



**BOARD MEETING**  
**MINUTES: February 3, 2007**  
**The Riviera Hotel & Casino, Las Vegas, NV**

**Board and committee members present:**

Joan Archibald  
Tony Caruso  
Lee Fones  
Mary Golden  
Jeff Hatch  
Peter Herrera

Tim Konig  
Bill Meade  
Jim Mumford  
Carol Peterson Webber  
Heddy Salerno  
Saram Singh

***WELCOME***

The meeting was called to order by PIA Chair Tony Caruso at 8:00 am.

***REVIEW OF MINUTES***

Carol Peterson Webber moved to approve the minutes of the Nov. 3, 2006 board and executive board meeting and Lee Fones seconded.

***INSTALLATION OF OFFICERS***

Presentation of the Gavel – Immediate Past Chair Jim Mumford presented 2007 Chair Tony Caruso with a manzanita and ironwood gavel he had crafted. The following officers of the Executive Board were installed: Tony Caruso – Executive Chair; Tim Konig – Executive Vice Chair; Vicky Cate – Executive Treasurer; Executive Secretary – Lee Fones; Carol Peterson Webber - CalScape Expo Program Chair; Bill Meade - CalScape Expo Trade Show Chair; Immediate Past Chair – Jim Mumford.

**Updated Position Descriptions** – The board reviewed a draft of the revised position descriptions for executive board officers. These descriptions will be incorporated into the revised association by-laws.

**Nominations and Elections Calendar** – The board reviewed the nominations and elections calendar and process. Tony requested that board members start thinking about what new positions should be created, if they would like to continue in their current position, or who they wish to mentor and nominate for their position on July 23, 2007.

Tony stated that he would like to run for a second two-year term. Tony would like the board to consider changing the bylaws to allow for two year terms for board members positions.

***TREASURER'S REPORT***

Acting Treasurer Tony Caruso reported that, as of Jan. 29, 2007 the combined PIA and CalScape checkbook balance was \$103,512.69. The savings account balance was

\$1,083.89. Accounts receivable was \$38,092.45 (\$34,956.45 of which was CalScape Expo 2007 revenue). Accounts payable was \$18,200.01.

The board reviewed the PIA 2007 budget adopted, the budget comparison for this year to last year and the balance sheet with a balance of \$104,616.08. The board reviewed the PIA and CalScape year-to-date P & L with an accrued balance of \$58,612.92.

Tony reported on the Finance Committee activities, including investigating a bank account that earns higher interest and developing new budget reporting formats.

### ***MEMBERSHIP REPORT***

Membership Chair Tim Konig read the membership report. He reported that the office has been making calls to non-member CalScape attendees regarding their CalScape experience and interest in membership.

### ***EDUCATION REPORT***

Chair Heddy Salerno reviewed the education committee report. She reported that the sponsorship effort is behind goal and asked the board to help solicit sponsorships. She has been getting some negative response to her solicitation calls. She reported on the dates and locations for the upcoming education programs.

**Seattle program** – Matthew Gardner has been talking to Scott Baron and Louise Fair regarding their interest in a tech program. Scott will send 15 people and Louise will help find a location for the seminar. The topic will be Tech Tune up and will be tentatively held June.

**Green Building Movement Summit** - The P@W board had the item on their TPIE meeting agenda but it was tabled until a future meeting. The response to the proposal is very favorable but they have other organizational issues to resolve prior to working on the summit program.

### ***NEWSLETTER REPORT***

The board reviewed the current newsletter sponsors and editorial calendar for the coming issue. Articles for the next issue are due 4.17.07. Dan Goldman has written the feature article for this issue and is committed to writing a follow up article for the next issue. The follow up article will be based on reader feedback. PIA board members are encouraged to respond to Dan's article to get the ball rolling for the second article.

**ALLIED TRADE REPRESENTATIVE REPORT** – Saram Singh reported on his recent trip to San Diego growers. In general feedback was very positive with several CalScape exhibitors saying that it was the best show to date.

Plant Tour Days will not be held this year due to lack of volunteer and staff to administer the event. The board discussed the possibility that some of the growers who used to show at PTD might be interested in transferring their trade show efforts to CalScape. Saram said Baxendale and Foothill Nurseries are interested in getting involved with PIA because

of CalScape's trade show.

Lee Fones will send the PIA office the Las Vegas Gift Show vendor list. The Gift Show has a permanent home in the World Market.

The board reviewed a letter Joan Archibald drafted addressed to respected interiorscapers who are doing business in the geographic area of an education program. She proposed that the board consider several new formats for getting new people involved.

1. Conduct a board meeting open to invited guests, followed by a mixer.
2. At an ed program, instead of doing lunch and a tour with the group, interested plantscapers would be invited to meet for lunch with board members.

Saram reviewed his letter to Rick Wilcox regarding his concerns about moving CalScape east, having only owners representing the AT on the board, and co-producing the event with other organizations.

Saram will continue to work on a mechanism of communicating with the allied trade members pre and post meeting. Joan described a telephone tree in combination with an email.

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

**Board Telecon** – Tony reported that the board successfully conducted a telecon in January during which the PIA 2007 budget was adopted and progress was made on planning the education programs. The next meeting is scheduled for 3.1.07 at 7:30 am.

**Bylaws** – Staff has been working on a revision of the bylaws and hopes to have a draft emailed to the board prior to the March 1 telecon.

**Roberts Rules of Order** – Heddy Salerno made a motion, seconded by Carol Peterson Webber, for the association purchase an unabridged copy for the executive chair to reference. The motion passed unanimously.

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

**PIA Cares** – The board reviewed Deb Ringler's report. Tony asked the board think of a new slogan that can be used as the PIA Cares slogan.

Barbara Helfman joined the meeting at 10:30.

**Hall of Fame** – The board reviewed the status report on the Hall of Fame nominations. There are some questions pending regarding the nominations and Tony will contact the Horowitz family. Tony will also review the HOF guidelines with a goal of improving the administration of the program.

**Awards Program report** – No report. The deadline is June 11. Chair Vicky Cate will be calling past entrants to remind them about the program deadlines. Joan Archibald

recommended getting Vicky a helper with this program.

Tony would like to get staff involved in the processing of the awards entries. Barbara Helfman came up with several suggestions to get the allied trade involved.

**Vision Chair Report** – No report.

**Industry Association Liaisons** – No report.

### **OTHER BUSINESS**

**Request from NewPro to sell the PIA DVD** – The board requested that Mary get more details from NewPro on how they would manage the sales and distribution of the DVD.

**P@W and the USGBC** – Tim Konig requested that the board consider offering manpower and materials to P@W for their booth at the annual Green Build convention which will be held in Los Angeles in November. Board members were concerned that PIA members in the booth would be representing their own companies rather than the association.

Joan Archibald suggested that PIA consider building a speakers bureau to bring the interiorscape message to allied industry conventions such as Green Build.

Tony discussed as a focus for next meeting how to work with our allied trade members to meet PIA's goals for membership, education and CalScape. Barb Helfman stated that she would like to work with the allied trade group.

The meeting adjourned at 11:45 am.

**NEXT MEETING:** Saturday, March 17, 2007 at the Atrium Hotel, in Irvine, CA.

Submitted by: Mary A. Golden

Date: February 28, 2007