



2025 NAA GREAT PLAINS CONFERENCE

JANUARY 21-22, 2025
EMBASSY SUITES
LINCOLN, NE

“Continuity gives us roots; change gives us branches,
letting us stretch and grow and reach new heights.”

– **Pauline R. Kezer**

LODGING INFORMATION

Contact the hotel and ask for the Nebraska GREAT PLAINS Conference group rate.

Embassy Suites
by Hilton Lincoln
1040 P Street
Lincoln, NE 68508
Phone: (402) 474-1111

Rates*:

\$145/night (single/double)

\$160/night (triple)

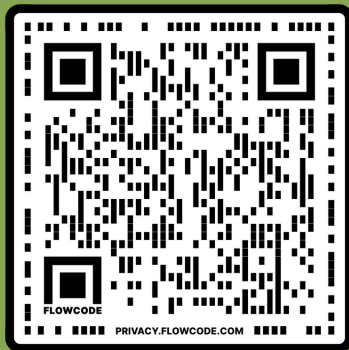
\$175/night (quad)

*plus taxes

If you have any questions regarding the conference, please contact the association office at 402-761-2219 or email staff@nearborists.org.



Conference
Attendees
Register Here!



Register By
January 5, 2025
for a Free T-Shirt!

On behalf of the planning committee, we would like to invite you to join the upcoming 2025 Nebraska GREAT PLAINS Conference, a conference hosted by the Nebraska Arborists Association.

Please review this document for information on the schedule, speakers, sponsorships, and silent auction donations.

We hope to see you at the conference this year!

ATTENDEE REGISTRATION

Both Days

- NAA Member - \$215
- NAA Certified Member - \$200
- Non-Member - \$375
- Instructor/Ext. Educator or Associate & Forest Service - \$175
- Student Rate - \$85

*Full Conference registration fee includes lunch & break items for both days.

One Day

- NAA Member - \$125
- NAA Certified Member - \$115
- Non-Member - \$210
- Instructor/Ext. Educator or Associate & Forest Service - \$105
- Student Rate - \$55

*One Day Conference registration fee includes lunch & break items for one day.

SPONSORSHIP OPTIONS

Now is the time to sign up and be a sponsor in support of the Nebraska GREAT PLAINS Conference. Your sponsorship helps to defray costs so funds can go toward education and scholarship opportunities. Your support is greatly appreciated! Four sponsorship levels are available for your company to show your support: Platinum, Gold, Silver, and Bronze.

The Platinum sponsor(s) will have their logos featured on a giveaway for all attendees at the conference. If your company has an exhibit booth at the conference, a great way to stand out is to become a sponsor. If you cannot attend the conference, sponsorship is a great approach to showcase your company and show attendees that you support their organization.

PLATINUM SPONSOR - \$1,000

- Logo on giveaway item - **Deadline December 6**
- Sign featuring company logo or name displayed
- Verbal recognition during welcome remarks
- Logo in the program
- First opportunity to present

GOLD SPONSOR - \$700

- Sign featuring company logo or name displayed
- Verbal recognition during welcome remarks
- Logo in the program

SILVER SPONSOR - \$450

- Verbal recognition during welcome remarks
- Logo in the program

BRONZE SPONSOR - \$250

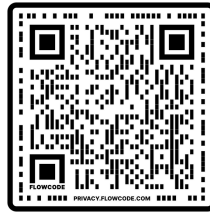
- Company name in the program

*Deadline to be in printed materials is 12/13/24.

EXHIBITOR REGISTRATION

- First Exhibitor Booth - \$560
- Second Booth - \$375
- Educational Booth - \$75
- 3+ Booths - \$300 each
- Electricity - \$25 each
- Additional Representatives - \$50 each

Exhibitors
Register Now!



ADVERTISING OPPORTUNITIES

Advertise in the NAA Newsletter, which will feature the 2025 Nebraska GREAT PLAINS Conference. You won't want to miss your chance to place your company's ad and have your information viewed by current and potential customers. The newsletter will include NAA board members, exhibitor listings, and award information. This newsletter is used annually by members and exhibitors in the industry. By placing an ad in the newsletter, you can keep your company name visible and convenient for members for the entire year. The newsletter is full-color and distributed quarterly.

Rates:

- Full Page Inside | \$680 for 4 issues/\$170 per issue
- Half Page Inside | \$340 for 4 issues/\$85 per issue
- Quarter Page Inside | \$200 for 4 issues/\$50 per issue

AUCTION DONATION

Offering financial support to educate our future industry leaders is one way the NAA works to ensure the success of our industry continues. The annual auction at our winter conference is a major fundraiser for this effort. Please consider using the auction as an opportunity to promote your products and services by making a donation. Your company's donation will be highlighted in the 2025 newsletter. Please include the retail price of the donation and any applicable product literature.

Your donation can be mailed to the business address listed below, or you may call the office at 402-761-2219 to make arrangements for pickup. An auction form is available on the association's website or you may email staff@nearborists.org for more details.

Mail Donations to:

NE Arborists Association
Attn: Alyssa Brodersen
521 First St., PO Box 10
Milford, NE 68405



Funds raised at the silent & live Auctions go towards educational scholarships.



