



BOARD MEETING
Flamingo Resort, NV

MINUTES

January 24, 2009 8:00 – 12:00 pm

Board and committee members present:

Tony Caruso	Mary Golden	Jeff Hatch	Dr. John Peterson
Jim Camargo	Lee Fones	Barbara Helfman	Carol Peterson -Webber
Brian Deniz	Celeste Frogner	Robert Leonaggio	Debra Ringler
Greg Eberly	Joe Haslett	Bill Meade	Heddy Salerno
		Linda Milark	

Executive Board member(s) absent:

Saram Singh

WELCOME

The meeting was called to order by PIA Chair Tony Caruso at 8:05 am and participants introduced themselves.

REVIEW OF MINUTES

Carol Peterson Webber made a motion to approve the minutes of the Oct. 31 Executive board meeting and Lee Fones seconded. Carol Peterson Webber made a motion to approve the minutes of the Oct. 31 & Nov. 1 full board meetings and Lee Fones seconded.

INSTALLATION OF OFFICERS

Tony Caruso read the list of 2009 officers of the executive and full board. Tony also read the election calendar for 2009:

- July 7; call for nominations
- July 28; nominations due
- Aug 3; ballots distributed
- Aug 8; ballots due

TREASURER'S REPORT

Lee Fones reported that as of January 22, 2009 the combined PIA and CalScape checkbook balance was \$35,055.72. The savings account balance was \$1088.52. Accounts receivable was \$33,418.00. Accounts payable was \$0. The WAMU balance is \$32,052.91

Tony Caruso reported that \$20,000 was transferred from the WAMU account to the PIA/CalScape Wells Fargo checking account to cover operating expenses. (\$10,000 each from the PIA and CalScape ledgers.)

Finance Committee Report – Tony Caruso reported on the outcome of a finance committee meeting held last week. The objective of the meeting was to draft a modified 2009 budget that incorporates a 25% drop in revenue and expenses. The board reviewed this draft budget.

Impacted programs include:

Education – some programs will need to be eliminated.

Administrative – service hours need to be reduced by 25%.

Newsletter – suggestions include dropping one issue. The December /Christmas issue may just be a splash page containing the sponsor's links and some recycled content from the members-only page, plus some CalScape photos.

Hall of Fame – expenses might be reduced by replacing the dvd presentation with a ppt.

Awards program – the office is working with Chair Cheri Ratay to reduce program expenses.

PIA Cares – postponed budget expense line items (most staff support) until next year.

Marketing – no significant changes.

MEMBERSHIP REPORT

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

Tony Caruso reported on his investigation to offer health insurance to the members via Hortica. This program would send some funding back to the association.

The meeting adjourned for a "phone" break at 9:11 am and re-adjourned at 9:23 am.

Tim Konig read the membership report and described the two new dues payment options; auto-renewal and installment payments. The installment payment option will make moot the concern regarding the fact that PIA does not offer pro-rated membership dues.

Robert Leonaggio requested a membership drive targeting the Las Vegas hotels. Robert will contact Shane Pliska to see if he would be willing to work on this effort.

Barbara Helfman suggested that PIA create a program that pairs new members with an existing PIA board member and/or committee member. Tim will add this discussion to the membership committee telecon on Feb. 29, 2009.

Jim Camargo asked how PIA reached out to the new landscapers and Tony Caruso responded that this is the objective of getting the AT committee involved in identifying their non-member customers and exposing them to PIA. Jim also asked if the website could be used to reach out to the industry by posting something like a monthly tech tip on a blog or forum pages.

EDUCATION REPORT

Celeste Frogner asked for board feedback on the concept of conducting a seminar via webinar and the board affirmed that the concept was worth pursuing. Tony Caruso asked if ed programs could be pre-sold thereby eliminating some of the labor involved with producing poorly attended seminars.

Robert Leonaggio offered his services as an educator in Las Vegas. He reported that while many worker's primary language is Spanish, speaking English is a requirement of all Vegas employees. Heddy Salerno suggested contacting each hotel directly and seeing what topics we can bring to them and teach a class on site.

During their telecon next Wednesday the ed committee will discuss the impact of the financial cutbacks and various scenarios to accomplish the 25% reduction.

