# ANNUAL EDUCATIONAL CONFERENCE GUIDEBOOK

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## The goals of the Annual Educational Conference (AEC) include:

- Providing a variety of educational opportunities to WSEHA members during the AEC,
- Identifying emerging environmental health issues that will require education and training,
- Establishing connections among environmental health professionals in all agencies and arenas, and
- Encouraging professional standards of practice.
A. AEC CHAIR:
Responsible for overseeing AEC, including appointing committee chairs, ensuring coordination between committees, election and AEC budget.

**Duties**
- Select Conference Center.
- Budgeting, including setting registration fees.
- Scheduling AEC Committee meetings.
- Ensure coordination between sub-committees and other WSEHA committees (such as the International Health Committee Silent Auction and the Awards Committee) that may have a role during the AEC.
- Keep sub-committees apprised of their responsibilities and on track.

**SELECT CONFERENCE CENTER**

**Conference Center Search**
1. Adequate size to accommodate 250 - 300 people.
2. Meeting rooms need to cover number of tracks planned for conference. Best to have additional room available so hotel staff can set-up lunch tables while sessions are going on.
3. Guest rooms needed: 100-150 (depending on location).

**Negotiations with hotel $$**
1. Guest rooms. Ask for government rate. Learn what the government rate is in the area prior to negotiations (Chamber of Commerce may be able to help).
2. Meeting rooms. Generally should be no charge or reduced cost for meeting rooms based upon number of guest rooms filled.
3. "Comped" hotel rooms. Should get free guest rooms for a certain number rented out. For instance, one free room per 50 guest room nights rented. AEC Chair will have one of those rooms, which should be a suite. Executive Secretary will have one of these rooms. Any additional may be used for speakers.
4. Meals. Tax and tip included. Find out if tax is also included on tip, or if it is figured out beforehand. Just need to know so you can adequately figure the cost.
5. Substitutions: Can sometimes make substitutions. For interest, a dessert planned as part of a meal package may be able to be-used, as an afternoon snack. (Facilities committee).

**BUDGET**

Even though anticipated attendance projections may show there is plenty, be aware that speakers will not pay that day's registration fee nor for at least one meal. AEC Budget is typically $30,000 - $32,500 for a two day conference. Ensure that costs and 12% profit as
recommended by WSEHA Board are fully covered by registration fees. Sample budgets attached.

- REQUIRE that all your sub-committee chairs provide an estimate of their costs prior to your setting registration fees.
- REQUIRE that all costs be submitted to you for approval before going to the treasurer.

**Setting Registration Fees**

Once you have as many hard costs down as possible, and an anticipated number of attendees, you can figure registration fees. An example of how to figure each days’ registration fees:

- X = Food Costs (include break snacks/beverages) per attendee.
- Y = Meeting Room Cost including A/V Costs
- Z = Speaker Cost (travel, lodging, speaker fees, meals, etc.)
- W = Miscellaneous Costs, which can include publications cost, Executive Secretary cost, committee travel, logo artist cost, bags, postage, prizes, A/V Coordinator out-of-pocket expenses, etc.

\[
\text{1 Day registration fee} = X + \frac{(Y + Z + W)}{\text{# of attendees}} + 12\%
\]

When figuring AEC package costs, need to use this formula to ensure that all hard costs are covered. Coordination is needed between the WSEHA Executive Secretary (who takes and deposits registration fees), WSEHA Treasurer (who writes the checks), and AEC Chair (who authorizes the checks). It is recommended that the Executive Secretary periodically update income/expense statements so we know AEC budget status. Check-ins may include at end of Early Bird registration, two weeks before the AEC (or final AEC Committee meeting prior to AEC), and whenever large payments (such as venue deposits) are required.

