

2012 Mid Am Horticultural Trade Show - "Think Green" Genius Bar Schedule

WEDNESDAY, JANUARY 18

<i>Time</i>	<i>Name/Company/Topic</i>
11:00am - 11:30am	Chuck Paulson, Spring Valley, "Fertilizer Innovations that Protect your Nutrient Investment and the Environment"
	Blaine Owens, Rosborough Partners, "Customer Retention in the Commercial Marketplace"
1:15pm - 1:45pm	Dave Van Wy, JULIE, Inc., "Time is Money: Tips to Save You Both"
2:00pm - 2:30pm	Ron Gatewood, Crain Tree Farms, "Tree Pruning Tips and Techniques"
	Denice Shuty, Writely Yours, "Using Constant Contact Email Marketing: Developing the Right Strategy and Yearly Communications Calendar"
2:45pm - 3:15pm	Mark McWilliams, CopperTree Outdoor Lifestyles, "Integrating Your Retail and Landscaping Business"
	Terry Kurth, Weed Man, "Managing a Multi \$Million Dollar Company to Continued Growth"
3:30pm - 4:00pm	David Story, Bartlett Tree Experts, "What's New with EAB (Emerald Ash Borer)"
	Jim Melka, IGIA , "IL Certified Nursery Professional (ICN Pro) Certification Program"

THURSDAY, JANUARY 19

10:15am - 10:45am	Veronica Krenzel, The Toro Company, "Irrigation Retrofit Products for Water Savings and Profitability".
	Bailey Nurseries, Speaker and Topic TBD
11:00am - 11:30am	Brian Moline, Modus Marketing Group, "Online Marketing and Social Media for Small Businesses"
	Andy Kurth, Weed Man, "Add on Services to Really Increase Your Bottomline"
1:15pm - 1:45pm	Jackie Kotz, The Organic Gardener Ltd. "Sustainable Edible Garden Design"
	Dave Van Wy, JULIE, Inc., "Partners in Damage Prevention"
2:00pm - 2:30pm	Bill Vogel, Spring Valley, "Management Toolbox"
	Denice Shuty, Writely Yours, "Branding and Brand Recognition: Developing the Right Words and Images to Market Your Business"
2:45pm - 3:15pm	Laurie McWilliams, CopperTree Outdoor Lifestyles, "Planting Containers & Four Season Change-Outs"

3:30pm - 4:00pm	David Story, Bartlett Tree Experts, "Tree Preservation During Construction"
FRIDAY, JANUARY 20	
11:00am - 11:30am	Dean Goodenough, IGIA, "Irrigation Laws, Rules & Regulations"
	Frank Russo, Russo Power, "TOPIC TBD"