



CALSCAPE PLANNING COMMITTEE MEETING  
MINUTES: March 18, 2006  
The Atrium Hotel, Irvine, CA

Committee members present:

Joan Archibald  
Tony Caruso  
Vicky Cate  
Lee Fones  
Michael Fones  
Matthew Gardner

Mary Golden  
Peter Herrera  
Tim Konig  
Bill Meade  
Jim Mumford  
Paul Needleman

Carol Peterson-Webber  
Heddy Salerno  
Laural Taylor  
Therese Taviera

### REVIEW OF AGENDA

CalScape Expo Chair Bill Meade called the meeting to order at 8:35 am. The Planning Committee reviewed the minutes. Heddy Salerno moved to approve the minutes and Vicky Cate seconded.

### EDUCATION PROGRAM REVIEW

#### Keynote Speakers

The committee discussed three keynote candidates and selected Patricia Fripp. Vicky Cate recommended getting in touch with Rick Segel for 2007.

#### Breakout Sessions

The committee reviewed possible breakout topics and approved the following:

Color & Design Trends - Turner  
Diseases of Specimen Palms – Dr. Donselman  
Love, Respect and What They Mean to Your Bottom Line – Jeff Mariola  
The Breaking Even Point – Proposal, Contract, P& L  
How to specify & Price Blended Accounts

The topic “Where Are We getting Our Plants in 2007?” will be added to the roundtable topics.

For 2007 the committee would like to offer a Rooftop Gardens panel.

The committee discussed the concept of adding a technical track back into the CalScape program but resolved to keep the current format of having technical topics addressed in our “Technical Seminars for Interiorscape Industry” series and to keep the CalScape topics more management oriented. This decision was based on a review of the increase in full program registrations and subsequent revenue that was generated by a management oriented format last year.

### CALSCAPE EXPO 2006 SHOWCASE

#### Booth Sales to date

The committee reviewed the current floor plan and Bill Meade asked committee members to report on their conversations with the companies they volunteered to contact. To date of we have met 73% of our booth sales goal (25% increase over last year’s sales revenue).

### **Sponsorship Update**

Bill Meade reported that 43% of the sponsorship goals (25% increase in revenue over last year) had been met. To help sell the sponsor program, the committee suggested promoting the list of registered attendees as a sponsor benefit. Another promotional idea suggested was converting the sponsor's free ad into a coupon for product.

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

**Meeting Rooms Décor** – Jeanie Bernard is still working on this.

**Suite Party** – Bill Meade is the contact person. No report.

**Golf Outing** – Jeanie Bernard is working on this also.

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

**Grand Opening Party** – Gigi Cox is the contact person. No report.

**Thursday Round Table Lunch** – Earlier in the meeting the committee adopted the theme of “Where are we getting our plants in 2007?” Vicky Cate volunteered to contact Rick Wilcox regarding his interest in moderating the roundtable. A form with discussion bullet points will be put on each table and the tables will be asked to choose a recording secretary to keep discussion notes. These will be collected and Rick will report on them from the podium.

**Color Bowl Competition** - Therese Thavirat reported that she will develop a theme and modify the guidelines. Vicky Cate will donate plant throws to protect the carpet and surfaces in the color bowl construction area. The number of contestants will be limited to 20. David Taylor, Laural's Plantscaping, has volunteered to help.

Tony Caruso requested that the photos and “recipes” for the 1st, 2nd, 3rd place winners be posted on the website. To facilitate this, the entry forms will be modified to include a place where the contestant will list the plants, design elements, and other ingredients used to construct their color bowl.

**Silent Auction** – Matthew Gardner asked that the committee grow the group of donors and approach those not in our industry but supportive of it for donation. The silent auction will be held Wednesday poolside at Welcome Reception. Exhibitors will need to give their donations to Heddy early on Wednesday.

**Décor Sales** – Laural Taylor volunteered to help Roel Ventura. Laural will develop a form to assist with advertising and pricing.

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

**Food and Beverage, Awards Banquet Coordination** - Carol Peterson Webber is coordinating.

**Introducer & Greeter Coordination** – Carol will coordinate this as well. This crew will be asked to greet, recognize sponsors, distribute and collect handouts, take head counts. The PIA office will send

Carol the lists of registrants on a regular basis so that she may use them to recruit volunteers.

**Awards Program Presentation** – Vicky Cate is coordinating.

CalScape Expo Minutes: March 18, 2006  
Page 3

**People's Choice Booth Judging** – Roel Ventura is coordinating this event.

**Friday Night Tram trip**- No report. Jeanie Bernard is coordinating this event.

**PAW fundraiser** – This will be done through the Silent Auction with a 50/50 split of the proceeds.

**PIA Cares Presentation** – The committee would like to move this presentation to a more high profile time slot, perhaps before the keynote. Matthew suggested hosting a PIA Cares installation on Saturday using the plants and containers left over from the décor sales. Joan Archibald volunteered to help Greg Eberly coordinate this.

**Chair Massage** – Heddy Salerno volunteered to find a masseuse.

#### **MARKETING**

The committee would like to see CalScape posters in various allied trade venues.

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

The committee reviewed the CalScape Expo 2006 financial report.

**Discuss Location of CalScape 2007** – Bill Meade is in the process of talking to the Hard Rock, but has not yet heard back. Bill will also contact LV CONVIS as well as the Rio and Mandalay Bay individually.

**Next Meeting** - The committee next meeting will be in May 6, 2006.

The meeting adjourned at 11:40 pm.

Submitted by Mary A. Golden, April 4, 2006

G:\Client Files\CalScape 2006\Meetings\Minutes\For Web\CalScape min 3.18.06 web.doc