



CALSCAPE PLANNING COMMITTEE
MEETING MINUTES: January 24, 2009
The Flamingo Resort, Las Vegas, NV

Committee members present:

Rebecca Anscomb	Celeste Frogner	Bill Meade
Jim Camargo	Mary Golden	Linda Milark
Tony Caruso	Jeff Hatch	Carol Peterson Webber
Brian Deniz	Barbara Helfman	Deb Ringler
Lee Fones	Tim Konig	Heddy Salerno

The meeting was called to order at 1:52 pm.

REVIEW OF AGENDA AND APPROVAL OF MINUTES

Tony Caruso motioned to approve the minutes from the meeting of November 1, 2008 and Carol Peterson Webber seconded.

CALSCAPE EXPO SHOWCASE 2009

Exhibitor Prospectus review – Due to the reduced meeting time available, the committee was asked to review this document on their own and send their comments to the office. Input from the allied trade companies and other companies who are potential sponsors is especially appreciated.

Booth Sales to date – The committee reviewed the floor plan and sales data. Booth sales are down 40% with 45 booths sold compared to 75 at this time last year.

Sponsorship Update – No sponsorships have been sold/purchased.

Exhibitor Magazine and the Green Product/Company Spotlight – In the interests of dropping some hours off the number of hours required to execute CalScape, these two programs will be eliminated.

Exhibitor Salon and Exhibitor Speed Dating Event – Saram Singh and the Allied Trade Committee will coordinate these events. Topics and structure need to be developed for the Exhibitor Salon and a number of refinements will be made to the Speed Dating Event. The Exhibitor Speed Dating event will be moved from a lunch format to breakout session.

EDUCATION PROGRAM 2009

Discuss Keynote Speaker Topics – Building upon the theme of how interiorscapers can cope with the “new economy” Mary Golden reviewed the triple bottom line approach to the concept of company management (planet, people, profits) and asked the committee if they are interested in pursuing a speaker who could address this topic. Mary suggested one speaker with whom Jim Camargo, Tony Caruso and Joe Haslett are familiar and was directed to find out his availability and cost. Earlier in the day, Dr. John Peterson, CalPoly San Luis Obispo, indicated he would help us make contact and communicate our vision for the industry and CalScape attendees.

Upon reading Peter Herrera’s speaker suggestion of the Mayor of Las Vegas, Rebecca Anscomb told the committee that she had heard him speak and that he was excellent.

Discuss breakout topics and speakers – The committee reviewed the list of speakers and their proposals and requested that updated information on availability and cost be sent to the chairs two weeks prior to the next board meeting on March 28.

Discussion of Wednesday add-on seminars – Gene Goerke, Plant Ability, AZ has worked with two consultant/trainers in two areas that he feels have not been adequately addressed at CalScape. His suggestions for the Wednesday add-on program are how to “Get the Most out of two commonly used computer business applications 1) Quickbooks and 2) Microsoft PowerPoint. Both of these trainers are experienced at leading training sessions in a classroom setting.

Gene contacted the Quickbooks trainer and has learned that he is available and interested in conducting a CalScape seminar. Gene so believes in the value of this program to the industry he has offered to cover the consultant’s expenses to present.

Regarding the PowerPoint (PPT) seminar, Gene has volunteered to research the availability of this trainer. The seminar would include using PPT to create employee training manuals, as well as sales presentations.

Mary Golden asked the planning committee if they would like to turn the planning of these Wednesday seminars over to Eli Goldman and the “next generation” group to develop and coordinate.

Discussion of Tuesday-Wednesday capacity – Jeff Wilson, JW Meeting Services, worked with the Flamingo to secure two meeting rooms on Tuesday and Wednesday. If CalScape is able to offer this space to another industry group, CalScape will get credit for the sleeping room nights and any banquet charges incurred in conjunction with the meetings will be credited to our F&B obligation. Mary Golden offered the space to Dick Ott, NIN. NIN will be holding their fall partners meeting in conjunction with Jeff Morey’s Interiorscape Magazine conference. Tony Caruso has contacted Jeff Mariola, Ambius, regarding his interest in using the rooms for a company meeting.

Regarding other topics, Linda Milark and Tony Caruso suggested that Simon May who works with William Braid (NIN) might share the European industry perspective.

PLANET Certification Exam and GPGB Training – Both of these activities are confirmed for the 2009 program. Rather than make two complimentary exam registrations available to board members, PLANET has donated a complimentary exam registration to the PIA Seminars for Interiorscapers opportunity drawing.

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

Décor Installation and Sales – Décor will be scaled back but should include the keynote and awards program stage, and registration counters. Shane Pliska has agreed to install a green wall (TerraScreen) at the entrance to the tradeshow. Shane is working with Chris Lyon, Tournesol on the manufacture of these walls. Yet to be developed is a media campaign to attract media people to view the TerraScreen. Once at CalScape we will give them a complimentary Showcase pass.

