



PRESS RELEASE

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20th Annual CalScape Expo Draws Crowd from Across US and Canada

Ukiah, CA – With a goal of helping interiorscape companies grow their businesses, CalScape Expo - *Where the interiorscape industry grows*, offered a wealth of new ideas & techniques for every area of business, a well stocked exhibitor Showcase, and two industry tours which quickly sold out. CalScape Expo, the national interior plantscape conference and trade show, held by PIA, the Plantscape Industry Alliance, ran Aug. 31 - Sept. 3, 2010, in San Diego, CA.

Conference keynote Jeffrey Hansler, Oxford Company, excited the audience by providing communications insights that are easy to understand and apply. In his breakout session, Hansler showed how to use language to gain a competitive advantage in customer service, negotiation techniques, winning sales, marketing, and telesales.

René van Rems, René van Rems International, demonstrated how to put foliage, flowers and botanicals together in order to develop a signature style. Van Rems gave tips on selling the theme, not the flowers; how to sell the product, not price; and balancing the art and science of style, as well as practical advice and tips.

Other sessions included 'Pricing, Bidding & Branding Your Company' with Joel Pesapane, Growing Green Inc., St. Louis, MO. "What should I include in my bid?" is the most requested topic for a CalScape seminar, and attendees got the answer to this and other questions. Pesapane showed how the philosophy behind a bid and the relationship between price and brand is critical to every company. 'The Leadership Interviews - Exploring the Success at the Source' was a rare opportunity to mine the hard won expertise of industry leaders. The panel included Todd Ferguson, Ambius, Los Angeles, CA; Linda Grier, Greenery Productions, Orlando, FL; McRae Anderson, McCaren Designs, St. Paul, MN; and Julie Farrow, Plantscapers Inc., Irvine, CA. These successful interiorscape veterans examined the 'tipping points' of their early careers and gave their insights on the key factors in their success, their biggest challenges, and their vision for the future. Suzanne Wainwright-Evans, Buglady Consulting was back by popular demand with 'Insects & Mites Got You Down?' Suzanne's expertise in ornamental entomology and her solutions to common problems were a welcome addition to the toolkit attendees took away from CalScape. Rounding off the conference was 'Social Media and the Digitization of

Business' with Brock Flint, Reach Local. Flint covered the impact of digitization on day-to-day operations, customer communication, and bottom line, including tools available today and new ones on the way.

CalScape attendees kicked off the event's 20th anniversary with a Welcome Party hosted by the CalScape Expo exhibitors and Preserved Treescapes International. New members and first time attendees were welcomed by PIA board members at the New Member & Attendee Mixer. Networking continued at the popular Progressive Lunch and Round Table Lunch. An important part of this year's networking events included the Young Professionals meetings and events. This group of 'next generation' interiorscape industry leaders also participated in CalScape planning and acted as moderators and emcees at the event.

Industry tours are a CalScape highlight and this year was no exception with two tours offered. The 'Learn Your Green Products Tour' was 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 as well as a stop at Preserved Treescapes facility. A second tour the 'Green Roof & Living Wall Facility Tour' allowed participants to see what goes into green roof and living wall installations.

Interiorscape industry leaders and the work of outstanding interiorscape professionals were recognized at the Interior Plantscape Hall of Fame and Awards Banquet held during the conference. Dr. Bill Wolverton and Dick Ott were inducted into the Interior Plantscape Hall of Fame. Twenty eight interiorscape entries were recognized with awards of excellence or merit in the PIA Interior Plantscape Awards Program, with Ambius, Buffalo Grove, IL, taking the Judge's Award for 'Oasis of the Seas.' Carol Peterson-Webber and Bill Meade were recognized with the Gold Leaf award in appreciation of their dedication and outstanding service to the Plantscape Industry Alliance and CalScape Expo. Three Color Bowl Design Contest participants received awards for their creations; First place, Lee Fones, Coastal Plantscapes, for "Orient Express"; Second place, Miko Morita, Personal Plant Service, for "Yin & Yang"; and Third place, Amanda Kramer, Interiorscapes Inc., for "September Dream."

Over 50 exhibitors showed their products and services at CalScape Expo's Exhibitor Showcase. Greenwalls Vertical Planting System, Featherrock, Inc., Hawaiian Sunshine Nursery, Inc., Heartland Payment Systems, International Horticultural Technologies, Medusa Floral, ReachLocal, Inc., Vyn Flowers, West Coast Forest & Cinder Products, and Woolly Pocket were new to the show and were well received by attendees. A number of exhibitors displayed living wall systems which enabled visitors to easily compare the virtues and applications of the numerous systems. Hawaii Sunshine Nursery was the first place winner of the People's Choice Booth award in the multiple-booth category. Medusa Floral was selected as the first place winner in the single booth category.

CalScape concluded with a reception highlighting the latest from Green Plants for Green Buildings with updates from the LEED Advocates Committee.

CalScape Expo 2011 is scheduled for Aug. 30 through Sept. 1 in Las Vegas, NV.

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 files attached)



Keynote Jeffery Hansler. (Keynote1_2010.jpg)



McRae Anderson, Todd Ferguson, and Julie Farrow, speakers at the Leadership Interviews. (LeaderPanel1_2010.jpg)



René van Rems giving tips on creating a signature style. (vanRems-2010.jpg)



Attendees discover new products and visit with vendors at the Exhibitor Showcase.
(ExhibitorShowcase1_2010.jpg)



Tour participants learn about West Coast Nursery's green products. (Tour2_WestCoast2010.jpg)



Thousands of colorful cacti greet visitors to Western Cactus Enterprises.
(Tour1_WestCactus2010.jpg)



Interior Plantscape Hall of Fame inductees Dick Ott (center left) and Dr. Bill Wolverton (center right), flanked by their spouses Suzanne Ott (far left) and Yvonne Wolverton (far right).

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