

Don't miss this inaugural IGIA continuing education event!



INVIGORATE U

Blueprint For Success 2015

Designed for you by the
Illinois Green Industry Association

January 19 & 20, 2015

Marriott Hotel
Bloomington - Normal, Illinois

InVigorateU is an intensive educational event for landscape architects, growers, retailers, irrigation contractors and turf professionals.

This event is geared toward those looking not only for continuing education credits, but also for practical and productive learning in a "let's get to work" setting.

Attention Landscape Architects

Landscape Architects that attend all courses in the landscape learning track will receive seven continuing education credits. This program has been designed to meet the requirements outlined by Illinois ASLA and your successful completion of the program will be filed with the organization.

AGENDA



Monday, January 19, 2015

- 2:00pm - 3:00pm IGIA Annual Membership Meeting
- 3:00pm – 5:30pm Vendor Setup in Redbird C/D
- 6:00pm – 8:00pm Social Mixer

Tuesday, January 20, 2015

- 7:30am – 8:00am Registration for Landscape Architects
- 8:00am – 8:50pm **Landscape Architects / Designers – BREAKOUT Session 1**
Mid-Century Modern Planting Design
Speaker: Greg Pierceall, ASLA, LDA, APLD, Professor Emeritus, Purdue University
- 8:30am – 8:50am Check-in / Breakfast / Exhibitor Time for all other attendees
- 9:10am – 10:00am **Keynote Speaker**
S.O.I.L.S. - A Foundational Element In Our Industry, BUT It's So Much More Than That
Speaker: Greg Pierceall, ASLA, LDA, APLD, Professor Emeritus, Purdue University
- 10:00am – 10:50am **Landscape Architects / Designers – BREAKOUT Session 2**
Are You Asking The Right Site And Design Questions?
*Speakers: Greg Pierceall, ASLA, LDA, APLD, Professor Emeritus, Purdue University;
Kaizad Irani, Professor, Parkland College*
- Growers – BREAKOUT Session 1**
The State Of The Pest Address
Speaker: Bill McAdams, McAdams Consulting
- Retail / Garden Centers – BREAKOUT Session 1**
Buyer, Buyer (Quite The Collector), How Does Your Inventory Grow?
Speaker: Steve Bailey, Steve Bailey Consulting
- Irrigation / Turf – BREAKOUT Session 1**
Are Your Service Technicians Missing Sales? Part 1
Speaker: Mark Gunderson, Kenney Outdoor Solutions
- 10:50am – 11:00am Break
- 11:00am – 11:50am **Landscape Architects / Designers – BREAKOUT Session 3**
Design To Grow: Adding Value To Site And Landscape Design
Speaker: Kaizad Irani, Professor, Parkland College
- Growers – BREAKOUT Session 2**
A Tale Of Three Cities
*Panel: Mike Brunk, City of Urbana; Bobby Jones, Town of Normal;
Peter Gordon, City of Lake Forest*
- Retail / Garden Centers – BREAKOUT Session 2**
Doing Something About It...How Much Inventory Do You Really Need?
Speaker: Steve Bailey, Steve Bailey Consulting
- Irrigation / Turf – BREAKOUT Session 2**
Are Your Service Technicians Missing Sales? Part 2
Speaker: Mark Gunderson, Kenney Outdoor Solutions