Speaker and Greeter Coordination – Carol Peterson Webber requested two assistants to help her. The office will contact Nora Hunter at BYU regarding her offer of student assistants. BYU generally covers the student travel expenses.

Golf Outing – Rebecca Ancomb reported that she has talked to Raelyn Luckow about helping her organize this event.

PIA Booth – Membership Chair Tim Konig will coordinate. Tim asked if, after the budget cuts, there was still money available to pay for Elisa Garcia (\$100 /day plus airfare) to staff the booth. He would like to have the coffee service in the booths (4) again. Mary reported on the company she met at TPIE that works with associations to provide merchant card services to their membership (enables companies to accept customer payments via credit card).

New Attendee Event – Suzette Upchurch will be asked to coordinate this again. Regarding a location, the event could be held poolside, an hour before the Welcome Reception.

Welcome Reception/Grand Opening Party – Regarding a location, a private location poolside is available and will nicely accommodate bars and food stations.

Thursday Round Table Lunch – Art Campbell, NIN, has indicated that he is interested in working with PIA again to coordinate this event.

Color Bowl Design Contest – Jim Camargo volunteered to coordinate this event. He will develop a theme and would like to see the event held in the Showcase again this year.

Silent Auction – Celeste Frogner is coordinating. This will be held in the Awards Banquet room and will benefit PIA's Seminars for Interiorscapers.

Massage Chair – This program will be eliminated.

Hall of Fame Presentation – Tony Caruso is coordinating.

Food and Beverage, Awards Banquet Coordination – Lee Fones volunteered to assist Carol Peterson Webber with this.

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 will be coordinating this.

PIA Cares Presentation – No discussion.

Friday Night Activity - Dr. John Peterson, CalPoly Hort Dept. is working with the CalPoly Development office regarding the idea of Danny Gans, a Las Vegas headliner (at the Mirage) as the Friday night event. Gans is a CalPoly alum and might donate a portion of the ticket sales to the PIA Quasi Endowment at CalPoly. Dr. Peterson believes he will know if this is a viable activity within a week or two.

Fihre Fund (held within the National Foliage Foundation) – Linda Milark described the Fihre fund which is restricted to interiorscape. CalScape might provide the opportunity to raise some money for this fund but more needs to be learned about the fund's grant history (what interiorscape industry efforts have been supported by the Fihre Fund.)

Saturday Activity – The committee reviewed and approved a tour proposal from Jim Gibbons at the Wynn and

Encore.

Minutes: January 24, 2009

Page 4

MARKETING

Interiorscape Magazine – The Planning Committee strategized about building ad content without revealing too much content and thereby exposing the CalScape program to being imitated or portrayed negatively in Interiorscape Magazine’s editorial content.

The theme of Jeff Morey’s show is “The Future is Now – Inspiration, Innovation, Leadership” and is endorsed by NIN.

Marketing Chair Report – Linda Milark was asked to put together an action plan in advance of the next meeting on March 28.

Review Marketing Calendar and Materials – The Planning Committee reviewed the last ad and postcard and made some recommendations: the current CalScape advertising is too understated; need to make sure that industry faces are used and make the logos more prominent; stress how many years CalScape has been offering interiorscape industry education and tradeshow; Serving interiorscapers since CalScape opened its doors; “Come and see something new. See fresh faces. 100% interiorscape industry.”

The committee also reviewed the marketing calendar and an email from Gene Goerke containing marketing advice.

Marketing Message d’Jour – “Not the same old faces” – Bill Meade.

Web Forum – This part of the PIA website might be ready for launch in March 2009. If budget cuts prevent staff from developing the forum pages further this year, it is thought that perhaps the PIA website could tap into existing industry blogs.

BUDGET UPDATE

The committee reviewed the current P & L 2009. Sometime in the next two weeks the PIA Finance Committee will be looking at the CalScape budget with the objective of planning for a 25% decrease in revenue.

Flamingo attrition – Mary has been directed by the Chairs (Bill, Carol, and Tony) to contact the Flamingo and request that they release 20% of our room block. This effectively put the number of room nights we need to sell at 520 and uses up our contracted 20% room block drop with out financial penalty clause. It is hoped that having given the hotel this much advance notice, we will be in a better negotiating position if we drop below 520 room nights at CalScape.

Location of CalScape 2010 – Jeff Wilson, JW Meeting Services, has proposals from the San Diego Marina Sheraton and the Town and Country (site of CalScape 2001), and a contract in hand from the Sheraton. After reviewing it, he will forward them to the office for review.

Next Meeting – Carol is meeting with Jerry Gates next week and will ask him if we can hold the March 28 board meeting at his facility.

The meeting adjourned at 4:58 pm.

Submitted by Mary A. Golden, February 10, 2009