NOT A MEMBER?

*Join today
and save!*

JOIN THE NAA AND SAVE ON REGISTRATION FEES!

Visit www.nearborists.org to view membership information and applications.

**You must be a member in 2025 to get the member rate for the 2025 Conference.*

Please note that the NAA membership year runs from January 1 through December 31.

Membership Types:

- NAA Professional
- NAA Affiliate
- NAA Senior
- NAA Student/Educator

Join Now!



QUESTIONS?
Contact the NAA OFFICE
(402) 761-2219
staff@nearborists.org

www.NEArborists.org

Keynote Speakers

Tuesday, January 21, 2025



Opening Keynote: Pruning - Are We Doing It for the Tree or to It?

John Ball, South Dakota State University

John Ball Professor, SDSU Extension Forestry Specialist & SD Dept. of Ag. Forest Health Specialist. John supports the citizens of South Dakota in his role as a Professor, SDSU Extension Forestry Specialist & South Dakota Department of Agriculture and Natural Resources Forest Health Specialist at the South Dakota State University campus in Brookings, SD.



Closing Keynote: Arboricultural Myths: The Science Behind What Works, What Doesn't, & Why

Linda Chalker-Scott, Washington State University

Dr. Linda Chalker-Scott has a Ph.D. in Horticulture from Oregon State University and is an ISA certified arborist and an ASCA consulting arborist. She is WSU's Extension Urban Horticulturist and a Professor in the Department of Horticulture and currently the editor of Western Arborist, the WCISA's magazine. Linda conducts research in applied plant and soil sciences, publishing the results in scientific articles and university Extension fact sheets. She is actively involved in enhancing the scientific literacy of her audiences by teaching them how to assess the credibility of information from print and online sources.

Wednesday, January 22, 2025



Opening Keynote: Make or Break Your Day: Communication
Nicole Benjamin, 2 Dog Crew, LLC

Nicole "Carni" Benjamin, an ISA Certified Arborist, began her journey at Heartwood Tree Service, where she navigated a steep learning curve and gained diverse experience in tree work. Transitioning to subcontracting with her husband in 2018, they undertook a range of projects from utility work to treehouse builds. Nicole has worn multiple hats in the industry—groundie, climber, crew leader, owner, and safety officer—acknowledging the importance and respect each role deserves. Based near Charlotte, she and her family and senior Portuguese water dog traverse the USA for tree climbing events, workshops, and conferences.



Opening Keynote: Growing Stronger Together: The Power of Networking, Allyship, & Mentorship

Ash Connelly, SavATree | Charleston Tree Experts

Ash Connelly is an Assistant Market Leader at SavATree | Charleston Tree Experts in Charleston, South Carolina. She is also an ISA Certified Arborist and holds the TRAQ credential and serves on the TCIA Women in Tree Care Taskforce. Connelly was previously a paralegal for 12 years, where she gained a professional edge and perfected the art of networking. She seeks to advance the industry through frequent community outreach and is a regular presenter at industry conferences and events.

2025 NAA GREAT PLAINS CONFERENCE ATTENDEE REGISTRATION

Nebraska GREAT PLAINS Conference - Embassy Suites, Lincoln, NE - January 21-22, 2025

To register, complete this form and mail it to NAA, PO Box 10, Milford, NE 68405,
scan the QR code below OR register online at nearborists.org!

Company Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____
 Email: _____
 Attendee Names: _____

***Group registration discount**
 for current NAA members,
 (4 or more registrants from the
 same Company) \$10 discount
 per attendee.

Full Conference Fee: Both Days - January 21-22, 2025

- NAA Member - \$215 Quantity ___ x \$215 = \$_____
- NAA Certified Member - \$200 Quantity ___ x \$200 = \$_____
- Non-Member - \$375 Quantity ___ x \$375 = \$_____
- Instructor/Ext. Educator or Associate & Forest Service - \$175 Quantity ___ x \$175 = \$_____
- Student Rate - \$85 Quantity ___ x \$85 = \$_____

*Full Conference registration fee includes lunch and break items for both days.

One Day Conference Fee: Tuesday OR Wednesday (Select one)

- NAA Member - \$125 Quantity ___ x \$125 = \$_____
- NAA Certified Member - \$115 Quantity ___ x \$115 = \$_____
- Non-Member - \$210 Quantity ___ x \$210 = \$_____
- Instructor/Ext. Educator or Associate & Forest Service - \$105 Quantity ___ x \$105 = \$_____
- Student Rate - \$55 Quantity ___ x \$55 = \$_____

*One Day Conference registration fee includes lunch and break items for one day.

