



CalScape Expo  
Where the Industry Grows

**CALSCAPE PLANNING COMMITTEE**  
MEETING MINUTES: June 7, 2008  
The Wyndham Resort, Palm Springs, CA

Committee members present:

Tony Caruso

Lee Fones

Celeste Frogner

Mary Golden

Jeff Hatch

Bill Meade

Linda Milark

Jim Mumford

Carol Peterson Webber

Cheri Ratay

Deb Ringler

Heddy Salerno

Saram Singh

The meeting was called to order at 8:10 am.

**REVIEW OF AGENDA AND APPROVAL OF MINUTES**

Lee Fones motioned to approve the minutes from the meeting of February 2, 2008 and Tony Caruso seconded. New meeting attendees Linda Milark, SF Foliage (San Francisco), and Cheri Ratay, CD Designs (Seattle), were introduced.

**CALSCAPE EXPO SHOWCASE 2008**

**Exhibitor Prospectus** - The Allied Trade Committee was asked to review the Exhibitor Prospectus and suggest improvements. Chair Saram Singh suggested that, if a success this year, the speed-dating event be included in next year's Prospectus. Jeff Hatch will review the Prospectus and will email his input.

**Booth Sales to Date** - The board reviewed the current floor plan, and booth sales history. Linda Milark said the Florida growers are feeling an economic pinch. Some are saying they are not attending TPIE this next year, and some growers are laying off people.

**Sponsorship Update** – Preserved TreeScapes has signed up to sponsor a Margarita Bar at the Welcome Party. Ticket distribution has yet to be determined. The publishing demise of Interior Landscape Business Magazine has left the portfolio without a sponsor and the committee brainstormed on potential sponsors.

**Exhibitor Magazine** – Twelve exhibitors are receiving a complimentary subscription of this magazine. Saram asked that the office send the subscription offer out again and suggested that the offer be clearly stated in the email's subject line.

**Exhibitor Green Product Spotlight** – Bill Meade will contact Roel Ventura about coordinating this again.

**Exhibitor Salon** – Saram Singh and the Allied Trade Committee will be sending exhibitors an event reminder prior to CalScape. It will be held on Friday morning, the same time as last year, in the room with the continental breakfast so that salon participants can enjoy the breakfast also.

**Exhibitor Speed Dating Lunch** – Mid-July the office will begin contacting the exhibitors regarding their interest in participating in this event. The number of tables will depend upon the

number of lunch participants. If there are 15 people to a table, with 200 attendees we will need 13 “exhibitor dates”, one per table. Exhibitors will be contacted in order of the number of years they have participated in CalScape. In marketing this event to exhibitors, this seniority will be clearly communicated so that they understand that CalScape values their loyal support they have given the event throughout the years.

The cost of this lunch is \$30 inclusive but because that price seems prohibitive, it is being priced at \$27. The additional \$3 per lunch will need to be made up in revenue generated elsewhere in the CalScape event. Historically, lunches have been a Gold Sponsorship venue.

**One-time Offer to Prospective Exhibitors** – This event was postponed until next year.

### **EDUCATION PROGRAM 2008**

**Review of Education Program** – Carol Peterson Webber led the planning committee in a review of the convention brochure.

**Niche Market Topics** – Kasey Keller from Ewing Irrigation will lead a session on Low Voltage Lighting and Davis Dalbok, Living Green (San Francisco) will lead a session on patioscape design.

**Tropical Computers** – Dr. Joe Cialone will offer two sessions on digital imaging. A session for beginners will be offered on Wednesday morning with advanced topics offered in the afternoon. His session will be an add-on registration item. Joe will need assistants to help him load Corel imaging software onto each computer and then remove it at the end of the session. Each participant will need to sign an agreement related to this prior to the seminar.

**PLANET Certification Exam & GPGB training sessions** – As they did last year, PLANET and GPGB have agreed to trade two exam registrations in exchange for promotion in the CalScape program and venue space. Board and committee members will be sent a notification and given a deadline to respond. Names will be put into a basket and the names of the two recipients of the registrations drawn. To participate in the GPGB training, board and committee members must be GPGB sponsors.

**Maher Private Coaching Session** – Companies who register four or more employees will be eligible to enter a lottery for session registration. Ten spots will be made available to PIA and CalScape board and committee members, plus Hall of Fame inductees. Similar to two years ago, these PIA leaders will receive an email notice and registration for the 10 spots will be accepted on a first come-first serve basis. A webpage and FAQ sheet will be drafted to provide those interested with more information.

**Closing Keynote:** In an effort to engage a larger community in the CalScape experience, Linnaea will call upon the younger people in the audience for the demonstration portion of her presentation.

