



## PRESS RELEASE

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### For Immediate Release

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### **Interior Plantscape Industry Convenes at CalScape Expo**

UKIAH, CA – Interior plantscape professionals, allied industry professionals, and their suppliers met at CalScape Expo, Sept. 17-19 in Palm Springs, CA, for three days of focused networking, educational programming, and a two-day Exhibitor Showcase. The conference continues to reach new audiences with eighty first-time registrants in attendance. “CalScape provides professional training, inspiration, networking, exposure to new products, and contact with suppliers, which is of great value to attendees,” states CalScape Expo Program Chair, Carol Peterson-Webber, of Plant Parenthood, Burlingame, CA.

Keynote speaker Barry Maher, Barry Maher & Assoc., led off conference sessions with “Filling the Glass.” Attendees took away tips about how to deal with clients and employees, and learned how to implement positive changes. Mr. Maher’s breakout “Effective Communication for Leadership and Professional Success,” was humorous, yet to the point, presenting fresh ideas and techniques for business owners & managers to use in exploring and providing the services their clients want.

Adding drama to installations and dollars to the bottom line was the goal of “Low Voltage Lighting” with speaker Kasey Keller, Ewing Irrigation. Mr. Keller familiarized the audience with the use of available products and how to specify them.

“Design for the 21<sup>st</sup> Century,” led by Michael Kollins, Otis College of Art and Design, covered the primary steps in the design process and how to take advantage of all the components of design in order to create a stand-out project.

“Refreshing and original,” and “Inspiring and immediately usable,” are just a couple of the comments about Davis Dalbok, Living Green, and his session “Container Gardening with One Foot in the Tropics.” Mr. Dalbok shared his unique vision, fabulous photos, and knowledge of plant material.

High energy marketing expert MJ Gilhooley, Gilhooley Consulting, presented “Building Brand and Building Your Bottom Line: Low Cost and Lasting Brand Equity.” In this session Ms. Gilhooley gave her audience valuable up-to-date information about how to develop their company branding and use it successfully.

An abundance of helpful information of special interest to managers was presented by Linnaea Newman, Linnaea Newman Assoc., in “Communicating with Diverse Personalities.” Linnaea taught attendees how to identify different learning and behavioral styles, and outlined techniques to use in order to effectively train each type.

Bringing together interiorscapers and allied businesses from different parts of the country is a goal of the CalScape Expo planning committee. Exhibitors, and Margarita Bar Sponsor Preserved Treescapes, hosted the popular Welcome Party including two hours of poolside networking, beverages, and hors d’ oeuvres. The Round Table Lunch was a peer-to-peer learning opportunity with one attendee stating, “It was good to talk with others in different markets and get ideas and bounce things off of them.” New to CalScape this year was the Speed Dating Lunch, featuring a rotating group of exhibitors who made short presentations to each lunch table familiarizing lunch goers with their products.

The Interior Plantscape Hall of Fame and PIA Awards Banquet honored the three 2008 Interior Plantscape Hall of Fame Inductees, Victoria Cate, Plantscaping Professional; Donald Wilson, Allied Trade Professional; and Walter Campbell, Posthumous Inductee. Eight interiorscape companies received an Award of Excellence or Award of Merit for entries in PIA’s 2008 Interior Plantscape Awards Program. The top honor, the Judges Award, went to Botanical Designs, Seattle, WA, for US Bank Centre. Two individuals were recognized with Technician Excellence awards, they are Linda Anderson of Greenery Office Interiors,

Calgary, and Robin Pitalo of Heroman Services Plant Co., Baton Rouge. PIA volunteers who made exceptional contributions to the association in 2008 were recognized. Cheri Ratay, CD Design, was awarded with the Gold Leaf Award for her work on PIA education programs and the Awards Program; and Saram Singh, San Francisco Foliage, was presented with the Special Recognition Award for his work on the Allied Trade Committee. Color Bowl Design Contest winners were also announced at the banquet with Jim Camargo of Pacific Coast Plants taking first place.

Throughout the show thirty-four sponsors were recognized for their support of CalScape Expo.

Thirteen first-time exhibitors in CalScape's Exhibitor Showcase included DESIGN MASTER color tool, inc., Divine Orchids, Dyno Seasonal Solutions, Kellogg Garden Products, Kurt S. Adler, Inc., McLellan Botanicals-Taisuco America, Mountain View Nursery, San Diego Florist Supplies, Inc., Santa's Best Christmas Designs, Terracast by Rotonics, Tropical Plant Industry Exhibition (TPIE), Verdissimo USA, and Unidesigns. During the two-day trade show attendees discovered new products, sourced materials, and made vendor connections in the Showcase that featured 71 different exhibitors in 97 booths. Booth displays were exceptional with specimen plant material, new color introductions, containers, tools, and business management products all part of the show. The top honor in the People's Choice Booth Awards went to San Francisco Foliage/LA Tropicals, San Francisco, second place went to Sunborne Nursery, San Francisco, and Rolling Greens, Culver City, captured third place.

CalScape Expo 2009 will be held at the Flamingo, Las Vegas, NV, Sept. 30 - Oct. 1, 2009. For more information contact [pia@piagrows.org](mailto:pia@piagrows.org).

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