



CalScape Expo
Where the Industry Grows

CALSCAPE PLANNING COMMITTEE
MEETING MINUTES: February 2, 2008
The Atrium Hotel, Irvine, CA

Committee members present:

Tony Caruso

Lee Fones

Celeste Frogner

Bill Meade

Jim Mumford

Carol Peterson Webber

Deb Ringler

Heddy Salerno

Saram Singh

Mary Golden

The meeting was called to order at 8:27 am.

REVIEW OF AGENDA AND APPROVAL OF MINUTES

Carol Peterson Webber motioned to approve the minutes from the meeting of November 3, 2007 and Tony Caruso seconded.

CALSCAPE EXPO SHOWCASE 2008

Booth Sales to Date - The board reviewed the Exhibitor Prospectus, the current floor plan, and booth sales history.

Sponsorship Update – Three companies have signed up for sponsorship; two at the gold level, and one at the silver. The current quest is for tech swag sponsors and a portfolio sponsor.

Exhibitor Magazine – Exhibitors will be receiving a complimentary subscription of this magazine.

Exhibitor Green Product Spotlight – Roel Venura will be coordinating this again.

Exhibitor Salon – Saram Singh and the Allied Trade Committee will be coordinating this. He would like to hold it on Friday morning, the same time as last year.

Exhibitor Lunch Speed Dating Concept – The Planning Committee discussed various approaches to this event. Before proceeding with additional planning, PSCC needs to approve using the front lobby for this meal event. Additionally, they need to approve the space for the Live Auction.

EDUCATION PROGRAM 2008

Review of Education Program – Carol Peterson Webber reviewed the top five topics that were requested on the session surveys from CalScape 2007 (marketing, bidding and contracts, getting leads, LEED guidelines, and plant selection and management) and the top three most valuable aspects of CalScape that were seminars, networking (tie for 1st) and tradeshow (2nd.) The committee decided to keep the same number and seminar format as last year. Exclusive tradeshow time has been increased. Time was added to the tradeshow time by keeping it open for Thursday lunch and adding the speed dating event.

Closing Keynote: The committee would like to contact Linnaea Newman regarding a presentation of her “training various personalities” topic. To incorporate the younger generation of landscapers some of the youth in the audience might volunteer as examples of the personalities. The session should be made it interactive.

Suzanne Wainwright Evans – The committee discussed a topic related to “How can we use less pesticides?” Fungus gnats would be a cross over topic for growers and landscapers, owners and managers. (Clem Cirrelli taught this at TPIE.) Related topics are How to deal with the legalities of pesticide use; When is it price effective to throw the dang thing away; Let your customer know where you are going with pest control.

PLANET Certification – As they did last year, PLANET has agreed to trade two exam registrations in exchange for promotion in the CalScape program and venue space.

GPGB training sessions – As they did last year, GPGB has agreed to trade two exam registrations in exchange for promotion in the CalScape program and venue space. However, the recipient companies must also be GPGB sponsors.

Keynote Speaker - The committee viewed DVD presentations of Barry Maher, Jerry Faust, and Duane Smotherman.

Tropical Computers – At TPIE Joe Cialone and Tom Creeden spoke to Heddy and told her they would like to offer it again. The program very narrowly made the minimum registration last year and it might be important to alter the program somewhat to increase registration.

The committee discussed using the room for something else appropriate: sales lead management (Gold Mine, ACT!, Sales Force). Getting leads and marketing are two of the top topics and a trainer from a software company might get involved. There is no competition from Modeco and Shining Brow.

DELEGATION & VOLUNTEERS FOR 2008

Décor Installation and Sales – Rebecca Anscomb will coordinate and Heddy Salerno will provide assistance in the form of a crew and carts.

Suite Deals – Bill Meade will talk to Joe McDonough about the availability of the suite he is interested in.

Golf Outing – Raelyn Luckow has volunteered to coordinate the golf outing. She is contacting some golf regulars to find out if Tuesday or Saturday would be the preferred day. There are two courses that are close to the Wyndham; Mesquite and Escena – both public courses.

PIA Booth – Elisa Garcia has been confirmed.

New Attendee Event – Suzette Upchurch will coordinate. It will be held in the lobby bar. Need a sign in the corner of the bar in which the group is meeting.

Welcome Reception/Grand Opening Party – Carol and Bill will work on this together. Heddy requested a DJ instead of a band.

Thursday Round Table Lunch – Deb Ringler is working on this. She is in the process of selecting the topics and identifying the table facilitators. The facilitator at each table will report on the two most valuable things that came out of the lunch discussion.

Color Bowl Design Contest – Jeff Hatch is coordinating this. Possible themes are “sending a

message” or “Communicating a theme with flowers and foliage.”

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Silent Auction – Celeste Frogner is coordinating. She will need two assistants to help her setup the auction. It will be held in the Awards Banquet again, well lit, with some staging that attracts bidders from across the room, and positioned next to the bar if possible.

Massage Chair – Heddy is negotiating with Thea Harvey. Massages will be gratis on the opening party. Massages will be available on Thursday and Friday, with the option of adding an additional person on Friday. Heddy will raise the prices somewhat.

Hall of Fame Presentation – Tony Caruso is coordinating.

Food and Beverage, Awards Banquet Coordination – Carol Peterson Webber is coordinating.

Speaker and Greeter Coordination – Denise Duhe from Celeste’s company will assist. An additional assistant needs to be recruited.

Awards Program Presentation – Cheri Ratay is coordinating.

Live Auction – Heddy Salerno is coordinating. Frank Bizzaro has given Heddy a referral for an auctioneer in Fontana.

People’s Choice Booth Judging – Roel Ventura is coordinating.

PIA Cares Presentation – The PIA board needs to develop an award to highlight this program. There will not be a PIA Cares installation in conjunction with CalScape.

The committee broke for lunch at 11:55 am and reconvened at 1:15 pm.

Friday Night Activity – Heddy has negotiated “The Rat Pack at Tony’s” restaurant. The guarantee is for 70 people at \$75 per person (includes tax and tip). A certain percent should be added to cover our administrative expense. The time may be moved back to 7:30 pm.

Saturday tour or event – The aerial tram will be out of service. Other options include The Living Desert (behind the scenes tour of their small nursery?), a botanic garden in Palm Desert tour (use bus). Lunch might be held at the El Paseo shopping area (outside).

MARKETING

Interiorscape Magazine – The committee reviewed the first of three ads that are running in *Interiorscape Magazine*.

Interior Landscape Business – This publication is no longer in business.

Review Marketing Calendar – Saram Singh mentioned that Plant Tour Days, produced by the SDCF&P Assoc, will be held at the Orange Co. Fairgrounds. This is a new venue for Plant Tour Days and coordinators Sue & Scot from Valley View Nursery may want to do some cross promotion.

BUDGET UPDATE

The year to date P & L is \$78,573.93 (accrual basis).

Discuss Location of CalScape 2009 – Research on Las Vegas as a venue is continuing. San Diego should also be looked at again.

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Next Meeting - The next committee meeting will be on March 15 in a location yet to be determined.

The meeting adjourned at 1:45 pm.

Submitted by Mary A. Golden, February 14, 2008

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