

CalScape Expo 2010 - Planning Committee

Meeting Agenda - DRAFT

Topics in blue font are tabled until next meeting.

6/12/10
8:00 am - 9:30 am PT
Via telecon

- Review of Agenda & Approval of Minutes ***

Committee members present: Tony Caruso, Mary Golden, Tim Konig, Bill Meade.

The meeting convened at 8:08 am. Bill Meade moved to approve the minutes and Tony Caruso seconded.

SHOWCASE 2010

- Exhibitor Prospectus review***

*Floorplan**

- Booth sales to date***

YTD stats. 20 into 20 Campaign

The Planning Committee reviewed the booth sales data and approved the redesign of the floorplan. Bill Meade will forward to the office a ribbon company who may be interested in a booth. SouthWest Plantscape Products will be offered Keeline Wilcox's position in the exhibitor signup queue on a provisional basis which is revocable at any time.

Tim reported that interest in living walls was running very high in Texas and that this type of exhibitor would be a good addition to the current list.

Tony offered to send out invitations to CalScape to 25 specific companies identified by Jeff Hatch.

- Sponsorship Update**

93% of goal

The committee discussed improvements to the Sponsor Prospectus including an emphasis on the fact that the Welcome Party is sponsored by the exhibitors, and adding the closing keynote as a sponsored venue.

- Exhibitor Salon**

Eli & AT Committee to coordinate

EDUCATION PROGRAM 2010

- Review of Education Program***

*Conference Brochure**

REVIEW OF SOCIAL & FUNDRAISING EVENTS: DELEGATION & VOLUNTEERS 2010

- Décor Installation & Sales Program - Rich Batcho**

In progress.

Tim spoke with Rich Batcho this morning and reports that Rich is on target with his program. Tim will talk to Rich about adding the Showcase entrance to the other four décor areas (Keynote/Awards stage, photo vignette for awards pictures, registration desk, and PIA booth).

Tony reported on seeing some interesting looking succulent tiles at Sunborne and asked if this type of a design might be a possibility for the entrance.

- Speaker & Greeter Coordination**

CalPoly is sending student volunteers.

Bill Meade will call Robin Connell regarding her interest in performing the speaker introductions at CalScape.

<ul style="list-style-type: none"> Monday Golf Outing 	Not currently planned.
<ul style="list-style-type: none"> PIA Booth – Tim Konig <p>Trey Harold will staff the booth. Tim will make contact with Ball Horticulture at OFA and research the possibility of selling books in the PIA booth. Another possibility is the San Diego Zoo bookstore. Will MacGregor might be able to provide information on what type of an offer to make the Zoo.</p>	In quad. Coffee service. Need booth staff.
<ul style="list-style-type: none"> New Attendee Welcome Event - S. Upchurch 	Suzette Upchurch writing Bingo questions.
<ul style="list-style-type: none"> Welcome Reception – Bill Meade <p>The glasses will be ordered next week and will be shipped to Bill at his Lancaster address. CalPoly students will assemble.</p>	Preserved TreeScapes's Margarita glasses to be delivered where?
<ul style="list-style-type: none"> Thursday Networking Lunch – Heddy Salerno <p>Tim has spoken with Heddy. She has reviewed the networking questions and the format, is happy with the approach, and is looking forward to working on the event.</p>	Needs definition.
<ul style="list-style-type: none"> Colorbowl Design Contest - Rich Batcho 	Theme is Global Chic. Solicitations to start?
<ul style="list-style-type: none"> Silent Auction (PIA ed program benefit) 	This event has been dropped for 2010.
<ul style="list-style-type: none"> Hall of Fame Presentation – T. Caruso 	No changes to format.
<ul style="list-style-type: none"> Awards Program Presentation – C. Ratay 	Jon Senneff will emcee. Gene Goerke will be AV assistant.
<ul style="list-style-type: none"> Friday Lunch event - NIN 	Art Campbell is point person.
<ul style="list-style-type: none"> People's Choice Booth Judging – L. Milark <p>Linda Milark has said that she is unsure if she will be able to attend. Mary will ask Brad Dehaven and Billy Wittington if they would like to run this program.</p>	
<ul style="list-style-type: none"> FRI PM GPGB Reception <p>CalScape needs to draft an MOU for GPGB to clarify the details of their participation at CalScape.</p>	LEED Pilot Project & Advocacy Committee report? GPGB, CalPoly or FIHRE Fund/Nat. Foliage Foundation fundraiser?
<ul style="list-style-type: none"> FRI evening Young Professionals group event 	Eli & Denise will scout a location at 7.31.10 meeting.
<ul style="list-style-type: none"> Review events missing delegation 	Talent available: Joan Archibald, Deb Ringler, Rita Rogers, CalPoly students
MARKETING	
<ul style="list-style-type: none"> Please add "See you at CALSCAPE EXPO, Aug. 31-Sept. 3, San Diego" to your email signature line. 	NOTE DATE CHANGE! Viral marketing to your vendors as well as plantscaper peers.
<ul style="list-style-type: none"> Marketing Message du j'our 	
<ul style="list-style-type: none"> Marketing Chair to coordinate "regional champions" 	Suggestions for regional champions include Steve Foster & Jerry Shipe. Coordinate a phone tree to make regional calls to interiorscapers.
<ul style="list-style-type: none"> Interiorscape Magazine 	Paying for two ads.

• **Chat Room Chatter**

Very effective in 2009. (Interiorscape & Green Chat)

The committee will begin to ramp up this activity. Additionally, Jim Mumford and Barb Helfman will be asked if they can help promote the green walls/roofs learning opportunity and the opportunity to honor Dr. Wolverton.

• **Exhibitor Sneak Preview and FACEBOOK**

In progress.

In response to requests for room sharing, we will place an item "Interested in sharing a room at the Sheraton" on our Facebook page.

• **Review marketing calendar, postcard, ad***

BUDGET UPDATE

• **Review current P & L for 2010***

The committee reviewed the P&L Actual v Accrual, and the YTD budget.

MISCELLANEOUS

• **Discuss location of CalScape 2011**

Objective: meet fiscal goal to recoup losses within 3 years.

Mary will contact Jeff Wilson next week regarding plans to hold CalScape 2011 in Las Vegas.

The meeting adjourned at 10:00 am.

Next meeting: July 21, 2010 in San Diego.

via telecon

***Indicates Attachment**