



BOARD MEETING
MINUTES: June 7, 2008
1:00 – 4:00 pm
Wyndham Hotel, Palm Springs, CA

Board and committee members present:

Joan Archibald
Tony Caruso
Mary Golden
Lee Fones
Celeste Frogner
Jeff Hatch
Tim Konig
Robert Leonaggeo

Bill Meade
Linda Milark
Jim Mumford
Cheri Ratay
Deb Ringler
Joel Rubin
Heddy Salerno
Saram Singh
Carol Peterson Webber

WELCOME

The meeting was called to order by PIA Chair Tony Caruso at 1:07 pm and participants introduced themselves.

REVIEW OF MINUTES

Tim Konig motioned to approve the minutes of the March 27 telecon and Heddy Salerno seconded.

TREASURER'S REPORT

Tony Caruso reported that as of May 29, 2008 the combined PIA and CalScape checkbook balance was \$58,196.12. The savings account balance was \$1087.87. Accounts receivable was \$29,894.00. Accounts payable was \$0.

Tony reviewed the 2008 fiscal goals for the association:

1. 20% Membership revenue increase over 2007 (YTD = 80% of goal)
2. 34% Education program registration revenue over 2007 (YTD = 64% of goal)
3. 37% Education program sponsor revenue over 2007 (YTD = 86% of goal)
4. 100% of 2007 Awards Program revenue (YTD = 1% of goal)

Tony also reviewed the calendar and process for the nomination and election of board and committee officers. Positions with a one-year term and for which nominations will be solicited are: Awards Program Chair, CalPoly Endowment Chair, Industry Association Liaison Chair, Membership Chair, PIA Cares Chair, and Vision Chair.

Tony reviewed the status of the executive board positions which are two-year terms in the first year of the term and therefore will not appear on the call for nominations form.

MEMBERSHIP REPORT

Tim Konig read the Membership Chair report and the board reviewed the membership report. Revisions have been made to the membership brochure which will be emailed to the board next week. The revision of the "Find An Interiorscaper" page is under way. Tony Caruso reported that PIA will be having a booth at TPIE. The booth is a result of a CalScape booth trade.

EDUCATION REPORT

Chair Celeste Frogner read the Education Committee report.

Spanish language materials for native Spanish speakers – Celeste reported on a software package that will translate handouts and power point documents into Spanish. A motion to approve the purchase of Spanish translation software up to \$300 pending a review of the program by Saram Singh and a price comparison by Mary Golden was approved unanimously. Saram will complete his review by the end of June.

Proposal from Robert Leonaggio – Robert has been hired by the College of Southern Nevada, College of Special Studies, to teach an eight-week plant identification course in Spring 2009. He is also teaching his plant identification course at UNLV, Department of Horticulture, in the Fall 2009.

His goal is to offer at both of these institutions an interiorscape business course in Fall 2009. He is asking PIA to prepare the curriculum for a course on basic management skills. He would like to see PIA offer the students who complete this course a "certificate of completion". Robert feels like this would be a win-win for the association. New membership would be generated and the next generation of interior plantscapers would receive a solid academic foundation in business skills. Robert will send Celeste the course syllabus which she and the ed committee will review.

Deb Ringler and Tony Caruso stated their desire to see PIA get involved with PLANET to improve the exam and make it more relevant to the interiorscape industry.

ALLIED TRADE COMMITTEE REPORT

Saram Singh distributed the Allied Trade Committee report. Cheri Ratay would like the AT committee to develop a program by which they are able to report to the PIA plantscaper membership their new products or green product developments. The information might be collected from allied trade members via a survey, and then posted on the PIA website. A link to this webpage could then be emailed to plantscaping members. This webpage might host an interactive forum about these products. Additionally, this information could be made a standing column in **PIA News** with a link to the New Products webpage.

EXECUTIVE BOARD REPORT

Structure Book Positions - Tony Caruso reminded the board that they have been asked to assist with the rewriting of their Structure Book position description. He would like these to be sent to the PIA office by Monday, July 7.

Kathy Fediw's proposal for a Green Certification program - Tony Caruso reported that Kathy Fediw made some modifications to her certification program based on the feedback she received from the PIA ad-hoc review committee established to respond to her request for input. She has included on-site, surprise inspection visits; consulted with ANSII regarding GPGB certification eligibility; Jim Mumford suggested that the ANSII certification information be sent to Robert Leonaggio to keep him informed regarding authenticating certification programs.

OTHER REPORTS & AREAS OF DISCUSSION

PIA Cares – Chair Deb Ringler reported on the PIA Cares installation at Peppermint Ridge, a disabled adult living facility in Corona, Riverside County. Debra circulated the PLANET article about the PLANET Community Service Award PIA Cares won. She believes a plaque is being sent and would like it to be presented at the CalScape Awards Banquet.

Hall of Fame – Tony Caruso reported. The DVD materials are being collected. Two members of the selection committee will be retiring and two new members have been chosen from among the Hall of Fame inductees.

Awards Program Report – Chair Cheri Ratay reported. Cheri has been making calls to past participants and PIA members who have not yet participated to remind them about the deadlines. The entry form has been converted to a writable pdf. A timetable for the judging has been established. Cheri has contacted three judges and two have accepted. She developed a “What to Expect as a PIA Awards Program Judge” document. She is getting some suggestions for modifying the project and judging criteria, and the entry form.

Vision Chair Report – No report.

Industry Association Liaison Report – No report.

CalPoly Endowment Report – No report.

Use of the term “interiorscape” – Preliminary conversations with an attorney indicate that PIA should refrain from using the term “interiorscape” in the title of a program such as the Interiorscape Hall of Fame or in any fashion that may constitute branding. PIA may continue to use the term in the context of general usage.

OTHER BUSINESS - None.

Meeting Close: Lee Fones read the list of items board and committee have volunteered to do.

The meeting adjourned at 4:27 pm.

NEXT MEETINGS: Saturday, August 16, 2008 in Palm Springs

Submitted by: Mary A. Golden

Date: June 20, 2008