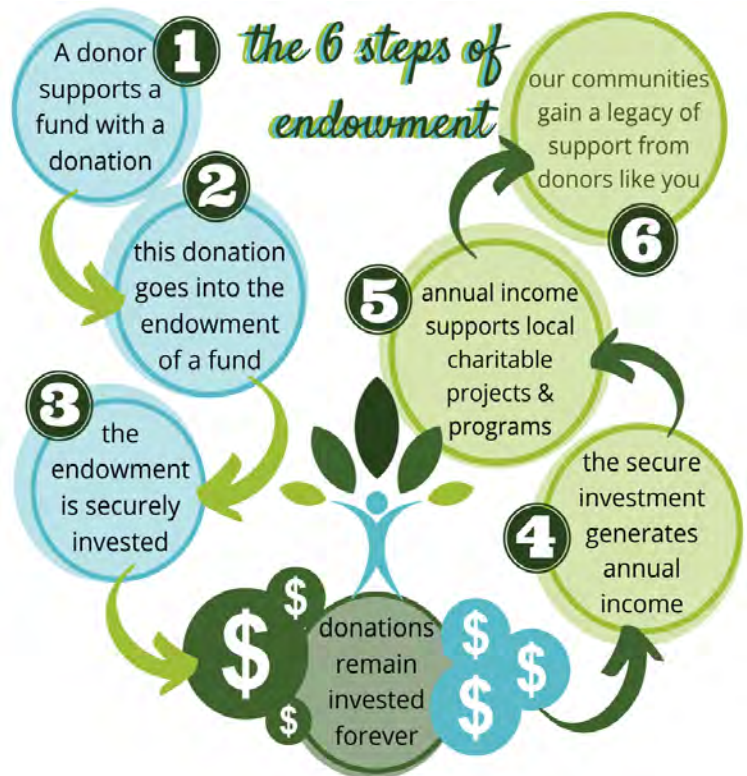


What Is An Endowment Fund?

An endowment is a donation of money or property to a nonprofit organization, which uses the resulting investment income for a specific purpose. Most endowments are designed to keep the principal amount intact while using the investment income for charitable efforts to assist in meeting their mandate.

Plan now to support the future of the industry by placing special bequests in your will or earmarking dollars in your estate to be appropriated towards Green Plants for Green Building's (GPGB) Interior Industry Growth Endowment Fund. By helping GPGB build its portfolio, contributions will provide an impact and create long term sustainability for the horticulture industry and beyond.

A gift may be given as a cash contribution or pledge as a one-time gift, or a multi-year gift. As a 501(c)(3) organization, all contributions made to Green Plant for Green Building are tax deductible.





Help Future- Proof Our Industry!



By Mike Senneff
President, Green Plants for Green Buildings

Better than your best employee! Always present, and always producing results. When someone or something is this good, you want it to grow and never end. Endowments are that way and we're announcing a big one today!

Green Plants for Green Buildings (GPGB) is thrilled to announce the creation of the Interior Industry Growth Fund (IIGF). This all-new endowment will be managed by the National Horticulture Foundation (NHF). The principal balance will never be spent, and continuously grow through contributions. The annual investment income will be spent to produce results in interior landscape research, education, and marketing projects.

With the creation of the Fund, industry professionals and practitioners now have a vehicle to put investment dollars to work to specifically grow our interior industry. This creates an opportunity for a lasting endowment that will never go away. Only the investment earnings are spent, so the fund is sustainable now and for future generations.

The Interior Industry Growth Fund has been established with an initial \$10,000 gift by GPGB and the merging of NHF's Fund for Interior Horticulture Research and Education (FIHRE Fund), previously established in 2001. The new Fund will have a \$37,603 beginning balance to be invested in ESG and similarly aligned investments. Additionally, to further kick start the endowment, iPlants Magazine has pledged all proceeds from the 2022 International Plantscape Awards Gala to the Fund.

We are all aware of 12% increases in productivity, 15% reduction in stress and 19% improvements in concentration with indoor plants present. And the tremendous ROI plants have in the workplace. But where did these numbers come from? They came through funded research much like what the IIGF will drive. How did you know this? You heard it through marketing.

