



PRESS RELEASE

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Interior Plantscapers and Their Allied Industries Attending CalScape Optimistic About Long Term Outlook

UKIAH, CA — Interior plantscape professionals, allied industry professionals, and their suppliers convened at CalScape Expo, Sept. 30 – Oct. 2, 2009, for three days of events, a behind-the-scenes tour of the Wynn and Encore Resorts, fun and focused networking, seminars, and the two-day Exhibitor Showcase. Attendees from across the United States and Canada found the inspiration and camaraderie at CalScape especially valuable this year. The theme “It's Easy Being Green” was carried out through the keynote and breakout topics, green wall and green products displays at the expo, and events such as the “Green” Color Bowl Contest.

A warm-up to the conference, and first of its kind event dubbed the “Reinvention forum,” evolved as a result of an internet chat room and addressed the opportunities and challenges facing the interiorscape industry today. The top six topics discussed were short term rentals; web-based sales; floral programs including floral delivery service and cut florals; residential service; exterior, patioscaping and landscaping; and industry pledge of professionalism. It was exciting to see the forum participants interact in person with their national colleagues and watch as other conference attendees offered their solutions for furthering the success of the industry.

Kicking off the seminars was keynote Paul Dolan with “Creating the Future: Growing a Business Revolution.” Dolan, as past president of Fetzer Vineyards, a brand owned by Brown Foreman, was responsible for building the first LEED certified winery and implementing a triple bottom line approach to management at Fetzer. Interiorscape industry leaders in attendance were interested to hear how to take their companies in a sustainable direction in order to position themselves for new opportunities and market niches that arise as the economy recovers and how they can “make an idea’s time come.” Dolan’s breakout “Building Sustainable Companies – What We Can Learn from How One Man Accomplished It” followed along the lines of his keynote with a panel of industry leaders leading a question and answer session between suppliers and interiorscapers.

In “Job Costing – Getting More Out of QuickBooks” with Ryan Cope, AIPB, Customized Business Solutions Inc., participants learned how to get more out of their existing accounting software such as accurate pricing and job costing information. Using examples from real interiorscape companies, Cope showed how to convert a file that uses popular QuickBooks software to a streamlined system that will carry out different costing methods.

“Green Roofs and Living Walls: What You Need to Know” with Jim Mumford, CLP, GRP, Good Earth Living Architecture Inc. and GreenScaped Buildings, gave attendees the lowdown on entering these specialized markets. Mumford’s practical guidelines included information about everything from insurance requirements and structural concerns, to plant palettes.

Systems are the backbone of any successful organization and participants in “Essential Components of an Interiorscaper’s Database,” with Mike Lilek, Shining Brow Software, took the plunge into a deeper look at how a database can help organize critical information, measure profitability, support business strategies, and provide exceptional service. Lilek showed how to use database functions to organize operations, have integrated approach to contracts, customer inventory, replacement tracking, complaints, and billing.

Focusing on biological control for the interior “Environmentally Sensitive Pest Management for the Interior Landscape” featured Suzanne Wainwright-Evans, Buglady Consulting. This noted ornamental entomology expert, industry speaker and columnist with 18 years of experience, taught attendees how to identify the common pests of interior plants, common misdiagnosis, control methods that are sensitive to maintaining a balanced environment, application techniques, and much more.

Closing CalScape’s conference sessions was Janice Goodman, Cityscapes with “Fresh Sales Ideas – Green Solutions.” Goodman’s unique selling techniques have won her company several national awards and grown it into one of the largest interiorscape companies in the country. She gave pointers about how the green movement can put more green in interiorscapers’ pockets, how to find a company’s sales niche, team building and management, designing outside the box, and building long lasting relationships.

Bringing together interiorscapers and allied businesses from different parts of North America and abroad is a goal of the CalScape Expo planning committee. Exhibitors, and Margarita Bar Sponsor Preserved Treescapes, hosted the popular Welcome Party including two hours of poolside networking, beverages, and hors d’ oeuvres. National Interiorscape Network’s Art Campbell coordinated CalScape’s Round Table Lunch which was the place to discuss such hot topics as Green Roofs & Green Walls - Capitalizing on the Opportunities; Reinventing Your Business; Increasing Add-on Sales; Growth By Acquisition; Expanding Holiday Sales - December and Other Holidays; and Indoor Water Features - How to do them Successfully. The Speed Dating Lunch, featured a rotating group of exhibitors who made short presentations to each table familiarizing lunch goers with their products.

The Interior Plantscape Hall of Fame and PIA Awards Banquet honored three 2009 inductees: Richard Parker, Plantscaping Professional; Tom Acklin, Allied Trade Professional; and Todd Bachman, Posthumous Inductee. Nineteen installations were awarded an Award of Excellence or Award of Merit in PIA’s 2009 Interior Plantscape Awards Program. A top honor, the Judges

Award, went to two companies, John Mini Distinctive Landscapes, Congers, NY, for the Water Club by Borgata, and Planterra, West Bloomfield, MI, for the Horseshoe Casino. One individual, Adrian Salole, of Greenery Office Interiors, Calgary, AB, Canada, was recognized with a Technician Excellence Award. A PIA volunteer Ron Vancour, Accent Horticultural Services, Inc., Concord, MA, was presented with the Special Recognition Award for his support and contributions to the PIA Education Committee. Color Bowl Design Contest winners were also announced at the banquet with Sandra Ortiz, Mr. Plant, Las Vegas, NV, taking first place for "Dreaming Under the Tree of Life." The second place winner was Norah Hunter, Brigham Young, Provo, UT, for her entry "Pathway to Green," and third place was captured by Brigham Young University horticulture student Jenna Standing for "It Ain't Easy Being Green."

Throughout the show thirty-seven sponsors were recognized for their support of CalScape Expo.

Seventeen first-time exhibitors at CalScape's Exhibitor Showcase included Allied Molded Products, Bamboo Giant, The Canvas Nursery, Inc., Creative Displays, Inc., DesertWebs, Exotic Pebbles & Aggregates, Inner Gardens, International Decoratives Co., KEL-TOY Inc., Make Believe Leaves, Morningside Garden, Ore Inc., Plants First Choice, rooflite, Tuscan Imports, Village Lighting & Treekeeper, and Wood Co. USA, Inc. in a showcase featuring 58 different exhibitors in 73 booths.

A highlight of the show is the announcement of the winners of the People's Choice Booth Awards. The top vote getter was Rolling Greens, Culver City, CA with its creative display of oversize containers with unique finishes complimented by a collection of distinctive foliage. Also very popular and capturing second place was the booth of Leucadia Nursery, San Diego, CA. The lush foliage collection of Sunborne Nursery, San Francisco, CA, earned the company third place in the contest.

CalScape Expo 2010 will be held at the Sheraton Marina, San Diego, CA, Sept. 1-3. For more information contact pia@piagrows.org.

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Photos & captions:



Attendees listen to keynote speaker Paul Dolan in “Creating the Future: Growing a Business Revolution.”



Joe Zazzera, Plant Solutions Inc., keynote speaker Paul Dolan, and Matthew Gardner, the Wright Gardner participate in the “Building Sustainable Companies” question and answer session.

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