**AEC COMMITTEE MEETINGS**

Assuming an early May AEC date…

1. July/August: Kick-off meeting at conference center site so Committee members can become familiar with the site and be introduced to conference center staff.
2. 1st or 2nd meeting: select sub-committee chairs. Theme for conference should also be selected at this time.
3. September – December: Monthly meetings may be required to get as much planning done and speakers in as possible.
4. October – November: Call for Papers goes out in October. solicit vendors/exhibitors.
5. Speakers are selected in December (ideally – may be extended into January).
6. January - AEC Date: Meeting frequency may be stretched out as necessary, but a final meeting 2-4 weeks prior to the AEC is necessary to finalize all details.
7. March – April: Pre-Approval for CEUs should be applied for after the preliminary agenda is developed and most speakers are confirmed (at least six weeks prior to the AEC). Organizations that provide CEUs for AEC participants include: WSBRS, NEHA, Washington Certification Services (for drinking water operators), Washington Department of Ecology (for wastewater operators), and SWANA (for solid waste professionals). Certificates of Attendance may also be made available for Public Health Nurses who wish to apply for continuing education contact hours from WSNA.

8. Post-AEC debrief meeting, to revise AEC guidance to reflect ‘lessons learned’ shortly after the AEC.

MISCELLANEOUS

1. Coordinate introduction of keynote speaker with WSEHA President.
2. Coordinate presentation of awards/other matters with Awards Chair.

POLICIES

1. Proposed Budget needs to be presented to WSEHA Board.
2. Hotel contract needs to be signed by both the WSEHA President (or designee, such as the WSEHA Treasurer) and the AEC Chair.

B. AEC CO-CHAIR:
Responsibilities include stepping-in wherever AEC Chair sees a need, but the primary duty of the AEC Co-chair is to learn as much about running the AEC his/her up-coming role as AEC Chair.

Duties
- Assist AEC Chair whenever required.
- Learn as much as possible about all sub-committee duties.
- Best to be a sub-committee chairperson on marketing, facilities or even speaker committee

C. SPEAKER COMMITTEE CHAIR:
Responsible for collecting ideas and leads for possible speakers, securing those speakers and seeing that the speakers' needs are met.

Duties
- Soliciting speakers and poster presenters for the AEC.
- Securing speakers and poster presenters for the AEC.
- Speaker accommodations for the AEC.
- Coordination on speaker bios with Publications Chair.
• Scheduling times for break-out sessions for presentation to AEC Committee. Breaks required between all sessions to ensure people can get to the next session.

SOLICITING SPEAKERS FOR THE AEC

1. Works with AEC Committee Members and others to identify topics of interest to conference participants. Identify potential presenters, including soliciting of keynote speakers and presentations in line with selected theme for conference.
2. Preparation and distribution of call for papers, including coordination with Publications Chair and WEB page person.
3. Follow-up on possible speaker contacts from AEC Committee members.
4. Tracking and following up on speaker contacts received from any other source.
5. Presentation to AEC Committee list of speakers to choose from.

SECURING SPEAKERS FOR THE AEC

1. Confirmation of speakers selected.
2. Including with confirmation letters a consent form asking if speaker's presentation may be distributed in Proceedings of Conference.
3. Notification of those not selected.

SPEAKER ACCOMMODATIONS

1. Determine travel arrangements. Arrange for airport pick-up, if necessary.
2. Determine speaker expenses and report to AEC Chair.
3. Coordinate with Registration Committee as to speaker registrations.
4. Coordinate with Audio/Visual Committee as to speaker needs.

COORDINATION WITH PUBLICATIONS CHAIR

1. Speaker bios are needed for the Program. Select a speaker subcommittee member to be responsible for putting these into electronic format to get to the Publications Chair (or if Publications has someone willing to do this, that would also work).
2. Make sure to include instructions on the Call for Papers form to limit length of speaker bios and include key information (professional qualifications, education, etc.).

POLICIES

1. Keynote speaker receives reimbursement for travel, lodging and meals.
2. Presenters, other than the keynote speaker, normally pay regular registration fees. Only speakers who do not stay for other presentations should be exempt from paying fees.
3. If a speaker chooses to stay for additional AEC days, it will be at their cost.
4. Other speakers may be offered and receive reimbursement for travel and lodging expenses ONLY when the AEC Chair has approved this as presented by the Speaker Chair.

***NOTE: This needs to apply for 'exceptional' speakers. Some ideas for control on this would be: only to out-of-state speakers; NEHA speakers that come highly recommended; nationally known experts in an emerging field. There should be some discretionary money for bringing in people other than the 'usual suspects.'***

D. REGISTRATION COMMITTEE CHAIR:
Responsibilities include coordination and confirmation of registrations in conjunction with the Executive Secretary.

