



CALSCAPE PLANNING COMMITTEE
MEETING MINUTES: November 1, 2008
The Techmart, Santa Clara, CA

Committee members present:

Tony Caruso

Peter Herera

Linda Milark

Lee Fones

Tim Konig

Carol Peterson Webber

Celeste Frogner

Bill Meade

Mary Golden

The meeting was called to order at 10:15 am.

REVIEW OF AGENDA AND APPROVAL OF MINUTES

Lee Fones motioned to approve the minutes from the meeting of August 16, 2008 and Carol Peterson Webber seconded.

CALSCAPE EXPO SHOWCASE 2008 & EDUCATION PROGRAM 2009

Review of Executive Summary - The planning committee reviewed the Executive Summary.

The Planning Committee would like to see more detailed information collected on attendees; for example, how many attendees are sales people, how many are techs, etc. This information will then be included in the Exhibitor Prospectus attendee pie chart.

Exhibitors Salon – the feedback was that the discussion would benefit from having a host facilitate the discussion. The host could also address the changes that were made based on exhibitor responses at last year’s salon.

Discuss Keynote Speaker Topics – Tony Caruso would like to see some high profile speakers at next year’s event. Peter Hererra suggested inviting the mayor of Las Vegas to address how Las Vegas is coping with the “new economy”.

Carol Peterson Webber suggested that we have a green/environmental speaker who could be teamed with a motivational speaker.

REVIEW OF SOCIAL & FUNDRAISING EVENTS: DELEGATION & VOLUNTEERS FOR 2009

Décor Installation and Sales – Rebecca Anscomb will be asked to coordinate this again. Bill Meade will contact her. Shane Pliska might be approached about doing a green-wall installation at the entrance to the Showcase. Linda Milark volunteered to research the green wall she saw at a recent convention.

Golf Outing – Raelyn Luckow will be asked to coordinate this again.

PIA Booth – Membership Chair Tim Konig will coordinate.

New Attendee Event – Suzette Upchurch will be asked to coordinate this again. The event was a great success

this year with good attendance from board members as well as newbie landscapers and exhibitors. Bill Meade will contact her.

Welcome Reception/Grand Opening Party – Carol Peterson Webber and Bill Meade will be working on this.

Thursday Round Table Lunch – Tony Caruso will approach Art Campbell and Dick Ott to see if they are interested.

Color Bowl Design Contest – A volunteer is needed to coordinate this event.

Silent Auction – Celeste Frogner is coordinating.

Massage Chair – The CalScape office will contact the 2007 masseuse regarding their interest in working with us in 2009. The proposed schedule and profit sharing will be the same as 2008 and will benefit PIA Seminars for Interiorscapers.

Hall of Fame Presentation – Tony Caruso is coordinating.

Food and Beverage, Awards Banquet Coordination – The CalScape office will assist Carol Peterson Webber in coordinating this.

Greeter and Badge Checkers – Three volunteers will be needed to assist Carol in these activities.

GPGB – Bill Meade will contact Matthew Gardner and offer the suite for a Vegas based GPGB meeting.

Awards Program Presentation – Cheri Ratay is coordinating.

People's Choice Booth Judging – Linda Milark volunteered to coordinate this.

PIA Cares Presentation – The committee discussed various venues and formats for this presentation including hosting it at the keynote presentation as a silent power point.

Friday Night Activity: Danny Gans is a Las Vegas headliner (at the Mirage) and also a CalPoly alum. He was recently featured on the cover of the CalPoly alumni magazine. It was suggested that Mr. Gans be approached by CalPoly about donating a portion of Friday night tickets sales made to CalScape attendees to the PIA CalPoly Endowment. Mary Golden volunteered to contact Joe Haslett.

Saturday Activity – The committee discussed a tour of the Springs Reserve Botanic Gardens with its LEED certified building. The Wynn has already volunteered to host another tour of the Wynn plus the new Encore hotel.

NIN Partners meeting – Tony Caruso will contact NIN about their interest in holding a partner meeting in conjunction with CalScape Expo at the Flamingo.

MARKETING

Create a Marketing Chair – The committee discussed the need to follow up on many of the great marketing ideas developed at past CalScape meetings. These ideas include developing geographic regions and regional chairs to contact the landscapers in that region and extending invitations to CalScape.

Linda Milark has volunteered for the position and suggested creating a contest among the regions to be the region who has the biggest turnout. She suggested asking the hotel to donate \$10 in chips to the group that brings the most people from their region. Another idea was to ask the Hall of Famers to work with Linda and help recruit attendees. Linda volunteered to develop the name for her position.

Interiorscape Magazine – The committee discussed the lack of editorial content in *Interiorscape Magazine*, including coverage of the Hall of Fame and Awards Banquet. They are hopeful that the grass roots approach suggested by Linda will help address this lack of coverage in our industry publication.

Review Marketing Calendar – The committee reviewed the marketing calendar and the ads that ran in *Interiorscape Magazine*, HENA Directory, PLANET News, and the CLCA Newsletter, as well as the broadcast email and fax schedule.

BUDGET UPDATE

Booth Pricing for 2009 – The committee reviewed the 2009 booth and sponsor prices.

Cancellation Policy – The committee revised the cancellation policy to the following: the deadline for cancellation will be moved to one week later than the early bird registration deadline. Prior to the cancellation deadline, a canceling registrant will receive their registration fees back, minus a \$25 processing fee.

Next Meeting - The next committee meeting will be on January 24, at the Flamingo, in Las Vegas.

The meeting adjourned at 3:07 pm.

Submitted by Mary A. Golden, November 1, 2008