

CalScape Expo 2010 - Planning Committee
Meeting Agenda + Minutes

4/24/10
 12:30 pm - 2:30 pm PT
 Via telecon

• *Review of Agenda & Approval of Minutes **

Committee members present: Rich Batcho, Tony Caruso, Mary Golden, Eli Goldman, Peter Herrera, Tim Konig, Bill Meade, Carol Peterson Webber.

The meeting convened at 12:32 pm. Tim Konig moved to approve the minutes of the March 6 meeting and Tony Caruso seconded.

SHOWCASE 2010

• *Exhibitor Prospectus review**

Floorplan.*

• *Booth sales to date**

YTD stats

The Planning Committee reviewed the booth sales data and the current floorplan. After discussing possible exhibitors, the chairs decided to reconvene 20 into 20 Campaign for this year.

• *Sponsorship Update*

Signage & other sponsorship opps in development.

The Committee approved the idea of offering a décor sponsorship to green wall companies. The cost of this sponsorship would be the same as a booth.

Peter Herrera would like to sponsor directional signs (with arrows) around the hotel. The office will investigate the possibility of selling sponsorships of the CalScape Updates that are emailed on a regular basis to the companies in the PIA database.

• *Exhibitor Salon*

Eli & AT Committee to coordinate

Joe Cialone, who has attended every Salon, has offered to help Eli facilitate his first Exhibitor Salon.

EDUCATION PROGRAM 2010

*Review of Education Program**

Conference Brochure

• *Keynote Speaker*

Confirmed: Jeffrey Hansler for keynote plus a breakout; Rene Van Rems, Joel Pesapane.

• *Confirm other breakout topics*

Confirmed: Rene Van Rems, Floral Design Trends & Sales; Joel Pesapane, Pricing, Branding & Positioning, Employee Retention, Moral & Incentive Plans. Awaiting confirmation; Robert Van Aerts (Global perspective on Interiorscape industry).

• *Wednesday Industry Partner programs*

GPG training, PLANET certification test (board comps)

• *Tuesday & Wednesday Tours*

Tuesday "Learn Your Products" Tour confirmed. Wednesday "Green Roofs & Living Walls" Tour in development.

REVIEW OF SOCIAL & FUNDRAISING EVENTS: DELEGATION & VOLUNTEERS 2010

• *Décor Installation & Sales Program - Rich Batcho*

In progress.

<ul style="list-style-type: none"> • <i>Speaker & Greeter Coordination – C.P. Webber</i> 	<i>CalPoly is sending student volunteers.</i>
<ul style="list-style-type: none"> • <i>Monday Golf Outing – R. Luckow</i> 	<i>Need response.</i>
<ul style="list-style-type: none"> • <i>PIA Booth – T. Konig</i> 	<i>In quad. Coffee service. Need booth staff.</i>
<ul style="list-style-type: none"> • <i>New Attendee Welcome Event - S. Upchurch?</i> 	<i>Located in Quinn's. Networking Bingo?</i>
<p>Suzette has offered to coordinate the New Attendee party and will begin working on questions for the Bingo card.</p>	
<ul style="list-style-type: none"> • <i>Welcome Reception – BM & CPW</i> 	<i>Preserved TreeScapes's Margarita bar is a go!</i>
<ul style="list-style-type: none"> • <i>Thursday Networking Lunch –</i> 	<i>Needs definition.</i>
<p>Deborah Watts will be asked to coordinate this lunch. Three courses will be served and Deborah will be asked to come up with the questions.</p>	
<ul style="list-style-type: none"> • <i>Colorbowl Design Contest - Rich Batcho</i> 	<i>Need a theme?</i>
<p>Rich Batcho reported. The theme of the competition is "Global Chic". Both Gainey and ASI have donated 20 bowls to the event.</p>	
<ul style="list-style-type: none"> • <i>Silent Auction (PIA ed program benefit) – C. Frogner</i> 	<i>Need an assistant for setup.</i>
<p>Carol Peterson Webber will email Celeste regarding the status of this event. Mary will call Celeste to determine any needs she has.</p>	
<ul style="list-style-type: none"> • <i>Hall of Fame Presentation – T. Caruso</i> 	<i>No changes to format.</i>
<ul style="list-style-type: none"> • <i>Awards Program Presentation – C. Ratay</i> 	<i>Jon Senneff will emcee. Need AV assistant.</i>
<ul style="list-style-type: none"> • <i>Friday Lunch event -</i> 	<i>Needs definition.</i>
<p>NIN will be asked to develop a lunch event that will be held in the Showcase. Ideally, the lunch concept will include exhibitors.</p>	
<ul style="list-style-type: none"> • <i>People's Choice Booth Judging – L. Milark</i> 	
<ul style="list-style-type: none"> • <i>FRI PM event</i> 	<i>LEED Pilot Project & Advocacy Committee report? GPGB, CalPoly or FIHRE Fund/Nat. Foliage Foundation fundraiser?</i>
<p>PIA needs to draft a proposal to GPGB. Carol Peterson Webber mentioned that Michele Lundeen has offered to use the stage as a fundraising opportunity during the Blues Cruise party. Options include "request a song for \$x" or "While we are performing this next song, we want to get 3 new supporters". The option of charging a door fee was discussed.</p>	
<ul style="list-style-type: none"> • <i>FRI evening group event</i> 	<i>Blues & Booze w/Michele Lundeen the Queen of Steam? Need room.</i>
<ul style="list-style-type: none"> • <i>Review events missing delegation</i> 	<i>Talent available: Joan Archibald, Deb Ringler, Rita Rogers, BYU & CalPoly students</i>
<p>MARKETING</p>	
<ul style="list-style-type: none"> • <i>Please add "See you at CALSCAPE EXPO, Aug. 31- 3, San Diego" to your email signature line.</i> 	<i>NOTE DATE CHANGE! Viral marketing to your vendors as well as landscaper peers.</i>
<ul style="list-style-type: none"> • <i>Marketing Message du j'our</i> 	<i>"Visit the #1 floriculture producing county in</i>

- *Marketing Chair to coordinate “regional champions”*
- *Interiorscape Magazine*
- *Chat Room Chatter*
- *Exhibitor Sneak Preview and FACEBOOK*
- *Review marketing calendar, postcard, ad**

Suggestions for regional champions include Steve Foster & Jerry Shipe. Coordinate a phone tree to make regional calls to interiorscapers.

Paying for two ads.

Very effective in 2009. (Interiorscape & Green Chat)

In progress.

BUDGET UPDATE

- *Review current P & L for for 2010**

MISCELLANEOUS

- *Discuss location of CalScape 2011*

Objective: meet fiscal goal to recoup losses within 3 years.

Next meeting: to be determined

via telecon

**Indicates Attachment*

The meeting adjourned at 2:30.

The next CalScape meeting will be Saturday, June 5, 2010 via telecon.