



CALSCAPE PLANNING COMMITTEE MEETING  
MINUTES: March 17, 2007  
The Atrium Hotel, Irvine, CA

Committee members present:

Joan Archibald  
Tony Caruso  
Vicky Cate  
Lee Fones  
Michael Fones

Celeste Frogner  
Matthew Gardner  
Mary Golden  
Jeff Hatch  
Barbara Helfman

Tim Konig  
Bill Meade  
Jim Mumford  
Carol Peterson Webber  
Roel Ventura

**MESSAGE FROM THE PIA CHAIR**

Tony Caruso welcomed the members of the CalScape Planning Committee and thanked them for the time and talents they are contributing to CalScape and PIA. He stated he was encouraged by the progress made to date in transitioning from CIPA to PIA and growing CalScape into a national show, and contributed this success to a culture of respect for others and their ideas.

**REVIEW OF AGENDA AND APPROVAL OF MINUTES**

Vicky Cate motioned to approve the minutes and Lee Fones seconded.

**CALSCAPE EXPO SHOWCASE 2007**

**Booth Sales to Date** - The board reviewed the floor sign ups for 2007 and booth sales history. 73 booths of the 90 have been reserved. At this time last year 66 booths had been sold.

**Sponsorship Update** – Bill Meade reviewed the sponsor roster. Joan Archibald volunteered to use the allied trade phone tree to call potential sponsors. The office will provide Joan with a list that includes current and past sponsors.

**Exhibitor Green Product Spotlight** – Jim Mumford and Roel Ventura were asked to give a planning committee report by April 12. Joan requested that the “awareness” question set include not just products but also processes.

**Exhibitor Salon** – Sonja Decker volunteered to coordinate this event. The board would like to continue to offer this while the tradeshow is closed. Tony Caruso would like to ensure that several board members are present.

**EDUCATION PROGRAM 2007**

**Keynote** – Rick Segel will be presenting the keynote “Service is Selling”.

**Breakout Topics** – Rick Segel; Find Em, Hire Em, and Keep ‘Em, and Essential Online Solutions.

*Specimen Plant Care* - The committee wants to offer the topic but needs to find a speaker.

*Design Fundamentals for Working with the Design Community* – William McWhorter, ASID has been confirmed as the speaker.

*Niche Markets: Real Estate Staging and Working with Real Estate Agents* – The committee decided not to offer this program this year.

*The Dirty Dozen; The Interiorscapers 12 FAQs* – Barbara Helfman. This topic was suggested as the closing keynote.

**Wednesday Programs** - It is unknown how much space the hotel has available for us to use on Wednesday. Given sufficient space, the committee discussed offering the following:

Rick Segel's will be asked to provide private coaching on developing leadership qualities within your management staff.

Barbara Helfman will request a more detailed syllabus from Curt Conrad of BriteCite on *Website Strategies that Work for Interiorscapers*.

Fripp Sales Camp – The committee decided that the cost was prohibitive in the context of the whole program.

Tropical Computers - The committee decided to not offer the program this year.

If there is sufficient meeting room space, the committee would like to continue to offer the PLANET Certification Testing and PAW AIA & BOMA CE training. The information regarding NIN's meeting will be available in May.

### **Closing Keynote**

Barbara Helfman submitted an additional proposal that she would like the committee to consider for 2007. Titled "Green Building Opportunities for Interiorscapers" it would be a panel discussion with Dennis Gabrick, Shane Pliska or Tim Konig, and herself, and address a variety of topics ranging from LEED certification to new products developed from recycled materials. The committee requested that Barbara develop and submit a syllabus for review prior to making their decision. She will submit a written proposal to the planning committee by March 19.

### **DELEGATION & VOLUNTEERS FOR 2007**

**Décor Installation and Sales** – Rebecca Ansbomb has volunteered to lead the program.

**PIA Booth** – Elisa Garcia, Inside Plants is confirmed.

**Grand Opening Party** – Gigi Cox agreed to coordinate this event. Gainey Ceramics and Preserved Treescaping will sponsor.

**Round Table Lunch – Extreme Landscaping** – No changes were made to this program. continue at the tables.

**Color Bowl Competition** – A volunteer is still needed to coordinate this for 2007. Jeff Hatch volunteered to help with the colorbowl program.

**Silent Auction** – Celeste Frogner will coordinate. 100% of the revenue will go to the PIA Education Programs. It will be held the evening of the Awards Program.

**Massage Chair** – No report but Heddy Salerno has volunteered to coordinate.

**Hall of Fame Presentation** – Not discussed at this meeting.

**Awards Program Presentation** – Greg Eberly will be running the av.

**Food and Beverage, Awards Banquet Coordination** – No report as the information from the hotel is lacking.

**Introducer, Greeter Coordination** – The CalScape Program Chair is responsible for this activity. The office will create posters to be mounted on the speakers' podiums.

**New Attendee Welcome Event** – Joan Archibald offered to help with this event. The office will contact Suzette Upchurch to see if she will help.

**People's Choice Booth Judging** – Roel Ventura is coordinating.

**Golf Outing** – The committee decided to drop the golf program this year.

**PIA Cares Presentation** – Deb Ringler will coordinate this PPT presentation done at the beginning of the Awards Program.

**Friday Night Activity** – Cirque du Soleil Beatles based "Love" . The office was authorized to purchase 35 Category 3 tickets. Participants will be asked to rendezvous.

**Saturday Activity** – Paul Needleman will put the office in contact with the Bellagio contact . The rough timing will be between 10 am to 3 pm.

**P@W Fundraiser** – Roel Ventura is working out the details. He will have an outline for the event by April 12. The Welcome Party which will run 6:30 to 8pm, followed by the P@W event, which will run 8pm to 9pm.

**PIA Cares Installation** – Will not happen this year.

## **MARKETING**

**Marketing Message d'jour** – "Stay at the host hotel". Jeff Hatch recommended pitching the vendors on buying a couple of room nights at CalScape for their best customers. "What an effective marketing tool" can be added to the AT Update.

Joan Archibald will add this message to the conversation her committee is having with the landscapers they call.

**Photographer** – Bill Meade has located a photographer for the event.

**BUDGET UPDATE**

The year to date P&L is 17,690.

**Discuss Location of CalScape 2008** – The committee would like investigate the current situation at the Rio in Las Vegas, CA and Wyndam in Palm Springs. They also want to release the space reserved for us in Denver and St. Louis.

**Next Meeting** - The next committee meeting will be on June 2. The next board telecom will be April 12.

The meeting adjourned at 11:18 am.

Submitted by Mary A. Golden, April 16, 2007

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