

Call for Speakers: Drone Business Experts Sought to Lead Practical Application Sessions at ASCEND Drone Business Conference in July

Waukesha, WI – (January 12, 2017) – Experts in the application of UAS technology for business are invited to join the line-up for the upcoming ASCEND Conference & Expo to be held in Portland, OR, July 19-21, 2017. [ASCEND](#) aims to give professionals in multiple business markets practical information about using drones to improve processes. Presenters should provide actionable solutions that attendees can immediately put to work, linking thoughts, theories and practices to real-world application.

“I’m looking forward to the caliber of practical knowledge to be shared at ASCEND,” said Sharon Rossmark, COO of [AeroVista Innovations](#). “The UAV industry is at an interesting point where many people have gained expertise through trial-and-error and hard work, but vast numbers of participants are brand-new and eager for knowledge. I’m excited to discuss my experience, and I encourage others to share their knowledge, and in turn to benefit through collaboration and connections gained in the process.”

Suggested session content will help attendees do one or more of the following:

- Start or grow a business
- Incorporate drones into an existing business
- Learn best practices and find resources
- Comply with FAA, state and local regulations
- Provide commercial application workflows
- Detail flight planning for safety and efficiency
- Optimize technology decisions
- Manage data acquisition, processing and use
- Minimize financial and legal risk
- Develop operations processes
- Provide real-world case studies
- Understand critical research

“Industry feedback has been very positive,” said Sara Dumford, Director of Events for *Drone360* and Kalmbach Publishing. “Because we are immersed in the drone world every day, we bring a depth of knowledge to the planning and execution of this conference that is unmatched by other drone events.

We're excited to round out the list of sponsors and speakers with additional experienced, successful UAS pros.”

Hands-on workshops, panel discussions, and individual sessions will be offered in these areas:

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

Become a presenter at ASCEND and join companies like PrecisionHawk, AeroVista Innovations, and Skyward, plus industry experts Patrick Sherman, Jessie Mooberry, Brendan Stewart, and many others. To discuss the possibilities and learn about the benefits and perks of presenting at ASCEND, contact Sara Dumford, sdumford@ascend-event.com.

About ASCEND

ASCEND is a new UAS technology and innovation event presented by *Drone360* magazine. Find full event details at www.ascend-event.com. Event updates will be posted to Twitter [@ASCEND_UAS](https://twitter.com/ASCEND_UAS), on Facebook [@ascendUAS](https://www.facebook.com/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.

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.

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