Additional Items:

- Tuesday, January 21st** - Dinner Ticket \$30 Quantity ___ x \$30 = \$_____
- NAA Certification Exam**
 - Member Retake \$25 Quantity ___ x \$25 = \$_____
 - Non-Member Retake \$50 Quantity ___ x \$50 = \$_____
 - First Time Exam \$75 Quantity ___ x \$75 = \$_____

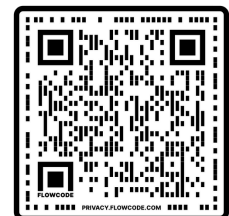
*Certification application fee is an additional \$70 for NAA members and \$120 for non-members

Mail Registration to:

NAA Subtotal \$_____
 PO Box 10 Group Discount * \$_____
 Milford, NE 68405 **+\$10 Late Fee per person if postmarked after January 5, 2024** \$_____
GRAND TOTAL \$_____

Payment Method Visa Mastercard Check (Payable to NAA)
 Name as it appears on credit card : _____
 Account # _____
 Exp. Date: ____ / ____ CVV: ____ Zip: ____
 Signature _____

Scan the QR Code below to
register online



Scan to Register

Cancellations must be received by January 5, 2025. A \$25 Processing fee per person will apply. In the unlikely event that the 2025 Nebraska GREAT PLAINS Conference is cancelled due to uncontrollable circumstances, your payment will be considered a donation to the NAA.

2025 NAA GREAT PLAINS CONFERENCE

Nebraska GREAT PLAINS Conference - Embassy Suites, Lincoln, NE - January 21-22, 2025

In order to assign room space, please check which sessions you plan on attending below and submit them with your registration.

Tuesday, January 21	
Keynote Speaker: 8:05 - 9:00 a.m.	
Keynote: Pruning - Are We Doing It for the Tree or to It? – John Ball	
Morning Session: 9:15 – 10:15 a.m. (check one)	
<input type="checkbox"/> Water Movement in a Tree – Philip Pierce	<input type="checkbox"/> Tree Climber Guide & Certified Tree Climber Credential – Alex Julius
Break: 10:15 - 10:45 a.m.	
Exhibitor Time, Silent Auction Bidding & Raffle Ticket Purchases Open	
Morning Session: 10:45 – 11:45 a.m. (check one)	
<input type="checkbox"/> Diagnostic Delusions – Linda Chalker-Scott	<input type="checkbox"/> The 2025 Edition of the Z133 is Out – John Ball
11:45 – 12:45 p.m.	
NAA Annual Business Meeting & Lunch	
1:00 – 5:00 p.m.	
<input type="checkbox"/> NAA Certification Exam (Pre-registration Required)	
Afternoon Session: 1:00 – 2:00 p.m. (check one)	
<input type="checkbox"/> What's Wrong with This Spruce Tree? – Sarah Browning	<input type="checkbox"/> 7 Questions to Ask Before Buying Gear – Alex Julius
Break: 2:00 - 2:30 p.m.	
Exhibitor Time, Silent Auction Bidding & Raffle Ticket Purchases Open	
Afternoon Session: 2:30 – 3:30 p.m. (check one)	
<input type="checkbox"/> An Arborist Trek to Mount Everest – David Scharfenberger	<input type="checkbox"/> Let's Get Thrifty! Tree Gear with More Than One Purpose – Nicole Benjamin
Closing Keynote Speaker: 3:45 – 4:45 p.m.	
Arboricultural Myths: The Science Behind What Works, What Doesn't, & Why – Linda Chalker-Scott	
4:45 – 5:15 p.m.	
Exhibitor Time, Silent Auction Bidding & Raffle Ticket Sales, Silent Auction Closes at 5:15 pm	
5:15 – 6:15 p.m.	
Live Auction Begins & Social Time	
6:00 p.m.	
Dinner Begins (Ticket Required)	
6:30 p.m.	
Cornhole Tournament Begins (Teams must sign up by 3 p.m. at the registration desk)	

Wednesday, January 22	
Keynote Speaker: 8:05 - 9:05 a.m.	
Make or Break Your Day. Communication – Nicole Benjamin	
Morning Session: 9:15 – 10:15 a.m. (check one)	
<input type="checkbox"/> It's All in the Details: A Consultative Sales Approach – Ash Connelly	<input type="checkbox"/> Can You Be Rescued? – Craig Bachmann
Break: 10:15 – 10:45 a.m.	
Exhibitor Time & Raffle Ticket Sales	
Morning Session: 10:45 – 11:45 a.m. (check one)	
<input type="checkbox"/> Understanding Business Insurance in Arboriculture – Sean Popejoy	<input type="checkbox"/> The "C" Word (Contract Climbers) – Nicole Benjamin
11:45 a.m. – 1:00 p.m.	
Lunch & Exhibit Hall Open	
Afternoon Session: 1:00 – 2:00 p.m. (check one)	
<input type="checkbox"/> Arborist Commercial Vehicle Requirements – Josh Beckwith	<input type="checkbox"/> Never Waste a Good Crisis – Craig Bachmann
Break: 2:00 – 2:30 p.m.	
Exhibitor Time & Raffle Ticket Sales – Exhibit Hall Closes at 3:00 p.m.	
Closing Keynote Speaker: 2:30 – 3:30 p.m.	
Growing Stronger Together: The Power of Networking, Allyship & Mentorship – Ash Connelly	
Closing Remarks & Raffle Drawings: 3:30 – 4:00 p.m.	
Closing Remarks & Raffle Winners Announced - Dustin Nelson, NAA President	