



## PRESS RELEASE

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### For Immediate Release

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### **It's Easy Being Green at CalScape - Sept. 30-Oct. 2, 2009 in Las Vegas**

Ukiah, CA – PIA, The Plantscape Industry Alliance, will hold CalScape Expo, its national interior plantscape conference and trade show, Sept. 30 - Oct. 2, at the Flamingo in Las Vegas, NV.

The association will bring fresh faces and the latest indoor green ideas to *CalScape Expo - Where the interiorscape industry grows*. Attendees are invited to take advantage of the many ways to learn at CalScape. Participants will learn directly from the expert line-up of speakers; they will learn one-on-one from exhibitors about new products and how to use them; they will learn by example from the behind-the-scenes tour of Las Vegas' most spectacular casino; and of special value to many, is learning from their peers at the many organized networking events.

This year PIA is excited to present keynote speaker, Paul Dolan, who is in the vanguard of developing and applying sustainable business models. 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. Dolan will present "Creating the Future: Growing a Business Revolution."

Green Roof & Living Walls – What you Need to Know," will be of interest to those who are considering adding this design/build service to their existing business core. The session will cover the makeup of green roofs/living walls and how they work; steps to take in becoming a contractor and pitfalls to avoid; the different systems available; and maintenance requirements for these types of installations. The presenter is Jim Mumford, CLP, Good Earth Plant and Flower Co., San Diego, CA.

Ryan Cope, Customized Business Solutions Inc., will take an interactive approach in his session "Job Costing – Getting More Out of QuickBooks" an often requested topic. Cope

will be sure to answer attendees' questions about the ins and outs of converting to a job costing system, performing job costing in QuickBooks, and job cost reporting.

"Essential Components of an Interiorscaper's Database" presented by Mike Lilek of Shining Brow, will teach attendees what data they should be tracking and how to take full advantage this information. Using all the tools available in order to run a business efficiently and with the maximum return is the goal of this session.

Interiorscape industry leaders and 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 events; floral; and green roof and wall installations. It is unique in the depth and range of products, foliage, containers, and specialty items presented by exhibitors. Visitors will have a chance to literally "grow up" as they learn about new products such as Tournesol Siteworks' TerraScreen, a vertical live wall system. A fabulous array of foliage for the interior is also a highlight of the show.

For information on exhibiting and a list of current exhibitors, visit the Plantscape Industry Alliance's website at [www.piagrows.org](http://www.piagrows.org) or contact PIA's office at 707-462-2276. Information on this year's educational programs and conference registration will be available on PIA's website in late May.

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

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