



CALSCAPE PLANNING COMMITTEE
MEETING MINUTES: August 22, 2009
The Flamingo Resort, Las Vegas, NV

Committee members present:

Tony Caruso
Mary Golden

Barbara Helfman
Bill Meade

Cheri Ratay
Carol Peterson Webber

The meeting was called to order at 9:10 pm.

REVIEW OF AGENDA AND APPROVAL OF MINUTES

Cheri Ratay motioned to approve the minutes from the telecom of June 2, 2009 and Tony Caruso seconded.

CALSCAPE EXPO SHOWCASE 2009

Booth Sales to date – The committee reviewed the floor plan and sales data. The directory is closed. The CalScape chairs' 20 into 20 Campaign has produced 10 booths toward the goal of 20 booth. Tony reported that Linda Milark has not started making the calls so the office will be asked to continue contact the hotter prospects.

Sponsorship Update – No sponsorships have been purchased.

Exhibitor Salon – The facilitator of this event needs to create an agenda and ensure that the salon conversation stays on track

Exhibitor Speed Dating Event – Registration has begun.

EDUCATION PROGRAM 2009

Dolan breakout – Mary Golden reported that Joe Zazzerra and Matthew Gardner have developed a interview script for the session and are coordinating their discussion points.

Reinvention Forum – Jerry Shipe has been holding regular telecons with the panelists. In telecon, the group developed a set of bullet points that each panelist will address in the context of his or her specific topic. Jerry has requested outlines from each speaker that can then be posted on the PIA website.

REVIEW OF SOCIAL & FUNDRAISING EVENTS: DELEGATION & VOLUNTEERS FOR 2009

Décor Installation and Sales – Lori Ann Asmus will coordinate and will oversee the BYU students installing the décor. Jim Caramago needs to make calls to round up donations of plants and colorbowl materials.

Golf Outing – Five people have registered to date.

Wynn & Encore Tours – This event is almost sold out.

PIA Booth – Mark Marten will be offered a table at the PIA booth to distribute his National Indoor Plant Week materials.

Minutes: August 22, 2009

Page 2

New Attendee Event – Suzette Upchurch is coordinating this again. The Membership Committee met with Larry Bangs and developed Networking Bingo sponsored by Sunborne Nursery.

Thursday Round Table Lunch – No report due to NIN meeting.

Color Bowl Design Contest – No report. Bill Meade will call chair Jim Caramargo to check on the status of the program.

Silent Auction – Tony has reported that Celeste Frogner will start coordinating the program soon.

Hall of Fame Presentation – Tony Caruso is coordinating.

Food and Beverage, Awards Banquet Coordination – The hotel has yet to respond to our request to lower our F&B commitment by \$20,000. Jeff Wilson has forwarded our request to Roma at the Flamingo who has moved forwarded it to her Sales Manager.

Awards Program Presentation – Cheri Ratay is coordinating. Peter Herrera will be the emcee. Gene Georke will be asked if we can take him up on his offer to run the AV.

People's Choice Booth Judging – An additional categories of 1, 2, and 3 prizes for multiple booths have been added to the completion.

GPGB Reception – This event will showcase GPGB marketing materials, the LEED Advocacy Committee's work and recent research results from Project Carbon. Project Carbon is the GPGB driven, NFF funded work being done by Dr. Bodie Pennisi on quantifying the amount of carbon that specific interior plants remove from the air at various foot candles.

MARKETING

The board is encouraged to add a note about CalScape to their email signatures. For those who are comfortable doing so, forum board chatter and participation is encouraged. CalScape has launched the Exhibitor Sneak Peek on the CalScape You Tube channel and created an event page on Facebook.

Web Forum – It was decided to abandon the creation of a web forum. Current web marketing efforts are focused on You Tube and Facebook. Perhaps these two channels will have a significant ROI when compared to a third industry forum board (the PIA forum would be in addition to the *Interiorscape* magazine and Steve Foster's GreenChat.

CalScape 2010 – Barb Helfman has nominated Dr. Bill Wolverton for the 2010 Hall of Fame. She believes he will be inducted and would like the committee to consider having him speak on his current research.

The meeting adjourned for lunch at 12:00 pm and reconvened at 2:30 pm.

BUDGET UPDATE

The committee reviewed the current P & L 2009.

Next Meeting – Tony offered Decorative as a location for the October meeting.

The meeting adjourned at 2:35 pm.

Submitted by Mary A. Golden, November 9, 2009

\\Januarymaniii\public\Client Files\CalScape 2009\Meetings\8.22.09\CalScape min 8.22.09.doc