



CalScape Expo
Where the Industry Grows

CALSCAPE PLANNING COMMITTEE
MEETING MINUTES: August 16, 2008
The Wyndham Resort, Palm Springs, CA

Committee members present:

Jeanne Bernard
Tony Caruso
Lee Fones

Mary Golden
Jeff Hatch
Bill Meade

Carol Peterson Webber
Saram Singh

The meeting was called to order at 8:44 am.

REVIEW OF AGENDA AND APPROVAL OF MINUTES

Lee Fones motioned to approve the minutes from the meeting of June 6, 2008 and Tony Caruso seconded.

CALSCAPE EXPO SHOWCASE 2008

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

Sponsorship Update – To date there the portfolio, pens, latte cart and Top Dog cart are unsponsored. Tony is investigating the purchase of paper pads printed with the PIA/CalScape logo. The maximum budget for this project is \$1000. The committee reviewed the current list of sponsors.

Exhibitor Green Product Spotlight – In the absence of a champion this program will be postponed until next year.

Exhibitor Salon – Saram Singh has developed four topics for discussion. These topics will address issues beyond CalScape-related topics and will allow exhibitors to network on industry concerns beyond our show.

Exhibitor Speed Dating Lunch – Saram and the office have been signing up presenters based on their seniority as exhibitors. All 13 presentation tables are expected to sell.

EDUCATION PROGRAM 2008

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

Tropical Computers – Dr. Joe Cialone has committed to offering his two programs at the current registration level. His session will be an add-on registration item. Joe has arranged for assistants to help him load Corel imaging software onto each computer. The version of the software he has gotten from Corel will allow him to leave the software on participant's computers because it will dissolve in 30 days.

PLANET Certification Exam & GPGB training sessions – Several complimentary board registrations are still available.

Maher Private Coaching Session – Registration is very low. The office has contacted individuals with personal invitations.

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

Décor Installation and Sales – Bill Meade will contact Rebecca Anscomb regarding her thoughts on the décor sales portion of this program. Greg Eberly volunteered to assist Rebecca and Heddy with the installation.

Golf Outing – The Mesquite Country Club management has closed their course temporarily and has arranged for our event to be transferred the Desert Princess course at the same time and price. Raelyn has been contacting the past registrants to let them know about the event.

PIA Booth – The booth will be in a quad in the upper left corner of the Showcase across from the color bowl area. Elisa Garcia, Inside Plants, will be manning the booth and the convention center will set up a coffee service. Tim Konig will provide the laptop computer to be used in the booth. PLANET publications have been ordered and will be shipped to Greg or Heddy.

New Attendee Event – Tony will contact Suzette Upchurch about the program.

Welcome Reception/Grand Opening Party – Carol Peterson Webber has contacted the DJ and she and Bill Meade are in the process of finalizing the menu.

Thursday Round Table Lunch – The office has been working with Art Campbell, NIN, to recruit table facilitators. Art and the NIN membership developed the table topics. Art will encourage each facilitator to recruit a note-taker and has asked the office to develop some guidelines for the facilitator and note takers. After the event, Art will compile the notes from each table and send them to PIA for posting on the website.

Color Bowl Design Contest – Jeff Hatch has requested four assistants at 2:30 on Thursday to help prepare the materials for the contest. Jeannie Bernard will recruit these assistants from the Newbie party.

Silent Auction – Celeste Frogner is coordinating.

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 and Beth Stenglein from Decorative will be assisting.

Awards Program Presentation – Cheri Ratay is coordinating.

People's Choice Booth Judging – Saram Singh will ask Linda Milark if she is willing to coordinate this.

PIA Cares Presentation – The plaque PIA Cares received for the PLANET Community Service award has arrived and will be publicly presented at the Awards Banquet.

Friday Night Activity: An Evening with the Rat Pack at Tony's - The office needs to investigate the menu options and logistics of communicating the headcount for each of these, as well as the vegetarian meals, to the restaurant.

MARKETING

Interiorscape Magazine – The committee discussed the lack of editorial content in *Interiorscape Magazine*, including coverage of the Hall of Fame and Awards Banquet.

The office is researching the cost and lead time to install a CalScape attendee forum that would allow attendees to network regarding events, seminars, and room and ride shares. This page could also host the CalScape handouts (post show).

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 – The committee brainstormed about developing regional champions to make personal phone calls inviting the interiorscapers in their regions to CalScape.

BUDGET UPDATE

The committee reviewed the current P & L, current budget and the CalScape Chair's progress on goals report.

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 November 1, in San Jose.

The meeting adjourned at 11:31 pm.

Submitted by Mary A. Golden, October 20, 2008