



# BLOOMING by the RIVER

America in Bloom Symposium & Awards Celebration

October 3-5, 2019 | St. Charles, Illinois

Check Out The  
Pre-Symposium  
**EDUCATIONAL  
TOURS**

[www.AmericanInBloom.org](http://www.AmericanInBloom.org)

# WELCOME TO ST. CHARLES, ILLINOIS!

America in Bloom envisions communities across the country as welcoming and vibrant places to live, work, and play - benefiting from colorful plants and trees; enjoying clean environments; celebrating heritage; and planting pride through volunteerism. Our mission is to promote nationwide beautification through education and community involvement by encouraging the use of flowers, plants, trees, and other environmental and lifestyle enhancements. AIB is an independent, non-profit 501(c)(3) organization and contributions to AIB are tax deductible.

**H**ello and welcome to scenic St. Charles, Illinois, home of the 2019 America in Bloom Symposium & Awards Celebration. As you will see upon your arrival, we are Blooming by the River, and have been since 1834. Our town sits astride the beautiful Fox River, a wondrous natural resource that drew our first residents – Illinois’ indigenous people – to our valley thousands of years ago. It was also the mighty Fox River that attracted early settlers who relied on the river as a source of power and transportation. The stories of these bygone days are alive and well today, thanks to a culture that honors the past while taking great strides toward the future.

While in St. Charles you will have the chance to visit the historic Hotel Baker as well as the inventive Arcada Theatre Speakeasy; stroll peaceful Mount St. Mary’s Park, with its arboretum and sculpture display; and absorb the energy of our vibrant downtown, decked out in fall colors for our award-winning ScarecrowFest.

We have enjoyed our years with America in Bloom and are eager to share what our participation has helped our city achieve. Come bloom with us this October!

Sincerely,

### **The AIB St. Charles Host Committee**

Diane Cullen, Co-Chair	Chris Adesso	Pam Otto
Maureen Lewis, Co-Chair	Holly Cable	Steve Martin
Frank Esposito	Jenna Sawicki	Pam Salomone
John Thornhill	Marcia Koenen	Tim Kirsininkas
Isabel Soderlind	Barbara Campbell	
Lisa Garhan	Christa Bormann	

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### **National AIB Symposium Committee**

Linda Hart (Chair)	Bill Hahn	Kristin Pategas
Tony Ferrara	Lori Kelly	Stephen Pategas
Diane Cullen	Maureen Lewis	Diane Rinkes
		Katy Moss Warner



# Pre-Event Optional EDU Tours Enhance Your Experience

Exclusive Opportunities for AIB Symposium Attendees.

**Special Registration Required.**

Thursday, October 3

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## 11 AM – 4 PM

### **Water + Trees: Paddlewheel Riverboat Cruise & Morton Arboretum Tour**

(Special Registration Required)

Enjoy lunch as you cruise the historic Fox River from Pottawatomie Park, one of the first public parks in Illinois, and marvel at the beautiful views of unspoiled forest preserve that borders the river. St. Charles Park Districts Manager of Nature Programs, Pam Otto, will lead a guided environmental and historical discussion. After the lunch cruise, you will head to Morton Arboretum. Established in 1922, Joy Morton envisioned a “great outdoor museum” of trees. Today, the living collections inspire visitors to appreciate, learn about, plant, and protect trees. The Arboretum champions the world’s trees through plant collections, science and conservation, education, and outreach. Your tour includes a 1-hour guided driving tour of the 1,700-acre grounds of stunning landscapes. You will have time to explore on your own the nearby gardens and visitors center following the tour. The cost is \$65. Seating is limited to 35 people so register early. See the registration form for details.

