



PRESS RELEASE

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For Immediate Release

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Interiorscape and More at CalScape Expo, Coming to San Diego Sept. 1-3, 2010

Ukiah, CA – PIA, The Plantscape Industry Alliance, will hold CalScape Expo, the national interior plantscape conference and trade show, Sept. 1-3, 2010, at the San Diego Sheraton Hotel & Marina, in beautiful San Diego, CA.

Specializing in helping interiorscape companies grow their business, PIA will once again bring an exciting lineup of speakers to *CalScape Expo - Where the interiorscape industry grows*. Ready to re-grow? CalScape offers new ideas & techniques for every area of business. Sessions will focus on sales & marketing; operations; patio, green roofs & living walls; and holiday & floral, while the Exhibitor Showcase brings attendees up to date on the latest products and services. Networking events include the Welcome Party sponsored by Preserved Treescapes International, Round Table Lunch, two tours, Awards Banquet, and more.

CalScape kicks off with nationally known speaker Jeffrey Hansler sharing his extensive knowledge in how to gain a competitive advantage in customer service, negotiation techniques, winning sales, marketing, and telesales. Hansler's keynote and breakouts will not only impart insight key to success, but motivate the audience to action.

Floral industry luminary Rene Van Rems will be sure to ignite imaginations with his creative and exuberant floral designs and sales know-how. Attendees will learn from this energetic Dutch master floral designer how to put foliage, flowers and botanicals together in a way that becomes their own signature style. How to sell the theme-not the flowers; how to sell the product, not price; and balancing the art and science of style will be valuable take-home tips from this session.

Industry tours are a CalScape highlight and this year will be no exception with two exciting tours planned. A behind-the-scenes tour of top foliage growers in the number

one floriculture producing county in the US, San Diego County, including Olive Hill Greenhouses, West Coast Nurseries, and Western Cactus Enterprises will be happening on Tuesday before the show opens. Dubbed the “Learn Your Green Products” tour it will also include a stop at Preserved Treescapes’ facility and will be sure to fill up fast. Green roofs are highly visible new areas for potential business expansion and CalScape’s Green Roof & Living Wall Facility tour will allow participants to literally see what goes into green roof and living wall installations. We will visit the workshop of a green roof contractor, handle materials which demonstrate over 20 types of systems in use and get some basic business pointers.

Interiorscape industry leaders and the work of outstanding interiorscape professionals will be recognized at the Interior Plantscape Hall of Fame and Awards banquet to be held during the conference.

CalScape Expo’s Exhibitor Showcase spotlights products used in interior plantscape; patio; rooftop; holiday and special event; green roof and living wall; and floral installations. It is unique in the depth and range of products, foliage, containers, and specialty items presented by exhibitors.

For information on exhibiting and a list of current exhibitors, visit the Plantscape Industry Alliance’s website at www.piagrows.org or contact PIA’s office at 707-462-2276. Complete information about this year’s educational programs and online conference registration will be available on PIA’s website in mid May.

The mission of the Plantscape Industry Alliance is to advance the professionalism of interior plantscapers and industry affiliates through quality programs, educational materials, and networking opportunities.

Photos & captions:

Photo file name: calscape_tradeshow.jpg

Caption: CalScape Expo 2009 student volunteers from BYU (Brigham Young University) show off the fabulous foliage specimens on display at the Exhibitor Showcase.



Photo file name: calscape_sessions.jpg

Caption: Conference sessions and networking are two great reasons to come to CalScape.



Event logo: CalscapeLogo2010, suitable for conversion to print or for web.



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