



CalScape Expo  
Where the Industry Grows

**DRAFT**

**CALSCAPE PLANNING COMMITTEE**  
MEETING MINUTES: January 23, 2010  
Sheraton Hotel & Marina, San Diego, CA

Committee members present:

Tony Caruso

Celeste Frogner

Denise Godfrey

Mary Golden

Tim Konig

Bill Meade

Jim Mumford

Carol Peterson Webber

The meeting was called to order by Showcase Chair Bill Meade at 8: 25 am.

**REVIEW OF AGENDA AND APPROVAL OF MINUTES**

Tony Caruso motioned to approve the minutes and Carol Peterson Webber seconded the minutes of the November 14, 2009 meeting.

**CALSCAPE EXPO SHOWCASE 2010**

**Booth Sales to date** – The committee reviewed the Exhibitor and Sponsor Prospectus and the floor plan and sales data.

**Sponsorship Update** – Primescape Products has signed up for the lanyard sponsorship. Autograph Foliages will provide the tote bags.

**Exhibitor Speed Dating Event and Exhibitor Salon** – Not discussed.

**EDUCATION PROGRAM 2010**

**Keynote speaker and breakout sessions** – Mary Golden will contact Jeffrey Hansler regarding the keynote, plus a breakout. Carol Peterson Webber will contact Howard Freilich regarding “Building a Bid”; Jim Mumford will contact Rene van Rems regarding presenting a floral trends program. Other options will be pursued after the March meeting has established what programming space remains for sessions. Jean Steele, recommended by Denise Godfrey, is one option.

**Tuesday Tour** - Denise Godfrey described a tour itinerary that includes a tour of Jim Mumford’s green roof and wall displays at his facility, Preserved TreeScapes, Olive Hill Greenhouses, and a specimen grower, possibly West Coast Nurseries. She suggested the tour might include speakers on the bus and a white paper on what makes an interiorscape grade plant (the length of time to grow, etc.)

**PLANET Certification Exam and GPGB Training** – PLANET and GPGB will be asked if they would like to offer their programs the day prior to the keynote as they have done in the past.

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

**Décor Installation and Sales** – Rich Batcho has volunteered to coordinate décor. Lori Ann Asmus will be asked to coordinate décor sales.

**Speaker and Greeter Coordination** – The office has been in touch with John Peterson, CalPoly San Luis Obispo regarding their interest in sending students to CalScape. Details have been given to John and we are waiting to hear back.

**Golf Outing** – The office will contact Raelyn Luckhow regarding the emerging tour plans and see if she is interested in holding the golf outing on Monday. The committee would like to include Preserved Treescapes on the tour.

**PIA Booth** – The booth will be in a quad and host a coffee service.

**New Attendee Event** – This event should be added to the convention brochure. Suzette Upchurch will be asked if she is interested in coordinating.

**Round Table Lunch** – Yet to be determined is if the lunch will be held on Thursday or Friday. Tony Caruso will talk to NIN about sponsoring the Round Table lunch. Tony will also start a NIN conversation regarding their planning a 2011 event in conjunction with CalScape.

**Welcome Reception** – A more suitable location was found during the facility tour.

**Color Bowl Design Contest** – Tim Konig will ask Rich Batcho if he would like to coordinate the color bowl competition as well as the event décor. A theme needs to be established.

**Silent Auction** – Celeste Frogner volunteered to coordinate.

**Hall of Fame Presentation** – Tony Caruso is coordinating.

**Food and Beverage, Awards Banquet Coordination** – This activity has not yet begun. Our F&B commitment is \$20,000.

**Awards Program Presentation** – Peter Herrera will be the emcee. Gene Georke will be asked if we can take him up on his offer from last year to run the AV.

**People's Choice Booth Judging** – Linda Milark will coordinate. Additional categories of 1, 2, and 3 prizes for multiple booths will be added to the competition.

**Friday PM Session** – Based on the success of last year's fundraising reception, GPGB might be interested in hosting another at CalScape this year. Chris Ladner from Viridian might be asked to make a presentation on the GPGB LEED Point Pilot Project.

**Friday PM Event** – Blues & Booze with Michele Lundeen, the Queen of Steam, was suggested as an event. This could be held on the property or at some other location away from the hotel.

Bill Meade left the meeting at 11:10 am.

**Saturday Event** – Jim Mumford volunteered to coordinate a ocean fishing trip.

## **MARKETING**

**Interiorscape Magazine** – The Planning Committee reviewed the ad artwork.

**Marketing Message du Jour** – The committee suggested “Visit the #1 floriculture producing county in the US”. (5<sup>th</sup> biggest industry in US)

**Regional champions** – Suggestions included Steve Foster for southeast and Ron VanCour for east coast.

The meeting adjourned for lunch at 12:00 pm and meeting reconvened at 1:30 pm.

**BUDGET UPDATE**

The committee reviewed the current 2010 P & L.

**MISCELLANEOUS**

**Discuss location of CalScape Expo 2011** – Las Vegas is the likely location for next year. The committee is committed to taking no fiscal risks for three years until we have earned the \$30,000 back.

**Next Meeting** – June 12, 2010 via telecon.

The meeting adjourned at 1:53 pm.

Submitted by Mary A. Golden, March 1, 2010

\\Januarymaniii\public\Client Files\CalScape 2010\Meetings\1.23.10\CalScape min 1.23.10.doc