

---

# 2024 NAA GREAT PLAINS CONFERENCE

---

**JANUARY 16-17, 2024  
EMBASSY SUITES  
LINCOLN, NE**

**“Learn character  
from trees, values  
from roots, and  
change from leaves.”  
– Tasneem Hameed**

**On behalf of the planning committee, we are excited about the upcoming 2024 Nebraska GREAT PLAINS Conference, a conference hosted by the Nebraska Arborists Association.**

**The Conference will take place at the Embassy Suites in Lincoln, NE, on January 16-17.**

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



## 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\*:**  
\$137/night (single/double)  
\$152/night (triple)  
\$167/night (quad)  
\*plus taxes

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



## 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 you or 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, becoming a sponsor is a great way to stand out. 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 8**
- 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

## CURRENT SPONSORS

### PLATINUM PLUS



### PLATINUM



### GOLD

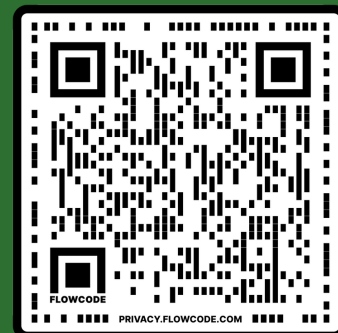
### SILVER



### BRONZE

Finders Keepers Landscaping  
Hartington Tree Service  
Lincoln Electric System

Scan to Register!



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

# KEYNOTE SPEAKERS



## **Nicole Benjamin**

### ***Arborist & Owner at Two Dog Crew***

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 with her family and a spirited bluetick coonhound, they traverse the USA for tree climbing events, workshops, and conferences. While her favorite tree fluctuates, she cherishes Charlotte's expansive Willow Oaks and Tulip Poplars.



## **Korey Conry**

### ***Field Safety Supervisor/Trainer at Mountain F Enterprises***

Korey Conry is a Field Safety Supervisor/Trainer at Mountain F Enterprises and has been in the tree industry going into his 5th year. He found his home in the Safety Department training and onboarding, helping develop the safety culture with new hires. He is a certified Utility Arborist through the ISA, ATSSA Flagger instructor, AHA CPR instructor, and OSHA Authorized Trainer. Korey has a background in wildland firefighting & was an emergency room technician. He also has a love for the outdoors. When he is not working, you can find him sitting under a Blue Oak in northern California turkey hunting or watching Star Wars/Harry Potter with his son Karter.



## **Gary Johnson**

### ***Professor Emeritus of Urban and Community Forestry at the University of Minnesota, Department of Forest Resources***

Gary was a faculty member in urban forestry and landscape management at three major universities (New Hampshire, Maryland, Minnesota), conducting research in tree production, tree health management, tree failures in loading events, construction damage to trees and forests, and best planting practices. He was also a practicing and consulting arborist, a seasonal tree nursery worker, owner of a landscape design/build business, and superintendent of grounds at Illinois Wesleyan University.

# 2024 NAA GREAT PLAINS CONFERENCE

Nebraska GREAT PLAINS Conference - Embassy Suites, Lincoln, NE - January 16-17, 2024

To register, complete this form and mail it to NAA, 521 First Street, 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 16-17, 2024

- |   |                                |
|---|--------------------------------|
| <input type="checkbox"/> NAA Member - \$215   | Quantity ___ x \$215 = \$_____ |
| <input type="checkbox"/> NAA Certified Member - \$200                                   | Quantity ___ x \$200 = \$_____ |
| <input type="checkbox"/> Non-Member - \$375   | Quantity ___ x \$375 = \$_____ |
| <input type="checkbox"/> Instructor/Ext. Educator or Associate & Forest Service - \$175 | Quantity ___ x \$175 = \$_____ |
| <input type="checkbox"/> 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)

