



Green Plants for Green Buildings Thanks You for making 2017 so AWESome*

With your help, we created messages and shared information about the value nature brings to our lives. From greater wellbeing, to increased worker productivity, to faster healing rates, we're communicated the benefits of bringing nature indoors to building professionals across the country.



Moss Walls - A Biophilic Design Solution

Premiered in January 2017, GPGB's latest Continuing Education seminar gives interior landscapers the authority to confer 1 hour of CE credit to building professionals. All CEU courses are now available through Self-Study and come with the accreditation of ASID, IDCEC, BOMI, ALSA, LACES, and USGBC.



GPGB's Biophilic Design Workshop at Cultivate'17

In July we brought together three rock stars of the biophilic design and modern back-to-nature movements to produce "Your Customer's Brain on Nature" & "Does Nature Have a PR Problem?" for free to Cultivate'17 attendees. When surveyed, participants "shared the love" for their workshop experience and GPGB has been invited back to produce a follow up workshop at Cultivate'18. We're grateful to **AmericanHort** for providing interiorscapers with a professional home.



Joe Zazzera, LEED AP Sonja Bochart, IIDA Justin Bogardus, Nature R



NatureRx - Indoors: The LivingPlant Video

Inspired by the vision of creating viral demand for greater access to nature indoors, GPGB launched a fundraising campaign to produce a brief, humorous video which will get people thinking about using nature to improve the quality of their life indoors. Lead funding for the video came from the National Horticultural Foundation. Working with the talented, award winning producer Justin Bogardus, we'll be filming on February 10, 2018 on a TEDx stage. GPGB President Mike Senneff will be onsite, staging the plants for filming and keeping the green authentic.



Speaking to BOMA's building professionals

Our very own board member Jim Mumford, Good Earth Plants, was in Nashville, TN this June 2017 to present Moss Walls - A Biophilic Design Solution at the International BOMA Conference. Many attendees were uninformed about the affect indoor nature has on retail sales and employee productivity and stayed to pick Jim's brain. Pictured above on left is Jim, with Mike Senneff, Plant Interscapes, GPGB President, looking snappy in their moss ties at Cultivate'17. Jim's presence at the BOMA conference was underwritten by the **National Horticulture Foundation**.

*AWESome = aesthetic, wellbeing and economic benefits of nature in the built environment.



GPGB Distributes \$40,500 to 11 Foliage Growers

In fall when Hurricanes Harvey and Irma devastated foliage growers, our friends at **National Interiorscape Network** and others rallied to lend the growers a hand. A generous seed donation from Steve Decker and Phil Feinman at **Architectural Supplements**, and consistent messaging from the NIN team, contributed to the campaign's success. We're also grateful to Kingston White, **Morning Dew Tropical Plants**, who made onsite visits to the damaged nurseries, validating the statements made in their applications. 31 companies contributed to the relief fund, and the funds were distributed to growers on December 4. A special thank you for those in our community who contributions helped these growers rebuild.



Speaking to ASID Leaders on the East Coast

In November, Mary Golden, GPGB Advocacy Incubator, presented Economics of Biophilic Design at ASID Carolinas' Annual Conference. After the seminar, the interior designers lingered to share their personal stories of how they and their clients respond to indoor environments that include nature. Turns out, ASID CEO Randy Fiser later delivered many of the same GPGB messages during his lunchtime keynote! The receptivity to our core messages is growing and it is exciting to see. Under Randy's leadership, ASID is "all in" when it comes to #BringNatureIndoors. Mary's presence at ASID conference was underwritten by the **National Horticultural Foundation**.

Left: Randy Fiser, ASID CEO, Right: Mary Golden, GPGB



NEW FORMAT! Self-Study Registered Trainer Courses

We keep chipping away at the barriers to getting information about plant benefits out into the world. That's one reason why we've converted many of our CEU programs to a self-study format. Can't attend a training in person? Not a problem.

Learn more about this program online at gpgb.org or call GPGB at **707-467-9417**.



872!

That's the number of building professionals who heard GPGB's Registered Trainers tell them about the value of #BringNatureIndoors. You know who you are! Congrats and thank you!

With best wishes for a greener and prosperous 2018, Mary and the board members of GPGB

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