New research, marketing and education are just a few examples of how proceeds will be used. We will now have a sustainable way to get the message on the incredible benefits of interior plants out to designers, specifiers, and decision makers for years to come.

Let's relate this endowment to your top company performers. Most employees work 40-hours a week, 50-weeks a year, for a total of 2000 hours. Who would be willing to contribute the equivalent of \$1



an hour for an annual gift of \$2000 to create an everlasting fund with perpetual results to grow our industry? Many will hire 5 such employees today for a \$10,000 gift towards the endowment. Others may go with a part-timer for now, and pledge more later.

So come join us and go to the National Horticulture Foundation and **CONTRIBUTE HERE**. Select the Interior Industry Growth Fund as the endowment name. Every person has the chance to make a change for good—no matter how big or small. Whatever amount you can give, know that your contribution makes a difference in the future of the interior industry.

Your donation, together with those of our other industry supporters, will bring us ever closer to our 2022 goal of \$200,000 to fund interior horticulture research, education, marketing, and related projects.

And, once your individual contribution reaches the \$5,000 level or greater, it will become a named family of company endowment with spendable income supporting the IIGF. A gift may be a cash contribution or pledge, and all contributions are tax deductible.

Make a difference today. Along with your industry colleagues, let's contribute to what even our best hires have been challenged to do—to be always present, always growing, and always producing results. This is your new Interior Industry Growth Fund at work.

Questions? Please Contact:

Linda Reindl

NHF Executive Director

1533 Park Center Drive, Orlando, FL 32835

407-295-7994

lreindl@fngla.org

www.nationalhorticulturefoundation.org



BLAST FROM THE PAST!



Interior Industry Growth Initiative Officially Launches

The Interior Industry Growth Initiative, a collective effort to expand the size and profitability of the interior landscape services market, has officially launched.

June 11, 2001

Industry News

HERNDON, Va. - The Interior Industry Growth Initiative, a collective effort to expand the size and profitability of the interior landscape services market, has officially launched following three years of planning and fund-raising. Dick Ott, representing the Interior Industry Growth Initiative Task Force of the [Associated Landscape Contractors of America](#) (ALCA), announced May 23, 2001, that the Initiative has exceeded its initial three-year goal of \$825,000.

The Interior Industry Growth Initiative will raise the profile of the interior landscape industry through a targeted, business-to-business marketing campaign dubbed "Plants at Work." As a result of fund-raising efforts, the Plants at Work three- to five-year marketing plan is now being finalized to reach corporate and facility managers and other buyers of interior plant services.

ALCA created the Interior Growth Initiative Task Force in 1998, and the task force commissioned Krome Communications to survey interior decision-makers and measure their perceptions of plants' roles inside buildings. The information will help interior companies determine what building owners, facility managers, architects, interior designers and others are looking for when they decide whether plants belong in their building.

The effort to fund an industry-wide marketing campaign was completed with a final financial push provided by the [Florida Nursery and Growers Association](#) (FNGA) through the [Florida State Department of Agriculture](#) (FSDA). The FSDA agreed to provide professional assistance including Web site design and other production assets valued at more than \$100,000.

Gary Mangum, chair of the Initiative Fundraising Committee, recognized and applauded his crew of 15 dedicated visionaries who helped raise nearly three quarters of a million dollars in less than 10 months.

According to McRae Anderson, the Initiative's marketing plan task force coordinator, "The initiative will be publicly visible within 30 days with initial press releases and internal announcements to hundreds of selected target media." Case studies will soon be collected and developed into market-specific feature stories. The development of a media placement plan, direct mail campaign, initiative Web site and kick-off press conference are also underway, assuring an aggressive marketing campaign that the interior industry will use to raise its professional profile.

Anderson said the Plants at Work message on a national, targeted scale is to inform purchasers of interior plant services that plants in the work place are essential to their bottom line. "As a business owner, this is just the type of marketing campaign that I would like to launch," Anderson noted, "but my company does not have the funds to do it with the style, depth and consistency that needs to be done."

For More Information ...

