CALSCAPE EXPO PLANNING COMMITTEE
MEETING MINUTES: November 6, 2010
The Element Hotel, Dallas, Texas

Committee members present:	Eli Goldman	Next Gen:
Joan Archibald	Tim Konig	Elliott Bennett
Rich Batcho	Bill Meade	Sean Campbell
Tony Caruso – via phone	Cheri Ratay	Jay Shipe
Robin Connell	Karin Senneff	Jon Senneff
Mary Golden		Josh Senneff

The meeting was called to order by CalScape Program Chair Karin Senneff at 9:15 am.

REVIEW OF AGENDA AND APPROVAL OF MINUTES
Bill Meade motioned to approve the July 31, 2010 meeting minutes and Tony Caruso seconded.

PREDICTIVE INDEX SUMMARY
During the first half of the meeting CalScape Program Chair Karin Senneff described the Predictive Index, a tool that can be used to measure work place behavioral strengths. Karin reviewed each committee member's index, the result of a survey taken prior to the meeting. Almost without exception, committee members present agreed with what the index had to say about their personality characteristics and the way they express themselves in the workplace.

CALSCAPE EXPO SHOWCASE 2010
The committee reviewed the 2010 CalScape Expo Executive Summary pages of the 2010 report.

CALSCAPE EXPO SHOWCASE 2011
With Josh Senneff's caution that "exhibitor discontent killed the ALCA interiorscape show" lingering in the air, a tentative 2011 schedule was developed:

August 30, Tuesday

AM Tour	Behind the Scenes at CitiCentre. Elliott volunteered to research the opportunities.
PM Workshop	Geared to owners/managers/sales. Part III of PIA Ed Roadshow?
	The above two events would required an additional registration fee.
5:30 pm	New Attendee Welcome Reception
6:30 pm	Welcome Reception in Showcase with dancing. Sponsored by Preserved TreeScapes?

August 31, Wednesday

8:30 am	Welcome Remarks
9 am – 10 am	Keynote Session 1 - in the Showcase.
10:00 – 2 pm	Exclusive time with Showcase Exhibitors – no sessions
12 – 1:30 pm	Buffet lunch in the Showcase

12:45-2 pm	Design Competitions
	Color Bowls: "Think Outside the Bowl" – botanical design
	Laptops: Designs for a Digital World – Digital Toolbox Design Challenge, digital imaging
	Color Bowl Chair Rich recommends raising the fee to $25.
2:30 pm – 3:45	Session 2 - Breakout by the keynote
4:00 pm – 5:15	Session 3 – Design: Patioscaping – Exterior Containerized Designs
Dinner	On Your Own
Hospitality suite	Sponsored by ASI?

September 1, Thursday

8:30 – 10:00 am	Session 4 – LEED 101 (April Ambrose sponsored by GPGB?)
10:15 – 11:45 am	Session 5 – Customer Forum "Hear it From the Source"
12:00 – 1:15 pm	Lunch with 'TED' Allied Trade speed presentations in the Showcase
1:30 – 3:00 pm	Exclusive time with the Showcase exhibitors – no sessions.
4:00 pm	Showcase breakdown
5:30 – 6:30 pm	NIN sponsored 'Think and Drink"
6:30 – 10 pm	Hall of Fame and Awards Celebration Gala with dancing

Raffle

Jay Shipe reported that Matsui Orchids offered to orchids to colorbowl. Jay would like to approach him regarding donating a $250 gift cert for a raffle item. Jay volunteered to be the Raffle Chair and suggested that donors have to be a PIA member to donate an item to the raffle.

MARKETING

The committee recommended taking ASI and Kathy Fediw up on their offer to publicize the 2011 event.

Led by a Next Gen initiative, the committee polled the group and voted to adopt Plantscape Industry Expo as the new name for CalScape Expo.

Marketing Message du Jour – These included: the change of name to Plantscape Industry Expo from CalScape Expo; "What happens in Vegas does not stay in Vegas".

Next Meeting – The following meeting schedule was set:
Sat. Jan 22, 2011 in conjunction with TPIE
Saturday in Atlanta on March 12 in conjunction with the PIA ed program
May 12 and 19 telecom at 10 central
Saturday July 30 in person in Vegas
Oct 14 & 15, 2011 TBA

The best time for the majority present to participate in a telecons was determined to be Thursdays at 10 am, Central time.

Allied Industry Liaison Report

Due to insufficient time at the PIA meeting, Rich Batcho's report was delayed until the CalScape meeting. Rich reported that PLANET reached out to OFA to help PLANET conduct a day-long interiorscape educational program at Longwood Gardens in April. The agenda will be tech oriented. Rich has been working to get interiorscape industry education offered on the east coast. Rich's role with OFA is the chair of the Interiors and Decorations committee. He is also on the PLANET's interior specialty group. Rich reported that both OFA and PLANET have approximately 250 members.

Next Gen Membership Report
Cheri Ratay described the mind map she and the membership task force developed during the 8 am meeting. Key components to the success of the 500 company membership goals.

1. Identify regional champions to get names of interiorscape companies from allied trade companies

2. Enhance the website;
   Create more company links
   Get more downloadable products on the website
   Goal to make the website a resource that is used on a weekly basis
   Embrace the fact that many interiorscape companies are doing exterior work.

3. Marketing materials
   Promote the use of the PIA logo
   Answer the question "Can you find the planter you are looking for?"

4. Certification

Other Business
Elliott shared the contact info for a Dept. of Labor person who works with stimulus grants for non-profits. She says small business is a key group they are targeting for assistance.

The meeting adjourned at 3:20 pm.

Submitted by Mary A. Golden,
Feb. 4, 2011