



**BOARD MEETING**  
**MINUTES: June 2, 2007**  
**The Padre Trail Inn, San Diego, Irvine, CA**

**Board and committee members present:**

Joan Archibald  
Tony Caruso  
Mike Fones  
Lee Fones  
Mary Golden

Tim Konig  
Jim Mumford  
Debbie Ortega  
Saram Singh  
Carol Peterson Webber

***WELCOME***

The meeting was called to order by PIA Chair Tony Caruso at 2:17 pm.

***REVIEW OF MINUTES***

Carol Peterson Webber moved to approve the minutes of the March 17, 2007 board meeting and Lee Fones seconded.

***TREASURER'S REPORT***

Acting Treasurer Tony Caruso reported that as of May 23, 2007 the combined PIA and CalScape checkbook balance was \$66,599.44. The savings account balance was \$1,085.01. Accounts receivable was \$31,459.50 (\$31,409.50 of which was CalScape Expo 2007 revenue). Accounts payable was \$50. The board reviewed the PIA and CalScape year-to-date P & L with a cash balance of \$21,419.07.

Tony reported on the Finance Committee activities. The WAMU MMA has been opened to earn a higher rate of interest. The PIA credit card has been converted to a mile earning format, so that PIA earns one mile for every dollar spend using the card. The P & L format changes have not been developed yet. Tony then read the year-to-date progress on the financial goals.

Tony has been speaking with Greg Hunt, a representative with an insurance carrier interested in offering the association's members various insurance. To begin the evaluation process Tony requested that board members supply Greg Hunt with Declarations pages for their companies.

The board would like to get in touch with Jeff Egenberger regarding getting a similar quote on similar insurance.

### ***MEMBERSHIP REPORT***

Membership Chair Tim Konig read the membership renewal report and the board reviewed the membership chair report. Joan Archibald is continuing to call new members with a welcome call. 100% of the non-renewed members from 2006 have been called and 50% of the non-renewed members from 2005 have been called.

**Policing of company size standards** – The board discussed the problem of companies joining PIA at below their company size level. Tim Konig offered to draft a letter that can be sent to companies who are under-reporting their company size. The membership committee will review the draft and bring it to the next board meeting.

**HR Hotline as a Member Benefit** – Hedly Salerno recently met with a labor law attorney who has experience working with associations and would like to work with PIA members offering them the following;

- 24 hr phone line for HR classes
- Fax and email broadcasts to members
- Training modules

He is requesting \$15,000 for a year to offer these services and Hedly suggested that \$50 be added to the cost of each membership to pay for his contract. One concern is that a portion of the membership doesn't join until the later half of the year, and the proposed payment schedule would require contract payments prior to receiving the membership revenue. Hedly was asked to go back to him and ask him to break out the cost of some of these services.

1. What is the cost of the broadcast email and fax service only?
2. Would we be able to offer the 24 hr hotline to companies on a sign up basis?

**Status of "Find An Interiorscaper" webpage redesign** – At this meeting last year, this project was scheduled for 2007. It has been postponed due to lack of funds, and was not included in the 2007 budget adopted by the board.

### ***EDUCATION REPORT***

Hedly Salerno read the Education Committee report. When developing the budget for the 2008 ed programs in November 2007, Hedly will ask the ed committee to include speaker thank you gifts. There is no date yet for Dallas "What Every Manager Needs to Know" because she is still in discussions with Dave Beyers, the HR consultant mentioned above. She is impressed with his professionalism.

**Remaining 2007 programs** – The remaining programs are Patioscape Design (Norcal, June 7 and Socal, June 14), Plant Tech Tune Up (Sacramento, June 21 and Seattle, June 20).

**Videotaping of programs** – Tim Konig brought a demo dvd from a company he would like to investigate regarding taping of the ed programs. To get an idea of how their pricing compares, Tony Caruso suggested asking the company to submit a bid for the Hall of Fame video.

**Speaker Proposals** – Jim Mumford will share with the board the “Request for Proposals” form he filled out when confirming a speaking engagement for another association. He believes it contains some features PIA may want to adopt in the interests of enhancing the professionalism of our ed program and CalScape speaker presentations.

### ***NEWSLETTER REPORT***

The board reviewed the current newsletter sponsors and the number of hits each article received. Articles for the next issue are due 7.23.07.

***ALLIED TRADE REPRESENTATIVE REPORT*** – Saram Singh reported on committee activities. The allied trade seems universally willing to promote ed programs and other events. He would like to develop a survey for the AT committee use in gathering information on what type of promotional activities and marketing materials work best for each AT member. He added that AT feedback strongly approves hosting CalScape in southern CA. To facilitate AT member input, Saram would like to hold an allied trade telecom one or two weeks before each board meeting.

The board discussed several ideas related to getting the AT member hosting the ed program more involved in registration recruitment. These included

1. giving the AT host the goal of attracting people so that the difference between attendance numbers budgeted and the actual attendance is zero.
2. giving the AT host two free registrations to the ed program to offer to non-member companies.

Joan Archibald invited the board to participate in the Pot A Plant booth on June 16 & 17 at the Long Beach Special Olympics. Olive Hill has donated plants, and Joan has also gotten containers donated. She is looking for a soil donation. Joan also reported that she will be getting more involved with the Special Olympics and would like to get Debbie Ortega and Jeff Hatch more deeply involved with PIA.

The AT committee consists of Joan Archibald, Saram Singh, Debbie Ortega, Paul Needleman, Bill Meade, and Jeff Hatch.

### ***EXECUTIVE BOARD REPORT***

**Bylaws** – Tony Caruso reported that he and Tim are reviewing the current draft. On a June 13 telecon, the board will be asked to vote to approve or revised the bylaws.

**Board Telecon** – The next telecon meeting is scheduled for 6.13.07 at 7:30 am.

**Roberts Rules of Order** – The reports were postponed until Aug 25. Tim Konig requested that he be sent a book.

## **OTHER REPORTS & AREAS OF DISCUSSION**

**PIA Cares** – Deb Ringler emailed a report which Tony Caruso read. She is working on the PIA Cares web pages with Greg Eberly, and has downloaded the PLANET awards entry form. She has contacted Ron Vancour regarding getting a PIA Cares installation started with his A Team.

**Hall of Fame** – Tony Caruso reported on two activities he wants to add to the program. He would like PIA to

1. broadcast email an “invitation to honor the inductees” to all the PIA members.
2. send eight invitations to the inductee to facilitate their inviting more family and friends to their induction ceremony.

**Awards Program report** – In the absence of Chair Vicky Cate, the board discussed adding Green Roofs to the Patioscaping category. It was felt the existing patioscaping judging criteria could be used for a green roof installation.

**Vision Chair Report** – In the absence of Chair Matthew Gardner, Tony Caruso read the Vision Chair report.

**Industry Association Liaison Report** – None.

**OTHER BUSINESS** - None.

Lee Fones read the list of board action items from the CalScape and PIA board meetings.

The meeting adjourned at 4:07 pm.

NEXT MEETING: Saturday, August 25, 2007 at the Riviera, Las Vegas.

Submitted by: Mary A. Golden

Date: June 22, 2007