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

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

## Additional Items:

- |  |                               |
|--|-------------------------------|
| <input type="checkbox"/> <b>Tuesday, January 16th</b> - Dinner Ticket \$30 | Quantity ___ x \$30 = \$_____ |
| <input type="checkbox"/> <b>NAA Certification Exam</b>                     |                               |
| <input type="checkbox"/> Member Retake \$25                                | Quantity ___ x \$25 = \$_____ |
| <input type="checkbox"/> Non-Member Retake \$50                            | Quantity ___ x \$50 = \$_____ |
| <input type="checkbox"/> 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  
PO Box 10  
Milford, NE 68405

Subtotal \$ \_\_\_\_\_  
Group Discount \* \$ \_\_\_\_\_  
**+\$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 2, 2024. A \$25 Processing fee per person will apply. In the unlikely event that the 2024 Nebraska GREAT PLAINS Conference is cancelled due to uncontrollable circumstances, your payment will be considered a donation to the NAA.

# 2024 Great Plains Conference Schedule

In order to assign room space, please check which session you plan on attending below and submit it with your registration. Fill out one form per attendee.

Tuesday, January 16	
<b>Keynote Speaker: 8:05 - 9:00 a.m.</b>	
Building Habits for Longevity as an Arborist & in Life – Nicole Benjamin	
<b>Morning Session: 9:15 – 10:15 a.m. (check one)</b>	
<input type="checkbox"/> All About That Base. A Healthy Tree Story Begins Underground - Gary Johnson	<input type="checkbox"/> What about B.O.B.? – Jay Goughnour
<b>Break: 10:15 - 10:45 a.m.</b>	
Exhibitor Time, Silent Auction Bidding & Raffle Ticket Purchases Open	
<b>Morning Session: 10:45 – 11:45 a.m. (check one)</b>	
<input type="checkbox"/> Tree Tolerance to Moisture Stress – Richard Hauer	<input type="checkbox"/> Building Bridges in a Multilingual Industry – Juan Contreras
<b>11:45 – 12:45 p.m.</b>	
NAA Annual Business Meeting & Lunch	
<b>1:00 – 5:00 p.m.</b>	
<input type="checkbox"/> NAA Certification Exam (Pre-registration Required)	
<b>Afternoon Session: 1:00 – 2:00 p.m. (check one)</b>	
<input type="checkbox"/> A New Look at Endangered Species Conservation – Ryan Russell	<input type="checkbox"/> Proper Pruning – Scott Carlson
<b>Break: 2:00 - 2:30 p.m.</b>	
Exhibitor Time, Silent Auction Bidding & Raffle Ticket Purchases Open	
<b>Afternoon Session: 2:30 – 3:30 p.m. (check one)</b>	
<input type="checkbox"/> Advancements in Tree Injection Research and Technology – Richard Hauer	<input type="checkbox"/> Choose Wisely: Trees for Tough Places – Kim Todd
<b>Closing Keynote Speaker: 3:45 – 4:45 p.m.</b>	
A Tree Workers Guide to Arriving to the Job Safely (When Driving) – Korey Conry	
<b>4:45 – 5:15 p.m.</b>	
Exhibitor Time, Silent Auction Bidding & Raffle Ticket Sales, Silent Auction Closes at 5:15 pm	
<b>5:15 – 6:15 p.m.</b>	
Live Auction Begins & Social Time	
<b>6:00 p.m.</b>	
Dinner Begins (Ticket Required)	
<b>6:30 p.m.</b>	
Cornhole Tournament Begins (Teams must sign up by 3 p.m. at the registration desk)	

