



Call for Abstracts

2015 Annual Convention and Exposition

Omni Nashville and Music City Center
Nashville, Tennessee
September 9 - 12, 2015

AWT is accepting presentation proposals for the 2015 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 Morgan Wisher at mwisher@mgmtsol.com no later than **Monday, December 29, 2014**.

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 (Friday, May 29, 2015) 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 may result in the paper being excluded from the Convention website.

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 reminded that sessions should be non-commercial, interesting, exciting, effective, unique and memorable. The 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 Monday, December 29, 2014.** All proposals must be submitted to Morgan Wisher at mwisher@mgmtsol.com.
- 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 that addresses 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 website. Both the presentation and paper will be converted into a protected, print-only format and put onto the Convention website that will be available to all 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
- Biofilm
- Boiler Water
- Condensate Polishing
- Cooling Water
- Desalinization
- DOT Regulations
- Filtration
- Future Trends in Industrial Water Treatment
- Green Technology
- Hazmat Training
- High-Purity Water
- High-Salinity Water
- Innovative Technologies
- Ion Exchange Resins
- *Legionella*
- Membranes
- Monitoring
- 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 Issues
- 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
- Service Reports
- Social Media
- Stories Of Sales Success
- Team Building
- Time/Territory Management
- Website Development/Trends

Selection Process

1. All proposals must be **submitted to mwisher@mgmtsol.com no later than Monday, December 29, 2014.**
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

- Monday, December 29 – Abstracts due
- Friday, February 20 –Speakers notified of acceptance and feedback provided on abstract
- Friday, March 6 –Speaker Acceptance Letter and AV Forms due
- Friday, May 29 – Papers due
- Monday, June 1-Friday, July 31 – Papers reviewed
- Monday, July 27 – Feedback provided to speakers on revisions required in papers
- Monday, July 27-Friday, August 14 – Papers revised
- Friday, August 14 – Final papers submitted
- Friday, August 14 – Presentations due



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The deadline for presentation proposals is Monday, December 29, 2014. Presentation proposals should be submitted as a Microsoft Word attachment via e-mail to Morgan Wisher at mwisher@mgmtsol.com and should include thorough and accurate responses to each of the questions below.

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

4. Presentation Overview

Learner Objectives	Content/Topic Outline	Presenter
<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 provide a bio for each proposed presenter.</i>

5. **Presentation Description:** (Please include a description, **approximately 400 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. Employer:
 - ii. Phone Number:
 - iii. E-mail Address:
 - b. **Reference No. 2:** Name:
 - i. Employer:
 - ii. Phone Number:
 - iii. 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.