



PIA BOARD MEETING
The Element Hotel, Dallas, Texas

MINUTES
Friday, November 5, 2010
2:00 – 5:00 pm

Board and committee members present:

Joan Archibald	Eli Goldman	Tony Caruso – via phone	Next Gen (at 4:45 pm):
Rich Batcho	Tim Konig		Elliott Bennett
Robin Connell	Bill Meade		Sean Campbell
Toni Fitch	Cheri Ratay		Jay Shipe
Mary Golden	Karin Senneff		Jon Senneff
			Josh Senneff

Executive Board member(s) absent: none

WELCOME and REVIEW OF AGENDA

The meeting was called to order by PIA Vice Tim Konig at 2:14 pm.

Bill Meade motioned to approve the minutes of the PIA meetings of July 31, 2010 and Eli Goldman seconded.

TREASURER'S REPORT

Tony Caruso reported that as of October 28, 2010 the PIA checkbook balance was \$10,676.64 and CalScape checkbook balance was \$3421.23. The savings account balance was \$1,089.38. Accounts receivable was \$8,087.97. Accounts payable was \$26,680. The Chase Savings balance is \$12,142.71.

MEMBERSHIP REPORT

Vice Chair Tim Konig reported and the board reviewed the following reports: Membership Renewal Report, Allied Trade Members, Non-Renewed; and New Members. The board reviewed the lists of non-members who attended CalScape and adopted a strategy of each board member reaching out to companies on the list.

Karin Senneff suggested putting a task force together to reach out to these companies. Bill Meade volunteered to be the task force chair. Cheri, Joan, Mary, Elliott, Eli and Sean on “the force”.

Bill suggested that the conversation go something like: “Thank you for coming to CalScape. We hope you agree with us that it is a valuable industry event and we are looking for the industry leaders in ... El Cajon....who attend CalScape to also become industry leaders in a broader sense. We’d like to invite you to become PIA members. The call list can be sorted into three separate lists;

A list = CalScape non-member attendees.

B list = non-renewed members.

C list = list of interiorscapers in the geographic region.

Bill will assist the task force in coming up with the right questions, anticipating the objections, and develop answers to the objections.

Chair vacancies were discussed. Tim will contact Suzette Upchurch regarding her interest in chairing the Membership Committee.

Cheri Ratay stated that PIA should set a membership goal: 500 members by the end of 2010. Cheri stated that goals need to be developed for the regional champions.

Several incentives (for the regional champion?) were discussed including: a complimentary Tropical Computers cd; a private coaching session with Cheri Ratay "Sales Using Power Point". This later could be done via Go to My Meeting.

Cheri asked each board member to do a website search of www. YP.com: Plant –Plant Maintenance, and look on the PIA website to see who is listed on YP.com and is not a member.

EDUCATION

Robin Connell reviewed the concepts for the 2011 PIA education programs discussed in detail earlier in executive board meeting earlier in the day;

1. The PIA Education Road Show; a morning education track targeting owners/managers/sales people and in the afternoon, a technician technical track.
2. Education on demand in the form of a traveling educator.
3. Digital education on demand – website downloads available for technician training, perhaps given away with a membership to add value to the membership.
4. A Holiday Market based design program - incorporate holiday design, sales and pricing. June would be a better time. This could be held at Dallas (January) or Atlanta (March). If held at Dallas Market we might be able to have a comped seminar room, Market tour, networking event with suppliers the night before. Program would include a "How to buy and negotiate" topic. Participants would be given a worksheet for visiting market.

Other available ed committee resources might include past PIA ed chairs and committee members; Heddy Salerno, Deb Ringler, and Celeste Frogner.

The meeting recessed for a break at 3:45 pm and reconvened at 4:00 pm.

NEWSLETTER REPORT

Mary Golden reported that Next Gen'er Mariel Moore is developing a series of columns dedicated to digital marketing topics.

The committee discussed their desire to create a special Spring Container issue to replace the Interiorscape Magazine guide. Guidelines discussed included: all container companies would be included; the guide would be available to members only; calls would be made to companies to confirm that their info was correct, and non-members would be asked to join PIA as a way of supporting the project. It would be possible to link to the companies' websites. The committee for this project is Bill Meade, Eli Goldman, Cheri Ratay, and Toni Fitch. Toni Fitch offered to input the buyers guide to access.

The committee also discussed the concept of a digital mailer with a focus on a central theme; Green Products, Container Trends, etc. Mailer guidelines include: companies featured would need to be PIA allied trade members; 8 to 10 pages long; delivered digitally; a feature article should lead off the issue: Cheri Ratay, Shane Pliska, John Mini are possible authors.

