



Call for Abstracts

2011 Annual Convention and Exposition

Westin Peachtree Plaza, Atlanta, Georgia
September 14-17, 2011

AWT is accepting presentation proposals for the 2011 Annual Convention. We welcome all abstracts submitted, however, preference will be given to abstracts that address business or technical challenges impacting the water treatment industry. In addition, AWT's Convention and Technical Committees will review all abstracts. Submissions will be evaluated for their appropriateness to the audience, relevance, scientific content, and the ability to meet AWT's educational program needs. The Committees' decision will be sent to presenters and authors in February along with AWT's guidelines for preparation of papers and presentations, and the convention schedule. Please email abstracts to hzimmerman@awt.org no later than **December 10, 2010**.

ABSTRACT PROCESS

Upon acceptance on the Convention program, you will receive feedback from the Technical and Convention Committees based on the abstract you submitted, as to the direction the paper should take and what information should be included. Again this year, **all speakers** will be **required** to submit a paper by the deadline listed on the following pages (speakers on business topics do not have to submit a full paper, but will be required to submit notes or an outline). *Failure to submit a paper by the deadline (May 6) will mean removal from the program.*

The Technical Committee will review all papers and speakers will be given 6 weeks to make the necessary changes. Failure to make changes to the paper will result in the paper being excluded from the Convention CD.

PRESENTATION FORMAT

AWT Convention presentations are typically 30-minutes in length – a 20-minute presentation, followed by a 10-minute question and answer period. Presentations are either slotted as a General Session, meaning the presentation will be given to all Convention attendees (usually 400) or as a Concurrent Breakout Session, meaning the presentation will be slotted against another presentation and attendance will be closer to 200.

All prospective presenters are encouraged to craft a proposal that demonstrates a dynamic and innovative plan to disseminate information. Education should be non-commercial, interesting, exciting, effective, unique and memorable. Use of case studies is strongly encouraged.

SPEAKING BENEFITS

The following are benefits enjoyed by all individuals who are selected to make a presentation:

- Increased visibility and credibility in the eyes of water treaters; and
- The opportunity to share ideas, knowledge and experience with both newcomers and veterans of the water treatment profession.

OVERVIEW

- **The deadline for submitting an abstract is December 10, 2010.** All proposals must be submitted as a Microsoft Word attachment via e-mail to hzimmerman@awt.org.
- The primary purpose of presentations and papers at AWT's Annual Convention is to provide factual information of practical and immediate relevance to AWT's members and ideally address AWT's educational program needs.
- A separate proposal must be submitted for each presentation.
- Promoting a company, service or product during a presentation is expressly prohibited. There should only be minimal use of company names, logos, trademarks, and commercially specific references.
- Each paper and presentation will be reviewed by the AWT Technical and/or Convention Committee. Presenters and/or authors may be asked to make changes as a condition of inclusion on the Convention CD. Both the presentation and manuscript will be converted into a protected print only format and put onto a CD that will be distributed to AWT Convention attendees.
- Presentations may be recorded by AWT and made available for sale with all proceeds going to AWT. In addition, AWT expects to have the right of first refusal for up to one (1) year after the Convention to publish papers and/or articles in *The Analyst*.

SUGGESTED TOPICS

Technical Topics

- A Complete Water Treatment Case History
- Biocides
- Boiler Water
- Condensate Polishing
- Cooling Water
- Desalinization
- DOT Regulations
- Filtration
- Food & Beverage Industry Water Treatment
- Future Trends in Industrial Water Treatment
- Green Technology
- Hazmat Training
- High-Purity Water
- High-Salinity Water
- Innovative Technologies
- Ion Exchange Resins
- *Legionella*
- Membranes
- Monitoring
- Nuclear Power Plants
- Pretreatment
- Scale Removal
- Sustainability
- Ultra Pure Water
- UV Treatment/Disinfection
- Wastewater
- Water Reuse
- Zero Liquid Discharge

