



CALSCAPE PLANNING COMMITTEE MEETING  
MINUTES: August 25, 2007  
The Alexis Park, Las Vegas, NV

**Committee members present:**

Tony Caruso	Peter Herrera	Heddy Salerno
Vicky Cate	Bill Meade	Saram Singh
Celeste Frogner	Jim Mumford	Roel Ventura
Mary Golden	Carol Peterson Webber	

The meeting was called to order at 8:20 am.

**REVIEW OF AGENDA AND APPROVAL OF MINUTES**

Vicky Cate motioned to approve the minutes from the previous meeting and Peter Herrera seconded.

**CALSCAPE EXPO SHOWCASE 2007**

**Booth Sales to Date** - The board reviewed the sold out Showcase floorplan and booth sales history.

**Exhibitor Green Product Spotlight** – To date four companies have responded to the letter Jim Mumford drafted; Gainey Ceramics, Preserved Treescapes, Green House Nurseries and ASI. SF Foliage will be submitting a response soon.

**EDUCATION PROGRAM 2007**

**Review of Education Program** – Seminar registration, room configuration details and badge orders are in progress. The committee reviewed two registrations reports, summary of event registration and the weekly registration totals history. As of week 5 of 2007 there are 269 registrations compared to 2006's week 5 with 215 registrations.

**Speakers** – Follow up calls are being made to the speakers for their av, handout and introductory bios. It was suggested that the handouts be printed on recycled paper with a footer noting such.

**Design Fundamentals for Working with the Design Community** – To date one company has given permission for their 2006 awards photos to be used in the McWhorter seminar. The office will make follow up calls to the email and solicit permission from others.

Review of Room Night Stats – As of last Monday 53% of the room block had been filled.

**PLANET Certification** – Peter McCucheon from Plant Parenthood and Denise Duhe from Environmental Designs were chosen as the recipients of the complimentary exam passes.

In addition Denise will be working as the room greeter for the ed session.

**Green Plants for Green Building training sessions** – Todd Lass from Good Earth Plant & Flower was chosen as one recipient of the complimentary exam passes. For the other pass, an email will be sent to the board with a deadline for responding.

**NIN event** - Vicky Cate reported that the meeting is happening Mon-Wed. Then the group will be released to participate in CalScape and attend the Welcome Party. They will be staying in the Platinum hotel, a non-casino resort slightly off the strip.

**NW Caucus** – Cheri Ratay has offered to conduct a networking session with other companies from the NW and ask them to answer the question “What education programs would you like to see offered in your region?” The venue is yet to be determined but ideally will be close to the Welcome Party and near a bar. The committee suggested combining this event with the Welcome Party.

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

**Décor Installation and Sales** – Rebecca Anscorb has emailed 2007 exhibitors the wish list summarizing the needs for the décor and color bowl programs. She will begin making follow up phone calls.

**PIA Booth** – No report.

**Wynn Interiorscape tour** – Two tickets to this event are left.

**Grand Opening Party** – The party will be held next door to the Showcase. The food and beverage and DJ have been confirmed. Yet to be determined is the AV and additional entertainment that might include dancers behind a lighted scrim. Bill would like to silently screen a two Vegas themed movies.

**Color Bowl Competition** – No chair report. The color bowls will be constructed in Royale 4 and once completed will be placed in the color bowl gallery in the same room.

Heddy Salerno joined the meeting at 9:45 am.

**Silent Auction** – Celeste Frogner is continuing to solicit donations. She is working on the details of shipping items and taking photos of the items for the auction table.

**Massage Chair** – This will be placed in the hallway so that non-CalScape attendees can get a massage and contribute to the cause.

**Hall of Fame Presentation** – Tony Caruso reported that the DVD materials have been sent to the DVD engineer.

**Food and Beverage, Awards Banquet Coordination** – The office is awaiting the arrival of the BEOs which will confirm the details.

**Introducer, Greeter Coordination** – Denise Duhe from Environmental Designs will be working with Carol. She will greet seminar participants at the door, check their badges, give them a session survey. At the end of the seminar she will collect surveys and distribute handouts.

In her introductory comments to the sessions, Carol will mention the handouts being available on the website and tie this in to the planning committee's desire to "grow CalScape a little greener every year".

**Awards Program Presentation** – Vicky Cate reported the program is on schedule. Jon Willingham will emcee and Cheri Ratay will assist Vicky with the AV portion of the event. A rehearsal is scheduled for Thursday at 4:30 pm.

**People's Choice Booth Judging** – Roel Ventura reported. He is working on finding larger ribbons for the winning booths.

**PIA Cares Presentation** – The length needs to be 3 minutes. Celeste Frogner volunteered to help Deb Ringler prepare the PPT and needs the materials by Sept. 4. She will then work on the program and deliver it to Vicky Cate needs to receive the PPT by Sept. 12.

**Exhibitor Salon** – Sonja Decker will be sending an email inviting exhibitors to the event. Tony reminded board members that he would like representation there.

**Friday Night Activity – Cirque du Soleil Beatles based "Love"** . The event has sold out.

**Vibrant Vegas Tour** – Registration is low at four people.

**GPGB (formerly P@W) Fundraiser** - Ideas to forward to the GBGB board included a 50/50 drawing; ½ of the pot goes to the winner and ½ goes to the charity. The pot grows by selling raffle tickets for cash. The cash is counted periodically and the size of the pot announced. The cash is counted for a final time and the ticket is drawn. Another idea was to "guess the dancer behind the curtain" or the "I'll make a donation to GPGB if .....goes behind the scrim and dances."

## **MARKETING**

**Board Opportunities to Market** – The board reviewed the No Sweat postcard and the Nurserymen's table tent.

Renee in the PIA office is making calls inviting 2005 and 2006 attendees who have not yet registered for 2007 to come to Las Vegas.

In response to the question of why cafeteria style registration is not offered (where attendees can register for only one event as opposed to the whole day), Vicky Cate recommended telling the caller that this type of registration detracts from the feeling of community that develops when you are staying for the day and not just one session. Networking and connecting with others in the industry is fostered by full day and two day registration and that is PIA's mission.

**Marketing Calendar** – Plantscapers, Allied Trade companies and Exhibitors have been receiving bi-weekly Updates.

**Marketing Message d'jour** – "Stay at the host hotel - in the Monte Carlo tour".

## **BUDGET UPDATE**

The year to date P&L is \$26,575.31 (cash basis). The committee reviewed the YTD budget.

The planning committee discussed several approaches to registration discounts for companies who send over a certain number of people to CalScape. The committee decided to research what other associations including OFA and TPIE to see what they offer.

Some ideas included:

Discounted registration would apply to full registration only. The current cancellation policy would apply.

Discount registration 15% or 10% for full reg for each registration . O refund on cancellations.  
Research

Booth Pre-registration – The committee discussed build the cost of the Welcome Reception into the pre-registration price. Bill Meade has definite knowledge that Gainey is not interested in sponsoring the party next year. Bill will contact Dennis Gabrick this week regarding Dennis' desire to sponsor the event for 2008. The office will move forward with drafting the Early Bird Prospectus for use at the trade show.

The meeting adjourned at 11:05 am.

Submitted by Mary A. Golden, Sept. 23, 2007