



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

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Contact: Susan Gates

CalScape Expo Educational Sessions Feature Sales, Management, and Design

Ukiah, CA. – The Plantscape Industry Alliance will present an exciting series of educational sessions this September 17-19 during the association's national tradeshow and convention, CalScape Expo, to be held at the Palm Springs Convention Center and Wyndham Palm Springs, Palm Springs, CA.

The convention begins with special sessions on Wednesday; 'Powering up Your Sales Presentations with Digital Imaging', beginning and advanced sessions of hands-on training led by Dr. Joe Cialone, and a special limited enrollment coaching session, 'Telling Your Story: How to Sell Your Ideas, Vision, and Products – Painlessly' with keynote speaker Barry Maher. Also on Wednesday, Kathy Fediw, CLP, CLT, will teach a AIA-BOMI-USGBC CEU Training Session on behalf of Green Plants for Green Buildings, and PLANET Certification Tests will be held.

'Filling the Glass – Real World Tactics for Increasing Productivity and Job Satisfaction' is Thursday's keynote topic presented by Barry Maher, Barry Maher & Assoc. With a skillful mix of case-studies, tips, tactics, and hard-headed reality-based inspiration, Barry Maher will enlighten and motivate attendees.

Also to be held on Thursday are 'Today's Topics,' a round table networking lunch organized by Dick Ott of the National Interiorscape Network; Barry Maher returns with 'Effective Communication for Leadership and Professional Success'; and Kasey Keller, Ewing Irrigation, leads 'Niche Market – Using Low Voltage Lighting to Improve Your Client's Environment and Your Bottom Line.'

On Friday turning creative thinking into tangible results will be the subject of 'Design for the 21st Century' with Michael Kollins, Otis College of Art and Design. Experienced interiorscape and garden designer, Davis Dalbok owner of Living

Green, will inspire attendees with his exciting and diverse containerscapes in 'Container Gardening with One Foot in the Tropics.' Marketing expert MJ Gilhooley, Gilhooley Consulting, will present a dozen low-cost ways to promote your company and gain economic security in 'Building Brand and Building Your Bottom Line: Low Cost and Lasting Brand Equity.' Well known columnist and training consultant Linnaea Newman will share her expertise in Friday's closing keynote 'Communicating with Diverse Personalities.'

Premiere Trade Show and Networking Opportunities Brings National Interiorscape Community to CalScape

CalScape Expo 2008 will feature a unique Exhibitor Showcase with 102 booths filled with popular products as well as new products and a fabulous display of foliage, containers, and specialty items used by plantscape professionals. A dozen exhibitors new to CalScape Expo make their debut this year. The trade show held Thursday Sept. 18 and Friday, Sept. 19, is the place to discover new products and suppliers and network with vendors and landscapers.

A golf outing is planned for Tuesday morning, Sept. 16.

CalScape socializing kicks off in a grand way with the popular Welcome Party on Wednesday evening, and continues Thursday with the Round Table Lunch, Color Bowl Contest, and the reception and Silent Auction preceding the Interior Plantscape Hall of Fame and PIA Interior Plantscape Awards banquet. PIA invites all interested parties to attend the banquet in honor of this year's Hall of Fame inductees. The Interiorscape Professional is Victoria Cate of Evergreen Interiors and Plant Paws; the Allied Trade Professional is Donald Wilson of Plant Care Co. and Inscape Supply; and the Posthumous inductee is Walter Campbell, formerly of Grundy's Interior Landscaping. Banquet attendees will also celebrate with winners of the Interior Plantscape Awards.

A new networking opportunity, Friday's Exhibitor Speed Dating Lunch, will put attendees in touch with more valuable information and useful contacts. The final organized social event of the convention will be Dinner at Tony's with the Rat Pack.

PIA will be raising funds for its year-round educational programs through the Silent Auction, Color Bowl Gallery, Décor Sales, 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, or contact the PIA office at 707-462-2276.

CalScape Expo Schedule at a Glance

Tues., Sept. 16	Golf Outing
Wed., Sept. 17	Special Sessions Training for AIA/BOMI/USGBC CEU PLANET Certification testing Welcome Party
Thurs. Sept. 18	Keynote Address & full day of seminars Trade Show open Interiorscape Hall of Fame & Awards Banquet
Fri., Sept. 19	Full day of seminars Trade Show open Dinner at Tony's with the Rat Pack

Photo Captions:

1. A stunning display of foliage and flowers is part of the Exhibitor Showcase. (Photo: Sunborne.jpg)
2. Attendees take a break from sessions and get creative in the Color Bowl Competition. (Photo: ColorBowl_yng_man.jpg)
3. An exhibitor explains the features of his product to attendee. (Photo: Botaiwipe.jpg)
4. Round Table lunch networking. (Photo: RoundTableLunch07.jpg)

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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.