Business Topics

- Accounting
- AWT Victory Stories (How AWT Helped)
- Business Culture
- Electronic Resources For Reporting/Controlling/Monitoring
- Employee Management
- Estate Planning
- Exit Strategy
- Finance
- Generations In The Workforce
- Health insurance
- Health, Safety, Environmental
- Human Resources/Hiring
- Insurance Issues – Reducing Your Exposure
- Inventory Management
- IT Tools
- Legal Issues/Non-Competes
- Marketing/Sales
- Mergers/Acquisitions
- Motivating Employees
- Outsourcing
- Proposal Writing
- Regulatory/Safety
- Service Reports
- Stories Of Sales Success
- Team Building
- Time/Territory Management
- Valuing Your Company
- Web-Site Development/Trends

SELECTION PROCESS

1. All proposals must be **submitted to hzimmerman@awt.org no later than December 10, 2010.**
2. Following are the core criteria that will be used to review all proposals:
 - a. Topic has practical applications;
 - b. Clear, focused and well-organized proposal;
 - c. Presenter's qualifications;
 - d. Presentation strategies and presentation's overall quality; and
 - e. References from other speaking engagements.
3. AWT does not permit papers or presentations containing marketing commercialization and does not allow more than one use of trade names or logos in papers and presentations. Thereafter, generic identification is required for all products and companies.
4. The AWT Convention Committee reserves the right to request modifications to a presentation proposal before final selections are made.

TIMELINE

- December 10 – Abstracts due
- February 25 –Speakers notified of acceptance and feedback provided on abstract
- March 14 –Speaker Acceptance Letter and AV Forms due
- May 6 – Papers due
- May 6-20 – Papers reviewed
- May 23 – Feedback provided to speakers on revisions required in papers
- May 23-July 1 – Papers revised
- July 1 – Final papers submitted
- July 15 – Presentations due

Call For Abstracts

The deadline for presentation proposals is December 10, 2010. Successful presentation proposals will be submitted as a Microsoft Word attachment via e-mail to hzimmerman@awt.org and will include thorough and accurate responses to each of the questions below. In addition, every presentation proposal must include a complete **Learner Objectives Form** and a complete **Bio Data Form** for each prospective presenter.

Name:

Title:

Company:

Address:

City, State, Zip, Country:

Phone:

Fax:

Email:

1. What is the **proposed title**? (Titles should be accurate, provocative and no more than ten words long.)

2. Who is the **target audience**? (circle all that apply)
 - a. Universal
 - b. Water Treaters
 - c. Service Technicians
 - d. Company Presidents/Owners
 - e. Sales/Marketing Team
 - f. Administrators

3. What is the **targeted track**? (choose one)
 - a. Biocides
 - b. Boiler Water
 - c. Business and Operations Management
 - d. Cooling Water
 - e. Future Trends in Industrial Water Treatment
 - f. Green Technology
 - g. Health, Safety, Environmental
 - h. Innovative Technologies
 - i. Leadership and Motivational
 - j. Legionella
 - k. New Advances in Water Treatment
 - l. Pretreatment
 - m. Regulatory
 - n. Sustainability
 - o. Wastewater
 - p. Other:

4. Presentation Overview

Learner Objectives	Content/Topic Outline	Presenter	Teaching Strategies
<i>Write one simple sentence that clearly states an objective of this proposed presentation.</i>	<i>Create a bulleted outline of three main points that you will use to teach your audience about this learner objective.</i>	<i>List the proposed presenter for each topic. Complete a Bio Data Form for each proposed presenter.</i>	<i>List teaching strategies that are congruent with each objective and its related content.</i>

5. **Presentation Description:** (Please include a description, **approximately 75 words in length**, which could be used to market your proposed presentation to targeted audiences.)
6. List two **professional references**. (Please complete the information that follows for two professional references – from two different organizations – who could attest to your style/skills as a presenter.)
- a. **Reference No. 1:** Name:
 - i. Title:
 - ii. Employer:
 - iii. Phone Number:
 - iv. E-mail Address:
 - b. **Reference No. 2:** Name:
 - i. Title:
 - ii. Employer:
 - iii. Phone Number:
 - iv. E-mail Address:
7. **Bio:** Provide a one paragraph narrative bio that describes your expertise on this topic. If selected, this information will be published in promotional materials and will be used as your introduction during the presentation.