



**CALSCAPE PLANNING COMMITTEE MEETING**  
**MINUTES: November 4, 2006**  
The San Francisco Airport Hyatt Regency, Burlingame, CA

Committee members present:

Tony Caruso

Vicky Cate

Lee Fones

Mary Golden

Peter Herrera

Tim Konig

Bill Meade

Carol Peterson Webber

Heddy Salerno

Roel Ventura

### **REVIEW OF AGENDA**

CalScape Expo Chair Bill Meade called the meeting to order at 9:07 am. The Planning Committee reviewed the minutes. Heddy Salerno moved to approve the minutes and Vicky Cate seconded.

### **CALSCAPE EXPO 2006**

#### **Education Program Review**

The committee reviewed the summaries of the general session survey and seminar specific surveys. The most popular topics to consider for next year include hiring and firing; bidding and contracts; roof top gardens; and employee and personnel relations.

Fripp Private Speech Coaching Session: The board considered offering this class, in the same format again next year. Her keynote and breakout: very, very positive survey results.

Where Are We Getting Our Plants Panel: This panel could have been improved a lot by having different panelists. Attendees felt that the panel lunch took away from networking time for attendees and would have preferred a networking lunch format.

Blended accounts panel: not entirely positive. Regarding panel discussions, the board needs to spend some meeting time putting together specific questions. In addition, a roving moderator with a mic needs to be part of the panel format.

Specimen Palms in the Interiorscape: a technical program at a very high level. There are not very many speakers who can do this and the board was asked to keep the awareness on potential speakers who fit this description and get their names to the CalScape chairs and office.

Improvement to the handout materials was also mentioned.

Color & Design Trends: good subject, but needed a better speaker. Components that worked are color, and working with interior designers. Bill Meade would like to see a basic design seminar.

Managing Your Business for Profit: despite flaws in the speaker's delivery, the approach to the subject was fine. Larry Bangs did a good job of customizing his presentation to the industry.

Mariola closing keynote: very positive comments. The board also liked the concept of the closing keynote. A good finish to the show, upbeat message from an industry leader.

The board also reviewed the comments posted by Barbara Helfman and Linnaea Newman on their web blogs.

Speaker Conduct Guidelines – Bill Meade read and the committee approved a draft of the guidelines that will be added to the speaker confirmation letter.

**Review of Entertainment, Social and Fundraising Events** - The board reviewed the welcome party, awards banquet, showcase lunch, and silent auction. The tradeshow lunch needs to have seating and belly tables available. The tradeshow booth judging is also working.

**Review of Newbie Party** – Carol Peterson Webber reported that people who responded to the invitation and showed up really felt welcomed. She requested that more board members come to represent the association at the party next year.

**Review of Exhibitor Salon** – The board felt that we should continue to host this event. Tony Caruso attended this year because he was flagged down by Joan Archibald. Next year attendance by board members should be mandatory and scheduled. Tony reported that the general tenor of the conversation was fearful. Topics of concern included the joint venture proposal from PLANET and the move of the CalScape venue out of CA. Tony's take-home message was the need to make our CalScape financials open so that the perception that the vendors fund the whole show is dispelled.

Saram Singh reported on Joan's assessment on the positive outcomes which included "myth busting."

Important messages are 1) the need to stay in the host hotel to meet our room night guarantee and 2) the perception that the event is a huge money maker and not a break even proposition.

Vicky Cate expressed her desire to have more allied trade people attend the board meetings. Hedly Salerno would like to see the representative positions enlarged to include representatives from companies on the east coast.

The position description for the Allied trade representatives needs to be drafted. The description should include the mechanism for collecting input from the allied trade prior to the board meeting and after the meeting, distributing the information. An objective to formalize the reporting process in both directions.

Carol stated the need to communicate to the CA vendors the message that they are not being abandoned.

**Review Financial Report for CalScape Expo 2006 –**

The board reviewed the CalScape YTD Profit & Loss which reported \$7475 profit. Although the general attendance was up to 543 from 536, the registration revenue generated was down (\$62,334. in 2006 as opposed to \$69,710 in 2005).

The board reviewed the history of room block pick up for 2006 (395) and our guarantee for next year (495). The Riviera has issued a room block challenge. The rental rate on the exhibit hall is \$6000 but will be reduced to \$2000 if we make our room block guarantee.

The meeting adjourned for lunch at 12:07 pm.  
The meeting reconvened at 1:08 pm.

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## **CALSCAPE EXPO 2007**

### **Booth Sales to Date**

The board reviewed the floor sign ups for 2007. 50 booths of the 90 have been reserved. At last year's show 35 booths had sold.

