



## PRESS RELEASE

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493 S. Highland Ave. Ukiah, CA 95482 Ph: 707/262-2276 Fax: 707/463-6699 Email: [pia@piagrows.org](mailto:pia@piagrows.org)

### For Immediate Release

**Date:** November 16, 2007  
**Contact:** Nicole Nowlin

### PIA Presents “PIA Holidays at the Dallas Market Center”

**UKIAH, CA** – The Plantscape Industry Alliance, PIA, presents their first Technical Seminars for the Interiorscape Industry session for 2008, “PIA Holidays at the Dallas Market.” The 3/4 day seminar will include how to design and buy for the holidays, showroom tours, live demonstrations, and new, exciting ideas and methods to help serve your client’s growing needs for diversity at holiday time. “I’ve been to the Dallas Market before and I’ll be going again,” states Vicky Cate, Evergreen Interiors, Lakeside, CA. “Every time I go, I find the item or idea I need to differentiate my company at holiday time.”

The program will be presented at 10:00 AM on Sunday, January 20, 2008, by Barbara Helfman, president of TOPsiders. Barb owned an interiorscape company for over 20 years, and is a regular contributor to Interiorscape Magazine. Guest designers will be George Smith and Brad Heinicke of Plant Solutions in Phoenix, Arizona.

The **DMC Holiday & Home Expo**, known for having the most comprehensive collection of permanent floral and related decorative accessories in the nation, features the newest, trendiest products as well as classic best-sellers at every price point. **The DMC is not open to the public – don’t miss this opportunity!** Pre-registration is required. No at-door registrations will be accepted. The deadline to register is Friday, January 4, 2008.

Registration fees are \$125 for PIA members and \$150 for non-members. Flights on American Airlines to DFW International Airport may be booked through Dallas Market Travel (DMT), 800-325-6587 x1, at an 8% discount. The tour’s discounted room rate is \$155 at the Fairmont Hotel, and must be booked through PIA. For more information please call the PIA office at 707/462-2276 or visit our web site, [www.piagrows.org](http://www.piagrows.org).

PIA will offer two full days of education programs addressing topics of vital interest to interiorscape owners and managers at the association’s annual conference and tradeshow, CalScape Expo, to be held September 17-19 in Palm Springs, CA. The complete CalScape Expo 2008 program and on-line registration will be available on the web at [www.piagrows.org](http://www.piagrows.org).

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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.