



CalScape Expo  
Where the Industry Grows

**CALSCAPE PLANNING COMMITTEE**  
MEETING MINUTES: March 28, 2009  
Interior Plant Design, San Jose, CA

Committee members present:

Joan Archibald  
Tony Caruso  
Lee Fones

Celeste Frogner  
Mary Golden  
Gene Goerke (via phone)

Bill Meade  
Linda Milark  
Heddy Salerno  
Saram Singh

The meeting was called to order at 8:20 am.

**REVIEW OF AGENDA AND APPROVAL OF MINUTES**

Tony Caruso motioned to approve the minutes from the meeting of January 24, 2009 and Lee Fones seconded.

**CALSCAPE EXPO SHOWCASE 2009**

**Exhibitor Prospectus review** – No discussion.

**Booth Sales to date** – The committee reviewed the floor plan and sales data. Booth sales are down 36% from last year, with 48 booths sold year to date compared to 75 at this time last year. The committee also reviewed the floor plans from 2008 and 2007 for exhibitors missing from the 2009 floor plan and volunteered to contact the missing exhibitors. The following committee members volunteered to contact these potential exhibitors and sponsors:

Lee Fones: Design master & Lechuza, Bond, DynaGro

Celeste Frogner: Nurseryman's Exchange

Linda Milark: Bullis, HENA, Kraft, Jungle Jack's

Saram Singh: Gainey, Baxendale for sponsorship

Bill Meade: NewPro

Joan Archibald: Deigaard for sponsorship

**Sponsorship Update** – This year to date, two sponsorships have been donated.

**Exhibitor Salon and Exhibitor Speed Dating Event** – Saram Singh reported that the planning on these programs is in the works.

**EDUCATION PROGRAM 2009**

**Seminar Topics** – The committee reviewed the speaker proposals and requested the following be pursued:

1. Incorporate into a session the discussion of the LEED AP program, what is it, what you can do with it.
2. Develop a program that incorporates an explanation of what LEED certification means.
3. Contact Suzanne Wainwright Evans and ask her to combine her two seminars into one, and see if she will trade her speaker fee for a complimentary booth.
4. Develop a question set for Ryan Cope's Job Costing seminar.
5. Follow up with Davis Dalbok regarding his interest in coming back.
6. Contact GPG and NFF regarding hosting a fundraising reception featuring Dr. Bodie Pennisi giving an update on her current research.

7. Contact John Peterson to see if CalPoly is interested in hosting an alum event on Wednesday night.

The meeting adjourned for a phone break at 10:37 am and resumed at 10:50 am.

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

**Décor Installation and Sales** – A volunteer needs to be found.

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

**Golf Outing** – Raelyn Luckow and Rebecca Ancomb have contacted the Calloway Golf Course and gotten prices. They will keep golf on Tuesday so that exhibitors can play.

**PIA Booth** – Membership Chair Tim Konig is coordinating.

**New Attendee Event** – Suzette Upchurch has volunteered to coordinate.

**Welcome Reception/Grand Opening Party** – The party will be held at the smaller, private pool. Remaining details to be determined.

**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. Held in the Awards Banquet room the auction will benefit PIA's Seminars for Interiorscapers. The BYU students will be approached regarding helping with set-up.

**Hall of Fame Presentation** – Tony Caruso is coordinating.

**Food and Beverage, Awards Banquet Coordination** – Carol Peterson Webber will be coordinating this.

**GPGB** – Bill Meade will contact Matthew Gardner and offer the suite for a GPGB Directors meeting.

**Awards Program Presentation** – Cheri Ratay is coordinating. Bill Meade will ask Peter Herrera regarding his interest in being the emcee. Joan Archibald recently attended an allied industry awards ceremony and had the following suggestions for the evening:

1. make the script shorter, have more information appear on screen
2. don't announce category and dollar amount
3. put music in the background

**People's Choice Booth Judging** – Linda Milark will be coordinating this. She is looking for larger ribbons.

## **MARKETING**

**Interiorscape Magazine** – The Planning Committee reviewed the current ad and requested that more drama

and larger lettering be added to the page.

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It was suggested that a “Leonaggio Special” flier be created for Robert to hand out to the Las Vegas interiorscapers: create a price and a program for the “friends of Robert”.

**BUDGET UPDATE**

The committee reviewed the current P & L 2009.

**Next Meeting** – The committee agreed to meet via telecom for the June meeting.

The meeting adjourned at 1:23 pm.

Submitted by Mary A. Golden, May 19, 2009

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