

SCOTT C. PLEIN



Scott is the founding principal of [Equinox Investments, LLC](#), a real estate investment, development, and management firm specializing in community planning, entitlements, and project development in the Northern Virginia area. The company was founded in 1999.

A lifelong resident of the Commonwealth of Virginia, Scott began his career in 1976 when he founded [KT Enterprises, Inc.](#), a local landscape development firm. KT and its affiliate company, [Total Development Solutions](#), provides turn-key site development solutions for some of the most prestigious home builders, developers, and commercial contractors in the Washington, D.C. metropolitan area. Scott is also a principal owner in the wholesale nursery [South Riding Nurseries](#), and the tree-growing operation [White House Natives](#) - a wholesale landscape-quality nursery that propagates only plants native to the Commonwealth of Virginia for use in suburban and urban landscapes. Together, Scott and his various partners provide quality jobs for more than 350 employees in the Northern Virginia region.

An involved citizen in the community in which he lives, Scott recognizes the great importance and responsibility of giving back and supports many non-profits and charitable groups through a devotion of financial resources and personal involvement. He serves on several local boards and philanthropic organizations:

- As Chair of the [American Horticultural Society](#) (AHS), the nation's most respected and longstanding gardening organization, Scott's leadership will ensure the protection, preservation, and continuing public access to the historic [River Farm](#) that once formed part of George Washington's Mount Vernon estate, and further the AHS mission of sharing with all Americans the critical role of plants, gardens, and green spaces in creating healthy, livable communities.
- Scott's dedication to clean water began in the late 80's. His involvement with the [Potomac Riverkeeper Network](#), a nonprofit dedicated to protecting the entire Potomac Watershed through legal advocacy and community outreach, helps ensure the protection of this important natural resource. Scott serves on the board.
- The non-profit organization, [Mason Housing Inc.](#) provides affordable multi-family housing for George Mason University's faculty, staff, graduate students, and affiliates, and Fairfax County and City employees. Scott serves on the board.

Through Scott's commitment to mentorship, he has been able to greatly influence and guide many

of our future commercial real estate leaders. His mentorship outreach extends to [NAIOP Northern Virginia's Developing Leaders](#) program and [AASuccess](#). At AASuccess, Scott lends operational guidance and mentoring advocacy to Asian American and other minority students to advance the social, personal and professional fulfillment of our young citizens.

Previously, Scott served on several local and regional boards: the [Northern Virginia Transportation Alliance](#) and the [Northern Virginia Chapter of NAIOP](#). He is a past president of the [Northern Virginia Building Industry Association](#), as well as the [Dulles South Alliance](#), an association of business and resident leaders dedicated to providing an open forum to the public on the future development opportunities in the Dulles South region. Scott also chaired the Building and Development Committee for Capital Caring's '[Adler Center for Caring](#)', a state-of-the-art inpatient hospice and palliative care center located in Aldie, Virginia. Scott is a past Chairman of the [George Mason University Center for Real Estate Entrepreneurship \(CREE\)](#), a research center devoted to the advancement of real estate research and education in the real estate development profession. And in keeping with Scott's desire to help shape the face of real estate development in a sustainable fashion, Scott also engages with students who are enrolled in the [George Mason Masters of Real Estate Development](#).

Scott is devoted to the [White House Farm Foundation](#), a nonprofit educational foundation that he established after his purchase of the 270-acre historic White House property in Luray, Virginia. Through the Foundation, he strives to enrich individuals with the knowledge of and involvement in our natural ecological systems, holistic community planning, conservation, and respect for local history and culture.

Scott's cornerstone project, [Villages of Piedmont at Leopold's Preserve](#)—has been touted by Prince William County officials as “a model for preservation-oriented land planning”. This award-winning project exemplifies Scott's deep commitment to the environment and ecological systems, particularly as it pertains to finding a balance between human habitat needs and preserving our natural habitats. One of the most compelling aspects of the project is its impressive open-space commitment—the permanent conservation of 380 acres dedicated to the legacy of famous conservationist, Aldo Leopold. Today the public park, [Leopold's Preserve](#), is visited daily by community residents, tourists, and educational groups who enjoy its 7 miles of walking trails, interpretive signage, observation platforms and wildflower meadows that showcase the environmental and historic features of the property and surrounding area. Scott's White House Farm Foundation funds its ongoing maintenance, upkeep, and educational programs.

Please see the following page to learn more about Scott's awards, memberships, education and community partnerships.