Tuesday, January 20, 2015

- 12:00pm – 1:00pm** **Buffet Lunch in Redbird C/D and Exhibit Time**
- 1:00pm – 1:50pm**
- **Landscape Architects / Designers – BREAKOUT Session 4**
Defining and Understanding The Concepts Of Sustainable Landscaping
Speaker: Grace Koehler, GRP, Pizzo Native Plant Nursery
 - **Growers – BREAKOUT Session 3**
Growers Swap Shop - A Collaboration Of Growers Like You
Moderator: Laurie Damgaard, Kaneville Tree Farms
 - **Retail / Garden Centers – BREAKOUT Session 3**
Creating Your Online Presence In Today's Changing Landscape
Speaker: Jennifer Zuri, Aquascape, Inc
 - **Irrigation / Turf – BREAKOUT Session 3**
Irrigation Trends To Meet Sustainable Landscapes
Speaker: Jim Davis, RLA/C.I.D., Landtech Design
- 1:50pm – 2:00pm** **Break**
- 2:00pm – 2:50pm**
- **Landscape Architects / Designers – BREAKOUT Session 5**
Grounded Landscapes, Soils And Media As The Foundation To Site Design
Speaker: Michael Curry, PLA, ASLA, GRP, GreenSite, Inc
 - **Growers – BREAKOUT Session 4**
Growers 'Hot Topic' Panel
Panel: Roger Purcell, J. Frank Schmidt & Son; Ken Doty, DOTY Nurseries; Nikki Melin, Midwest Groundcovers; Paul VanOteghem, Home Nursery
Moderator: Becky Thomas, Spring Grove Nursery
 - **Retail / Garden Centers – BREAKOUT Session 4**
The Top 5 Trends You'll Need To Know For 2015
Speaker: Marshall Dirks, Proven Winners
 - **Irrigation / Turf – BREAKOUT Session 4**
Recent Enhancements In Irrigation Technology
Speaker: Jim Davis, RLA/C.I.D., Landtech Design
- 3:00pm – 3:45pm** **Closing Comments**
The State Of The Green Industry
Speaker: Craig Regelbrugge, Senior Vice President, AmericanHort
- 3:50pm – 4:40pm**
- **Landscape Architects / Designers – BREAKOUT Session 6**
THIS Changes Everything: How Biotechnology Can Change Both Your Business And Your World
Speaker: Mark McWilliams, RLA, CopperTree Outdoor Lifestyles
 - **Growers – BREAKOUT Session 5**
Growers After Hours
- 5:00pm** **Event Concludes**

REGISTRATION FORM

Mail or Fax your completed form to:
IGIA · 2900 Greenbriar Drive · Springfield, IL 62704
Fax: 217-546-4703
Email kellie@illinoisgreen.net with questions or call 217-546-4733



Contact Name: _____ Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

What word(s) best describes what you would like to take away from the training at this event? _____

Please check your preferences for Tuesday BREAKOUT sessions

Landscape Architects and Designers	Growers	Retail / Garden Center	Irrigation / Turf
☐ BREAKOUT Session 1 8:00am - 8:50am	☐ BREAKOUT Session 1 10:00am - 10:50am	☐ BREAKOUT Session 1 10:00am - 10:50am	☐ BREAKOUT Session 1 10:00am - 10:50am
☐ BREAKOUT Session 2 10:00am - 10:50am	☐ BREAKOUT Session 2 11:00am - 11:50am	☐ BREAKOUT Session 2 11:00am - 11:50am	☐ BREAKOUT Session 2 11:00am - 11:50am
☐ BREAKOUT Session 3 11:00am - 11:50am	☐ BREAKOUT Session 3 1:00pm - 1:50pm	☐ BREAKOUT Session 3 1:00pm - 1:50pm	☐ BREAKOUT Session 3 1:00pm - 1:50pm
☐ BREAKOUT Session 4 1:00pm - 1:50pm	☐ BREAKOUT Session 4 2:00pm - 2:50pm	☐ BREAKOUT Session 4 2:00pm - 2:50pm	☐ BREAKOUT Session 4 2:00pm - 2:50pm
☐ BREAKOUT Session 5 2:00pm - 2:50pm	☐ BREAKOUT Session 5 3:50pm - 4:40pm		
☐ BREAKOUT Session 6 3:50pm - 4:40pm			

Payment due on or before January 15, 2015

* Registration fee includes continental breakfast, lunch and the Monday evening (January 19th) social mixer.

Landscape Architects	\$175 (member) \$225 (non-member)	After January 5, \$205 (member) \$260 (non-member)
Landscape Designers	\$85 (member) \$95 (non-member)	After January 5, \$115 (member) \$125 (non-member)
Growers	\$85 (member) \$95 (non-member)	After January 5, \$115 (member) \$125 (non-member)
Retail / Garden Center	\$85 (member) \$95 (non-member)	After January 5, \$115 (member) \$125 (non-member)
Irrigation / Turf	\$85 (member) \$95 (non-member)	After January 5, \$115 (member) \$125 (non-member)

My Registration Fee: \$ _____

Please Bill My: ☐ Visa ☐ MasterCard ☐ Check enclosed (Make check payable to: Illinois Green Industry Association)

Card #: _____ Exp. Date: ____ / ____ Signature: _____ SIC# _____

SPONSORS

SOCIAL MIXER SPONSOR



LUNCH SPONSOR



BREAKFAST SPONSOR



SUPPORTING SPONSOR



SUPPORTING SPONSOR



Don't miss this inaugural IGIA continuing education event!

Monday, January 19, 6pm - 8pm

We'll kick things off at InVigorateU 2015 with an energizing social mixer. You'll enjoy cocktails and conversation, while networking with industry peers and supplier partners.

