



PRESS RELEASE

493 S. Highland Ave. Ukiah, CA 95482 Ph: 707/262-2276 Fax: 707/463-6699 email: pia@piagrows.org
www.piagrows.org

For Immediate Release

Date: May 29, 2007
Contact: Susan Gates

Cutting Edge Interiorscape Topics Featured at CalScape Expo

Ukiah, CA. – The Plantscape Industry Alliance will present an exciting series of educational sessions this September 26-28 during the association’s national tradeshow and convention, CalScape Expo, to be held at the Riviera Hotel & Casino in Las Vegas, NV.

The sessions will kick off with popular nationally-known speaker Rick Segel who will share his business and sales expertise in his keynote, “Service is Selling and Selling is Service,” Mr. Segel states, “I tell my audience that they will leave with at least 3 ideas which they can implement immediately and no one has ever been disappointed.” Rick’s breakout will be “Find ‘Em, Hire, ‘Em, and Keep ‘Em” in which attendees will learn how to find the right employees using non-traditional ways, learn how to harness the “fun factor” to make their business a place that attracts and retains good employees, how caring is the hidden business secret to increase management effectiveness, and why money is not the number one motivator. “The Essential Online Solution” will be a second breakout in which attendees will learn why websites are succeeding beyond expectations, why websites are only one component of the online solution, the ingredients of the electronic Combo-Cocktail that has catapulted sales, learn why just having a web site means nothing, understand why every company must have a blog, learn why ecommerce isn’t about being big but rather being special, and learn how to partner with vendors.

Everything a plantscaper needs to know about serving green buildings and sustainability-minded customers will be the topic of “The Green Building Movement - What it Means to Interiorscapers,” with Shane Pliska of Planterra and Barbara Helfman of Barbara Helfman Consulting, LLC. This session will provide an in-depth overview of the US Green Building Council and how LEED certification standards affect decisions on plantscaping.

“Design Fundamentals and Working with the Design Community” with William Field McWhorter, ASID, McWhorter Design will be another session packed with great tips and need-to-know information. William, an award winning veteran of the Los Angeles design scene and president of ASID LA chapter, will discuss and illustrate the principals of shape, proportion, size, color, and light. He will also critique several interiorscape designs submitted to him by some brave PIA members and demystify the process of building and maintaining a relationship with the design community.

The Round Table Lunch topic will be “Xtreme Plantscaping – Pushing the Horticultural Envelope!” with experienced interiorscapers sharing stories of their most challenging installations before individual tables break off with their own discussions on the topic and solutions for their challenges.

How to design with high end containers, including antique and vintage; how to sell “design” and get a client unstuck on price; and how to work with style, scale and proportion; will be the focus of “Containers - How to Turn Them into Money Makers” with Stephen Block, Inner Gardens.

Barbara Helfman will return to answer “The 12 Most Frequently Asked Questions” in the closing keynote. An industry consultant for years, Barbara is the “go-to” person for many interiorscapers, who have learned how to avoid costly mistakes, price appropriately, and find creative solutions to their problem d’jour. This is a “don’t miss” session for interiorscapers who are just starting out in the business.

Premiere Trade Show and Networking Opportunities Bring Interiorscape Community to CalScape

CalScape Expo 2007 will feature a unique Exhibitor Showcase with 90 booths filled with popular products as well as new products and a fabulous display of foliage, containers, and specialty items used by plantscape professionals. Six exhibitors new to CalScape Expo make their debut this year. The trade show is a great place to discover new products and suppliers and network with vendors and plantscapers.

The Interiorscape Hall of Fame and PIA Interiorscape Awards banquet is a highlight of CalScape Expo when it comes to who’s who in the industry. PIA invites all interested parties to attend the banquet in honor of this year’s Hall of Fame inductees, Interiorscape Professionals are Don and Carole Horowitz of Plantscape Inc.; Allied Trade Professional Tony Godfrey of Olive Hill Greenhouses, and Posthumous inductee, Alfred Seth Emsig formerly of bough haus. Banquet attendees will also celebrate with winners of the Interiorscape Awards.

The Welcome Party, Round Table Lunch, Friday Showcase Lunch, Silent Auction, Color Bowl Contest “Desert Meets Rainforest”, Cirque du Soliel show, Behind the Scenes Interiorscape Tour of the Wynn Resort, and Saturday’s tour including 180

acre Springs Preserve desert botanical garden and cultural center, add to the fun and sense of community that CalScape has become known for.

Training for AIA/BOMI/USGBC CEU for Interiorscapers will be offered by the organization formerly known as Plants At Work. PLANET will also offer certification testing in conjunction with CalScape Expo again this year. PIA will be raising funds for its educational programs at the Silent Auction & Color Bowl Gallery and by hosting a massage relaxation stop in the trade show.

Information on this year's educational programs, a list of current exhibitors, and conference registration are available on PIA's website www.piagrows.com, or contact the PIA office at 707-462-2276.

CalScape Expo Schedule at a Glance

Wed., Sept. 26	Behind the Scenes Interiorscape Tour of the Wynn Resort Training for AIA/BOMI/USGBC CEU PLANET Certification testing Welcome Party
Thurs. Sept. 27	Keynote Address & full day of seminars Trade Show open Interiorscape Hall of Fame & Awards Banquet
Fri., Sept. 28	Full day of seminars Trade Show open Cirque du Soliel evening show
Sat., Sept. 29	Tour of Springs Preserve, Ethyl M. Chocolate Factory and the Plantworks

Photo Captions:

1. A stunning display of foliage and flowers is part of the Exhibitor Showcase.
2. Attendees take a break from sessions and get creative in the Color Bowl Competition.
3. An exhibitor explains the features of his product to attendee.
4. Plantscapers take advantage of two full days of educational sessions.

--END --

PIA Mission Statement

PIA's mission is to advance the professionalism of interior plantscapers and industry affiliates through quality programs, educational materials and networking opportunities.

\\Januaryman\g\Client Files\PIA 2007\Press Releases\CalScape 07\CalScp full coverage 5 29 07\PR CalScape full coverage 5 29 071.doc