## 11 – 4 PM

### **Plant Lovers Unite: Tour to Ball Horticultural Company and Midwest Groundcovers**

(Special Registration Required)

From their beginning as a wholesale cut flower operation started by George J. Ball in 1905, Ball Horticultural Company has grown into a leader in all facets of horticulture. Ball is a global breeder, producer and distributor of seeds, cuttings, plugs, liners, and equipment to the commercial greenhouse industry. Your tour begins with lunch at their headquarters, then you will get behind-the-scenes access to see first-hand the seed processing lab and the packaging operations. Your tour then continues to Midwest Groundcovers, industry leaders in propagating and growing of nursery stock for landscape contractors, re-wholesalers, and independent garden centers. Over the past 50 years, Midwest Groundcovers has grown to nearly 700 acres, producing over 20 million plants per year. A guided tour of the St. Charles nursery will include a walking tour of the trial and display gardens, as well as a ride-along tour of the production areas. The cost is \$65. Seating is limited to 35 people so register early. See the registration form for details.

# Symposium Program

Thursday, October 3

**Afternoon** The symposium kicks off with some competitive fun! The silent auction is back and has unique gifts, jewelry, artwork, travel vouchers, gift baskets, and so much more. Bidding begins in the afternoon and continues after the evening's Celebration of America in Bloom Communities.

**4 PM** **Mayors and Elected Officials Reception (By Invitation Only)**  
America in Bloom is pleased to present an educational and networking program designed exclusively for mayors and elected officials. Participants will network with their counterparts and hear presentations and testimonials from mayors and elected officials who have experienced the many benefits of the AIB program. Refreshments and appetizers will be served.

**5 PM** **Opening Night Reception & Silent Auction**  
This is an informal cash bar event for AIB community delegates to meet each other and participate in the AIB Silent Auction. Come early as there will be lots to see and do!

**6:30 PM** **Celebration of America in Bloom Communities**  
We kick off the Symposium with this dinner and celebration of your achievements. This is a time for food, fun, and awards! Each AIB community will be recognized for their efforts. All Community Champion nominees will be honored. This is where we celebrate YOU and what YOUR community is doing to make America bloom!

**8:45 PM** **Dessert Reception & Silent Auction**  
Enjoy dessert while networking with your peers and making bids on the silent auction items.

Friday, October 4

**7:15 AM** **Morning Jolt: Caffeine, Cuisine & Conversation**  
Thanks to the local host committee, breakfast is provided in a "Taste of St. Charles" format that allows you to sample breakfast foods from area restaurants and chefs. Enjoy great cuisine, a caffeine boost, and conversing with other AIB attendees and the Showcase of Innovation exhibitors. These companies feature innovative products and services relevant to your community.

**8 AM** **Welcome to 18th AIB Symposium**  
AIB Symposium Chair Linda Hart and St. Charles representatives will kick things off and prepare you for the days ahead.

- 8:30 AM Keynote Presentation: 21st Century Landscape Design Concepts for 22nd Century Gardeners**  
**Terry Guen, Terry Guen Design Associates**  
America in Bloom communities are welcoming, engaging places that promote health and happiness and draw visitors to return again and again. The ecological design work of Terry Guen, FASLA embodies America in Bloom places, which beautify, generate healthy ecosystem services, and encourage people to go outdoors in all seasons. As today's keynote speaker, Terry will present her transformative "Design for Life" projects, including Chicago landmarks Millennium Park, Lurie Garden, Maggie Daley Park, and Navy Pier. She will discuss how ecological gardening and design is a critical root of environmental, economic, and cultural change.
- 9:15 AM Planting Hope & Harvesting Dreams**  
**Linda Cromer, AIB board member and judge**  
Horticulture – flowers, plants, trees – contributes many benefits to people and places. Through real-life examples from AIB participants, Linda will share how horticulture heals and empowers individuals and communities.
- 10 AM Showcase of Innovation Coffee Talk**  
This networking break allows you to continue sharing ideas and meeting Showcase of Innovation companies.
- 10:30 AM Thumbs Up to Social Media – How to Showcase Your In Bloom Efforts**  
**Mason Day, GrowIt! Mobile**  
Wondering why you need social media in your In Bloom efforts? Trying to create a social presence or develop a social media strategy? Mason will share some expert advice on how to create engagement with your community and how America in Bloom can help you showcase your efforts.
- 11 AM Meet in the Middle: Medians that Wow**  
**Pam Self, Pamela Self Landscape Architecture**  
Chicago's Magnificent Mile has 79 planter medians over 2.3 miles. Since 2015, Pamela Self Landscape Architecture has designed the summer annual display. Pam will discuss the process of design, procurement, installation and maintenance of thousands of annuals and their pollinators living in the harsh urban environment.
- 11:30 AM Showcase of Innovation Coffee Talk**  
This networking break allows you to continue sharing ideas and meeting Showcase of Innovation companies.
- 12:15 PM Buses Depart for Lunch & Community Tour of St. Charles**  
Today you'll get to experience the beauty of St. Charles, a community that mixes heritage celebration with its hip and cool vibrancy. This "moving classroom" will showcase how St. Charles' business, residential, and municipal sectors work together to create a community proud of its history but pushing to the future. The guided tour will be 2.5 hours with breaks along the way. Bring your walking shoes!