ALLIED TRADE COMMITTEE REPORT

Chair Eli Goldman's reported on his committee goals

1. to increase allied trade membership.
2. To create a meaningful advertising tool for allied trade members in a PIA publication
3. To increase the dialog between landscapers and allied trade members around the issue of how landscapers are using the allied trade companies products, by creating a forum for that dialog. FACEBOOK show me how you are using our products. PIA FACEBOOK.

EXECUTIVE BOARD REPORT – Executive Chair Tony Caruso introduced the incoming 2011 board results:

Executive Board Chair – Tony Caruso

Executive Board Vice Chair – Tim Konig

CalScape Expo Program Chair – Karin Senneff

CalScape Expo Showcase Chair - Bill Meade

Education Chair – Robin Connell

Allied Trade Chair – Eli Goldman

Awards Program Chair – Cheri Ratay

Industry Association Liaison – Rich Batcho

CalPoly Endowment Chair –Joe Haslett

PIA Cares Chair - Joan Archibald

Membership Chair – vacant

OTHER REPORTS & AREAS OF DISCUSSION

PIA Cares Report – Chair Joan Archibald announced the members of her committee, Greg Eberly, Deb Ringler, and Miko Morita. Joan gave the board a background story of PIA Cares. The current PIA Cares program is Pot-a-Plant (PAP), which is a booth at the Special Olympics at which the athletes receive a plant, soil and a pot, and are shown how to plant. Greg is the current National Outreach Director for PAP.

Committee goals

1. Increase annual Pot-a-Plant events by 7 events.
2. Trademark the program.
3. Incorporate the GPGB message in each booth.
4. In 2012 add a decorate a pot booth to the pot-a-plant booths.

The following board members said they would reach out to people in their communities regarding getting involved with a local Pot-a-Plant effort: Cheri in Seattle; Karin, Tim and Toni in Dallas and San Antonio; Robin in Arkansas; and Eli in NorCal. Robin said she thought it might be a good concept for a company team building and community outreach for her company. The PIA office will investigate any broken links between the PIA Cares webpages that Ken and Greg maintain and [www. piagrows.org](http://www.piagrows.org).

Awards Program Report – Chair Cheri Ratay distributed and read the program goals for 2010. Cheri requested ideas for 2011 judges by March 2011. Rich Batcho volunteered to assist Cheri Ratay with the Awards Program, in addition to his duties with the CalScape Color Bowl and Décor Programs.

The Next Generation

The NextGen joined the board meeting at 4:50 pm and reported on the results of their brainstorming workshop. They identified the following needs;

- Need a better understanding who is PIA's customer.
- Need to know what is the value of membership – perhaps change the membership dues structure so that their CalScape registration is paid for.
- Need to update the PIA website.
- Need to change the membership package.
- Need to fulfill industry advertising needs left unfulfilled from IMAG's demise.

Using posters from the Next Gen's workshop on reinventing the association; Cheri drew a 'mind map' of the various programs and activities the Next Gen's identified as a path to building membership. The membership goal: 500 members by the end of 2010. Cheri stated that goals need to be developed for the regional champions.

Several incentives (for the regional champion?) were discussed including: a complimentary Tropical Computers cd; a private coaching session with Cheri Ratay "Sales Using Power Point". This later could be done via Go to My Meeting.

Cheri asked each board member to do a website search of www. YP.com: Plant –Plant Maintenance, and look on the PIA website to see who is listed on YP.com and is not a member.

CalScape 2011 – The Next Gen made the following recommendations;

- TED style format session for New products
- Tour of City Center –
- Holiday trends – What is New. People with something to share include John Mini, Jan Goodman, and Greens by White.
- More Green Walls and hydroponics - Companies with something to share include ASI, Joey Pouch, and Gsky.
- Past IMAG advertisers might be interested in a big screen advertising series at CalScape.

OTHER BUSINESS

The board and committee agreed to meet the following morning to continue working on program details.

Education committee meeting – Robin, Karin, Josh, Jay, Elliott

Membership committee meeting – Bill Meade, Elliott, Jon, Sean,

The meeting adjourned at 5:30 pm.

2011 Board Meeting Schedule: taken from the CalScape meeting minutes

Sat. Jan 22, 2011 in conjunction with TPIE

Saturday in Atlanta on March 12 in conjunction with the PIA ed program

May 12 and 19 telecom at 10 central

Saturday July 30 in person in Vegas

Oct 14 & 15, 2011 TBA

Submitted by: Mary A. Golden

Date: Feb. 4, 2011.