



I-Plants™

May 2010

The On-line Magazine for Interior Plantscapers and Allied Associates

Published by Johnson Fediw Associates

Kathy Fediw, LEED AP, CLP, CLT, President

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From the Editor:

Welcome to the May issue of I-Plants magazine for interior plantscapers and associates! We've received many comments from you about our new publication and we're glad that you're finding this magazine an important addition to your resources:

"Congrats on a great effort...enjoyed the premier issue..."

--David Glosser, Plant Parents, Sarasota, FL

"Thanks for my issue of I-Plants. Great photos!" -Nancy Hattem, Second Nature Interior Plant Company, Cotati, CA

"Thank you for your magazine. I love it!!! Looking forward to the next one." -Abby

Kathy Fediw, LEED AP, CLP, CLT, President

article Barb did too!!! Good going!" -Debra Smeltzer B.A., C.C.L.P., Greensleeves, Inc., Miami, FL.

"Kathy, this is fantastic! Congratulations." -Leslie C. Thompson B.Sc.agr, Planterra Ltée, Dorval, Québec

As always we've got some great articles in this issue plus news from GPGB and from you on projects you're working on. Please be sure to visit our advertiser's websites by clicking anywhere on their ad. And when you place your next order be sure to tell them you saw their ad in I-Plants Magazine.

So sit back, read on, [click on](#) and enjoy!

Kathy Fediw, LEED AP, CLP, CLT

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Ps: Feel free to forward this to your staff, colleagues and clients. If you'd like to use one of our articles in your company newsletter please contact us at info@jfaconsultingbiz.com for permission.

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News from Green Plants for Green Buildings

More news from Joe Zazzera, Chair of GPGB's LEED Advocacy Committee:

WESST CORPORATION GETS LEED CREDIT FOR USE OF INDOOR PLANTS

Albuquerque New Mexico's Wesst Corporation was recently awarded Silver LEED Certification in part through the use of indoor plants, only the second project to do so in the U.S.

Credit for the use of live plants indoors was given under LEED (Leadership in Energy and Environmental Design), a third party rating system offered through the U.S. Green Building Council (USGBC). Points were awarded in the

category of Innovation in Design, under LEED.

According to Studio Southwest Architects and the LEED Consultant Halcom Consulting, key points cited in the submittal were live plant's ability to filter VOC's (Volatile Organic Compounds), uptake carbon dioxide during photosynthesis, and release fresh oxygen into the atmosphere. The Plant type and percentage of the installation along with VOC removal characteristics with milligram per hour removal properties for formaldehyde, Xylene and ammonia were cited within the LEED submittal. Green Plants For Green Buildings (GPGB.Org) extensive library of resources back up the research and findings in the submittal.

The 420 Sq Ft bio-filtration wall measures 17 ft by 24 feet high and was installed by

The credit award supports the argument that human beings need to feel connected to the natural environment in order to enjoy a sense of psychological, physical and social wellbeing.

The current USGBC LEED system does not yet offer a specified direct credit for the inclusion of live plant applications. Within the current LEED section titled "Innovation in Design" it is possible for plants to be part of a specially developed use.

For more information on the many health and environmental benefits of using living plants indoors and what Green Plants for Green Buildings is doing to include live plants in the LEED rating system visit www.gpgb.org or Joe at joe@Plantsolutions.com

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Get Creative!

With Barb Helfman, CLP



You hear it all the time. “Think out of the box”. Easy to say but, just how do you do that in the World of Interiorplantscaping?

Well, let’s start with Decorative Containers. Think unusual finishes. Think Visual Sculpture. A quick review of Ancient Pottery shows urns and pots with weathered finishes, verdigris, antique bronze, and rusted patinas. All plug in to a high-end scale of artifacts and make modern planters reminiscent of historical pieces while still being functional.

Next, think of the typical atrium bed planting be it office lobby or shopping mall. Just as is done in exterior landscaping, boulders, rock formations, water features, lighting can transform an ordinary ground bed into a visual showcase. Add a piece of garden art in the form of a statue and, voila, a unique, custom design. For elements, look to your antique stores that carry garden



art. And, these focal points do not have to be old or pricey. Many suppliers offer modern fabrications of the old in today’s lightweight

Living walls are a hot item today. Already, creative ‘scapers are using all the different greens, variegated and bright colored blooming plants to “paint” a mosaic of color and shape in these vertical modular walls. May I also suggest going one step further? How about using these walls as visual signage? Think of the Office Building Lobby. Intermixed with the greenery and color, how about a brass plaque engraved with the name of the Company or Building with smaller plaques in other metallic finishes listing the tenants and their suite

and floor numbers? Sure beats the heck out of the typical Tenant Registry. Plus, this cuts down on the amount of live material without cutting down on the effect. And, the plaques are readily available at any metal shop and can be taken to any store that specializes in engraving. You’ve gone “out of the box” not just once but three times over. Just make sure to have the plaques treated to withstand water.

Lastly, think about art glass or pottery pieces as garden/green bed artifacts. Think [Chihuly](#). Think Pirate’s Treasure. Just as we’ve made green plants pieces of living sculpture, let us make sculpture part of the living landscape indoors. We have always been creative and now, let’s innovate.