**Duties**
- Registration page for newsletter and brochure.
- Dissemination of brochure to WSEHA members.
- Coordination with speakers' committee on speaker registrations.
- Coordination for packet stuffing, meal cards, name tags, and any other items. Examples of other items that may be included in the registration packet are listed below and are included in the Appendix:
  - CEU tracking form
  - AEC evaluation form
  - WSEHA volunteer form
  - Local activity flyer with map
  - Silent Auction flyer

The Executive Secretary will take in registration fees send out registration confirmation letters to attendees and speakers, and order supplies (such as name tags, meal cards, copies of forms, etc.) at the direction of the Registration Committee Chair.

E. WEB PAGE COMMITTEE CHAIR:
Responsibilities include web page publication and update.

**Duties**
- Call for Papers.
- Topics selected.
- Final schedule.
- Follow-up after conference may include development of Proceedings of Conference.
F. PUBLICATIONS COMMITTEE CHAIR:
Responsibilities include seeing that the brochure advertising the AEC and the program to be given out at the AEC are published in a timely and cost-effective manner.

Duties
- Coordination with Speaker Committee and Web page committee on Call for Papers publication.
- Brochure publication.
- Program Publication.
- Distribution to AEC Committee.

BROCHURE PUBLICATION
1. Coordination with Committee on speakers and topics selected.
2. Registration Page - coordination with Registration Committee and AEC Chair on final registration fees.
3. Brochure will be primarily available via the website. A small number of copies may be printed for the AEC if needed.

PROGRAM PUBLICATION
1. Coordination with Speaker Chair on Speaker bios and session timing.
2. Work with Logo/Bags/Goodies Committee Chair for graphics on program cover.
2. Work with Printer on Layout of Program.

DISTRIBUTION
Get adequate number of brochures to Marketing Chair, Registration for distribution to WSEHA members and other Committee Chairs as needed.

G. MARKETING COMMITTEE CHAIR:
Recommend at least six month lead time for these activities. Contact the WSEHA Executive Secretary for exhibitor contact lists, example emails, and other information prior to beginning work.

Duties
- Solicit exhibitors, sponsors, and establish relevant fees for AEC
- Responsible for coordinating advertising of AEC to agencies and people other than WSEHA members (which is done by Executive Secretary)
- Distribution of AEC information to non-WSEHA members
Policies
1. Vendor fees may be used to fund the social activities of the AEC. The Marketing chair should coordinate with the Social Chair and AEC Chair to ensure that vendor fees adequately cover planned social activities.
2. Non-profit organizations such as Red Cross, Peace Corps, etc. are typically charged a reduced fee (at a minimum to cover costs such as table rental, meals, etc)

Planning Notes:
1. Contact the current WSEHA Secretary, or prior Marketing Committee members, to get lists of organizations and contacts who have participated as exhibitors or sponsors at recent AEC events.
2. Work with the AEC Chair and Facility committee to ensure that the location selected for the next conference includes adequate space for exhibitor tables. Some considerations are to locate exhibit tables in a high traffic area for frequent interactions with conference attendees, and perhaps near food or break areas. Exhibitor area should include access to electrical outlets for each table and a good wireless internet connection.
3. Once the date and location for the upcoming AEC have been determined, send this information out to all recent exhibitors so they can put it on their planning calendars for the coming year, and include it their conference budgets. This should go out 10-12 months in advance if possible.
4. 8 months before conference, contact exhibitors from recent AEC by phone and email to encourage ongoing participation and support of WSEHA. If exhibitors are unable to attend, request donations of products or gift cards for the International Health Committee silent auction, and prizes for the exhibitor trivia game that will motivate conference attendees to interact with exhibitors.
5. Check with staff of local public health or state agencies who are familiar with the region where the conference will be held to get suggestions on local businesses who may be interested in participating as an exhibitor or sponsor.
6. One month prior to the AEC, send out an email to all exhibitors that includes details of the location, information about shipping packages and materials to the venue ahead of time, how to label the packages so they are properly identified for exhibitors to pick up, how to access the facility if large displays or heavy items need to be unloaded, and a contact person at the conference facility for further information.
7. Call or email exhibitors requesting several facts or pieces of interesting information or trivia about their products, services, or programs that can be used to create the trivia game questions.
8. Work with members of the AEC Social Committee to develop questions for the exhibitor trivia game. Schedule times on the conference program for the trivia game to occur, and prizes to be awarded. This may be on one or more days of the conference.
9. On the first day of the day of the conference, provide information to staff at the registration table about how to contact you if exhibitors have any questions or need help setting up. If possible, provide a map of the exhibitor table area with locations for each company or organization. Label each of the tables with this same information.

