



For Immediate Release

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Western Pennsylvania Leadership Awards presented to Phipps' Executive Director

PITTSBURGH—January 4, 2010—Richard V. Piacentini, Executive Director of Phipps Conservatory and Botanical Gardens was recently awarded the 2009 Fred E. Obley Award for Business Leadership and Excellence from Amen Corner, and named 2009 Honoree of the American Society of Interior Designers (ASID) PA West Leadership Award. Mr. Piacentini received the distinguished Fred E. Obley Award at the Amen Corner Holiday Reception on December 3 at the Sheraton Station Square. Amen Corner is an esteemed civic and social organization of area business-owners and politicians and has been a Pittsburgh tradition since 1870. Mr. Piacentini was also awarded the influential ASID PA West Leadership Award at the organization's holiday luncheon on December 4 at the Duquesne Club. The organization recognized Mr. Piacentini for his leadership, dedication and commitment to the advancement of sustainability at Phipps, particularly in its interior spaces. The ASID is the leading organization for interior design professionals with 48 chapters throughout the United States and Canada.

Richard V. Piacentini has held the position of Executive Director of Phipps Conservatory and Botanical Gardens since 1994. During his tenure, Phipps launched the most ambitious multi-year expansion initiative in its 113-year history. The 36.6 million dollar project features environmentally sensitive designs, including the first LEED certified building in a public garden in the US, the Silver LEED certified Welcome Center; state-of-the-art energy efficient Production Greenhouses; an innovative 12,000-square-foot Tropical Forest Conservatory, the most energy efficient conservatory in the world and the groundbreaking Center for Sustainable Landscapes (CSL). The Center for Sustainable Landscapes, an education, research and administration complex is slated to meet the Living Building challenge and be a net zero energy and net zero water building that generates all of its own energy with renewable resources. In part because of these achievements, Phipps was chosen to host the prestigious welcome dinner and reception for President and First Lady Obama during the Pittsburgh G-20 Summit on September 23, 2009.

"I'm honored to be recognized by these organizations for the advancements we have made at Phipps," said Mr. Piacentini. "Our status as a regional leader in green initiatives is the direct result of a visionary board, tremendous support from funders, a committed staff and a region that embraces our values in working toward a more sustainable future."

About the Fred E. Obley Award:

Fred E. Obley was an outstanding Pittsburgher who began his service with Amen Corner in 1927, and served until his death in 1962. During that time, Mr. Obley, was one of

Pittsburgh's most well-known and universally respected citizens who made significant contributions throughout the city. The Fred E. Obley Award was created to recognize area leaders who demonstrate outstanding professional and personal contributions to the City of Pittsburgh. Past honorees include Dr. Kenneth R. Melani, President and CEO of Highmark, Inc., Howard Hanna III, President and CEO of Howard Hanna Holdings, Inc. and Ralph J. Papa, President, Citizens Bank of Pennsylvania.

About the ASID Award:

The ASID annually recognizes a community member who has made significant contributions in the areas of design, planning and/or sustainability through its leadership award. Past honorees include Teresa Heinz and the Heinz Endowments, Rebecca L. Flora, Executive Director of the Green Building Alliance and Louis D. Astorino, CEO of Astorino.

About Phipps Conservatory and Botanical Gardens:

For Phipps Conservatory and Botanical Gardens, the past is prologue to a future as ingenious as the region it serves. Built as a repository of horticultural excellence by Henry W. Phipps in 1893 at the height of Pittsburgh's industrial prowess, Phipps has evolved from the nation's first teaching conservatory to a distinguished eco-champion among America's 500 public gardens and an exhibit space ranked among the nation's top conservatory experiences. The transformation of Phipps' Victorian glasshouse jewel into a pace-setting model for advanced green building practices, sustainable development and environmental awareness has resulted in 14 prestigious awards.

Esteemed as the Green Heart of Pittsburgh and one of the world's greenest public gardens, Phipps is empowered by its mission to inspire and educate visitors with the beauty and importance of plants; to advance sustainability and worldwide biodiversity through action and research; and to celebrate its historic glasshouse. For more information, call 412-622-6914 or go to www.phipps.conservatory.org.

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