



DRAFT

CALSCAPE PLANNING COMMITTEE MEETING

MINUTES: November 3, 2007
The Techmart, Santa Clara, CA

Committee members present:

Tony Caruso
Vicky Cate
Celeste Frogner
Mary Golden

Jeff Hatch
Tim Konig
Bill Meade
Carol Peterson Webber

Deb Ringler
Heddy Salerno
Saram Singh

The meeting was called to order at 9:15 am.

REVIEW OF AGENDA AND APPROVAL OF MINUTES

Vicky Cate motioned to approve the minutes from the previous meeting and Heddy Salerno seconded.

REVIEW OF CALSCAPE EXPO 2007

Review of Post Conference Report - The board reviewed the Executive Summary which included the following chapters: Executive Summary, Roles and Responsibilities of Event Management, Conference Agenda, Demographic Analysis, Room Block Statistics, Evaluations from Attendees, Publicity and Press, and Financial Report.

Review of Education Program – The committee reviewed the summaries of the session surveys.

They liked the approach McWhorter took at the end of his session and would like to revisit it in another session.

Stephen Block received great reviews and has offered to be involved with CalScape next year.

Review of Entertainment, Social, and Fundraising Events – The committee reviewed the relevant sections from the Post-Conference Report.

Awards Program – Chair Vicky Cate would like to see a platform stage used for the photo site. This would give the audience a chance to see and recognize the winners. Photos of the winners holding their plaques are mailed to the winners with a press release template so that they can distribute it to the media in their area.

Showcase Lunch – There was massive negative feedback regarding the lack of places to sit. Bill also got feedback that some exhibitors were unaware of their early lunch opportunity.

Fundraising Auctions – The silent auction venue at the Awards Banquet worked. For next year we will focus on getting higher dollar items and more portable items. The committee discussed converting the Décor Sales program to a Live Auction for Palm Springs.

Massage Chair – They were very busy. It worked having the massage chairs in the hallway.

Review of Newbie Party – The committee felt it was very successful, fun and accessible for attendees. They discussed adding to the Newbie Party the concept of asking each Newbie attendee to come with the three questions you would most like to have answered at CalScape. Then the board member would take responsibility for introducing them to a landscaper or vendor who can help them answer their question.

Review of Exhibitor Salon – Tony Caruso reported. There were five exhibitor companies attendees. Tony got feedback that the time was too early to get much participation, however the committee decided to keep the timeframe at Friday morning. Feedback on the Friday events would come from post-CalScape surveys and Allied Trade Committee contacts.

What he heard:

1. Don't close the Showcase for Thursday lunch. "We're big folks. We can get ourselves lunch.
2. Could you have some food available for us to buy?
3. Appreciative of the Showcase only time.
4. Make the names of registered attendees available on the website.
5. Speed dating: vendors move from table to table at a networking lunch or other event. Make it a Gold Sponsor. Hold it at Friday lunch at long tables, perhaps in the PS lobby. 300 lunches, 1.5 hours, xxx vendors making their presentations.
6. Open the Showcase at 9 am on Friday.
7. Welcome Party music is too loud.

Review of Financial Report for CalScape Expo 2007 – The committee reviewed the 2007 CalScape P&L, the 2007 Budget, and the 2008 CalScape P&L.

CALSCAPE EXPO 2008 SHOWCASE 2008

Booth Sales to Date – 63 booths have been sold, more than at any time in the past. The committee reviewed the 2008 Prospectus.

EDUCATION PROGRAM 2008

To give more time exclusive tradeshow time the last ed program on Thursday will end at 3:30.
3:00 – 5:30 exclusive tradeshow
3:30 – 4:30 color bowl creation

Keynote Speakers – The committee would like to contact Jerry Faust and get tapes from Patricia Fripp's colleague, Barry Maher. They believe humor is a keynote approach that is popular with audiences. They would like marketing to be the breakout topic of the keynote speaker.

Breakout sessions – The Planning Committee discussed ideas for breakout sessions including the following:

1. A session that addresses how to price appropriately when the opportunity arises. (Tony Caruso)
2. a program that tells the story of how the award winning installation happened (Deb Ringler)
3. a program related to Green Buildings and LEED Certification

4. Materials and tools that increase your company professionalism and how do you market it to your customers.
5. Training the trainer: how to recognize personality types and train to them (could be a half day program - Linnaea Newman?)
6. High-end design with Davis Dalbock or Flora Grubb, Flora Grubb Gardens; design, patioscaping.
7. Scot Barron with sales, marketing, employee relationships.
8. The latest technologies to help your business.

Carol asked that by Nov. 14 committee members contact Carol with their ideas regarding Topics and speakers.

DELEGATION & VOLUNTEERS FOR 2008

Décor Installation and Sales – The committee would like to approach Rebecca Anscomb regarding heading up the program. Heddy volunteered to provide the installation staff if Rebecca coordinates the event.

Golf – The committee would like to ask Dennis Gabrick and Raelyn Luchow to coordinate the event. With a good coordinator the event could be viable. Foursomes need to be set up far in advance of the golf course contract deadline.

Suite Party – Bill would like to co-host the event again but would like to move the event into the top floor suite.

Newbie Party – Suzette Upchurch will be asked to coordinate again.

Welcome Reception / Grand Opening Party – reviewed previously.

PIA Booth – Elisa Garcia may be able to work in the booth again. Money has been set aside in the PIA budget to pay her.

Thursday Lunch – Deb Ringler offered to coordinate this. It will have a strong networking component.

Color Bowl Competition – Jeff Hatch offered to coordinate the event again. People liked the concept of a gallery-style event.

People's Choice Booth Judging – Roel Ventura will be asked to coordinate this again. The winning booths should be photographed.

Silent Auction – Celeste Frogner will coordinate this again. She will also put together a committee to work with.

Massage Chair – Heddy Salerno volunteered to coordinate this again. She would like to keep the chairs in the hallway, raise the price, and add another masseuse to Friday.

Hall of Fame Presentation – Tony Caruso will be coordinating this.

The committee adjourned for lunch at 1:20 pm.

The meeting reconvened at 1:40 pm.

Food and Beverage, Awards Banquet Coordination – Carol Peterson Webber will be coordinating this.

Introducer, Greeter Coordination – Denise Duhe may be willing to do this again but she will need an additional person to work with in a team.

Awards Program Presentation – Cherie Ratay will be coordinating this.

PIA Cares Presentation – Will be incorporated into an award at the Awards Banquet.

Wednesday Session – The committee discussed something like the Tropical Computers seminar which takes advantage of the perfect room. Carol would also like to offer a botanic tour, such as the Living Desert. Also discussed was a shopping tour to the outlet mall. The committee would like to offer PLANET exam and GPGB training again.

Exhibitor Salon – The Allied Trade Committee will coordinate this event.

Group Friday Night Activity – Heddy reported that the side of Tony's Restaurant could be rented (holds 70 people) The entertainment would be The Rat Pack. The charge is \$50 per person, other groups have charged \$65. This would include the food and entertainment.

Group Saturday Activity – The committee discussed a shopping trip to the outlet stores, the Aerial tram, and desert ATV riding.

PIA Cares Installation – none is planned.

MARKETING – not discussed.

BUDGET UPDATE

Review booth pricing – not discussed.

The meeting adjourned at 3:05 pm.

Submitted by Mary A. Golden, Dec. 10, 2007