## Friday, October 4 continued

### 5:30 PM **Reception at Arcada Theatre**

The historic Arcada Theatre is a landmark in downtown St. Charles. After a brief tour of the theater you will enter through a secret door to step back in time to the Prohibition era where we will enjoy a reception in the theatre's private speakeasy.

### 6:30 PM **Dinner on Your Own in Downtown St. Charles**

Dinner is on your own tonight, but reservations assistance will be available when you arrive at the conference. You will see for yourself why St. Charles' food scene is booming.

## Saturday, October 5

### 7:15 AM **Morning Jolt: Caffeine, Cuisine, Conversation**

Thanks to the local host committee, breakfast is provided in a "Taste of St. Charles" format that allows you to sample breakfast foods from area restaurants and chefs. Enjoy great cuisine, a caffeine boost, and conversing with other AIB attendees and the Showcase of Innovation exhibitors. These companies feature innovative products and services relevant to your community.

### 8 AM **America in Bloom – Where We Are & Where We're Going** **John Manchester, AIB President & Mayor of Lewisburg, West Virginia**

These are exciting times at America in Bloom, as we launch new initiatives to engage with, inspire, and continue to help communities transform. John will share where AIB is now, but more importantly where we're going.

### 8:15 AM **Keynote Presentation: The Link Between Beauty & Health** **Charlie Hall, Texas A&M University**

In this thought-provoking talk, Dr. Hall will summarize the mechanisms of improved landscapes that impact human health. The link between AIB community efforts and human health not only provide additional support for beautification projects but are the key to finding dollars to help support localized AIB projects. This information will be useful in developing promotional materials in your communities. Don't miss this session!

### 8:45 AM **Community Forum: Best Ideas** **Facilitator: Sue Amatangelo, AIB Judge**

This hour-long interactive session will be packed with ideas you take home and implement. Through round table discussions you will hear about solutions – big and small – that can help to transform your community. Come with your own best ideas to share!

### 9:45 AM **Showcase of Innovation Coffee Talk**

This networking break allows you to continue sharing ideas and meeting Showcase of Innovation companies.



10 AM

### **Meet with Your Judges**

These sessions are set up so you can meet with judges and delegates from other AIB communities. Get excellent insight into the ordinary and extraordinary things towns and cities are doing across America. Your judges will share what they saw during their visits to communities and how to enhance your town's participation in AIB.

11:30 AM

### **Lunch**

Dine al fresco on the patio overlooking the resort grounds. Enjoy lunch at your own pace while networking with other community members.

1 PM

### **Buses Depart for Cantigny Park**

You are in for a treat this afternoon as we head to Cantigny Park, a 500-acre former estate of Colonel Robert R. McCormick, the longtime editor and publisher of *The Chicago Tribune*. During your visit, you can enjoy gardens that span 30 acres of formal gardens, theme plantings, and statuary. It provides exceptional beauty in all seasons. Visit the historic house museum which reveals the public and private sides of one of America's wealthiest and most philanthropic families. And don't miss the First Division Museum, a military museum that offers interactive exhibits and fascinating insights about America's military, past and present.

5:30 PM

### **Closing Night Reception**

This final night cash bar reception allows you to mingle with old and new friends, swap contact information, and make plans to stay in touch.