10. During the AEC, check in with each exhibitor to see if they have any questions, thank them for their support, and ask for feedback about how to improve our event.

11. Provide any feedback from exhibitors to the Planning committee during the “hot wash” debriefing session after the AEC.

12. Send updated information for all exhibitors, sponsors and donors to the WSEHA Secretary after the AEC so this information is available for future Marketing Committee members. Providing examples of email or correspondence to exhibitors may also be helpful.

***Note: Vendors generally want to be in an area that is easily visited by those attending the AEC. They are interested in as much exposure of their product as possible, so it is best to try to accommodate this desire through a location near the food.***

G. LOGO/BAGS/GOODIES COMMITTEE CHAIR:

Responsibilities are self-explanatory!

Duties

- Hire artist for logo.
- Coordinate with publications chair as to when logo needs to be complete.
- Canvas bags have been given out at many AEC's and seem to be well received. Other 'goodies' given out are limited only by this committee's imagination and budget constraints.

POLICIES

Determine who will receive 'goodies' like the canvas bags. All attendees, those just attending all three days? Two days?

***NOTE: Artist should do artwork only. Publications Chair can add wording in later.***

I. STUDENTS/MODERATOR COORDINATOR:

Student Coordinator: Provide liaison between students and AEC Committee and schedule which students will be assisting at what sessions. Outreach should be considered at colleges and universities in close proximity to the AEC venue.
Moderator Coordinator: Arrange and schedule moderators for each session.

**Duties**

- Determine with AEC Committee if Student Papers are to be a breakout session topic. If so, coordinate with Speaker Committee chair.
- Clear direction needed to students as to what their duties are, which may include:
  - Running audio-visual equipment and lights for a speaker.
  - Packet stuffing
  - Staffing registration tables
  - Collecting meal tickets

**POLICIES**

1. Student registration fee should remain low to encourage student attendance, thereby encouraging additional and continued membership in WSEHA.
2. Meals are to be provided to all students who are helping.

**Moderator Coordination**

Moderators at each session help keep the sessions on time and running smoothly.

Arrange for moderators and schedule one in each session.

**J. FACILITIES COMMITTEE CHAIR:**

Responsibilities include liaison with personnel of facility where AEC is held.

**Duties**

- Following AEC Chair’s initial contract with the hotel, need to turn over to one or two people on facility committee to act as liaisons with the hotel.
- Meet with hotel staff regarding:
  - Menu selection (take proposed menu to AEC committee for final choices)
  - Room arrangements and set-up (include vendor set-up)
  - Audio Visual needs and costs
- Once speakers are selected, coordinate with Speaker Committee Chair as to room assignments.
- Coordinate with Registration Committee number of meals anticipated for each meal and report to the hotel staff.

*** Note: Many conference centers may bargain. A dessert table may be eliminated at lunch and used for an afternoon snack. Don't be shy about asking.
Coffee Service: It is generally best to go with a break package. Paying for coffee by the gallon seems to run up the cost significantly.

A set of appetizers in the early evening is much cheaper than a sit down dinner and may be better for encouraging social networking.

Traffic Flow: Think about how people will change from room-to-room, where the vendors will be, and how meals will be served and try to create a smooth traffic pattern. Facilities committee should monitor and report problems to venue staff for prompt correction.

Meal Count: If the AEC ends at Friday lunch, plan for the meal count to be about 1/3 less than actual attendees for Friday. Many people leave without having lunch. This will help save money.

K. SOCIAL COMMITTEE/GOLF/FUN RUN:
These activities can be as varied as possible, dependent solely upon the make-up of the committee.