Get a sneak peek at exhibitor booths before InVigorateU officially begins.

Tuesday, January 20, 8am - 4pm

Experience an intensive educational event with separate learning tracks developed specifically for landscape architects, growers, retailers, irrigation contractors and turf professionals.

Landscape architects will begin with an early morning session at 8am.

All other attendees will begin at 9am.

HOTEL ACCOMMODATIONS

Marriott Bloomington - Normal • Hotel & Conference Center

- The Marriott is located in Central Illinois along Interstates 55, 74 and 39. Only 2 1/2 hours from Chicago, St. Louis and Indianapolis
- Connected to the historic Normal Theater
- Within walking distance of great shopping, dining, entertainment, Uptown Station including the Amtrak, and vibrant Uptown Normal
- Event room rate is \$119. Please call **309-862-9000** to make your reservation. When making a room reservation, please reference Illinois Green Industry Association

201 Broadway Avenue

Phone: 309-862-9000 • Fax: 309-862-9001

www.marriott.com/bmimc

EVENT SPONSORSHIPS



Sponsoring InVigorateU Will Help You:

- Increase Your Visibility In The Green Industry
- Reach Key Decision Makers
- Build New Partnerships

BOOTH SPACE AVAILABLE: 10'x10' - \$300 for members, \$400 for non-members

Booth Setup: Jan 19 (3:00pm - 5:00pm)

Exhibit time: Jan 19 (6:00pm - 8:00pm) and Jan 20 (8:00 - 4:00pm)

▲ OPTIONAL ▲

TITLE SPONSOR \$2,500	SOCIAL MIXER SPONSOR \$750	LUNCH SPONSOR \$750	BREAKFAST SPONSOR \$500	SUPPORTING SPONSOR \$250
Branded company brochure giveaway to all event attendees	Two-minute presentation to group	Two-minute presentation to group	Special recognition signage	Logo on registration table signage
Branded remembrance item giveaway to all event attendees	Special recognition signage	Special recognition signage	Logo on registration table signage	Logo on event banner
Company video presentation to group at close of event	Logo on registration table signage	Logo on registration table signage	Logo on event banner	Company logo on marketing materials (Print and Digital)
Two-minute presentation to group	Logo on event banner	Logo on event banner	Company logo on marketing materials (Print and Digital)	1 Event Registration
Special recognition signage	Company logo on marketing materials (Print and Digital)	Company logo on marketing materials (Print and Digital)	1 Event Registration	
Logo on registration table signage	1 Event Registration	1 Event Registration		
Logo on event banner	Additional Sponsorships Remain	Additional Sponsorships Remain	This Sponsorship Has Been Purchased	Additional Sponsorships Remain
Company logo on marketing materials (Print and Digital)				
2 Event Registrations				

For more details about sponsorship levels or to reserve your place, contact: Kellie Schmidt kellie@illinoisgreen.net or Joe Khayyat joe@illinoisgreen.net.

SPONSORSHIP & EXHIBITOR FORM



Company: _____

Registration Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____ Cell: _____

Sponsorship Level

_____ TITLE SPONSOR - \$2,500

PURCHASED!

_____ BREAKFAST SPONSOR - \$500

_____ SOCIAL MIXER SPONSOR - \$750

_____ SUPPORTING SPONSOR - \$250

_____ LUNCH SPONSOR - \$750

_____ EXHIBITOR - \$300 (Member) / \$400 (Non-Member)

NOTE: Please send high-resolution (jpg or eps file) artwork of your logo to kellie@illinoisgreen.net.

Total Amount Due: \$ _____

Payment Options:

☐ Visa ☐ MasterCard ☐ Invoice Later ☐ Check enclosed (Make check payable to: Illinois Green Industry Association)

Card #: _____ Exp. Date: ____ / ____ Signature: _____ SIC# _____

Complimentary Registrations: Please list the names for registrations included with your sponsorship and/or exhibitor booth. Title Sponsorship includes two registrations. All other levels, including exhibitors include one.

Name: _____ Name: _____

Mail or Fax your completed form to: IGIA · 2900 Greenbriar Drive · Springfield, IL 62704 · Fax: 217-546-4703

Email kellie@illinoisgreen.net with questions or call 217-546-4733

Keynote -

S.O.I.L.S. - A Foundational Element In Our Industry, BUT It's So Much More Than That

Speaker: Greg Pierceall, ASLA, LDA, APLD, Professor Emeritus, Purdue University

Closing Comments -

The State Of The Green Industry

Speaker: Craig Regelbrugge, Senior Vice President, AmericanHort

