



PRESS RELEASE

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For Immediate Release

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PIA Brings Service and Sales Specialist Rick Segel to CalScape Expo

Ukiah, CA. – Popular nationally-known speaker Rick Segel will bring his business and sales expertise to the interiorscape industry at CalScape Expo 2007. “Service is Selling and Selling is Service,” how service and selling are interchangeable, will be Rick’s keynote topic. Rick will explain how ideally, when the customer is sold the proper merchandise, they are being serviced well. Attendees will learn how selling and service skills come together to create the ultimate customer experience. “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,” states Segel. “Find ‘Em, Hire, ‘Em, and Keep ‘Em” will be Segel’s breakout focus. Without the right people a company cannot survive, let alone grow, and Rick’s offbeat, shirtsleeves program recognizes that traditional methods don’t work in a hot and highly competitive job market. 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. Rick will also touch on entrepreneurial intelligence, and online solutions for small business success.

The Plantscape Industry Alliance will hold CalScape Expo, its top-of-the-line conference and trade show, September 26-28, 2007, at the Riviera Hotel and Casino, located in Las Vegas, NV. In addition to a full lineup of conference sessions and networking opportunities, CalScape Expo 2007 will also 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 in demand by plantscape professionals.

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For information on exhibiting and a list of current exhibitors, visit the Plantscape Industry Alliance's website at www.piagrows.org. Information on this year's educational programs and conference registration will be available on PIA's website in May, or contact PIA's office at 707-462-2276.

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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.

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