Duties
Coordination of evening events. Social activities need to be geared toward several different groups, old and young. Things that have worked well in past AEC's:

- Ice Cream social
- Talent Show
- Wednesday night off-site dinner
- Dance
- Softball game
- Film night

Golf/Fun Run Duties
- Selection of golf course and fun run course.
- Establish green fees and coordinate with AEC Chair on cost for registration page.
- Purchase prizes.
- Presentation of golf trophies and fun run participant awards.

POLICIES
1. Money for social events should come from vendor booth fees.
2. Golf Tournament needs to pay for itself.
Responsibilities include making sure the audio/visual needs of each speaker are met.

**Duties**

- Coordinate with Speaker Committee Chair concerning audio/visual needs and ensure that these are provided, set up and operational prior to each session.
- Get a list of Departments that will loan equipment for use at the AEC. Any shortfall, coordinate with facilities to have hotel provide necessary equipment.

Equipment generally required per room:

- Microphone
- A/V cart
- Screen
- Laptop Computer and Powerpoint projector
- Extension cords

It is usually best to have one of these complete sets per room for the duration of the AEC so that it's not necessary to move equipment from place to place. 1-2 backup A/V carts should also be available to trade out quickly in case there are technical difficulties with the front line equipment.

Loan of WSDOH equipment needs to be coordinated with their IT unit. A few days before equipment is to leave, laptops need to be taken to IT to have identical passwords put on (password-1 has worked well in the past). WIFI must be enabled on all laptops!

The person collecting the A/V equipment should keep a master list (including tag numbers) of all equipment to ensure that a chain of custody is maintained with the loaning offices (and that they get the right equipment back in good repair). Mark all outside cases where equipment came from so it can be returned. The A/V Committee should also mark equipment inside the cases on Sunday so the same equipment goes back to the same cases.

At the end of conference, laptops should be checked for DVDs/CDs before putting back in cases. Laptops will have all conference presentations deleted.

The person collecting the A/V equipment will also generally be transporting easels (for poster sessions and/or bulletin boards). The same chain of custody procedures applied to A/V equipment should also be done for these items.

Have people label their equipment so that it can be returned when the AEC is over. When people bring their equipment in, it can be stored in a room generally used for AEC supplies.

Power Point Projectors: Best to have speakers put their presentations on a disc rather than bring their computer in. Not all computers are compatible with all Power Point projectors. This also eliminates the need to re-set the equipment.
APPENDIX – EXAMPLES OF AEC HANDOUTS

CEU Tracking Form

### Monday, May 6

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>CEU Hours</th>
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<tbody>
<tr>
<td>Session A</td>
<td>Waste Audit and Recycling</td>
<td>2.00 credit hour</td>
</tr>
<tr>
<td>Session B</td>
<td>Waste Reduction</td>
<td>2.00 credit hour</td>
</tr>
<tr>
<td>Session C</td>
<td>Agenda for Change &amp; Environmental Health</td>
<td>2.00 credit hour</td>
</tr>
</tbody>
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### Tuesday, May 7

<table>
<thead>
<tr>
<th>Session D</th>
<th>Session E</th>
<th>CEU Hours</th>
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<tbody>
<tr>
<td>Session F</td>
<td>Session G</td>
<td>2.00 credit hour</td>
</tr>
<tr>
<td>Session H</td>
<td>Session I</td>
<td>2.00 credit hour</td>
</tr>
<tr>
<td>Session J</td>
<td>Session K</td>
<td>2.00 credit hour</td>
</tr>
</tbody>
</table>

### Total:

- **Session A**: 2.00 credit hour
- **Session B**: 2.00 credit hour
- **Session C**: 2.00 credit hour
- **Session D**: 2.00 credit hour
- **Session E**: 2.00 credit hour

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**Note:**
- All sessions are to be submitted to the WSEHA office.
- CEU certificates are due by the 15th of the following month.
- CEU eligibility for up to 2 CEUs from WSEHA is available.

