



**BOARD MEETING**  
**TechMart, Santa Clara, CA**

**MINUTES**

**October 31, 2008, 2:30 – 5:30 pm**  
**November 1, 2008, 9:30 – 10:00 am**

**Board and committee members present:**

Tony Caruso  
Mary Golden  
Eli Goldman  
Lee Fones  
Celeste Frogner

Tim Konig  
Bill Meade  
Linda Milark  
Carol Peterson Webber

**Executive Board members absent:**

Heddy Salerno  
Saram Singh

***WELCOME***

The meeting was called to order by PIA Chair Tony Caruso at 2:40 pm and participants introduced themselves.

***REVIEW OF MINUTES***

Carol Peterson Webber made a motion to approve the minutes of the August 16 meeting and Lee Fones seconded.

***TREASURER'S REPORT***

Lee Fones reported that as of October 15, 2008 the combined PIA and CalScape checkbook balance was \$25,035.02. The savings account balance was \$1088.24. Accounts receivable was \$0. Accounts payable was \$0.

Tony Caruso reported that at the morning meeting the Executive Board passed a 2009 budget that is conservative with a \$1439.75 profit. There not being a quorum of officers at the full board meeting the budget cannot be approved. It will be faxed to the full board along with a voting form for approval.

***MEMBERSHIP REPORT***

Tim Konig read the Membership Chair report and the board reviewed the membership reports; Membership Renewal Report, Allied Trade Members, Non-Renewed, and New Members.

Tim reviewed the actions taken during the Membership Committee telecon. The committee is developing questions for the "Service to Members" survey. The new target date for the survey delivery is January 15 and the response request is Feb. 2.

### ***EDUCATION REPORT***

Celeste Frogner reported. Deb Ringler will continue as a committee member and Tim Konig and Cheri Ratay have retired from the committee but will continue to assist Celeste as “regional representatives” for the Texas and Seattle programs.

Lynn Griffin will teach a class with the working title of “Plants by Species”. He will be presenting five seminars in CA and Seattle, two of which will be taught in Spanish (which he speaks). He will not charge PIA for his time and PIA will cover his travel, meal and lodging expense.

Vicky Cate will teach “Time Management for Technicians”, a much requested seminar topic.

Celeste and Deb Ringer will be developing the curriculum for the Customer Service seminar which Deb will teach.

The board reviewed the materials from Kathy Fediw and decided that her proposal does not meet the current needs of the board to develop strong branding relationship. Celeste Frogner will respond to Kathy.

Tony Caruso mentioned that Lori Ann Asmus approached him at CalScape regarding teaching an ed seminar in Sacramento. Celeste will contact Lori Ann to follow up.

### ***PIA News***

The board reviewed the production calendar and discussed ideas for future feature articles

1. Cultivating relationships for long-term sales versus giving away price
2. The “new” economy
3. Insurance related topics perhaps with a tie in to a member company – Hortica, etc.

### ***ALLIED TRADE COMMITTEE REPORT***

To preserve meeting time for the development of board position descriptions, Tony Caruso asked that board members to read the Allied Trade Committee report on their own.

### ***EXECUTIVE BOARD REPORT***

Executive Chair Tony Caruso reported that his 2009 Organizational Goals for PIA are

- A. Meet association’s fiscal goals
- B. Update Structure Book including position descriptions
- C. Maintain regular contact with board members and their progress via phone calls

**Discussion of Proposed Changes to the Bylaws** – Tony Caruso described the difficulty that the association has been having with meeting attendance, and especially with executive board member attendance and attendance at the year-end budget setting meeting. Carol Peterson Webber expressed her concern that this is the first year of a two year commitment for executive board members and that the continued absence of executive board members at meetings will cripple the forward momentum of the association’s activities.

To address the continued lack of quorum, the board discussed changing the bylaws in one of two ways

1. reducing the number of board members that constitute a quorum
2. let an Executive Board quorum suffice in the absence of a full board quorum. (This will not address the issue of the lack of a full board quorum.)

Carol Peterson Webber reported that 2009 will be her last year as CalScape Program Chair.

**Update Position Descriptions** – As a group the board worked to update the existing Executive Board descriptions

**OTHER REPORTS & AREAS OF DISCUSSION**

**PIA Cares** – No report.

**Hall of Fame** – No report.

**Awards Program Report** – To preserve meeting time for the development of board position descriptions, Tony Caruso asked that board members read the report submitted by Chair Cheri Ratay after the meeting.

**Vision Chair Report** – No report. Mary suggested that two Vision goals for 2009 be

1. the development of a board retreat focusing on board member recruitment training (some of which will also serve as new member recruitment training) and
2. board member recruitment.

**Industry Association Liaison Report** – No report from liaison. Tony reported that PIA will be listed as a co-sponsor at the TPIE – NIN coordinated round table.

**CalPoly Endowment Report** – No report.

**OTHER BUSINESS**

Set Meeting Calendar for 2009 –

January 24, 2009 – Flamingo, Las Vegas

March 28, 2009 – in Northern CA

June 6, 2009 – OR County

August 22, 2009 – Flamingo, Las Vegas

Oct. 30 & 31, 2009, - Northern CA

The meeting adjourned at 5:37 pm on Friday, Oct. 31, 2008.

On Saturday, Nov. 1 the meeting re-convened at 9:30 and adjourned at 10:07 am.

**NEXT MEETINGS:** Saturday, January 24, 2009 at the Flamingo in Las Vegas, NV

Submitted by: Mary A. Golden

Date: Dec. 10, 2009