



CalScape Expo
Where the Industry Grows

CALSCAPE EXPO PLANNING COMMITTEE
MEETING MINUTES: Friday, May 29, 2009
Via telecon

Committee members present:

Tony Caruso	Tim Konig	Carol Peterson Webber
Mary Golden	Bill Meade	Cheri Ratay
Gene Goerke	Linda Milark	Heddy Salerno
		Saram Singh

The meeting was called to order at 7:37 am.

REVIEW OF AGENDA AND APPROVAL OF MINUTES

Saram Singh motioned to approve the minutes from the meeting of March 28, 2009 and Tony Caruso 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. Bill Meade described the weekly Thursday afternoon telecons that the chairs have been holding since late April, with the focus on bringing another 20 booths into the show. The approach is for each of the five meeting participants (PIA chair, PIA vice chair, Cal Program chair, Cal Tradeshow chair, and Allied Trade chair) to recruit a posse of 5 dynamic pro-CalScape champions who are each capable of recruiting one booth registrant. The effort so far has generated a lot of good will, but to date we have had no new exhibitors register. Some “posse” members have been retired because they are fresh out of ideas and four of the chairs are looking to recruit some new folks to their posesses. Suggestions are appreciated.

Gene Goerke offered to contact Paradise Distributing and Creative Plants in Phoenix regarding their interest in a booth. It was suggested that Matthew Gardner be asked to contact Pacific Home and Garden to encourage them to exhibit.

Linda Milark has been talking to FL growers. She would like to target non-CA certified nurseries and is willing to sit in the booth for them. For those nurseries who are CA certified, Saram announced that SF Foliage customarily purchases booths at CalScape and ships them back to CA.

Sponsorship Update –The committee reviewed the current list of sponsors. Carol Peterson Webber volunteered to sponsor a session.

Exhibitor Salon and Exhibitor Speed Dating Event – Discussion tabled to next meeting. Tim Konig requested that any answers to the question “What can PIA do to help get you more business” be emailed to him for the next membership committee meeting.

EDUCATION PROGRAM 2009

Seminar Topics – Discussion tabled until next meeting. Gene Goerke offered to sponsor speaker Ryan Cope’s

hotel room cost. The Committee approved the move to do away with paper handouts. Cheri Ratay stated that exhibitors should be encouraged to put their catalogs on disk due to tighter weight restrictions on luggage.

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

Décor Installation and Sales – A volunteer needs to be found. Bill Meade will approach Heddy Salerno regarding her interest in working Jim Camargo (color bowl contest) about working together on this.

Speaker and Greeter Coordination – To ensure that CalScape presentations meet the Planning Committee's expectations, Carol Peterson Webber will contact each speaker and review their presentation with them. The office will recruit BYU students to assist her with room layout, door greeting and handouts.

Golf Outing – Raelyn Luckow and Rebecca Anscorb are starting from scratch in locating a course. The previous course has only nine holes. The research may not be complete in time for the golf convention brochure.

Welcome Reception/Grand Opening Party – Dennis Gabrik and Raelyn Luckow have volunteered to sponsor the Margarita Bar at the Welcome Party.

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 has chosen a "Going Green" theme. Designs will focus on using water thrifty plants that need only bi-weekly maintenance.

Silent Auction – Tabled to next meeting.

Hall of Fame Presentation – Tony Caruso is coordinating.

Food and Beverage, Awards Banquet Coordination – Carol Peterson Webber is reviewing menus and prices.

Awards Program Presentation – Tabled to next meeting.

People's Choice Booth Judging – Larger ribbons can be printed and laminated if need be.

MARKETING

Gene Goerke volunteered to send a broadcast email promoting CalScape to the landscapers in his area.

BUDGET UPDATE

The committee reviewed the current P & L 2009.

Next Meetings – Saturday, July 11th via telecom.

Saturday, August 22, 2009 at the Flamingo, Las Vegas, NV.

The meeting adjourned at 9:05 am.

Submitted by Mary A. Golden, June 19, 2009