

CALSCAPE PLANNING COMMITTEE MEETING
MINUTES: Sept. 9, 2006
The Wyndham Resort , Palm Springs CA

Committee members present:

McRae Anderson
Joan Archibald
Jeannie Bernard
Tony Caruso
Vicky Cate
Gigi Cox
Greg Eberly
Lee Fones

Mike Fones
Matthew Gardner
Mary Golden
Peter Herrera
Marlene Javage
Tim Konig
Bill Meade
Jim Mumford

Paul Needleman
Carol Peterson Webber
Debra Ringler
Heddy Salerno
Therese Thavirat
Roel Ventura

REVIEW OF AGENDA

CalScape Expo Chair Bill Meade called the meeting to order at 8:40 am. The Planning Committee reviewed the minutes. Tony Caruso moved to approve the minutes and Vicky Cate seconded.

EDUCATION PROGRAM REVIEW

The committee reviewed the seminar registration and discussed ways to boost the registration numbers before the Sept. 18 deadline for earlybird discounts on seminar and hotel registration.

Fripp Private Speech Coaching Session

We have received registration for 11 of the 12 spots. The response to being invited has been positive and immediate and the format of offering a session focused on industry leadership at each CalScape might be considered.

CALSCAPE EXPO 2006 SHOWCASE

The committee reviewed the current floor plan. There are 13 first-time-at-CalScape exhibitors. There are 5 booths left to sell. To date we have met 116% booth sales goal (25% increase over last year's sales revenue).

Sponsorship Update

To date we have met 108% of our sponsor sales goal (25% increase over last year's sales revenue). The committee discussed enlarging the promotion for tech swag sponsorship concept for next year.

REVIEW OF THE ENTERTAINMENT, SOCIAL AND FUNDRAISING EVENTS

Meeting Rooms Décor – Jeanie Bernard reported that the hotel has taken her proposal and purchased some plants on their own. She and Greg have developed designs for the venues. She has sufficient volunteers, hand trucks, and props, and is waiting for confirmation from Lee Fones on the plant décor donations.

PIA Booth – Tim Konig reported that the booth activities will include membership recruitment, dvd sales, and decal sales. Jeanie Bernard's husband has volunteered to staff the PIA booth during the hours the tradeshow is open. He will be accompanied by PIA board and committee members in one hour shifts. Tim will draft a sign up sheet for these one hour shifts and will be in contact with volunteers regarding their shift. Heddy volunteered her dvd player for the booth. Heddy will also have information available on the English garden tour.

Grand Opening Party – Gigi Cox reported that the Welcome Party has been concluded. The party will include Dennis' Martini Bar, music by Al and Gary (2 hours for \$750), and two bars.

Color Bowl Competition – Therese reported that the bowls have been ordered from Gainey and Lee is working on the materials donations. Therese has confirmed two of the judges.

Silent Auction – Heddy Salerno has reported that donations are coming in slowly. She would like the office to send out another round of requests and prepare a flyer with a list of auction items that can be handed out at the registration desk. The auction will open at 6:30 pm during the Awards Banquet and will pulled just before the program starts at 8:15.

The committee would like to see the items will be on display in the tradeshow prior to the Awards Banquet.

Décor Sales – Roel Ventura is working with the Lee Fones on identifying product for the décor sales. Roel and Laural Taylor will price and sell the décor to interested parties. Sold plants will be flagged with the name of the new owner.

PIA Cares Saturday installation and PIA Cares Presentation at CalScape – Debra Ringle reported that the PIA Cares Power Point and her accompanying presentation will be the first thing happening in the Awards evening (3-5 minutes). Construction on the original site scheduled for the Saturday installation will not be complete by CalScape so the installation has been relocated to the facility next door.

Debra will make a call for volunteers at CalScape and expects most of the volunteer registration to happen on site. Debra and Greg already have enough volunteers to perform the installation. Debra will also create a PIA Cares pamphlet (Mission, Criteria, Process) for distribution at the PIA booth.

Golf Outing – The golf outing has been canceled due to no registration. Jeanie is working on an alternative.

Hall of Fame Presentation – A rehearsal will be held Thursday afternoon at 4:30. We do not know yet if Richard Gaines or Mike Lewis will be attending.

Food and Beverage, Awards Banquet Coordination - Carol Peterson Webber reported that the two continental breakfasts have been moved to the trade show foyer. Sonja Decker has volunteered to coordinate a roundtable breakfast for vendor networking during the Friday continental breakfast. Topics will focus include the following: which interiorscapers are "slow pay", which interiorscapers are "no pay", "how to deal with increasing fuel costs".

Introducer & Greeter Coordination – Within two weeks the office will send Carol Peterson Webber the list of registered attendees and she will begin identifying greeters and introducers (sponsors).

Marlene Javage joined the meeting at 10:30 am.

New Attendee Welcome Event - Suzette Upchurch and Carol Peterson Webber are coordinating this. Carol and Suzette will call them and invite them to meet in the lobby bar at 6 pm before the Welcome Party and say hello.

Awards Program Presentation – Vicky Cate reported that the awards program ppt is in production. The plaques have been ordered. The winners will be kept a secret until the night of the program. Their names will not be printed in Awards Night program but will be posted on the web site.

People's Choice Booth Judging – As voting markers, Roel Ventura would like to use chips or something similar that can be slipped into the name badges. For last year's winners and this year's winners, the office will create small signs on easels. Incorporate the ribbon into the booth winner's sign.

Friday Night Tram trip- The breakeven registration number is 22 and 18 are currently registered. The tram does not sell tickets prior to the event.

Chair Massage – Heddy Salerno reported that the contract has been signed. The masseuse will offer a complimentary shoulder massage during the Welcome Party. A non-booth area of the Showcase has been reserved for the chair massage and the décor crew will draw attention to the area and make it inviting with a small installation.

MARKETING

The committee reviewed the marketing calendar and report. Tony reported on the effort by board members to engage our allied trade members in promoting the event via posters, envelope inserts, emails.

Review of financial report for CalScape Expo 2006

The committee reviewed the Quickbooks Year-to Date P & L.

Discuss Location of CalScape 2007 – The board discussed the value of going to the Rio as opposed to the Rivera.

Heddy Salerno recommended that the planning committee stick to the same date for CalScape each year. Based on feedback The planning committee voted unanimously to approve the Riviera contract when it arrives. The dates will be Sept. 26, 27, 28, 2006.

Proposal from PLANET's Interiorscape Specialty Group for a joint production of CalScape -

McRae Anderson outlined a proposal from PLANET and NIN for a jointly produced CalScape in Las Vegas in 2007. The Planning Committee responded positively to his request-in-general and authorized Chairman Tony Caruso to sign a non-binding agreement to pursue the concept.

McRae suggested getting one or two people from each group to hammer out the details of an agreement. His next board meeting is within 2-3 weeks. He will go back to the PLANET board and tell them of PIA's response to the proposal. Chris Lyon from PIA's Finance Committee has agreed to advise the board on this joint venture.

McRae also shared with the board other Interiorscape Specialty Group activities including developing on-line certification testing; technician training on the east coast with Kathy Fediw; a new technician training publication.

Next Meeting - The committee next meeting will be on Nov. 4, at Decorative Plant Service in San Francisco.

The meeting adjourned at 2:17 pm.

Submitted by Mary A. Golden, September 26, 2006