The board reviewed the at-show booth pre-registration prices and decided to keep the prices the same until May 31, 2007, after which the prices will go up to \$979 (member) and \$1179 (non-member). The prices include the cost of one lunch on Thursday and Friday and adding two additional teamsters to the load in and load out.

**Sponsorship Update** – The committee decided to raise prices to \$25 for the tradeshow only registration, increase to \$40 for late registration, and remove the complimentary business card ad from Bronze sponsorship.

### **Brainstorming Session –**

The board would like to investigate Rick Segal and Gerry Faust about keynote speaking again. Segal last spoke in 2004 and Faust in 2001.

Speaker and session needs are:  
1 keynote and 1 breakout

5 breakout topics are needed. Potential breakout topics:

What Are the Plant Trends (single speaker)

Technical horticultural topic presented by a professional

Hiring and Firing Practices: How not to get sued – KGO friend of Saram's

Stephen Block proposals

How to do a Power Point Presentation or Web design

Roof top gardens (Chris Lyon)

Roel Ventura suggested having a fun, competitive event like a Family Feud plant game. The teams could be put together to raise money for the technical education programs or Plants At Work.

Bill Meade has secured the suite for a post-welcome party. The Top of the Riv is not available for the party and Bill believes if needed the party could be held in the suite.

## **DELEGATION & VOLUNTEERS FOR 2007**

**Décor Installations** – Bill read the guidelines for décor installations, which will be limited to three areas (registration desk, trade show entrance and the stage). When an exhibitor unexpectedly brings material to donate for décor they will be told, "We thank you, but we can not use it this year. May we coordinate this with you for next year?"

**Décor Sales** – Bill Meade read the guidelines for décor sales. A volunteer is needed to coordinate this.

Laural Taylor has volunteered to help in the décor sales, silent auction, décor and color bowl.

**Golf Outing** – Raelyn Luckow has volunteered to coordinate this Wednesday event.

**PIA Booth** – Paid booth staff will be budgeted for in 2007. Board members will still be asked to

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spend an hour or two in the booth.

**Grand Opening Party** – Gigi Cox will be asked to coordinate this again.

**Round Table Lunch – Extreme Landscaping** – Three stories from the audience to kick off the discussion, and then the networking

**Color Bowl Competition** – A volunteer is needed to coordinate this for 2007.

**Silent Auction** – Heddy Salerno will coordinate. 100% of the revenue will go to the PIA Education Programs.

**Massage Chair** – Heddy Salerno will coordinate.

**Hall of Fame Presentation** – Not discussed at this meeting.

**Food and Beverage, Awards Banquet Coordination** - Carol Peterson Webber will mentor Lee Fones in this coordination.

**Introducer, Greeter Coordination** – Not discussed at this meeting.

**PIA Cares** – The committee did not commit to a PIA Cares installation for 2007.

**Friday Night Activity** – The board would like to go to a show as a group. Lee and Carol offered to investigate

**Saturday Activity** – Bill will talk to Paul Needleman and Randy Morishita regarding suggestions for the Saturday tour.

**New Attendee Welcome Event** – The committee committed to hosting this event in 2007 but volunteers are needed to coordinate.

**Awards Program Presentation** – Not discussed at this meeting.

**People's Choice Booth Judging** – The committee committed to hosting this event in 2007 but volunteers are needed to coordinate.

## **MARKETING**

The committee reviewed the marketing calendar and report.

**Discuss Location of CalScape 2008** – Requests for proposals have been sent to New Orleans, Denver, St. Louis and San Antonio. The response has been mostly negative (insufficient trade

show space, insufficient room block commitment). Jeff Mariola offered to put us in touch with Initial's corporate meeting planner to help us identify the US cities in which CalScape could be held that are primarily a direct flight from most major US cities.

Lee Fones and Bill Meade made a case for keeping CalScape in Las Vegas. Bill believes that the market for interiorscape seminars on the east coast can be tested by our PIA education programs. If we are successful in conducting the ed programs in these cities, we will have established a regional market for CalScape. Heddy Salerno recommended that the planning committee stick to

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the same date for CalScape each year.

**Proposal from PLANET's Interiorscape Specialty Group for a joint production of CalScape**  
– The PIA office was requested to draft a response based on the comments from the membership and CalScape attendees.

The meeting dates for 2007:  
Sat., Feb. 3  
Sat., March 17  
Sat., June 3  
Sat., August 25  
Friday and Saturday, Nov. 2 & 3

**Next Meeting** - The next committee meeting will be on Feb 3, at the Riviera, in Las Vegas, NV.

The meeting adjourned at 3:27 pm.

Submitted by Mary A. Golden, December 11, 2006

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