Wednesday, January 17	
<b>Keynote Speaker: 8:05 - 9:05 a.m.</b>	
ChChChChanges: The Evolution of Tree Surgeons to Tree Care Professionals – Gary Johnson	
<b>Morning Session: 9:15 – 10:15 a.m. (check one)</b>	
<input type="checkbox"/> Wielding the A300 Standards: The Shield and the Sword – James Koman	<input type="checkbox"/> Girdling Root Excavation for Fun and... Profit? – Scott Carlson
<b>Break: 10:15 – 10:45 a.m.</b>	
Exhibitor Time & Raffle Ticket Sales	
<b>Morning Session: 10:45 – 11:45 a.m. (check one)</b>	
<input type="checkbox"/> Municipal Tree Care in the United States – Richard Hauer	<input type="checkbox"/> A Prejudiced (tree and shrub) Pruning Primer...in 50 Minutes! – Gary Johnson
<b>11:40 a.m. – 1:00 p.m.</b>	
Lunch & Exhibit Hall Open	
<b>Afternoon Session: 1:00 – 2:00 p.m. (check one)</b>	
<input type="checkbox"/> Tree Risk Assessment and Legal Liability in Nebraska - James Koman	<input type="checkbox"/> Chainsaw Safety – Brandon Magee
<b>Break: 2:00 – 2:30 p.m.</b>	
Exhibitor Time & Raffle Ticket Sales – Exhibit Hall Closes at 3:00 p.m.	
<b>Closing Keynote Speaker: 2:30 – 3:30 p.m.</b>	
Growth: Roots, Shoots, and Compartmentalization. A Personal Testimony – Nicole Benjamin	
<b>Closing Remarks &amp; Raffle Drawings: 3:30 – 4:00 p.m.</b>	
Closing Remarks & Raffle Winners Announced - Dustin Nelson, NAA President	

## ADVERTISING OPPORTUNITIES

Advertise in the NAA Newsletter, which will feature the 2024 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. The ad deadline for the 4th quarter of 2023 is November 3, 2023.

### 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 2024 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 other arrangements. An auction form is available on each association's website or email [staff@nearborists.org](mailto:staff@nearborists.org) for more details.*

## CANCELLATION POLICY

*Cancellations must be received by January 2, 2024. A \$25 processing fee per person will apply. In the unlikely event that the Nebraska GREAT PLAINS Conference is canceled due to uncontrollable circumstances, your payment will be considered a donation to the NAA.*



## Questions?

NAA OFFICE  
PO BOX 10  
MILFORD, NE 68405  
P: (402) 761-2219  
F: (402) 761-2224  
[staff@nearborists.org](mailto:staff@nearborists.org)  
[www.nearborists.org](http://www.nearborists.org)

REGISTER BY

Jan. 5  
2024

To receive a free hat!



# SILENT AUCTION

DONATED GOODS or SERVICES VERIFICATION

The Nebraska Arborists Association gratefully acknowledges the donation of  
in-kind goods & services

**ACTIVITY/PROGRAM:** Nebraska GREAT PLAINS Conference

**DATE OF PROGRAM:** January 16-17, 2024

**DONOR (Individual or Company):** \_\_\_\_\_

**CONTACT NAME** \_\_\_\_\_

**STREET ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**PHONE** \_\_\_\_\_ **FAX** \_\_\_\_\_ **EMAIL** \_\_\_\_\_

**DESCRIPTION OF GOODS or SERVICES** \_\_\_\_\_

The donor estimates the value of the goods or services to be \$ \_\_\_\_\_

**Please mail or arrange pickup for items by January 5, 2024.**

Gift Enclosed

Please Arrange Pick UP:

Contact listed above

Contact for pickup \_\_\_\_\_ Phone \_\_\_\_\_

**Thank you for completing this form and returning to:**

(Please keep a copy of this form as your receipt for tax purposes. Our tax ID number is 47- 0592594)

Nebraska Arborists Association

521 First Street

PO Box 10

Milford, NE 68405

FAX: (402) 761-2224

PHONE: (402) 761-2219



Download Fillable Form

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**



NAA OFFICE  
PO BOX 10  
MILFORD, NE 68405

PRSRT STD  
US POSTAGE  
PAID  
LINCOLN, NE  
PERMIT NO.  
1359

# BECOME A MEMBER *and save!*

**JOIN THE NAA AND SAVE ON REGISTRATION FEES!**

Visit [www.nearborists.org](http://www.nearborists.org) to view membership information  
and applications.

*\*You must be a member in 2024 to get the member rate for the  
2024 Conference. Please note that the NAA membership year runs  
from January 1, 2024, through December 31, 2024.*