CALPOLY HORT DEPT AND ENDOWMENT

Dr. John Peterson made a presentation to the board on his goal to expand and re-energize the horticulture department at CalPoly and enhance hort student recruitment. He estimates the Master Plan will take 5-10 years to accomplish and be a \$20 million dollar project. He knows that this can be accomplished even in the face of our current economy stating, "Confidence, comfort and credibility gets you cash." He sees the direction that universities need to grow in as

1. Contemporary education programs (Most hort student's parents are not in the industry but 75% of their grandparents were.)
2. They want to see impressive facilities and equipment – they want to be work ready when they graduate.
3. Want to work with faculty who have industry ties.
4. Want to be in a program that gives them a broad scope of hort options – they know they want to be involved with plants but not sure in what specialty.
5. Need to communicate in an age appropriate fashion.
5 % by USPS
75% by email
95% by text message
6. Needs to be appropriately named. The name will be Agricultural and Environmental Plant Sciences with seven concentrations. The interiorscape concentration is called Public Horticulture.
7. Need to cut back to accommodate the anticipated cutbacks in the state budget.

The "Quasi" in "PIA Quasi-Endowment" means that CalPoly can spend some of the principal. The value of the PIA Quasi-Endowment is now at \$36,800 down from \$52,168 as of May 2008. John would like to get the endowment up to \$100,000 to ensure that the interiorscape courses do not go away.

Deb Ringler asked about the opportunity she as PIA Education Liaison could have in connecting with the CalPoly students and Dr. Peterson mentioned that PIA could participate in the Student Career Fair and the attendant dinner. There is a \$500 charge for a table of 10 which pays for the student meals.

ALLIED TRADE COMMITTEE REPORT

This report was tabled to the next meeting.

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 – need to be calendared.
- C. Maintain regular contact with board members and their progress via phone calls

Discussion of Proposed Changes to the Bylaws – Tony Caruso read aloud the proposal to address the absence of voting board members at board meetings. A motion was made to change the bylaws to read:

Section II. Board and Executive Board Powers, Quorum, Failure of Duty

One-half or more of the members of the Board shall constitute a quorum, provided a quorum of the Executive Board is present. Five (5) or more of the voting Executive Board members shall constitute a quorum of the Executive Board. Once the presence of a quorum has been established, a simple voting majority by the Board shall prevail in all matters not involving amendments to these Bylaws or voting rules, regulations and guidelines, wherein a two-thirds (2/3) majority vote by the Board in favor of approval will

be required. In the absence of a full Board quorum, an Executive Board quorum will suffice to conduct business.

Heddy Salerno moved to approve the motion and Bill Meade seconded.

OTHER REPORTS & AREAS OF DISCUSSION

PIA Cares – Tony Caruso reported on a proposal from the Walden House, San Francisco for a PIA Cares project. The contact info will be sent to Matthew Gardner and Eli Goldman to see if they are interested in being the point persons for the project.

Barb Helfman described “Operation Gratitude,” a project she is working on which involves growing plants in salt water, and sending materials to the troops overseas that will enable them to grow plants. Barb will send PIA more information as the project develops.

Hall of Fame – Tony Caruso reported on the status of the Hall of Fame program.

Awards Program Report – Tabled until next meeting.

Vision Chair Report – Tony Caruso read the Vision Chair report submitted by Jim Mumford. Discussion of the goals was postponed until the next board meeting.

Education Liaison Report – Deb Ringler asked the board to consider posting on the PIA website a page that will serve as a reference for all interiorscape education departments and offers across the nation. Deb has also offered to help PLANET re-work the interiorscape training manual for PLANET certification.

Industry Association Liaison Report – Linda Milark, Deb Ringler and Mary Golden attended the Interiorscape Industry Coalition at TPIE last week. The board reviewed the minutes from that meeting.

OTHER BUSINESS

Meeting Calendar for 2009 –

March 28, 2009 – in San Jose, CA

June 6, 2009 – OR County

August 22, 2009 – Flamingo, Las Vegas

Oct. 30 & 31, 2009 - Northern CA

The meeting adjourned at 12.22 pm.

NEXT MEETING: Saturday, March 28, 2009 in San Jose, CA.

Submitted by: Mary A. Golden

Date: Feb. 10, 2009