Barb Helfman is a long-time industry leader, the inventor of [Topsiders](#) and distributor for [Joey Pouches and Freedom Squares](#). She can be reached at www.topsidersinc.com.

UPCOMING EVENTS:

Teleseminar:

Joey Pouches, Freedom Squares and More with Barb Helfman and Joe Byles—May 18, 2010, 12:00-

1:00 PM EDT. Find out how they work and ask Barb your questions! For more information [click here](#) or go to www.JFAConsultingBiz.com/shop/teleseminars-webinars

Teleseminar: International Plantscaping with Joanne Young and Robert van Aerts

June 22, 2010, 12:00-1:00 PM EDT. For more information [click here](#) or go to www.JFAConsultingBiz.com/shop/teleseminars-webinars

GPGB Train-the-Trainer Session at the OFA Short Course, sponsored by Green Plants for Green Buildings:

July 11, 2010 in Columbus, OH. For more information [click here](#) or go to www.gpgb.org.

Conference: OFA Short Course:

July 10-13, 2010 in Columbus, OH. For more information [click here](#) or go to www.ofa.org

Conference: Calscape Expo 2010:

September 1, 2 and 3, 2010 in San Diego, CA. For more information [click here](#) or visit www.calscape.org

Conference: Greenbuild Expo 2010:

November 17, 18, 19, 2010 in Chicago, IL. For more information [click here](#) or visit www.usgbc.org.

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*Based on analysis of U.S. Green Building Council publication "LEED 2009 FOR COMMERCIAL INTERIORS." See "Materials and Resources Credit 4: Recycled Content" on page 33.

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Tips for Techs:

Pruning Plants Made Easy

By Kathy Fediw, LEED AP, CLP, CLT, Johnson Fediw Associates

Indoor plants need to be groomed and pruned periodically in order to keep their appearance and quality up to the standards of our customers.

Pruning and grooming also:

- 1. Helps control pests, insects and diseases.**
- 2. Maintains the size and shape of plants.**
- 3. Encourages healthy, fresh new growth.**
- 4. Reduces replacements and keeps plants on accounts longer.**

Reducing replacements also reduces pollution caused by trucking plants from the grower to your facility, and from your facility to your customer's jobsite. By keeping plants cleaned and pruned, you can also reduce the need for using pesticides. In fact, if your plants are kept clean all the time, you may never need to use pesticides—and that's a plus for everyone!

Here are some **general rules for pruning and grooming:**

- 1. Disinfect your tools.**
 - 2. Remove ugly leaves.**
 - 3. When necessary, trim leaves to their natural shape.**
 - 4. Prune branches and twigs back to a main branch.**
 - 5. Cut stems back to the soil line.**
 - 6. Keep plants super-clean.**
- 1. Always disinfect your tools** before using them, especially between accounts and after working on a disease or pest-infested plant. You can use rubbing alcohol, but use in small quantities to reduce the amount of

alcohol vapor that is released. Use medical swipes or a bottle of alcohol and a clean wipe. *Household bleach can also be used, but can destroy any fabrics it comes into contact with. Due to the high risk involved in ruining furnishings, we do not recommend using bleach on accounts.*

- 2. Remove ugly leaves.** If possible, pull leaves off rather than cutting them off. Many leaves are removed easily by pulling, peeling or a split-and-peel method. This produces a clean, neat scar that heals easily, and takes less time.

Some plants have leaves that are so small that they should just be removed. Other plants have leaves that do not heal well-remove leaves from these plants, too..

Remove leaves instead of trimming from: Pothos, ferns, ivies, some palms, Spathiphyllum, Ficus, most vining plants, arboricolas and most small-leaved plants

- 3. If a plant is thin and removing the leaves would be create a plant that needs to be replaced, you can trim the leaves to their natural shape** instead. You can also trim leaves if only the tips or edges have turned yellow or brown and unsightly. Use clean, disinfected sharp scissors. Trim to the natural shape, rounding edges if that is the natural shape of the leaf. This makes the trim less noticeable to clients and will help keep the plant on the account for a longer period of time.

- 4. Prune twigs and branches back to another branch**, using clean, sharp disinfected pruners or a pruning saw. Make sure your cut is

clean and neat without tearing the bark. This method leaves no stubs behind and looks more natural and less noticeable. Your trees and plants will heal better, too.

Make sure you cut back far enough to make a difference. The plant will sprout out and grow where you have cut it. You don't want to have to go back and prune again 2 or 3 months later.

Cutting Plants Back:

Often, plants that are growing in good light (there is enough light for the plants to actively grow larger) will sprout out fresh, new growth when you cut them back. This helps keep a plant within the size parameters of the design and helps keep the plant healthy and fresh-looking.



Green Plant Care Books for Technicians

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What's New from YOU!

Jim Mumford, GRP,CLP, host of our Green Roofs teleseminar in March 2010 and president of Greenscaped Buildings and Good Earth Plant Company, sent us photos of his latest project, Procopio, Cory, Hargreaves & Savitch, LLP and their downtown San Diego Living Wall. Congratulations, Jim!