CURRENT ACTIVITIES

- American Horticultural Society, Chairman: <https://ahsgardening.org/about-us/>
- George Mason University School of Business Center for Real Estate Entrepreneurship, Advisory Board, Executive Committee, Guest Lecturer: <http://som.gmu.edu/realestate/>
- Mason Housing Inc., Board Member: <http://gazette.gmu.edu/articles/11925>
- Potomac Riverkeeper Network, Board Member: <http://www.potomacriverkeepernetwork.org/board/>

MEMBERSHIPS

- Bull Run Mountains Conservancy: <http://www.brmconservancy.org/>
- Ducks Unlimited, Prince William Chapter: <http://pwducks.com/>
- NAIOP Northern Virginia: <http://www.naiopva.org/>
- Northern Virginia Building Industry Association: <http://www.nvbia.org>
- Northern Virginia Conservation Trust: <http://www.nvct.org/>
- Piedmont Environmental Council: <https://www.pecva.org/>
- Prince William Chamber of Commerce: <http://pwchamber.org/>
- Prince William Conservation Alliance: <http://www.pwconserve.org/>
- Virginia Native Plant Society: <http://www.vnps.org/>

EDUCATIONAL PARTNERSHIPS

- George Mason University Masters in Real Estate Development: <http://som.gmu.edu/real-estate-development/>
- James Madison University: <http://www.jmu.edu>
- Lord Fairfax Community College: <http://www.lfcc.edu/>
- Page County School System: <http://www.pagecounty.k12.va.us/>
- Rainbow Therapeutic Riding Center: <http://rainbowriding.org/>
- Smithsonian Conservation Biology Institute: <http://www.vaworkinglandscapes.org/>
- Virginia Tech Conservation Management Institute: <http://cmi.vt.edu/>
- White House Farm Foundation: <http://whfarmfoundation.org>

COMMUNITY PARTNERSHIPS

- Fairfax CASA: <http://www.fairfaxcasa.org/>
- Page County Heritage Association: <http://pagecountyheritage.com/>
- Page County Tree Board
- Page County Water Quality Advisory Committee: <http://pagewaterquality.org/>
- Virginia Master Naturalists: <http://oldragmasternaturalists.org/home/2013/08/new-partnership-with-the-white-house-farm-foundation/>

PAST ACTIVITIES

- Arlington South Lion's Club (Member, 1980-1993; President 1989-1993)
- Asian American Success (Board of Directors, Student Mentor, Life Skills Coach): <http://www.aasuccess.org/>
- Capital Caring, formerly Capital Hospice (Chairman-Building Committee; Gala Finance Committee): <http://www.capitalcaring.org/>

- Chesapeake Coalition for Responsible Environmental Care (Founder and President, 1989-1993)
- Choices: <http://choicesofpagecounty.org>
- Citizens Advisory Committee for the Chesapeake Bay (Appointed by Governor George Allen, 1994-1998):
http://www.chesapeakebay.net/groups/group/citizens_advisory_committee
- Dulles South Business Alliance (DSBA) (President): <http://www.dsava.org/>
- George Mason University Center for Real Estate Entrepreneurship (Chairman)
- Gleaning for the World (Chairman, Northern Virginia Advisory Board): <http://gftw.org/>
- Journey Through Hallowed Ground: <http://www.hallowedground.org>
- Metropolitan Washington Air Quality Committee, Subcommittee on Garden Equipment Emissions (Member, 1990)
- NAIOP Northern Virginia (Life Director): <http://www.naiopva.org/leadership.htm>
- Northern Virginia Building Industry Association (NVBIA) (President 2005; Director; Regional Board; Senior Life Director; Past Chairman, Alexandria Chapter Building Association)
- Northern Virginia Community Appearance Alliance (Director, 1987-1988)
- Northern Virginia Transportation Alliance (Life Director):
<http://www.nvta.org/content.asp?sl=458&contentid=2287>
- Pollution Prevention Coalition (Chairman, 1993-1995)
- Pure Water Forum: <http://www.purewaterforum.org>

AWARDS

- 2022- [Elizabeth Cabell Dugdale Award](#) for Meritorious Achievement in Conservation (on behalf of the American Horticultural Society's efforts to "Save River Farm"
- 2022 – [Prince William Chapter, Ducks Unlimited](#) Conservationist of the Year Award
- 2017 – Plant NOVA Natives Native Champion Award:
<https://www.plantnovanatives.org/nova-natives-champions>
- 2015 – Northern Virginia Building Industry Association Great American Living Award for *Innovative Land Planning* for [Villages of Piedmont at Leopold's Preserve](#)
- 2014 – Prince William County *Green Community Award* for Villages of Piedmont at Leopold's Preserve:
<http://www.equinoxinvestmentsllc.com/projects/villagesofpiedmontii.html>
- Shenandoah Valley Soil and Water Conservation District '*Clean Water Farm*' Award:
<http://www.svsxcd.org/>
- 2013 - Valley Conservation Council '*Better Models of Development*' Award for his work in restoring the White House Farm's brick farm house, barn, and outbuildings: <http://valleyconservation.org/2013-awards/>
- 2011 – Capital Hospice *Capital Campaign Community Partner Award*
- 2008 - Fairfax County Tree Commission '*Friend of Trees*' Award for his work in helping to write and pass legislation in the Commonwealth that protects and promotes the planting of native vegetation in our suburban and urban areas
- 2004 – Capital Hospice *National Capital Philanthropy Outstanding Volunteer Fundraiser Award*