



CALSCAPE PLANNING COMMITTEE
MEETING MINUTES: November 14, 2009
Santa Clara Hyatt Regency, Santa Clara, CA

Committee members present:

Sue Ballew

Tony Caruso

Celeste Frogner

Mary Golden

Peter Herrera

Tim Konig

Bill Meade

Linda Milark

Carol Peterson Webber

Heddy Salerno

The meeting was called to order by Tradeshow Chair Bill Meade at 9:24 am.

REVIEW OF AGENDA AND APPROVAL OF MINUTES

Tony Caruso motioned to approve the minutes of the August 22, 2009 meeting and Carol Peterson Webber seconded.

CALSCAPE EXPO 2009

Review of Executive Summary – The CalScape Expo 2009 Executive Summary was read aloud and the Planning Committee responded with questions and comments.

CALSCAPE EXPO 2010

EXHIBITOR SHOWCASE 2010

Booth sales to date – Thirty five booths for CalScape Expo 2010 were sold at the close of the 2009 show. This compares to 41 at the same time last year.

Exhibitor Prospectus – The Planning Committee reviewed the Prospectus and made the following suggestions:

1. Develop more hours where no seminars are scheduled;
2. Move the Speed Dating event to Thursday - possibly reformat it to be a "Spot Light" event where the exhibitor can purchase 10 minutes of promotional time at a podium.
3. Sponsorship - develop more sponsorship opportunities for example, individual table sponsors at lunches, a banner at the tent entrance (No Sweat! Liners) and hallway signs.

EDUCATION PROGRAM 2010

Discussion of Topics for Keynote and Breakouts - The top five topics requested for next year are bidding and contracts, getting leads, marketing, LEED Guidelines, and Roof Top Gardens.

The Committee discussed the Convention theme of **"LEEDing the Industry to Green"**.

Included in a session that supported this topic could be the answer to the question "How did the Aussie's get the plant point?"

Celeste Frogner suggested asking Lynn Griffith to teach the one technical program CalScape will offer. His topics are plant disease diagnosis and treatment. CalScape might offer him a booth in exchange for his speaking expense.

The meeting adjourned at 12:05 pm for lunch and reconvened at 1:06 pm.

Seven Essential Components of an Interiorscape Contract; this would include the topics related to lease, purchase, design & install, maintenance contracts.

Essentials of Building a Bid; Larry Bangs offered this before as has Howard Freilich. An important aspect to include is the philosophy that goes into establishing your bidding position, value. Both Larry and Howard are very good at this.

Other possible speakers include Davis Dahlbok on design and Jeff Mariola on the status of the industry around the globe.

The Committee discussed turning the planning of the Friday sessions over to a group of industry young professionals to plan and coordinate. The ground work for this group would be at a young leadership summit in Spring 2010.

Given the schedule changes requested allowing more "Showcase Only" time, there will be sufficient time for three sessions on Thursday and three on Friday. A tentative schedule would be

Thursday hours

9 – 10:30 keynote

10:30 – 2:00 pm showcase only

2:15 – 3:15 pm session

3:30 – 4:30 pm session

5:30 showcase closes

Friday hours

9 showcase opens

9-10:00 session

10:30 – 2:00 pm showcase only

2:15 – 3:15 pm session

3:30 – 4:30 pm session

REVIEW OF SOCIAL & FUNDRAISING EVENTS: DELEGATION & VOLUNTEERS FOR 2010

Décor Installation and Sales – Carol Peterson Webber will ask Lori Ann Asmus to do décor sales again.

Golf Outing – Raelyn Luckow has volunteered to coordinate.

Speaker and Greeter Coordination – These tasks will be performed by our student volunteers.

New Attendee Event – Hold event away from the Welcome Party. Peter would like to develop a signage sponsorship for all directional signs. \$500 level. The sponsor logo would appear on the directional signs.

Tours – Jim Mumford will be asked to lead a Wednesday Green Roof, Green Wall tour.

PIA Booth – Tim Konig is designing a new look for the PIA booth. Tim will ask Elise Garcia to staff the booth.

Thursday Round Table Lunch – TBD

Color Bowl Design Contest – The Planning Committee will work to develop a coordinator.

Minutes: November 14, 2009

Page 3

Silent Auction – Celeste Frogner will coordinate the program. She might ask Jim Mumford to design some staging.

Hall of Fame Presentation – Tony Caruso is coordinating. Nomination forms are available on the website.

Food and Beverage, Awards Banquet Coordination –Carol Peterson Webber and Mary Golden.

Wednesday Specialty Class – TBD

Group Activity for Friday PM – Jeff Wilson offered to coordinate a pub crawl.

Group Activity for Saturday – TBD

Awards Program Presentation – Chair Cheri Ratay will be incorporating some of the suggestions she received on the 2009 presentation.

People's Choice Booth Judging – Additional categories of 1, 2, and 3 prizes for multiple booths have been added to the competition.

MARKETING

Suggestions for Regional champions were Steve Foster for southeast and Ron VanCour for east coast

IFMA show – The Planning Committee read an email from Jerry Shipe suggesting that PIA host a booth on behalf of the industry. Peter Herrera reported on problems with hosting a booth at previous IFMA shows; companies did not collaborate on the booth staffing, companies got very competitive about promoting their own company and unpleasant with fellow booth staff volunteers, which made it difficult to have a good customer experience with show attendees. Additionally, there is a lack of consensus as to what constitutes professional appearance (shaved and showered) or behavior.

The Committee will respond to Jerry and let him know that we will forward this idea to GPGB as our industry marketing arm. GPGB already represents the industry at many end-user shows and PIA does not have the resources to man the booth. GPGB's booth presence is very professional and inspires consumer confidence.

BUDGET UPDATE

The committee reviewed the current P & L 2010.

Next Meetings – The dates for the 2010 meetings were established as follows:

Jan 23 in San Diego

Mar 5 in Texas (Friday)

Mar 6 in Texas (Summit) (Dallas, Austin, San Antonio, Houston)

June 5 telecom PIA mid-year budget report

June 12 Cal on Sat morning

July 31 in San Diego

Sept 1-3 in San Diego (CalScape Expo)

Nov 5-6 in a location TBD

The meeting adjourned at 3:30 pm.

Submitted by Mary A. Golden, December 8, 2009