Congratulations to our most recent Green Earth Certified Businesses!

The following companies earned their certification over the past month:

[Kelly Mac Interiorscapes, Inc.](#) Pittstown, NJ

[Plantarium Living Environments, LLC](#), Philadelphia, PA

[Nature's Way Interior Plantscape](#), Houston, TX

[Plant Solutions, Inc.](#), Scottsdale, AZ



Teleseminar:

INTERNATIONAL INTERIOR PLANTSCAPING

With Joanne Young, Canada and Robert van Aerts, Founder of European Interior Landscape Organization (EILO)

Tuesday, June 22
12 Noon EDT

A portion of the funds from this teleseminar will be donated to Green Plants for Green Buildings

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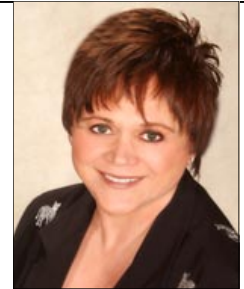


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Joey Pouches and Freedom Squares Teleseminar With Barb Helfman and Joe Byles



Tuesday, May 18, 2010
12:00 Noon to 1:00 PM EDT
(1:00 to 2:00 PM Pacific Time)

CLICK HERE TO REGISTER:

You'll have an opportunity to ask Barb "How do these really work?" Barb will answer your questions about maintaining plants on Joey Pouches and installing green roofs with Freedom Squares. Brought to you by Johnson Fediw Associates Training and Consulting for the interior plantscape industry.

Sales and Service: Why Can't We Be Friends?!

By Kathy Fediw, LEED AP, CLP,
CLT, Johnson Fediw Associates

Most interiorscape companies have at least one person dedicated to getting new sales and someone in charge of overseeing the daily servicing of accounts. The Sales and Service departments tend become entangled in a constant tug of war with each other. Most of the conflicts center around delivery schedules; placement and selection of plant varieties; and operation budgets determined by the bid amount.

The Sales Team:

Sales has a primary goal: GET THE SALE.

Getting the sale is what the sales department gets paid to do. Their bonuses and commissions are based on getting the sale. Salespeople live and breathe to get the sale. Hopefully, in the process they also make a decent profit for

the company and develop a good, solid relationship with the client.

The Service Team:

Service also has a primary goal: GET THE JOB DONE..

Getting the job done is what the Service department is all about. They think about how to get the job done faster, cheaper and better all the time. They are constantly striving to find a better way to get the job done and increase company profits.

The Service Team has to order the plants and containers; get them delivered; get a technician to the job to take care of the plants; and get the paperwork done so the client can be billed so the sales department can get their commissions and the whole company can continue to run smoothly. Hopefully, in the process the Service department also makes a decent

the client.

Instead of concentrating on differences, Sales and Service

need to keep in mind that they share at least two common goals: keep the customer happy and make a decent profit for the business. With that in mind, there's much that Sales and Service can do to help each other, their business and their clients. Setting realistic expectations is a good start.

Even more, mutual respect goes a long way in developing a better working relationship. Sales cannot exist without Service, and Service cannot exist without Sales. Each team has its strengths. Each team has the power to help the business grow and to keep the customers happy.;



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Congratulations to our 20th Green Earth—Green Plants® Certified Businesses!



Featured Business: Plantarium Living Environments, LLC

The Green Earth—Green Plants® program announced recently that Plantarium Living Environments, LLC, an interior plantscape business in Philadelphia, Pennsylvania has become the 20th business to become a Green Earth—Green Plants® certified business. “Plantarium Living Environments, LLC has proven that they are an environmentally-responsible business and operate in an ecologically-friendly manner, says Kathy Fediw, LEED AP, CLP, CLT, president of Johnson Fediw Associates and founder of the certification program. Plantarium Living Environments, LLC is a diversified horticulture services company that takes care of indoor plants and urban landscaping for office buildings, hotels and public spaces in the greater Philadelphia area. “We know that plants help improve indoor air quality, and caring for them in an environmentally-safe manner is crucially important” says Fediw.



Bob Bashore, owner of Plantarium Living Environments, LLC passed a rigorous 17 page assessment during an onsite audit of his facilities and practices. The assessment rates an interior-landscape business on their indoor and outdoor facilities, vehicle usage, recycling program, horticultural practices, staff education and giving back to the community.

“Plantarium Living Environments, LLC has greatly reduced their carbon footprint by allowing employees to report directly to their routes from home, rather than coming in to the office to start or end their day. Half of their front-line staff use public transportation to and from work, and several other employees ride their bicycles to work. They are proud supporters of Alex’s Lemonade Stand and other community-based programs.”

“We are proud to recognize their achievements and know they will set an example to other businesses in the Philadelphia area to operate in a more earth-friendly manner,” says Fediw.

Johnson Fediw Associates is a third-party consulting firm providing green certification programs to horticulture businesses. For more information on the Green Earth—Green Plants® program, go to www.greenearthgreenplants.com. For more information on how Plantarium Living Environments, LLC can improve the health and indoor air quality of your office or workspace, go to <http://www.plantarium.net> or call 215-338-2008.