



BOARD MEETING
MINUTES: February 2, 2008
The Atrium Hotel, CA

Board and committee members present:

Tony Caruso
Mary Golden
Lee Fones
Celeste Frogner
Bill Meade

Jim Mumford
Deb Ringler
Heddy Salerno
Saram Singh
Carol Peterson Webber

WELCOME

The meeting was called to order by PIA Chair Tony Caruso at 2:10 pm.

REVIEW OF MINUTES

Deb Ringler noted that the minutes of the November 2 full PIA board meeting need to be amended to include her joining the PIA board meeting at approximately 3:30 pm. Bill Meade moved to approve the minutes as amended and Lee Fones seconded.

INSTALLATION OF OFFICERS

Tony Caruso read the list of current board members, the term of office and the election calendar for 2008. Tony would like each board officer to start their term in office by taking a pledge to uphold the PIA Code of Ethics. He will send this document to board members and asked that they returned their signed pledge to the PIA office. (Response date should be before the next meeting.)

Celeste Frogner offered to investigate the use of regional Regis facilities for board telecons that would facilitate the participation of board and committee members unable to travel to the board meetings.

TREASURER'S REPORT

Treasurer Lee Fones reported that as of Jan. 23, 2008 the combined PIA and CalScape checkbook balance was \$94,400.34. The savings account balance was \$1087.20. Accounts receivable was \$34,272.00. Accounts payable was \$0.

Finance committee report: Tony Caruso reported that research on PIA's merchant card discount rate revealed the opportunity for a lower rate and this change was made.

MEMBERSHIP REPORT

Tony Caruso read the Membership Committee report and the board reviewed the lists of the "First Choice" Allied Trade members, new members, non-renewed members from 2006-1999, and new member inquiries.

There are 151 members renewed as of 1.25.08. This compared to 123 members last year to date, and 101 two years ago to-date. The date range for renewal invoices was expanded to include companies who had not renewed since 2001, as opposed to the customary three year date range. This resulted in two of the renewed companies who had not been members since 2003.

EDUCATION REPORT

Chair Celeste Frogner read the Education Committee report. To give education program sponsors more value for their sponsorship dollars, Celeste has created a brochure that lists each sponsor and contains a plantscaper testimonial about each sponsor's product.

Deb Ringler mentioned how much she appreciated the thank you she received and she wanted to encourage the board and education committee to continue doing this.

To fill out the 2008 ed program the ed committee is investigating offering a class in the election, specifying, maintaining, servicing and storage of replica material. Raelyn Luckow has been approached about teaching this seminar.

The board discussed approaches for the "Upselling for Technicians" seminar. There is a great deal of interest in the training opportunities presented by this topic but some disagreement regarding the target audience. The board discussion will continue at the 7:30 am Friday telecon.

At the request of Celeste, Tony described the process by which a 34% goal for 2008 education program revenue was established; the number of proposed 2008 classes was multiplied by the estimated attendance at each program yielding the approximate number of revenue generating opportunities via registration.

NEWSLETTER REPORT

The first 2008 issue of PIA News is in production. Articles for Issue 2 are due 4.18.08. The office is following up on board directions from the previous meeting, and Kathy Fediw has agreed to continue as a guest columnist in trade for a sponsorship.

Research on other ideas to increase the humor and interactivity quotient of the newsletter that were discussed at the last board meeting are on the PIA News calendar but have not yet been developed.

ALLIED TRADE COMMITTEE REPORT

Saram Singh reported that the results of AT marketing survey are being tallied. Early feedback has been surprising in that an equal number of AT members want to receive the materials in print as opposed to electronic media. Saram also reported that the ed committee approved enrolling the AT host into accomplishing the attendance goal. The host has also been approved to give away two free registrations for non-members.

EXECUTIVE BOARD REPORT

Chair's Organizational Goals for 2008 – Tony Caruso read his 2008 goals for the association.