### **REVIEW OF SOCIAL & FUNDRAISING EVENTS: DELEGATION & VOLUNTEERS FOR 2008**

**Décor Installation and Sales** – Rebecca Anscorb will coordinate and Heddy Salerno will provide assistance in the form of a crew and carts. Rebecca outlined the areas in which décor will be focused: registration area and tradeshow entrance, PIA booth, massage booth, keynote stage which will serve as the Awards stage, awards presentation platform, and the awards photo shoot area. Carol Peterson Webber will approach Greg Eberly and Jeannie Bernard regarding a

centerpiece for the Welcome Party buffet table and Greg Bernard (Nurserymen's Exchange) about awards banquet table centerpieces.

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**Golf Outing** – Raelyn Luckow has reserved the Mesquite Country Club for the Tuesday golf outing. A cart and buffet lunch is included in the registration fee. Raelyn will be coordinating the foursomes and calling past golf participants to get them involved in this year's outing.

**PIA Booth** – Elisa Garcia has been confirmed. If the latte or hot dog cart sponsorship sells, the ticket sales will happen in the PIA booth. Tim Konig will provide the laptop computer to be used in the booth. PLANET publications will be available for inspection and order.

**New Attendee Event** – Suzette Upchurch will coordinate. The event will be held in the lobby bar. A sign will be posted in the corner of the bar in which the group is meeting.

**Welcome Reception/Grand Opening Party** – Regarding music, Lee Fones recommended that Carol investigate the live brother/sister combo that plays at the hotel.

**Thursday Round Table Lunch** – The CalScape planning committee has begun to work with Dick Ott, NIN on the coordination of this event. Dick very successfully coordinated a roundtable lunch at TPIE and said "yes" to developing table topics, contacting table facilitators, and offered Art Campbell as a luncheon emcee.

**Color Bowl Design Contest** – Jeff Hatch requested four assistants at 2:30 on Thursday to help prepare the materials for the contest. He will then need help with judging, moving the winning bowls to the awards banquet room, and moving the other bowls to the color bowl gallery. A golf cart would be helpful also.

**Silent Auction** – Celeste Frogner is coordinating. She will need two assistants from 4:30 – 5:30 to help her setup the auction. It will be held in the Awards Banquet room again, well lit, with some staging that attracts bidders from across the room, and positioned next to the bar if possible. Rebecca Anscomb mentioned that some décor donors want to ship their donations to the show ahead of time. Heddy Salerno volunteered to have live and silent auction and décor donations shipped to her business office. She will bring a truck to Palm Springs.

**Massage Chair** – Heddy Salerno has confirmed the program details with the masseuse. Massages will be gratis on the opening party. Massages will be available in the Showcase foyer on Thursday and Friday, with the option of adding an additional person on Friday.

**Hall of Fame Presentation** – Tony Caruso is coordinating.

**Food and Beverage, Awards Banquet Coordination** – Carol Peterson Webber has concluded these negotiations.

**Speaker and Greeter Coordination** – Denise Duhe from Celeste's company will assist. Tony will ask Dawn Velo from his company if she would be willing to assist.

**Awards Program Presentation** – Cheri Ratay is coordinating.

**Live Auction** – Heddy Salerno is coordinating. The committee discussed some of the event

logistics including creating the lots , preventing people from moving their purchases out the front doors, and the steps to be taken to protect the carpet.

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**People's Choice Booth Judging** – Bill Meade will contact Roel Ventura about coordinating this event. The winning booths will need to be photographed for post-event press releases.

**PIA Cares Presentation** – Deb Ringler will follow up with PLANET regarding a plaque PIA may be receiving for the Community Service award they gave PIA Cares. If there is a plaque, Deb would like a presentation of it to be made at the Awards Banquet.

**Friday Night Activity: An Evening with the Rat Pack at Tony's** - Hedly Salerno coordinated this event. This event is expected to sell out and committee members were encouraged to let their friends know about registering for it early.

**Saturday tour or event** – Based on the lack of interest in a Saturday event the last two years, no activity had been planned for this year.

## **MARKETING**

**Interiorscape Magazine** – Bill Meade and Saram Singh will contact Jeff Morey about getting some editorial coverage for CalScape.

**Review Marketing Calendar** – The committee reviewed the marketing calendar and the ads that are running in *Interiorscape Magazine*, HENA Directory, PLANET News, and the CLCA Newsletter.

**Board Opportunities to Market CalScape** - Bill Meade will be writing a personal invitation to some of his industry contacts and sending them to the office to mail out along with the program brochure.

Rebecca Anscorb stated that she thought the personal call or email was a very effective way to get her colleagues to attend. Cheri Ratay reported on her success in building a Northwest Caucus and believes that designating a regional point person to make calls to the interiorscapers in their area would be successful.

## **BUDGET UPDATE**

Bill Meade reviewed the event pricing on the CalScape registration form.

**Discuss Location of CalScape 2009** – Sept. 30-Oct. 2, 2009 at the Flamingo Hotel, on the strip in Las Vegas.

**Next Meeting** - The next committee meeting will be on August 16 in Palm Springs.

The meeting adjourned at 12:05 pm.

Submitted by Mary A. Golden, July 10, 2008