



**BOARD MEETING**  
**Interior Plant Design, San Jose, CA**

**MINUTES**  
**March 28, 2009 1:00 – 4:00 pm**

**Board and committee members present:**

Joan Archibald	Mary Golden	Bill Meade	Heddy Salerno
Tony Caruso	Lee Fones	Linda Milark	Saram Singh
	Celeste Frogner		

**Executive Board member(s) absent:**

Carol Peterson Webber

***WELCOME***

The meeting was called to order by PIA Chair Tony Caruso at 1:32 pm and participants introduced themselves.

***REVIEW OF MINUTES***

With the addition of Linda Milark to the meeting attendees, Lee Fones made a motion to approve the minutes of the Jan. 24 board meeting and Bill Meade seconded.

***TREASURER'S REPORT***

Lee Fones reported that as of March 24, 2009 the combined PIA and CalScape checkbook balance was \$15,324.26. The savings account balance was \$1088.61. Accounts receivable was \$31,787. Accounts payable was \$13,340. (100% of this is CalScape Coordinator fees.) The WAMU balance is \$32,084.74.

***MEMBERSHIP REPORT***

The board reviewed the following reports: Membership Renewal Report; Allied Trade Members, Non-Renewed; New Members and Member Inquires.

Tony Caruso reported on the proposal to contract with First National Bank to offer merchant card services to PIA members. Saram Singh suggested that when the agreement with First National Bank is signed, we send out an announcement letting members know that they may get a sales call from the marketing arm of First National.

The meeting adjourned for a "phone" break at 2:45 pm and re-adjourned at 3:00 pm.

***EDUCATION REPORT***

Celeste Frogner read the Education Committee report including the 2009 seminar schedule and current program needs. Mary Golden reported on discussions with Rick Segel regarding PIA teleseminars and the PLANET endorsed "PIA Training in a Box".

### ***ALLIED TRADE COMMITTEE REPORT***

Chair Saram Singh was welcomed back. He is excited about the Griffith class and looking forward to letting his customers know about it. Two board members reported receiving their Cate program flier the day after the seminar was held. Additionally, two board members have not received the Griffith program flier. The office will adjust the mailing timetable for ed program fliers and review the sort criteria for building the flier mailing lists.

### ***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

### **Review of Election Calendar**

Tony Caruso read the election calendar. All committee positions are coming up for election.

### **OTHER REPORTS & AREAS OF DISCUSSION**

**PIA Cares** – No report. Regarding the Walden House project Tony suggested sending out broadcast request for volunteers to spearhead the project. Saram Singh will contract Ken Noble at Ambius regarding their interest. Celeste Frogner will make an announcement at the upcoming Griffith seminar.

**Hall of Fame** – Tony Caruso read the 2009 inductees: Rich Parker, Plantscaping Professional; Tom Acklin, Allied Trade Professional; Todd Bachman, Posthumous.

Linnaea Newman and Joan Archibald will be retiring from the Selection Committee and Tony Godfrey will be coming on board. Dennis Gabrick will also be asked to come on board.

**Awards Program Report** – Tony Caruso read Cheri Ratay's report. The board discussed offering a discount on a second entry from the same company and concluded that the discount would not accomplish the objective of increasing the number of entries.

With the objective of increasing the number of entries, the board felt the best way to do this is to make reminder phone calls in April. Saram said the feedback he gets from plantscapers is not that they couldn't afford the entry but that the deadline slipped by them. Saram also suggested using allied trade to promote the program.

Recommendations for judges: Joe Zazerra, Rubin Flores, Steve Foster, Karin Senneff, Davis Dalbok, Flora Grubb.

**Vision Chair Report** – Tony Caruso read the Vision Chair report submitted by Jim Mumford. Resources needed include brand identification guidelines, board involvement, and a budget. Motions for consideration include creating a "brand" committee and forming a retreat team to draft a budget and plan the board retreat. CalPoly was suggested as a retreat location.

**Education Liaison Report** – Tony Caruso read Deb Ringler's report. Regarding the PIA website portal, the board's recommendation is that Deb's research focus on finding the existing databases that have this information and have the PIA website link to them.

***OTHER BUSINESS***

Meeting Calendar for 2009

June 6, 2009 – via telecon

August 22, 2009 – Flamingo, Las Vegas

Oct. 30 & 31, 2009 - Northern CA

The meeting adjourned at 4:10 pm.

NEXT MEETING: June 6, 2009 – via telecon

Submitted by: Mary A. Golden

Date: May 19, 2009

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