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# **2018 Annual Conference**

**T R E E S   F O R E V E R**



**January 25-26**

**Eagle Ridge Conference Center**

**Raymond, MS**



**Professional  
Arborist  
Association of  
Mississippi**

[WWW.PAAM-MS.COM](http://WWW.PAAM-MS.COM)

## **THURSDAY, JANUARY 25**

(CEUs in parentheses<sup>1</sup>)

- 7:30 a.m. Registration Opens
- 7:30 -8:30 Breakfast and Networking with Exhibitors
- 8:30 -8:45 Welcome - Jason Gordon (PAAM President),  
Todd Matthews (MFC)
- 8:45 -9:45 OSHA Regulations - Courtney Bohannon (1)
- 9:45 -10:45 7 Reasons Why Your Arborist Business Needs to Master  
Social Media Marketing - James Barnes (1)
- 10:45 -11:00 Break with Exhibitors
- 11:00 -12:00 5 Steps to Successfully Branding Your Business or Community  
in the Digital Age - James Barnes (1)
- 12:00--1:30 Plenary Lunch - Business Meeting and Break with Exhibitors

### **Breakout Sessions**

#### **Utility Track**

- 1:30 –2:30 Work Zone Set Up/Safety - Joe Zito (1)
- 2:30 –3:30 Biology and Vegetation Management - Wes Graham (1)
- 3:30 -3:45 Break with Exhibitors
- 3:45 –4:45 Pollinator Habitat in Utility Right-of-Ways - Jeff Harris (1)

#### **Municipal Track**

- 1:30 -2:30 The Basics of Business Planning - Hamp Beatty (1)
- 2:30 -3:30 Small Business Financial Management - Becky Smith (1)
- 3:30-3:45 Break with Exhibitors
- 3:45 -4:45 Alabama's RC&D Urban Forestry Programs - Jack Rowe (1)

#### **Hospitality Room**

- 5:00-7:00 Location TBA - Open to all conference attendees

## **FRIDAY, JANUARY 26**

(CEUs in parentheses<sup>1</sup>)

- 7:30 Registration Opens
- 7:30 - 8:30 Breakfast and Networking with Exhibitors
- 8:30 - 9:30 Living with (or without) Trees: A Historical Perspective on Trees  
in US Residential Landscapes - Michael Seymour (1)
- 9:30 -10:00 Break with Exhibitors
- 10:00 -11:00 Unmanned Aerial Vehicles (UAVs) in Arboriculture - Louis  
Wasson & Dennis Lott (1)
- 11:00 -12:00 UAV Field Demonstration - Louis Wasson & Dennis Lott (1)
- 12:00 Closing Remarks & Conference Evaluation
- 1:00 - 5:00 ISA Certification Exams<sup>2</sup>

<sup>1</sup> Total CEUs = 9 Preapproved by ISA, SAF

<sup>2</sup> Registration through the International Society of Arboriculture ([www.ISA-arbor.com](http://www.ISA-arbor.com); ph: 217-355-9411). Applications must be received by ISA before December 24, 2017. Attention: Only ISA accepts exam registration; PAAM cannot accept exam registration.

### **Speaker Contact Information:**

Courtney Bohannon OSHA Compliance Assistance Specialist E-Mail: [Bohannon.Courtney@dol.gov](mailto:Bohannon.Courtney@dol.gov)

Todd Matthews MS Forestry Commission, Urban Forestry Coordinator [tmatthews@mfc.state.ms.us](mailto:tmatthews@mfc.state.ms.us)

James Barnes MSU Extension, Dept. of Agricultural Economics E-Mail: [james.barnes@msstate.edu](mailto:james.barnes@msstate.edu)

Hamp Beatty MSU Extension, Center for Gov & Comm Devel E-Mail: [hbeatty@ext.msstate.edu](mailto:hbeatty@ext.msstate.edu)

Wesley Graham Cooperative Energy E-Mail: [wgraham@cooperativeenergy.com](mailto:wgraham@cooperativeenergy.com)

Jeff Harris MSU Extension Entomology E-Mail: [jwh545@msstate.edu](mailto:jwh545@msstate.edu)

Jack Rowe Alabama Coop Extension Service E-Mail: [wjr0001@aces.edu](mailto:wjr0001@aces.edu)

Michael Seymour MSU Landscape Architecture E-Mail: [michael.seymour@msstate.edu](mailto:michael.seymour@msstate.edu)

Becky Smith MSU Extension Dept. Ag Econ. E-Mail: [becky.smith@msstate.edu](mailto:becky.smith@msstate.edu)

Louis Wasson MSU Extension Geosystems E-Mail: [lwasson@msstate.edu](mailto:lwasson@msstate.edu)

Dennis Lott Hinds County Comty College Unmanned Aerial Systems Tech [Dennis.Lott@hindsc.edu](mailto:Dennis.Lott@hindsc.edu)

Joseph Zito Asplundh Tree Expert Co. E-Mail: [jzito@utilityservicesinc.com](mailto:jzito@utilityservicesinc.com)