



BOARD MEETING
MINUTES: March 27, 2008
7:30 – 9:30 am
Via teleconference

Board and committee members present:

Tony Caruso
Mary Golden
Lee Fones
Celeste Frogner
Tim Konig

Bill Meade
Deb Ringler
Suzette Upchurch
Carol Peterson Webber

WELCOME

The meeting was called to order by PIA Chair Tony Caruso at 7:30 am.

REVIEW OF MINUTES

The minutes of the February 2 meeting could not be approved due to lack of a quorum. Board and committee members will be polled via email for approval of the minutes.

TREASURER'S REPORT

Treasurer Lee Fones reported that as of March 19 the combined PIA and CalScape checkbook balance was \$76,612.06. The savings account balance was \$1087.20. Accounts receivable was \$27,530.00. Accounts payable was \$0.

Finance committee report: Tony Caruso requested a board vote on funding for two items that were not included in the 2008 budget. There being no quorum, the board will be polled via email.

1. Expenses related to the printing of PIA/CalScape thank you note cards in an amount not to exceed \$500.
2. Expenses related to legal fees incurred to investigate PIA's use of the word "interiorscape" after receipt of the "cease and desist" letter sent to PIA by Interiorscape Magazine, in an amount not to exceed \$1500.

Tony reviewed the 2008 fiscal goals for the association:

1. 20% Membership revenue increase over 2007 (YTD = 66% of goal)
2. 34% Education program registration revenue over 2007 (YTD = 56% of goal)
3. 37% Education program sponsor revenue over 2007 (YTD = 87% of goal)
4. 100% of 2007 Awards Program revenue (YTD = 1% of goal)

MEMBERSHIP REPORT

Tim Konig read the Membership Chair report. The board approved adding a membership application to the membership brochure currently being designed and would requested a draft to review by the June 7 board meeting.

EDUCATION REPORT

Chair Celeste Frogner read the Education Committee report. She is in the process of reworking the seminar description on Heddy's "Helping Your Company Grow" so that potential attendees may more clearly identify what the seminar will teach them.

ALLIED TRADE COMMITTEE REPORT

Mary Golden reported on the discussion at the last Allied Trade Committee telecon. Saram Singh will be coordinating CalScape's Exhibitor Salon. The committee also fleshed out more details on the exhibitor "speed dating" lunch and a concept that will give potential exhibitors a one-time opportunity to place one item in a gallery of new-to-CalScape products.

In response to the survey the Allied Trade Committee conducted among half of PIA's allied trade members, the office has begun to fulfill requests for marketing materials related to various PIA programs. SF Foliage's promoted the recent seminar held at Decorative by attaching a pdf of the seminar flier to their weekly emailed plant availability list and displayed a large, poster-sized flier (provided by Tony Caruso) at the greenhouse.

EXECUTIVE BOARD REPORT

Tony Caruso reminded the board that they have been asked to assist with the rewriting of their Structure Book position description. He will present the timetable for this project at the June board meeting.

He requested that board members who have not returned their Code of Ethics pledge to sign it and fax it to the PIA office. He also stated that the Roberts Rules of Order reports will be discontinued for the time being.

OTHER REPORTS & AREAS OF DISCUSSION

PIA Cares – Chair Deb Ringler reported that a PIA Cares coordinated by Heddy Salerno has been approved. Peppermint Ridge in Corona, Riverside County is a disabled adult living facility.

Joan Archibald and Greg Eberly will be working on the Orange County Special Olympics "Pot a Plant" booth. While not an official PIA Cares project, Joan and Greg invite any interested PIA members to join them.

Hall of Fame – Tony Caruso reported that the following individuals are being inducted into the Interior Plantscape Hall of Fame; Victoria Cate, Plantscaping Professional; Donald Wilson, Allied Trade Professional; and Walter Campbell, Posthumous.

Awards Program Report – Chair Cheri Ratay has begin to call past participants to remind them about this year's program.

Vision Chair Report – No report.

Industry Association Liaison Report – MJ Gilhooly's report was sent to the board via email.

CalPoly Endowment Report – Suzette Upchurch reported that the new department chair, Dr. John Peterson, is a friend of the industry, having taught interiorscape courses in his previous position at Ohio State University. There is over \$50,000 in the endowment. Once the fund reaches \$100,000 the department can use the interest (but not the principle) to fund an interiorscape course, provided there is sufficient enrollment. If there is not sufficient enrollment, the money might be used to fund a "special studies" course – a scaled down class. Joe Haslett lives nearby and is willing to get involved in the interiorscape courses.

Suzette believes that there are CalPoly alums who give to the school annually and if they mark CIPA's Endowment (it still carries the older association name), the endowment will grow faster. PIA might send a mailing to these alums asking that they consider this gifting option. This mailing would be facilitated if the school would send PIA a list of the individuals who have given to the endowment already.

OTHER BUSINESS

Kathy Fediw's proposal for a Green Certification program – Tony Caruso reported that PIA's ad hoc advisory committee on this proposal had received a thank you note along with a more detailed response to each of the items the committee mentioned as areas of concern. This communication from Kathy is available to board members if they are interested in seeing it. She concluded with the comment that the work towards a certification program was moving forward.

Robert Leonaggio's request for PIA involvement in his Community College course – Bill Meade reported on several communications he has had with Mr. Leonaggio regarding his desire to teach an interiorscape course at a Las Vegas JC. Lacking a written proposal, the board decided that this inquiry would best be resolved by inviting Mr. Leonaggio to the next board meeting so that he may make his proposal in person.

In closing the meeting Tony Caruso stressed the importance of having a quorum and he requested that board members endeavor to participate in the meetings.

The meeting adjourned at 9:57 am.

NEXT MEETINGS: Saturday, June 7, 2008 in Palm Springs

Submitted by: Mary A. Golden

Date: May 5, 2008