



**CALSCAPE PLANNING COMMITTEE MEETING**  
**MINUTES: Feb. 4, 2006**  
The Palm Springs Wyndham Resort, Palm Desert, CA

Committee members present:

Jeanie Bernard  
Tony Caruso  
Vicky Cate  
Lee Fones  
Michael Fones  
Matthew Gardner

Mary Golden  
Peter Herrera  
Tim Konig  
Cathy Larson  
Bill Meade

Jim Mumford  
Carol Peterson-Webber  
Rita Rogers  
Heddy Salerno  
Laural Taylor  
Roel Ventura

**REVIEW OF AGENDA**

CalScape Expo Chair Bill Meade called the meeting to order at 8:35 am and asked that those present introduce themselves. The Planning Committee reviewed the minutes. Carol Peterson Webber moved to approve the minutes and Heddy Salerno seconded.

**CALSCAPE EXPO 2006 SHOWCASE**

**Exhibitor Prospectus Review**

Vicky Cate reported that at TPIE she met four vendors that would be a very good fit for CalScape. One of these companies has already signed up for a booth.

**Booth Sales to date**

The committee reviewed the current floor plan and Bill Meade read the list of 2005 exhibitors who have not signed up and asked those present to make calls and encourage them to exhibit. The following board members volunteered to contact the following companies:

Matthew Gardner- Doderio, Cal Palm

Vicky Cate – Dyna Gro, Luecadia, Karaka Planters, Tropical Plant Technician, Olive Hill

Heddy Salerno – CA Greenhouses, Johnson & Wood

Carol Peterson Webber – Nurserymen's Exchange, Reico Art

Rita Rogers – Rolling Greens

**Sponsorship Update**

Jim Mumford reported that Dennis Gabrick has generously offered to sponsor the Welcome Party this year.

Vicky spoke with Judy McCloud, PLANET membership dept., at TPIE. Judy would like to come to CalScape with their publications on the showcase floor. Gail Rogers has faxed in a booth registration indicating a comped booth with no mention of sponsorship.

Heddy Salerno has been speaking with Warren Gorowitz, Ewing, who will not be able to exhibit. Heddy volunteered to contact him regarding using a two page ad in the Directory to keep their products in front of their interiorscape customers.

Tony Caruso said that Decorative will sponsor the keynote.

Bill Meade will contact Joan Archibald about asking Deigaard to be a gold sponsor again.

## **EDUCATION PROGRAM REVIEW**

### **Keynote Speakers**

The committee viewed tapes and CD's of potential keynote speakers. Mary was asked to contact Patricia Fripp and request recent materials. Mary was also asked to research Jim Paluch's recent presentation topics to the green industry.

### **Breakout Sessions**

Possible breakout topics included a digital imaging proposal from Tropical Computers. It would be held on Wednesday, a beginning session in the morning, and an advanced session in the afternoon. Other possible topics and panelists included :

- Special Events; Pricing & Selling
- Special Events; How build this department & run it
- Design Elements from a Landscaping Perspective

The committee reviewed the Dyna Gro proposal but felt that it did not fit because a technical program is not being offered this year.

How to Specify & Price Blended Accounts – Dennis Gabrick to moderate a panel. Jim Mumford, Jeanie Bernard, Steve Foster. Bill Gabrick. Panelists will be given a list of topics to cover. AV will be important as well as a variety of geographic regions represented on the panel.

Niche markets: Staging presented by Cindy Peterson.

Closing session: Are We Making Money Yet? Presented by Larry Bangs. He would be given three bids on the same job. One objective of this session would be "How to figure out what your costs are". Working title: The Breaking (Even) Point! Don't Miss This!

The committee took a tour of the facility at 10:11 am. The meeting reconvened at 11:21 am.

The conference brochure should include a reminder to "please prepare for a variety of evening weather conditions including cool to very warm."

## **REVIEW OF THE ENTERTAINMENT, SOCIAL AND FUNDRAISING EVENTS**

**Meeting Rooms Décor** – The facility tour was helpful in generating some ideas and Rita and Jeanie will begin working on this.

**Suite Party** – Bill Meade will be the contact person.

**Golf Outing** – Peter Herrera reported on moving the golf outing to Saturday. Desert Willow is the course and transportation may be needed. Reversing their decision of the previous meeting, the committee decided golf registration will appear on the master CalScape registration form.

**PIA Booth** – Tim Konig will coordinate the staffing of the PIA booth.

**Grand Opening Party** – Preserved Treescapes volunteered to sponsor this event. Gigi Cox will coordinate this with the hotel and Dennis. The event will be held poolside and Cathy Larson

volunteered to research a live band.

CalScape Expo Minutes: Feb. 4, 2006  
Page 3

**Thursday Round Table Lunch** – In the absence of Suzette Upchurch, Laural Taylor volunteered to coordinate this event.

**Introducers and greeters** - Carol Peterson Webber is coordinating.

**Color Bowl Competition:** Therese Thavirat has volunteered to coordinate this.

**Silent Auction** – This will be held Wednesday poolside at Welcome Reception. Exhibitors will need to give their donations to Heddy early on Wednesday.

**Live Auction** - Not being offered this year.

**Décor Sales** – Laural Taylor volunteered to help Roel Ventura. Décor sales will adsorb the color bowls. The committee recommended having a price list at the registration desk and sending people who are interested over to see it.

**Hall of Fame Presentation** - Incoming Chair Tony Caruso will coordinate.

**Awards Banquet Coordination** - Carol Peterson Webber is coordinating.

**Awards Program Presentation** – Vicky Cate is coordinating. Bill Meade confirmed Jon Willingham as the emcee.

**People's Choice Booth Judging** – Roel Ventura is coordinating this event. Prizes will be ribbons.

**Friday Night Group event-** The committee likes the idea of going to the tram on Friday evening. Jeanie Bernard volunteered to coordinate this event.

**PAW fundraiser** – Heddy will coordinate a massage booth in the tradeshow on Thursday & Friday. The proceeds to be split 50/50 between PAW and the PIA ed program. The latte cart concept was postponed for another year.

**Additional Saturday event** – Jeanie Bernard gave the board brochures on many options for Saturday fun and asked that the committee select 3 to 4 of them to investigate. Events could be marketed in the CalScape program but registration does not have to be run through CalScape.

**PIA Cares Presentation** – The committee did not discuss this presentation. It is an event missing delegation.

## **MARKETING**

The committee reviewed the postcard and ad for Interiorscape and Interior Landscape Business magazines.

## **Review of financial report for CalScape Expo 2006**

The Committee reviewed the financial report for CalScape Expo 2006.

**Discuss Location of CalScape 2007** – Vicky Cate reported on lukewarm feedback she got at TPIE to a Texas CalScape venue. Other possible Texas locations are Austin and San Antonio. Other non-Texas locations include Denver and Salt Lake City.

Peter Herrera suggested moving CalScape to Hawaii in conjunction with HENA. Peter thinks there is potential to work with HENA and hold the show in Kona. The event could include a grower tour. Bill Meade recommended organizing a PIA goes to HENA tour.  
CalScape Expo Minutes: Feb. 4, 2006  
Page 4

Vicky Cate said she felt it was important for the show to keep moving across the US. Cathy Larson said that from a vendors perspective Las Vegas was the best she has experienced yet and she suggested going back to Vegas.

**Next Meeting** - The committee next meeting will be in Irvine, CA on March 18, 2006.

The meeting adjourned at 2:52 pm.

Submitted by Mary A. Golden, Feb. 15, 2006

G:\Client Files\CalScape 2006\Meetings\Minutes\For Web\CalScape min 2.4.06 web.doc