

TUESDAY, JANUARY 27

7:30 am - 8:30 am	Registration & Check-in, Exhibitor Time
8:30 am - 9:30 am	KEYNOTE SESSION: Culture Makers & Breakers: What Grows - and What Destroys - Great Teams - Jeff Joutras, Step Forward Into Leadership Growth Brickyard 1, 2, 3
9:00 am - 1:00 pm	Irrigation CEU Course (pre-registration required) - Brickyard 5
9:30 am - 9:45 am	BREAK
9:45 am - 10:45 am	Re-Thinking the Invasive Conundrum - Mark Weathington, JC Raulston Arboretum - Brickyard 1, 2, 3
10:45 am - 11:00 am	BREAK
11:00 am - 12:00 pm	Industry Round Table - 24 minutes each round, two rotations, ten minutes between rounds - Brickyard 1, 2, 3
12:00 pm - 1:15 pm	Lunch (Brickyard 1, 2, 3), Exhibit Time Women's Network Group (Brickyard 4)
1:15 pm - 2:15 pm	Industry Round Table - 24 minutes each round, two rotations, ten minutes between rounds - Brickyard 1, 2, 3 Experiences with Growing Native Oaks in the Midwest - Michael Yanny, Johnson's Nursery - Brickyard 4
2:15 pm - 2:30 pm	BREAK
2:30 pm - 3:30 pm	How Brands Shape the Marketplace - Mike Mennenoh, Mariani Plants - Brickyard 1, 2, 3
3:30 pm - 3:45 pm	BREAK
3:45 pm - 4:45 pm	Growing, Planting, and Maintaining Native Plants: Turning a Challenge into an Opportunity - Larry Weaner, New Directions in the American Landscape - Brickyard 1, 2, 3
6:00 pm - 9:00 pm	Dinner & Trivia Social Event (Pre-registration required) Lil Beaver Brewery, 5 Finance Dr Bloomington

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WEDNESDAY, JANUARY 28

7:30 am - 8:30 am	Registration & Check-in, Exhibitor Time		
8:30 am - 9:30 am	KEYNOTE SESSION: From Stress Relief to Sustainability: Communicating the Benefits of Plants , Melinda Knuth, North Carolina State University - Brickyard 1, 2, 3		
9:30 am - 10:00 am	BREAK		
	Brickyard 4	Brickyard 5	Brickyard 6
10:00 am - 11:00 am	Life is Too Short for Boring Plants: The New, Rare, and Just Plain Weird Mark Weathington, JC Raulston Arboretum	Leveling Up Pest Control With Biologicals Julie Graesch BioWorks	Finding Your Niche: Establishing an Ecological Focus for Your Firm Larry Weaner, New Directions in the American Landscape
11:00 am - 11:15 am	BREAK		
	Brickyard 4	Brickyard 5	Brickyard 6
11:15 am - 12:15 pm	Beyond Beauty: The Wildlife Value of Natives and Native Cultivars in Mt Cuba's Trial Garden Sam Hoadley, Mt. Cuba Center	Amazing Annuals for Impact Mark Dwyer, Edgerton Hospital Healing Garden	From Breeding to Beds: How New Plants Reach the Landscape Marcus Jansen Pan American Seed
12:15 pm - 1:15 pm	Lunch (Brickyard 1, 2, 3), Exhibit Time Raffle Drawings (1:05 pm)		
	Brickyard 4	Brickyard 5	Brickyard 6
1:15 pm - 2:15 pm	Elements of a Healing Garden Mark Dwyer Edgerton Hospital Healing Garden	Plant Stress in a Changing Climate: Drought, Decline, and New Pest Threats Fredric Miller The Morton Arboretum	AI in the Landscape Industry: From Buzzword to Business Tool Chelsea Hartshorn Threadleaf Design
2:15 pm - 2:30 pm	BREAK		
	Brickyard 4	Brickyard 5	Brickyard 6
2:30 pm - 3:30 pm	Leave the Leaves, Seeds, Pods and More Heather Prince Fearless Gardening	Growers Swap Shop: Innovations, Insights & Ideas from the Field	No session at this time
3:30 pm	Event Concludes - Thank you for attending InVigorateU 2026!		

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