

TUESDAY, JANUARY 28 SCHEDULE

7:30 - 8:30 am	<i>Registration & Check-in, Exhibitor Time</i>
8:00 - 12:00 pm	Irrigation CEU Course (pre-registration required) - Brickyard 5
8:30 - 9:30 am	KEYNOTE SESSION: <i>Propagating Horticulturists: A Cultural Guide for Cultivating Interest in Plants</i> - Jared Barnes, Meristem Horticulture Brickyard 1, 2, 3
9:30 - 9:45 am	<i>BREAK</i>
9:45 - 10:45 am	<i>Prairie Design Garden Principles</i> - Neil Diboll, Prairie Nursery Brickyard 1, 2, 3
10:45 - 11:00 am	<i>BREAK</i>
11:00 - 12:00 pm	<i>Marketplace Trends: Understanding Plant Supply and Demand Dynamics</i> - Lisa Fiore & Joe Juricic, LandscapeHub - Brickyard 1, 2, 3
12:00 - 1:00pm	<i>Lunch and Book Signing (Brickyard 1, 2, 3), Exhibit Time Women's Networking Group (Brickyard 4)</i>
1:00 - 5:00 pm	Irrigation CEU Course (pre-registration required) - Brickyard 5
1:00 - 2:25 pm	<i>Industry Round Table</i> - 25 minutes each round, 10 minutes between rounds - Brickyard 1, 2, 3
2:25 - 2:40 pm	<i>BREAK</i>
2:40 - 3:40 pm	<i>Creating Sustainable Gardens and Landscapes</i> - Andrew Bunting, Pennsylvania Horticultural Society - Brickyard 1, 2, 3
3:40 - 3:50 pm	<i>BREAK</i>
3:50 - 4:50 pm	<i>Rooted in Community: How Your Work Aligns with Urban and Community Forestry Efforts in Illinois</i> - Colette Copic, The Morton Arboretum - Brickyard 1, 2, 3
6:00 - 9:00 pm	<i>Dinner & Trivia Social Event</i> (Pre-registration required) Lil Beaver Brewery, 5 Finance Dr Bloomington

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WEDNESDAY, JANUARY 29 SCHEDULE

7:30 - 8:30 am	Registration & Check-in, Exhibitor Time		
8:30 - 9:30 am	KEYNOTE SESSION: Consumer Trends Industry Can't Ignore Katie Dubow, Garden Media Group - Brickyard 1, 2, 3		
9:30 - 10:00 am	BREAK		
10:00 - 11:00 am	Brickyard 4	Brickyard 5	Brickyard 6
	<i>Plant Solutions for Landscape Challenges</i> Susan Martin @ Garden Sue's News	<i>Resilient Trees to Mitigate Climate Change</i> Andrew Bunting PHS	<i>Getting a Grip on Your Video Search Strategy</i> Valerie Smith Sod Solutions
11:00 - 11:15 am	BREAK		
11:15 - 12:15 pm	Brickyard 4	Brickyard 5	Brickyard 6
	<i>Conifers in Midwest Landscapes: Strategies for Success</i> Dr. Bert Cregg, MSU	<i>Growing Healthy Trees in the Built Environment</i> Michelle Catania The Morton Arboretum	<i>Big Bold Perennials</i> Heather Prince Fearless Gardening
12:15 - 1:15pm	Lunch (Brickyard 1, 2, 3), Exhibit Time Raffle Drawings (1:05 pm)		
1:15 - 2:15 pm	Brickyard 4	Brickyard 5	Brickyard 6
	<i>Role Reversal: When the Designer Becomes the Client</i> Susan Martin @ Garden Sue's News	<i>Demystifying the Municipal Planning & Planting Process</i> Steve Lane Graf Tree Care	<i>Customer Journey Mapping</i> Graham Hill Platt Hill Nursery
2:15 - 2:30 pm	BREAK		
2:30 - 3:30 pm	Brickyard 4	Brickyard 5	Brickyard 6
	<i>Landscape With Intention</i> Lynn Kuhn Outdoor Transformations	<i>Using Plant Phenology to Predict Pest Treatment</i> Aaron Schulz Oak Bros Tree Care	<i>The Social Impact Workshop: Creating Content the Matters</i> Julie Joyce GreenID Marketing
3:30 pm	Event Concludes - Thank you for attending InVigorateU 2025!		

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