For more information about the Interior Industry Growth Initiative click the following:

- [Growth Initiative: Making The Case](#)
- [Viewpoint: Jan./Feb. 2001 - Why I Contributed To The Growth Initiative](#)





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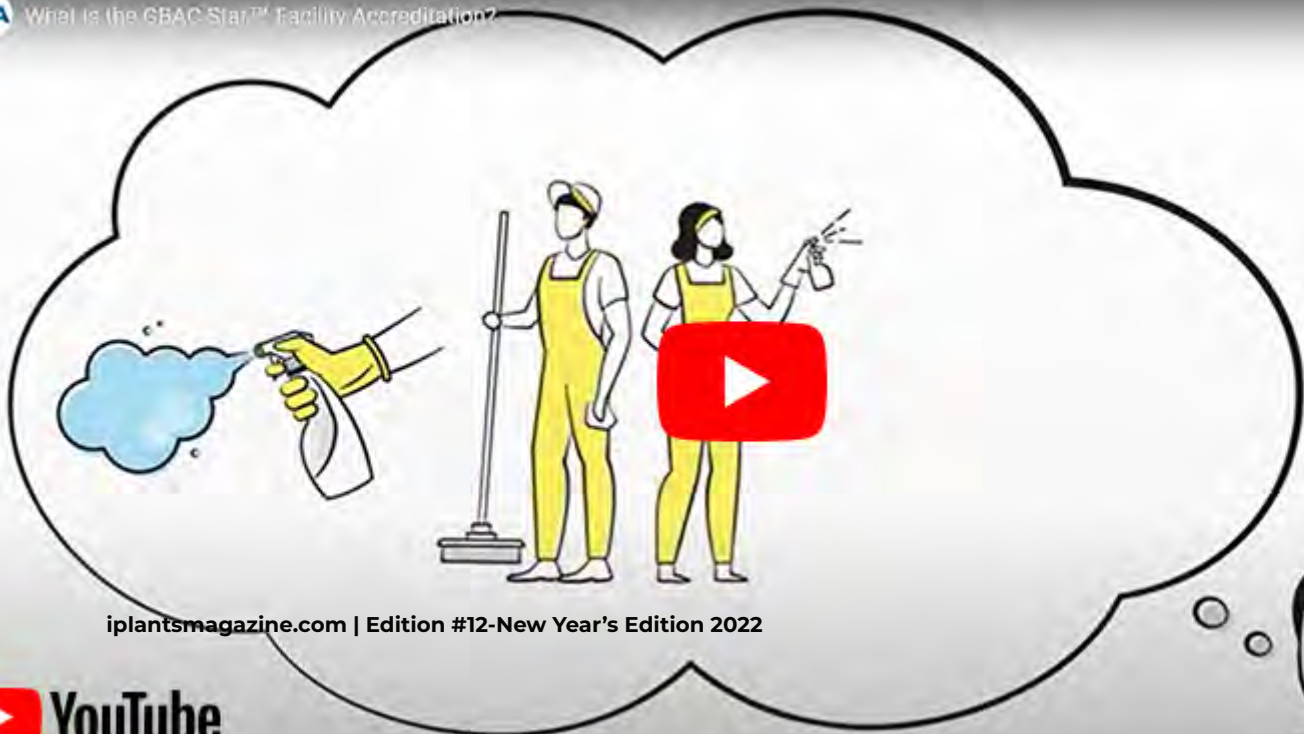
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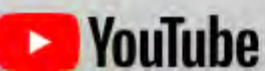
Tampa Convention Center & Covid-19



ISSA What is the GBAC Star™ Facility Accreditation?



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Prior Proper Planning: Lighting: An In-Depth Study

By Carolyn Goodin, CLP

The most important part of the site analysis is lighting. Whether plants are placed at windows, interior positions, or in areas where low light will require special handling, it is important enough to require an in-depth analysis. Recall, I mentioned that we must consider the following when analyzing available light at every plant position. We consider not only light intensity or quantity, but the quality of the light in terms of spectral characteristics, or the color the light will provide. We also need to consider how long that light will be available in terms of duration. The direction from which this light will come, will give you a clear indication of the duration one can expect. Quantity, quality, duration, direction and adding in distance, from the source, will discern all that is needed to create a care plan for that position. The care plan is basically the information needed as to how this plant will be maintained.