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**Session D**: Waste Audit and Recycling
- Effective waste audit and recycling practices
- Strategies for improving waste management

**Session E**: Waste Reduction
- Implementation of waste reduction programs
- Benefits of reducing waste

**Session F**: Agenda for Change & Environmental Health
- Strategies for enhancing environmental awareness
- Tools for promoting environmental health

**Session G**: Waste Reduction
- Best practices for waste reduction
- Case studies of successful waste reduction initiatives

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**Session H**: Waste Audit and Recycling
- Monitoring waste generation
- Analysis of waste reduction potential

**Session I**: Waste Reduction
- Strategies for reducing waste
- Economic benefits of waste reduction

**Session J**: Agenda for Change & Environmental Health
- Awareness raising campaigns
- Policies for promoting environmental health

**Session K**: Waste Reduction
- Implementation of effective waste reduction programs
- Evaluation of waste reduction initiatives

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**Total CEU Hours:** 10.00 credit hour
AEC Evaluation Form

WSEHA Volunteer Form

WSEHA Needs Your Help!

[Form with various sections and options]

Name: ______________________
Email: ______________________
Phone Number with Area Code: ______________________
Mailing Address: ______________________
City, State, Zip: ______________________

PLEASE RETURN THIS FORM TO THE REGISTRATION Desk OR MAIL TO:

[Address]

THANK YOU!

Updated with WSEHA Board Approval 01/14/2020
Local Activity Flyer with Map

Silent Auction Flyer

Updated with WSEHA Board Approval 01/14/2020
Call for Papers Notification

Washington State Environmental Health Association
2013 Annual Educational Conference
Monday, May 6 and Tuesday, May 7
Great Wolf Lodge, Grand Mound, Washington

CALL FOR PAPERS NOTIFICATION

The Washington State Environmental Health Association is currently accepting presentation proposals for their 2013 Annual Educational Conference (AEC) at the Great Wolf Lodge in Grand Mound. We are very excited to have the AEC back after a long hiatus. A variety of environmental health topics will be provided at the conference.

ORAL PRESENTATIONS:
To submit a paper or proposal for presentation, complete the on-line submission form by clicking the link. You will need to provide as much information as possible including a presentation title, abstract and complete presenter/panelists information. Names of panelists need to be included so when assigning conference time slots presenters are not double-booked. Upon acceptance of your presentation, you will be asked to submit your presentation to the AEC Audio/Visual Coordinator for loading it prior to the conference. Only on-line submissions will be accepted; no fax or mail in proposals please.

POSTER PRESENTATIONS:
WSEHA will also be accepting poster presentations this year. Poster presentations will be submitted on-line using the same submission form as the oral presentations. Size limit on posters is 48” X 36” and need to be hung no later than Monday, May 6 at 9:00 a.m. Authors of poster presentations do not need to be present at the conference; posters may be hung and represented by any registered conference attendee. Posters will need to be removed by close of the conference on Tuesday or they will be removed with no guarantee the poster will be returned to the author.

VERIFICATION OF SUBMISSION AND NOTIFICATION OF ACCEPTANCE:
After entering your abstract, please verify your work and print a copy for your records. Results of acceptance will be e-mailed to the Primary Presenter by Friday, January 11, 2013. It is the responsibility of the primary presenter to notify any panelist of the results. If accepted, the primary presenter will be expected to work with the liaison between the Speaker Chair and any panelists. The primary presenter will be expected to keep the Speaker Chair informed of any changes made to the original proposal submitted. Abstract content cannot be edited once it is accepted; only changes to panelists and title can be made.

DEADLINE FOR SUBMITTING PRESENTATIONS:
All presentations need to be submitted on-line no later than Friday, December 7, 2012.

REGISTRATION REQUIREMENTS:
WSEHA is a non-profit organization that receives no financial funding other than support through annual membership dues. All revenue made by the AEC goes towards conference and administrative expenses.

With this in mind, the AEC Planning Committee and WSEHA Board have established the following policy for presenter registration: To avoid raising registration fees, presenters who submit an oral presentation for the AEC (also known as the primary presenter) will need to pay the registration fee for the day they are scheduled to present, or for the entire conference if they plan to attend. Panelists will not be required to pay if they are only coming to present, then leaving.

AEC Contact Information:

WSEHA POLICY & PROCEDURES AEC GUIDEBOOK
ANNEX A
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Updated with WSEHA Board Approval 01/14/2020