



CalScape Expo
Where the Industry Grows

CALSCAPE PLANNING COMMITTEE
MEETING MINUTES: March 6, 2010
Residence Inn, San Antonio, TX

Committee members present:	Mary Golden	Bill Meade
Tony Caruso	Eli Goldman	Deborah Watts
Denise Godfrey	Tim Konig	

The meeting was called to order by Showcase Chair Bill Meade at 9:25 am.

REVIEW OF AGENDA AND APPROVAL OF MINUTES

Tony Caruso motioned to approve the January 23, 2010 meeting minutes and Tim Konig seconded.

CALSCAPE EXPO SHOWCASE 2010

Booth Sales to date – The committee reviewed the Exhibitor and Sponsor Prospectus, floor plan and sales data. Staff was asked to hold off on offering installment payments until after the May 31 deadline, at which time the option will be reevaluated. Should the installment payment plan be reinstated, it will be offered on a case-by-case basis only.

Deborah Watts offered to contact Gainey, Super Moss, Ore, and Ekitta regarding exhibiting. The committee approved hiring an independent sales person to help make contact with the potential exhibitors who have not yet been contacted by the office.

Sponsorship Update – More sponsorship opportunities are under development.

Exhibitor Speed Dating Event - The committee decided to not offer this event this year.

Exhibitor Salon – Allied Trade chair Eli Goldman will work with Joe Cialone to add structure to the event and make it more productive and provide useful information.

Thursday Lunch Progressive Networking lunch – Stimulated by the success of yesterday’s workshop, the committee discussed how to inject the same energy into a networking lunch. Deborah Watts described a format she has found effective.

EDUCATION PROGRAM 2010

Keynote speaker and breakout sessions – Jeffrey Hansler has been booked for the keynote and a breakout. Rene van Rems will be presenting a floral trends program. Eli Goldman will contact Davis Dahlbok about a design session. Tony Caruso will contact Art Campbell for suggestions on a speaker to address “Essentials of Building a Bid”. Deborah Watts suggested Diana from Spencer Florabunda. In the future, Deborah would like to learn about water features and how to work with them.

Tuesday “Learn your Products” tour: Denise Godfrey circulated a detailed program outline and pricing options. Each tour stop is required to be a sponsor or an exhibitor. Speakers en route will be given a free seat

and meals. Addressing the question of how comfortable distributors will be with their customers touring the nurseries, Eli stated that as far as he was concerned, as a distributor he just wanted the presentation to identify which distributors landscapers should contact if they cannot meet the nursery's minimum order. Other details: Denise will work on putting together a white paper on "Learning Your Green Products". We will need to share the tour registration list with hotel and alert them to late checkin for these people. Collecting cell phone numbers might be a good idea. A comedy video will play on the bus on the way back.

Wednesday Green Roofs & Living Walls tour - The details of a tour of Jim Mumford's facility are still being worked out.

PLANET Certification Exam and GPGB Training – PLANET and GPGB exam sessions have been confirmed.

REVIEW OF SOCIAL & FUNDRAISING EVENTS: DELEGATION & VOLUNTEERS 2010

Décor Installation and Sales – Rich Batcho has begun reviewing the donor lists from last year. Lori Ann Asmus is willing to help him, and will know by the end of March if she is able to coordinate décor sales on Friday.

Speaker and Greeter Coordination – John Peterson has confirmed that CalPoly will be sending 10-12 students to CalScape Expo.

Golf Outing – The office will contact Raelyn Luckhow regarding her plans for the Monday event.

PIA Booth – The booth will be in a quad and host a coffee service. Tim Konig will investigate having samples of industry books at the booth (Davis Dahlbok's recommendations, Norah Hunter's curriculum). Booth staff could take orders, purchase through Amazon, and ship directly to the buyer.

Color Bowl Design Contest – Rich Batcho has said "yes" to coordinating the color bowl competition as well as the event décor. A theme needs to be established.

Silent Auction – No report.

Hall of Fame Presentation – Tony Caruso is coordinating.

Food and Beverage, Awards Banquet Coordination – This activity has not yet begun. Our F&B commitment is \$20,000.

Awards Program Presentation – Jonathon Senneff will be asked to emcee. Gene Georke will be asked if we can take him up on his offer from last year to run the AV.

People's Choice Booth Judging – Linda Milark will coordinate. Additional categories of 1, 2, and 3 prizes for multiple booths will be added to the competition.

Friday PM Session – Based on the success of last year's fundraising reception, GPGB might be interested in hosting another at CalScape this year. Chris Ladner from Viridian could be asked to make a presentation on the GPGB LEED Point Pilot Project.

Friday PM Event – Blues & Booze with Michele Lundeen, the Queen of Steam, was suggested as an event. This could be held on the property or at some other location away from the hotel.

Saturday Event – Bill Meade will follow up with Jim Mumford regarding his offer to coordinate an ocean fishing trip.

MARKETING

Interiorscape Magazine – The Planning Committee reviewed the ad artwork.

OFA – Rich Batcho has offered PIA a booth at the OFA Short Course, either in the larger general tradeshow or in the smaller interiorscape tradeshow. Tim Konig has offered to staff the booth and will follow up regarding info on the specific location, number, and in exchange for what.

Marketing Message du Jour – The committee suggested “Visit the #1 floriculture producing county in the US”.

BUDGET UPDATE

The committee reviewed the current 2010 P & L.

Next Meeting – Via telecom sometime the first week of April.

The meeting adjourned at 1:53 pm.

Submitted by Mary A. Golden,
April 24, 2010

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