



PRESS RELEASE

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

For Immediate Release

Date: May 9, 2007
Contact: Nicole Nowlin

PIA Offers “Profitable Patioscaping for the Interior” in June

UKIAH, CA – PIA’s Technical Seminars for the Interiorscape Industry will include two seminars on patioscaping for the interior this June. The seminars will be taught by Celeste Frogner of Environmental Design in northern California, and Debra Ringle of Personal Plant Service in southern California. Topics covered will include what the speakers call the “7 P’s of Profitable Patioscaping” - Purpose, Placement, Palate, Preparation, Pricing, Planting, and Preservation.

“Profitable Patioscaping for the Interior” will be held in northern California on Thursday, June 7, in San Mateo at the College of San Mateo, and in southern California on Thursday, June 14, in Orange at Village Nursery. Registration is open to all who are interested, regardless of PIA membership status but pre-registration is requested. The fee for this seminar is \$35 for PIA members and \$47 for non-members. The registration desk opens at 12:30 PM and the seminar runs from 1:00 PM to 4:00 PM.

PIA will offer three days of education programs addressing topics of vital interest to interiorscape owners, managers and technicians at the association’s annual conference and tradeshow, CalScape Expo, to be held September 26 through 28 in Las Vegas, NV. The complete CalScape Expo 2007 program and on-line registration will be available on-line after May 30 at www.piagrows.org. For more information please call the PIA office at 707/462-2276 or visit our web site, www.piagrows.org.

– END –

PIA Mission Statement

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

\\Januaryman\g\Client Files\PIA 2007\Press Releases\Education 07\Patio07.doc