To do this analysis properly certain pieces of equipment are necessary; these are namely a light meter, a compass and tape measure. The meter will give you the quantity. The compass



will determine direction and duration. The tape measure will give information on distance from the source. The quality or the spectral characteristics will come from the kind of available light present. Window positions, in most cases, will receive full spectrum light. Plants placed near or under lamps, will receive artificial light, the quality of which will be determined by the type of lamp employed: LED, fluorescent, incandescent, etc. Some knowledge of the types of lamps available is required. Study up on this subject.

Let's start with the light meter. Years ago, I purchased a Seiko Light Meter. It was meant for photography, thus, it measured in lumens. However, if you are more familiar with foot candles, the difference between the two is negligible. This particular meter also measured in Foot Candles, by





a turn of the dial. 1.1 lumen is almost equivalent to a foot candle. The difference is where the light is being measured. For example: the Foot Candle measures brightness of light coming to a subject. The lumen measures brightness coming from a subject. A photographer measures light reflected from a subject to adjust for possible glare or just plain brightness coming from the subject. The F-Stop may be changed to compensate for that.

Measuring how much light coming from the Sun to a subject, i.e., a plant, is about the same as measuring the light reflected from the sun. We are not terribly interested in how much light the plant reflects back into the room. Whether it is foot candles or lumens, it is pretty much the same thing. Are you confused yet?



No worries. It doesn't particularly matter. My meter lasted throughout my career. I am quite sure with the advances in technology that many more, and efficient meters are available. In any event, a good light meter is a must for measuring light at a potential plant position.

Next item of importance is a compass. By determining the exposure, we obtain valuable information as to when the light is available as well as how long that light will be available. We are aware that the sun rises in the east, moves along the south sky and sets in the west. For east windows, we should consider whether this exposure is north east, due east, east south east or south east. This will tell us how long that light is available. It will also tell us whether the plant is receiving direct light or indirect light. For example, a north east window will receive indirect light from sun rise on, becoming more direct as the sun moves east to due east where the light is now direct. As the sun moves into the south sky, an east window will receive indirect light from perhaps noon until 2 PM. As the sun moves further to the west, the east window will only receive reflected light through mid-afternoon, finally becoming shaded when the sun is west south west of the eastern exposure.

Direct light is usually more intense than indirect light. It also carries a bit more heat than indirect light. Let's say the plant is positioned at a South, South West exposure. We can expect cooler, less intense indirect light from early AM to the early PM. We can also expect heat to begin building in the early afternoon through late afternoon, becoming

cooler when the sun is due west. Direct light comes in at Due East, Due South, and Due West and is measured by facing the sun. Northern Exposures are measured with your back to the sun as light is angled in from the southern sky. Light coming in at an angle is indirect light.

It doesn't matter what time of day you measure the intensity of the light at a given window position, as long as you consider what time of day the light will be direct. Thus, if direct light is the most intense, you can count on it to be brightest at the time of day, direct light appears. Consider how long the light will be direct. For example: direct light in the morning indicates eastern exposures. In the PM it is indicative of western exposures. If the light is direct for most of the day we are dealing with southern exposures. If the light is mostly or always indirect, you've got northern exposures. Your marvelous compass will give you a ton of information.



Just remember Sun up =east sundown =west. Our Sun moves east to west along a southern sky and provides direct light at the due positions. Northern exposures get little to no direct light at all. Easy, yes?

Okay, we discussed aspects of light in terms of Quantity, Quality, Duration and Direction or Exposure. We've included Distance from the source, remembering that intensity decreases exponentially with distance. Lastly, we defined Direct and Indirect light. There are a few more aspects of light we will consider. These being: Reflected light, Diffused light, Refracted light. We will pick those up in our next discussion. Until then, stay well and stay Professional!



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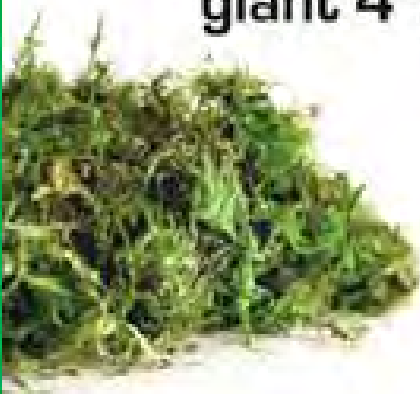


