



CALSCAPE PLANNING COMMITTEE MEETING  
MINUTES: February 3, 2007  
The Riviera Hotel and Casino, Las Vegas, NV

Committee members present:

Joan Archibald  
Tony Caruso  
Lee Fones  
Mary Golden  
Jeff Hatch

Barbara Helfman  
Peter Herrera  
Tim Konig  
Bill Meade  
Jim Mumford

Carol Peterson Webber  
Heddy Salerno  
Saram Singh  
Roel Ventura

**REVIEW OF AGENDA AND APPROVAL OF MINUTES**

CalScape Expo Tradeshow Chair Bill Meade and Program Chair Carol Peterson Webber called the meeting to order at 12:47 pm. The Planning Committee reviewed the minutes. With the correction that Heddy Salerno will not be coordinating the Silent Auction, Heddy Salerno moved to approve the minutes as corrected and Lee Fones seconded.

**CALSCAPE EXPO SHOWCASE 2007**

**Booth Sales to Date** - The board reviewed the floor sign ups for 2007 and booth sales history. 63 booths of the 90 have been reserved. At this time last year 49 booths had been sold.

**Sponsorship Update** – A Tech Swag sponsor for the name badge lanyard has been purchased by Foliage Direct of Texas.

**Riviera Room Block Challenge** – If we make our room block of (445 room nights) the hotel will give us a \$4000 discount on the trade show room rental. This will be passed along as an \$88 per booth credit.

**Exhibitor Green Product Spotlight** – The committee endorsed the concept of hosting this event, possibly in conjunction with the People’s Choice Awards. Jim Mumford volunteered to consult with Roel Ventura and Shane Pliska and coordinate this event.

**Exhibitor Salon** – A commitment was made to host this event again this year. It will occur on Friday morning and several executive board members need to be present. Sonja Decker will be asked to coordinate this again.

**EDUCATION PROGRAM 2007**

**Keynote** – The committee would like to contact Rick Segal regarding availability and rates for 2007 keynote and breakout.

**Breakout Topics** – The committee discussed the following programs:

*Website Strategies that Work for Interiorscapers - Curt Conrad, BrightCite.* Barb Helfman submitted a written proposal on his behalf. The program is a reprise of a 2007 TPIE presentation.

Compensation would include airfare. Barb offered to secure him a hotel room. The program could be offered on Wednesday.

*Specimen Plant Care - Lynnae Dehoff.* This program would be similar in nature to the specimen palm program offered last year on Friday morning. It might be possible to use this topic for one of PIA's Technical Seminars for the Interiorscape Industry, possibly in Dallas.

*A basic design class – taught by an ASID member.* The session would cover understanding scale, space and color. Included should be how to communicate the principals of design and how to communicate with interior designers.

*The 15 Most Important Questions to Get Answered If You Are Just Starting Out in the Business.* This topic was brought forward from last year. It is aimed at attracting the professionals new to the industry.

*Niche Markets: Real Estate Staging and Working with Real Estate Agents – Cindy Lovenich.* This session will cover the ABC's of establishing a monthly plant rental program, transforming homes into showplaces and working with real estate professionals. Cindy has made this presentation at the national convention of RE staging professionals.

*Green Roof Gardens –* A niche market topic. Also important to the Green Building Movement. Barb Helfman recommended Don Suspen, Town and Country, New York City.

*Pricing - Barbara Helfman.* Barb recommended that this topic be addressed again.

*Holiday All Over Again – Barbara Helfman.* This program would focus on design. Lee suggested moving the topic to PIA's "Education by Request", or offer a Dallas Holiday Mart program in 2008.

*The Dirty Dozen; The Interiorscapers 12 FAQs – Barbara Helfman.* This topic was suggested as the closing keynote.

**Wednesday Programs** - The committee discussed offering an add-on registration programs such as a technical program "How to Produce a Power Point Presentation" or Tropical Computer's *Sales Presentations with Digital Imaging* or Private Speech Coaching. Another idea for the Tropical Computers program was to offer at some other time of the year, or in a suite.

The committee would like to continue to offer the PLANET Certification Testing and PAW AIA & BOMA CE training if there is sufficient meeting room space.

Lee Fones suggested touring the World Furniture Mart.

#### **DELEGATION & VOLUNTEERS FOR 2007**

**Décor Installation and Sales** – Bill Meade has contacted Rebecca Anscorb regarding this program.

**Suite Deals** – Bill Meade is coordinating the rental of a suite in conjunction with Peter Herrera, Bill Lyons and Alex Fell of Kraft Gardens.

**Golf Outing** – Jim Mumford will contact Raelyn Luckow to confirm that she is interested in organizing this event. The day (Saturday or Wednesday) needs to be established.

**PIA Booth** – Elisa Garcia, Inside Plants has agreed to work in the booth. She will be paid \$200. PIA will send her a confirmation letter.

**Grand Opening Party** – Gigi Cox will be asked to coordinate this again. Jim Mumford will contact Dennis regarding sponsoring this year.

**Round Table Lunch – Extreme Plantscaping** – Three stories from the audience will kick off the discussion, and then story telling will continue at the tables.

**Silent Auction** – 100% of the revenue will go to the PIA Education Programs. It will be held the evening of the Awards Program. Celeste Frogner will be asked if she is willing to coordinate.

**Color Bowl Competition** – A volunteer is needed to coordinate this for 2007. Mary was asked to contact Laural Taylor.

**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** – The CalScape Program Chair is responsible for this activity.

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

**New Attendee Welcome Event** – Joan Archibald offered to help with this event.

**People's Choice Booth Judging** – Roel Ventura volunteered to coordinate.

**PIA Cares Presentation** – This will be a PPT presentation done at the beginning of the Awards Program.

**Friday Night Activity** – The Cirque family of programs was considered, especially the Beatles based “Love” or Le Reve as options. To encourage attendees to register at the hotel, a discounted rate on these tickets could be offered. There would be a second rate for folks not staying at the hotel. If they are staying at the Riviera, the Cirque ticket costs \$x. If they are not staying at the hotel, the ticket costs \$x + \$20.

**Saturday Activity** – Paul Needleman will be asked to investigate a tour of the Mirage or the Bellagio.

**P@W Fundraiser** – Roel Ventura is talking to Shane Pliska on ideas for this program. It might be a “Family Feud” or “Jeopardy” style plant game and would happen in conjunction with the

Welcome Party.

**PIA Cares Installation** – Lee Fones will contact Tom Lias regarding a PIA Cares installation.

**MARKETING**

Carol Peterson Webber and Jim Mumford described the recent opportunities they had to mention PIA and CalScape in *PLANET* and *Interiorscape* magazines. The committee was encouraged to keep PIA and CalScape in mind when they are presented with these opportunities.

**Discuss Location of CalScape 2008** – San Diego and Los Angeles were suggested as possible venues for 2008. The committee felt that St. Louis was too far away for our current vendors.

**Next Meeting** - The next committee meeting will be on March 17, at the Atrium Hotel in Irvine, CA.

The meeting adjourned at 4:00 pm.

Submitted by Mary A. Golden, March 7, 2007