6:30 PM

### **Evening in Bloom: America in Bloom Awards Banquet**

The anticipation goes into high gear with more food, fun, and awards. This final-night event shines the spotlight on the transformative efforts by AIB communities.



# Schedule At-A-Glance

## Thursday, October 3

11 AM – 4 PM	Water + Trees: Paddlewheel Riverboat Cruise & Morton Arboretum Tour (Special Registration Required)
11 AM – 4 PM	Plant Lovers Unite: Tour to Ball Horticultural Company and Midwest Groundcovers (Special Registration Required)
Afternoon	Silent Auction Opens
4 – 5:30 PM	Mayors & Elected Leaders Reception (By Invitation Only)
5 – 6:15 p.m.	Opening Night Reception & Silent Auction
6:30 – 8:45 p.m.	Celebration of America in Bloom Communities
8:45 – 9:30 PM	Dessert Reception & Silent Auction

## Friday, October 4

7:15 – 8 AM	Morning Jolt: Caffeine, Cuisine & Conversation
8 – 8:30 AM	Welcome to 18th AIB Symposium
8:30 – 9:15 AM	Keynote Presentation: 21st Century Landscape Design Concepts for 22nd Century Gardeners
9:15 – 10 AM	Planting Hope & Harvesting Dreams
10 – 10:30 AM	Showcase of Innovation Coffee Talk
10:30 – 11 AM	Thumbs Up to Social Media – How to Showcase Your In Bloom Efforts
11 – 11:30 AM	Meet in the Middle: Median that Wow
11:30 AM – 12 PM	Showcase of Innovation Coffee Talk
12:15 – 9 PM	Buses depart for afternoon and evening activities

## Saturday, October 5

7:15 – 8 AM	Morning Jolt: Caffeine, Cuisine & Conversation
8 – 8:15 AM	America in Bloom – Where We Are and Where We're Going
8:15 – 8:45 AM	Keynote Presentation: The Link Between Beauty & Health
8:45 – 9:45 AM	Community Forum: Best Ideas
9:45 – 10 AM	Showcase of Innovation Coffee Talk
10 – 11:30 AM	Meet with Your Judges
11:30 AM – 1 PM	Lunch
1 – 4:30 PM	Buses depart for Cantigny Park
5:30 – 6:30 PM	Closing Night Reception
6:30 – 9:30 PM	Evening in Bloom: America in Bloom Awards Banquet

# Registration

First Name

Last Name

Company Name (if applicable)

Mailing Address

City

State

Zip/Postal Code

Country

Phone Number (including area code)

E-mail Address

Please list any dietary restrictions: \_\_\_\_\_

## Please select one of the following packages:

Full registration - \$345  
(\$395 after September 6)

Thursday AIB dinner and  
awards only – \$125  
(\$150 after September 6)

Saturday AIB dinner and  
awards only – \$125  
(\$150 after September 6)

## Additional packages available:

Water + Trees: Paddlewheel  
Riverboat Cruise & Morton  
Arboretum Tour at \$65  
(Thursday)

Plant Lovers Unite: Tour to Ball  
Horticultural Company and  
Midwest Groundcovers at \$65  
(Thursday)

Will you participate in the Friday afternoon St. Charles Community Tour?  Yes  No

## Method of Payment (Registration will not be processed without payment.)

U.S. check/money order enclosed (Make payable to America in Bloom)

Charge my :  VISA  MasterCard  American Express

Account number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

V-Code: \_\_\_\_\_

Name as appears on card (please print) \_\_\_\_\_

Authorized signature: \_\_\_\_\_

(I hereby agree to the terms and conditions of my card issuer agreement)

Billing Address (if different from mailing address)

City

State

Zip/Postal Code

Country



Register online at [www.AmericaInBloom.org](http://www.AmericaInBloom.org)  
or send a copy of this registration form to:

America in Bloom • PO Box 44005 • Columbus, OH 43204

**P:** 614-453-0744 • **E:** [aib@AmericaInBloom.org](mailto:aib@AmericaInBloom.org)

Cancellations made on or before September 6 will be refunded in full, minus a \$25 processing fee.  
Cancellations made after September 6 are non-refundable.



America in Bloom  
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