

# 2025 BRICK FORUM

FEBRUARY 24-26 2025

THE GALT HOUSE HOTEL- LOUISVILLE, KY



## MONDAY, FEBRUARY 24

8AM-2PM	Exhibitor Set-Up - <b>Grand Ballroom</b>
10AM-6PM	Registration Open- <b>Registration Desk</b>
2-3PM	BIA National Marketing Overview- <b>Archibald Cochran (West Tower)</b>
3:15-4PM	Industrywide Environmental Product Declaration (EPD) Overview- <b>Archibald Cochran (West Tower)</b>
4-6PM	Exhibit Hall Open / Welcome Reception - <b>Grand Ballroom</b>
6:00PM	Dinner on Your Own- <b>Exhibit Hall Closed</b>

## TUESDAY, FEBRUARY 25

8-9AM	Breakfast - <b>Grand Ballroom</b>
8AM-4:30PM	Registration Open- <b>Registration Desk</b>
8-9:45AM	Exhibit Hall Open - <b>Main Grand Ballroom</b>
10-11AM	Keynote Speaker: Ken Schmidt, Former Director of Communications for Harley-Davidson Motor Company - <b>Archibald Cochran (West Tower)</b>
11:15-1:15PM	Exhibit Hall Open - <b>Grand Ballroom</b>
NOON-1PM	Lunch
1:30-3:20PM	Concurrent Short Programs (Programs will run 3 times) 1:30-2PM/ 2:10-2:40/2:50-3:20 <ul style="list-style-type: none"><li>• Sustainability &amp; Brick - Tina Subasic - <b>Jones (3rd floor)</b></li><li>• Mason Contractor Panel – Jeff Buczkiewicz Moderator - <b>French (3rd Floor)</b> A Primer on Efflorescence and Staining on Clay Brick Masonry Wall Systems – John Sanders, NBRC - <b>Segell (3rd Floor)</b></li></ul>
3:30-4:30PM	Exhibit Hall Open - <b>Grand Ballroom</b>
6-8PM	Brick Bash (Food & Open Bar) - <b>Archibald Cochran</b>

## WEDNESDAY, FEBRUARY 26

7:30-8:30AM	Breakfast - <b>Grand Ballroom A-C</b>
7:30-11AM	Exhibit Hall Open- <b>Grand Ballroom</b>
8-11AM	Speed Demo Stage- Grand Ballroom <ul style="list-style-type: none"><li>• 8:30-8:50AM IntegraSoft</li><li>• 9:00-9:20AM PROSOCO</li></ul>
	End of Brick Forum