



BOARD MEETING
Residence Inn at SeaWorld, San Antonio, TX

MINUTES
March 6, 2010
2:00 – 4:00 pm

Board and committee members present:

Tony Caruso	Mary Golden	Cheri Ratay
Bill Meade	Tim Konig	Deborah Watts

Executive Board member(s) absent:

Eli Goldman, Carol Peterson Webber

WELCOME

The meeting was called to order by PIA Chair Tony Caruso at 1:58 pm.

REVIEW OF MINUTES

Tim Konig motioned to approve the minutes of the PIA meetings of January 23, 2010 and Bill Meade seconded.

TREASURER'S REPORT

Tony Caruso reported that as of February 24, 2010 the PIA checkbook balance was \$25,229.95 and CalScape checkbook balance was -\$4,052.37. The savings account balance was \$1,089.11. Accounts receivable was \$35,424.51. Accounts payable was \$0. The Chase Savings balance is \$12,139.52.

MEMBERSHIP REPORT

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

The board would like Celeste Frogner to pursue the membership benefit she described at the last meeting (cloud computing toolbox). For starting projects, Tony will share his patioscaping spreadsheet, and Celeste has offered her own soil volume spreadsheet. Celeste can work on the project in whatever timetable she establishes. There is no rush on this project but the board does believe it represents a great opportunity to increase the value of membership and advance industry professionalism.

The board would also like to pursue the Celeste's "pay per download" concept for the handout and training materials on the members only pages of the PIA website. Mary was directed to investigate the cost to acquire this technology and to do this programming.

EDUCATION REPORT

Webinar series - The board reviewed the details of the Segal webinar series. Promotion and registration will begin next week. The office will investigate if the technology allows a current PIA member to forward the registration page with the member rates to a non-member.

After the webinar, Rick's office will forward the PIA office the list of registrants so that we can track them in the database. We will be able to indentify individuals who register at the member rate and are not members, call them, thank them for their participation and invite them to become members. A sponsor for the webinar series still needs to be secured.

Regarding the 'bricks and mortar' classes, Mary has left a message for Lori Ann Asmus regarding her interest in teaching classes in Northern and Southern CA.

Regarding finding an instructor for the Texas 'bricks and mortar' class, we will contact Texas A&M, Extension agents and Texas Assoc. of Nurserymen for instructor leads. The UT people have asked Tim would like to have someone who can speak to pest and disease topics.

Regarding the Boston venue, Nigel is no longer working at the Federal Reserve Bank but this does not mean that we can no longer use them as an ed program venue.

The office was asked to investigate if past issues of **PIA News** are not password protected.

ALLIED TRADE COMMITTEE REPORT

Tony read Chair Eli Goldman's report. Eli is drafting an AT survey which will tell PIA leadership how PIA can add value to the allied trade member companies' businesses. Eli would like to increase the AT membership value by adding a 'gallery page' to the website. (Do you need to be member to view this?) Additionally, Eli is investigating the interest and viability of adding a revenue generating "Featured Vendor" search function to the FIND A SUPPLIER webpage.

Bill Meade volunteered to help Eli proof the survey, and see if he needs any other help.

EXECUTIVE BOARD REPORT

Executive Chair Tony Caruso reported his goals for the organization.

- A. Meet association's fiscal goals - Tony reviewed the budget and determined that some adjustments may be made to the education program income and expenses.
- B. Identify and execute one non-dues revenue program – Tony is in the process of reviewing the Heartland proposal. This program will provide our members with the ability to take credit card payments from their customers. Compared to other similar companies, Heartland will not be much of a savings to those companies doing under \$5,000/month in volume. For those companies doing more than \$5,000, Heartland's discount fee structure could save quite a bit of money.
- C. Resolve lack of quorum issues – the PIA board met via telecom and voted to amend the by-laws regarding what defines a quorum.
- D. Maintain regular contact with board chairs and their committee progress via phone calls – Tony has not yet begun his program of calling the chairs.

OTHER REPORTS & AREAS OF DISCUSSION

Hall of Fame Report – The Selection Committee is selecting a date to review and select the 2010 inductees. There are four nominations.

Awards Program Report – Chair Cheri Ratay's read her Awards Program report. She ask for and received board input on emcee suggestions (Jonathon Senneff), the length of the program (1.5 hours), and the judging criteria. Cheri will get her revisions to the board members by 3.12 and ask for review by some date yet to be determined.

Cherie will continue create opportunities for allied trade involvement in the awards program. Resources needed include ideas for 2010 judges (Rita Rogers (get contact info from Bill). Diana Wander from Spencer/Florabunda) and an allied trade database.

Cheri would like some assistance working on the Awards Program. This might include photos editing and follow up emails.

Regarding CalScape; Cheri would like to get the exhibitors to emphasize what is new in their booth this year, perhaps with flags. She would also like to see a new products area where attendees could vote with their business cards.

PIA News Report – None.

Pot-a-Plant – Greg Eberly has asked PIA to adopt the Special Olympics Pot-a-Plant. Tony will ask to assume the PIA Cares Chair position and bring the Pot-a-Plant program with him. Joan Archibald is working with Greg.

“Next Generation” Workshop – The board would like to invite the Next Generation participants involved on the PIA committee level and would like to see Eli ask Denise Godfrey and Jonathon Senneff to participate in Allied Trade Committee. Tim Konig will ask Jay Shipe, Brad DeHaven, and Billy Whittington to get involved in the Membership Committee.

The plan is to reconvene at CalScape to 1. Continue to define their vision of the future, and 2. Report on the progress on their strategies. PIA would like to 1. Broadened up the invitation to participate, and 2. Ask them to provide a chair. The current talent pool includes allied trade companies, and design and sales, and operations professionals. In two to three months the group will meet via telecons for committee reports.

OTHER BUSINESS

None discussed.

The meeting adjourned at 4:00 pm.

NEXT MEETING: via telecom TBD

Submitted by: Mary A. Golden

Date: May 3, 2010.