



## PRESS RELEASE

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### For Immediate Release

**Date:** June 6, 2011

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### **Leadership and Business Sustainability the Focus for Plantscape Industry Expo 2011**

Ukiah, CA – The role of leadership in a company’s success will be the topic kicking off conference sessions at this summer’s Plantscape Industry Expo held by PIA, The Plantscape Industry Alliance, August 30 – Sept. 1, 2011 at the South Point Hotel, Casino & Spa, Las Vegas, NV.

Keynote United Airlines Captain Mark Hoog will challenge participants to shift their leadership paradigm to ignite creativity and boost productivity. Hoog is a successful entrepreneur, a sought-after speaker and bestselling author whose Fortune 500 audiences return to him with the stories of their personal successes. The keynote is sponsored by Ambius. In his breakout session Hoog will turn the leadership focus industry-wide as he explores leadership in industry organizations and creating the future for the interiorscape industry.

Eric Corey Freed, organicARCHITECT, acclaimed author of *Green Building for Dummies* will help attendees see what a sustainable and truly green future looks like, one that transforms the plant “accessory” into living architecture. Eric will highlight what business owners need to know about important green building concepts; living walls, vertical landscaping and bio-filters, green roofs, natural carbon sinks and restorative habitat. For the last 20 years Eric has captured the attention of leading thinkers and has been in media including *Newsweek*, *Dwell*, Fox News and PBS. Those in the green trades are encouraged not to miss this chance to be informed and inspired by his insights.

Additional topics and speakers include: Urban Rooftop Gardens from Bihar and Back, Davis Dalbok, Living Green; and Hear It From the Source - Our Clients Speak, a panel discussion

moderated by Freed. Two sessions make up a special sales workshop scheduled for Tuesday, August 30, Getting Past the Gatekeeper, Larry Bangs, Bangs Business Coaching, and Wow'ing Prospects with Tablet and IPAD based Sales Presentations, Jan Goodman, Cityscapes, and are designed to give attendees take home tools for success.

Events and Tours add to the great value of attending Plantscape Industry Expo. Attendees have the opportunity to enhance their personal credentials by becoming Landscape Industry Certified through taking the PLANET Certification Tests. Interested parties are asked to visit [www.landcarenetwork.org](http://www.landcarenetwork.org) to learn more or call 800/395-2522. Pre-registration is required and the exam registration deadline is Aug. 12, 2011.

A behind the scenes tour of the fabulous LEED certified CityCenter complex encompassing nine properties will be available to those who register promptly. The ARIA & CityCenter Horticultural Lecture & Tour led by Horticulture Director Richard Honzo & Interior Manager Susan Ray, will cover the green staging rooms, the irrigation systems, the ARIA 3rd floor pool deck displaying over 42,000 plants and trees, the Convention Center featuring 20' tall green walls, 100 yard planters, and waterless living walls, horticulture maintenance shops, Crystals featuring seasonal display gardens, and the Mandarin Oriental Walkway. Richard will show participants how they embrace sustainable practices and energy conservation measures, how they manage the inventory in seven pottery barns, and coordinate the complex's floral design room. Richard will share his recommendations for working successfully with designers as well as what our industry can do to increase the use of interior plants.

Networking events include the wildly popular Welcome Party this year "Turning 21 in Las Vegas" sponsored by Preserved Treescapes; Networking Lunch – Making Your Sales "Organic"; Lunch with PIE – Ideas Worth Spreading; and the Awards Gala honoring Interior Plantscape Hall of Fame inductees, Karin Senneff and Mike Senneff of Plant Interscapes, and Dan Goldman of Sunborne Nursery.

The Exhibitor Showcase highlights the latest products and services - spotlighting products used in interior plantscape; living wall; patio; rooftop; holiday and special event; green roof; and floral installations. It is unique in the depth and range of products, foliage, containers, and specialty

items presented by vendors who are devoted to helping interiorscape companies large and small.

Convention attendees may also participate in a PIA Cares installation at Salvation Army's Henderson Facility, an adult daytime care facility for disabled adults. PIA volunteers will enrich clients' lives with interiorscape and patioscape installations. Want to get involved? Email Greg at [info@potaplant.org](mailto:info@potaplant.org).

Complete information about this year's educational programs and online conference registration is available at [www.piagrows.org](http://www.piagrows.org). Information on exhibiting, online exhibitor registration and a list of current exhibitors is also at [www.piagrows.org](http://www.piagrows.org) or contact PIA at 707-462-2276.

*The mission of the Plantscape Industry Alliance is to advance the professionalism of interior landscapers and industry affiliates through quality programs, educational materials, and networking opportunities.*

**Photos & captions:**



Photo file name: Hoog,Mark\_1 .jpg  
Caption: Keynote Captain Mark Hoog



Photo file name: ExhibitorShowcase1\_2010.jpg  
Caption: PIE's Exhibitor Showcase features the latest product trends.



Event logo: PIA\_PIEw\_tagline&date



Combined image panel: Clockwise from top, keynote Mark Hoog, speaker Eric Corey Freed, Exhibitor Showcase, Plantscape Industry Expo logo  
File name: PlantscapeExpo\_combo.jpg (sized 4.5" x 3")

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