



ASCEND: Drone Business Conference to Present Practical Advice and Immediate Applications for UAS Businesses

ASCEND Conference & Expo 2017: Drone industry experts and working professionals to share information for integrating UAS technology into business processes for significant and immediate improvements. Details at <http://www.ascend-event.com>.

Waukesha, WI, November 10, 2016 -- The ASCEND Conference & Expo will be held at the Oregon Convention Center in Portland, OR, July 19-21, 2017. The commercial UAS industry is at a critical stage of development, with the potential to solve real-world problems across a wide variety of business segments. ASCEND will give professionals in multiple business markets practical information about using drones to improve processes. See <http://www.ascend-event.com> for details.

“ASCEND will go beyond celebrating drone technology to provide practical integration of techniques into current business practices,” said Tim Kidwell, Editor-in-Chief of *Drone360* and on the Executive Planning Team of the ASCEND Conference & Expo. “Other drone events talk about the evolution of the technology; ASCEND will help attendees turn concepts into action plans.”

ASCEND Conference & Expo will convene experienced, successful UAS pros to deliver hands-on workshops, insights into best practices, and other programming that will drill down to the fundamentals entrepreneurs need to achieve success.

Specific, targeted conference tracks will focus on these areas:

- Construction
- Insurance
- Photo and video
- Precision agriculture
- Real estate
- Security/police/fire/search & rescue
- Utility and infrastructure inspection

Sessions will help attendees do one or more of the following:

- Start a business or incorporate drones into an existing business
- Learn best practices through case studies and practical examples
- Understand policy and comply with FAA, state, and local regulations
- Find resources and management tools
- Provide commercial application workflows
- Minimize financial and legal risk
- Manage data acquisition, processing and use
- Develop operations processes

Early speaker commitments include Christina M. Engh, Cofounder and COO, UASolutions Group; Dan Gettinger and Arthur Michel Holland, cofounders and co-directors, Center for the Study of the Drone at Bard College; Patrick Sherman, Roswell Flight Test Crew; and Sharon Rossmark, COO, AeroVista Innovations. The list of speakers and topics will grow significantly in the coming months.

ASCEND will offer a combination of interactive panel discussions, classes, workshops, workflow sessions, mentor meetings, and interviews. Additionally, the ASCEND Expo will encompass all aspects of UAS including service providers, commercial applications, platforms, software, research, technology, training, components, advocacy, education, government agencies, trade associations and retailers.

About ASCEND

ASCEND is a new UAS technology and innovation event presented by *Drone360* magazine. Find full event details at <http://www.ascend-event.com>. Event updates will be posted to Twitter @ASCEND_UAS, on Facebook @ascendUAS, and using the hashtag #AscendUAS. ASCEND will gather hundreds of professionals in the commercial UAS industry: innovators and influencers, service providers, investors, government agencies, associations, manufacturers, advocates, trainers, thought leaders, researchers, and the media.

Attendees, exhibitors, and media should visit the website, <http://www.ascend-event.com>. Knowledgeable industry professionals are invited to contact ASCEND at speakers@ascend-event.com. Details on each conference track will be available on the website as the event nears.

About Drone360

Drone360 is a bimonthly magazine supplemented by a broad range of digital content on its website Drone360mag.com. *Drone360* is published by Kalmbach Publishing Co. The editorial staff is comprised of drone experts and enthusiasts. Members of the Advisory Board for the magazine and the event come from varying backgrounds and include perspectives both inside and out of the unmanned vehicle industry. Kalmbach Publishing Co., based in suburban Milwaukee, produces 15 special-interest magazines and websites in fields ranging from science (*Discover* and *Astronomy*) to railroading (*Trains* and *Classic Trains*), along with events, apps and books designed to meet audience needs in multiple ways.

* Drones are (of course) known by several acronyms. UAV = unmanned aerial vehicle. UAS = unmanned aerial system.