1. To meet the organization's fiscal goals for 2008.
2. Update the Structure Book Position Descriptions
3. Maintain regular contact with board members and their progress via phone calls.
4. Develop a survey committee.
5. Implement more items from the Organizational Transparency check list. (need to do an audit. Form 990 on the website. Will happen towards the end of this year.)
6. Determine what to do regarding PIA incorporation.
7. Website – add a geographic search feature to the Find a Plantscape web pages and develop a board blog page.

Tony distributed the current version of the PIA Structure Book and asked each board member to assist with the rewriting of their board position.

Executive Report –

NIN and GPGB held an interiorscape roundtable lunch at Embassy Suites during TPIE. Dick Ott has invited PIA to participate in 2009 TPIE related event. The response to this invitation has been tabled to the next meeting.

Kathy Fediw invited PIA to participate in a steering committee for her Green Earth, Green Plants certification committee. Prior to the PIA board having the opportunity to discuss the invitation, GPGB has asked Kathy to discontinue this enterprise.

Call for Volunteers – Tony Caruso circulated the updated version of the Call for Volunteers. Membership Chair Tim Konig has asked that this be made available at ed programs and in PIA mailings.

OTHER REPORTS & AREAS OF DISCUSSION

PIA Cares – Chair Deb Ringler reported that PIA Cares has won PLANET's Community Recognition Award and an article will appear in the next issue of PLANET Advantage. Heddy Salerno is developing a PIA Cares project for Peppermint Ridge in Corona, Riverside County. It is a disabled adult living facility.

Deb would like to use PIA News to get more information about PIA Cares. These articles would address how to get a project going and the value of a PIA Cares project brings to the community. Carol Peterson Webber suggested coming up with a brochure that will describe the value of spearheading a project.

The board determined that regarding PIA member participation in the Orange County Special Olympics, PIA supports its members who are working at the Special Olympics, and may distribute a call for support and volunteers, but it is not a PIA Cares project.

Regarding getting some new PIA Cares projects underway: Dan Goldman's son Eli (Sunborne Nursery) would like to enhance area around the Baywater Opera House; Tony Cedeno (Decorative Plant Service) would like to develop a project at Covenant House;

Heddy Salerno will contact Jan Goodman (Cityscapes) about spearheading a project in Boston; Vicky Cate will be asked to make an announcement at her Boston pruning class.

Deb Ringler, Celeste Frogner, Jim Mumford, and Saram Singh left the meeting at 4:30 pm.

Hall of Fame – Tony Caruso reported that we have received complete nominations for all categories.

Awards Program report – Some of the awards categories have been consolidated and the judging criteria refined. The categories are Design; Special Event & Holiday; Silk, Replica, & Preserved; Horticultural Service; Green Roof; Atrium; Installation; Major Renovation; Exterior Garden; and Technician.

Research reveals that one category had no entries and another (Major Renovation) had three entries but none scored enough points to win. Chair Cheri Ratay is investigating ways to increase participation in all categories and will soon begin making calls to encourage companies to enter.

The board would like to see more recognition for foliage and container suppliers, and have this recognition added to the slide presentation if possible. Saram Singh reported that at TPIE, suppliers of winning Interiorscape Magazine Awards projects were given a plaque to display in their booth.

Vision Chair Report – No report.

Industry Association Liaison Report – MJ Gilhooly submitted a report too late to distribute. It will be emailed to board and committee members next week.

CalPoly Endowment Status – Suzette Upchurch would like to continue as the Endowment Chair. Joe Haslett is interested in getting back involved with the CalPoly advisory board. He is not particularly interested in getting involved with the Endowment, especially if it requires fundraising. A change of address and name have been submitted to the Endowment administrators. Suzette is researching the plans the school has for the PIA quasi-endowment funds for 2008-2009, along with any plans they have for interiorscape education.

OTHER BUSINESS - None.

The meeting adjourned at 4:50 pm.

NEXT MEETINGS: Saturday, March 15, 2008 in location yet to be determined.
June 7 – possible retreat date
Aug. 16
Oct. 31 and Nov. 1

Submitted by: Mary A. Golden

Date: February 14, 2008