



## **PRESS RELEASE**

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### **For Immediate Release**

**Date:** October 9, 2007

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### **Record Attendance at CalScape Expo 2007**

LAS VEGAS, NV – Over 600 interiorscape professionals, allied industries, and their suppliers attended this year’s CalScape Expo recently concluded in Las Vegas, NV. Over half of the registrants came from outside California to attend this, the Plantscape Industry Alliance’s second conference in a location outside of California. Eighty-two first time registrants were in attendance. “CalScape continues to provide professional training, inspiration, networking, and exposure to new products and contact with long-time suppliers that is of great value to our attendees. This is reflected by the consistent increase in attendance we have achieved year after year,” states CalScape Expo Program Chair Carol Peterson-Webber, of Plant Parenthood, Burlingame, CA.

Rick Segel, Rick Segel Assoc., set attendees’ minds to work with his humorous but thoughtful keynote, “Service is Selling.” Sharing years of insight and a fresh perspective on the topic of sales and service, Segel motivated attendees to examine how they do business and inspired them to incorporate new methods for success. “Find ‘Em, Hire ‘Em, & Keep ‘Em,” Rick’s breakout topic, offered concrete advice on employee relations and important steps to retain and develop a company’s workforce. Though many companies have had websites for many years, most are

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not taking full advantage of the online opportunities that have continued to develop as a result of new technology and consumer education. Rick reviewed the latest hot technologies and online trends, and how to use them, in his final breakout topic “The Essential Online Solution.”

Shedding light on the position of the “green industry” in the green building movement, were Barb Helfman, TOPsiders, Cincinnati, OH, and Shane Pliska, Planterra, West Bloomfield, MI, in their session “The Green Building Movement – What it Means to Interiorscapers.”

Chris Raimondi, CLP, Raimondi Horticultural Group, led off Friday’s sessions with “Rising Into Professionalism.” Chris covered the many aspects of professionalism and how cultivating consistent professionalism within an organization is critical to long-term success. In “Design Fundamentals and Working With the Design Community,” William Field McWhorter, ASID, McWhorter Design, assisted plantscapers with tips on working with the design community, elements of basic design, and highlighted some practical examples. Also on Friday afternoon, was “Containers - How to Turn them into Money Makers” with innovative interiorscaper, Stephen Block, Inner Gardens, Los Angeles, CA. Attendees appreciated Mr. Block’s bold thinking as he encouraged them to look outside their comfort zones by considering marketing unique and one-of-a-kind containers. Barbara Helfman, TOPsiders, Cincinnati, OH, completed the conference sessions with words for the wise in “The Dirty Dozen – The 12 Most Frequently Asked Questions.” Interiorscapers, new and old, benefited from Barb’s years in the industry as she provided solutions to their most trying problems.

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“Desert Meets Rainforest” was the theme guiding the twenty contestants in the popular Color Bowl Design Contest. Top honors went to Lee Fones, Coastal Plantscapes, Rancho Santa Margarita, CA; the second place winner was Therese Thavirat, Lemon Road, San Juan Capistrano, CA; and the third place went to Ivone Imamura, Branching Out, Henderson, NV.

Networking is always a significant aspect of CalScape and attendees were not disappointed with the opportunity afforded by the gala Welcome Reception sponsored by Preserved Treescapes and Gainey Ceramics. Thursday’s Round Table Lunch topic “Xtreme Landscaping” touched off a lot of discussion as well. The contacts and camaraderie continued throughout the three day event.

Ten first-time exhibitors at CalScape’s Exhibitor Showcase included Austin Plant Design, Architectural Precast GRC (USA) Inc., Schubert Nursery Inc., BotaniWipe, Deigaard Nursery Inc., Milgro Nursery LLC, Mellano & Company, NewPro Corp., Jungle Jack's Palms, and Plastec, in a showcase featuring 62 different exhibitors in 91 booths. Attendees found seeing new products, sourcing materials, and making vendor connections was easier than ever. The booth displays were great; specimen plant material, new color introductions, vessels, tools, and business management products were all part of the trade show. Votes were cast by trade show attendees in the People’s Choice Booth Awards. Top on attendees’ list of best booths was Sunborne Nursery of San Francisco, CA, with a gorgeous display of specimen plants. Second place went to Rolling Greens, Culver City, CA with an artful display of

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containers and plants. The Plant Stand, Costa Mesa, CA, took third place with its beautiful dish gardens; San Francisco Foliage/LA Tropicals, San Francisco, CA, received fourth place; and Nurserymen's Exchange, Half Moon Bay, CA, won fifth place.

Honoring the significant industry contributions and work of others is a goal of the Plantscape Industry Alliance and the Interiorscape Hall of Fame held at CalScape Expo is an important aspect of this. This year Carole Horowitz and the late Don Horowitz, Plantscape Inc., Pittsburgh, PA, were inducted into the Interiorscape Hall of Fame as the 2007 Plantscaping Professionals. Tony Godfrey, Olive Hill Greenhouses, Fallbrook, CA, was inducted as the 2007 Allied Trade Professional. The late Alfred Emsig, formerly of bough haus and City Gardens, Wakefield, MA, was inducted as the 2007 Posthumous Inductee. The Plantscape Industry Alliance recognizes and encourages excellence in interiorscape through its Interior Plantscape Awards Program. Thirty-four installations nationwide were recognized with awards of merit or excellence in the categories of Installation, Design, Atrium, Major Renovation, and Special Event & Holiday. Technician Awards went to Billy Times of Gardener's Guild, Inc., San Rafael, CA; Felix Lemus, Greens & Things, San Marcos, CA; Paul Morales, Initial Tropical Plants - Los Angeles, Santa Fe Springs, CA; and Peter McCutcheon, Plant Parenthood, Burlingame, CA.

The Special Recognition and Gold Leaf Awards recognize two very special PIA volunteers who have repeatedly given of themselves to the benefit of the association and industry. This year Greg Eberly, Designer Greens, Palm Desert, CA, was presented with the Gold Leaf Award for his dedication to many PIA volunteer activities, notably his involvement in PIA Cares and the awards night presentation. Rick Wilcox, Keeline Wilcox, Oxnard, CA, was presented with the Special

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Recognition Award for consistently volunteering his time in such areas as the Hall of Fame committee and in the collection of industry history.

CalScape Expo 2008 will be held at the Palm Springs Convention Center & Wyndham Hotel, Palm Springs, CA, September 17-19, 2008. For more information contact [pia@piagrows.org](mailto:pia@piagrows.org).

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