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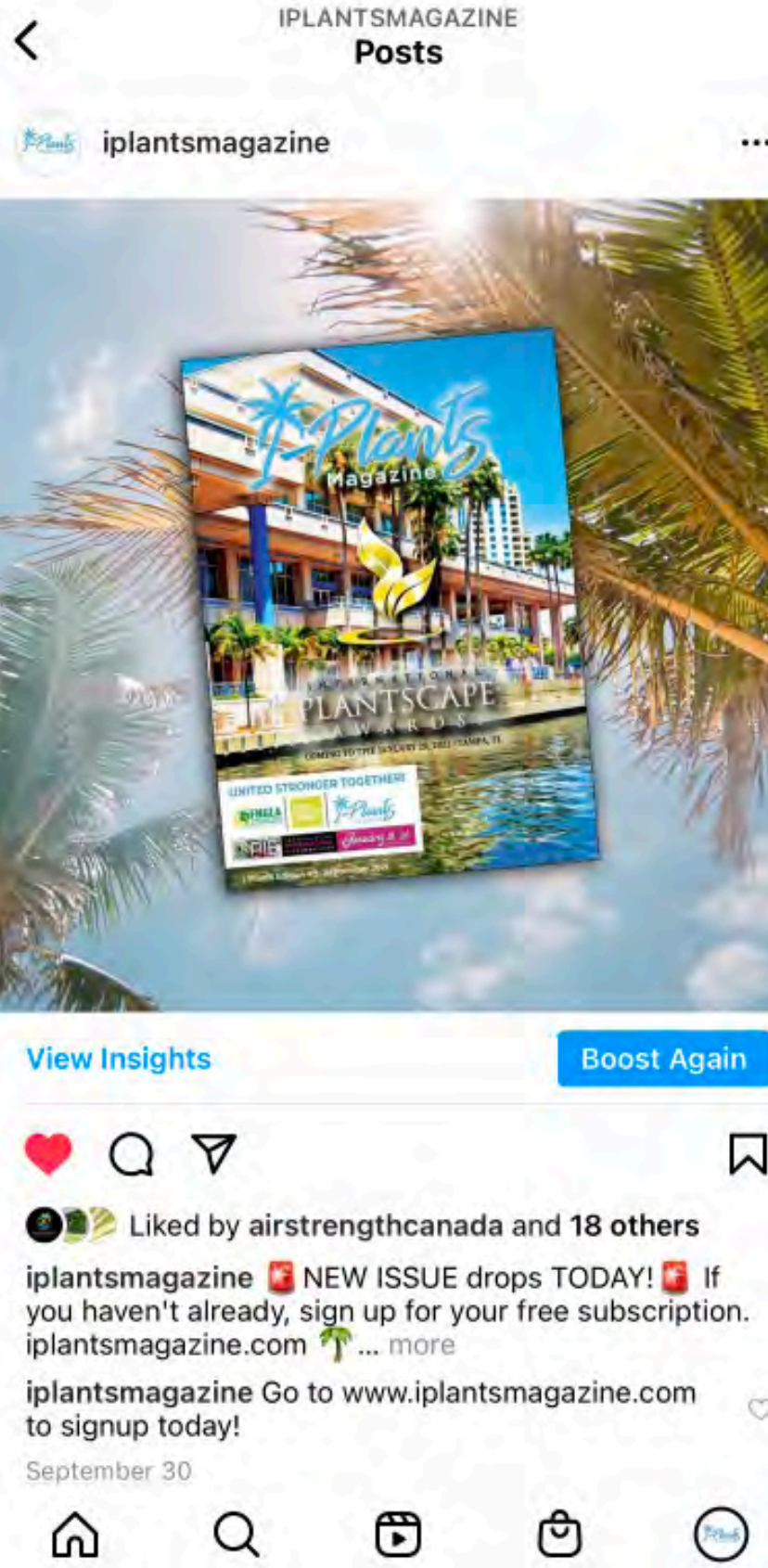


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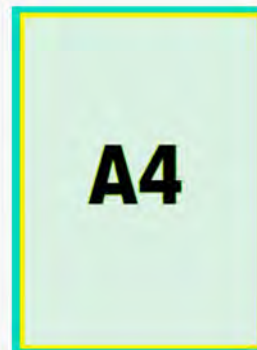
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