

Western Chapter ISA 77th Annual Conference & Trade Show
May 10 to 13, 2011 · La Jolla, California

Serving the Environment with Quality Arboriculture



Call for Presentations

You've spent years honing your skills. Now share your experience and knowledge by submitting a proposal for consideration as a presenter at the 77th Annual Western Chapter ISA Conference and Trade Show.

The WCISA 2011 conference, titled “Serving the Environment with Quality Arboriculture” will have a theme of *Environment, Service, and Arboriculture*. Educational topics will have an emphasis on environmental science, professionalism and services provided by the modern arborist that helps to sustain the environment through quality tree care. Educational tracks will be designed to allow participants to focus on areas of particular interest by attending presentations of their choosing. The Conference Committee is currently accepting proposals from speakers willing to share their expertise on the following range of topics:

Science

- Trees and climate
- New items of discovery
- How science serves the tree care industry

Environmental benefits of trees

- How trees serve the environment
- Educating the public & customers
- What every crew foreman should know

Professionalism and the field of Arboriculture

- Ethics
- New trends
- Customer service
- Service in the industry

The above are just a sampling of topic ideas for each theme (or track) so feel free to add if you have a topic that lies within either one of these themes.

All interested parties should submit a completed Call for Presentations Form and return it to:
Mike Palat, Program Chair at mpalat@wcainc.com.

Western Chapter International Society of Arboriculture
31883 Success Valley Drive, Porterville, CA 93257 – 866/785-8960



2011 Western Chapter ISA Annual Conference & Trade Show
Call for Presentations Form
Deadline for proposals is September 15, 2010

Please complete and return to: Mike Palat at mpalat@wcainc.com

The preferred proposal format is a Word file attached to an e-mail. If necessary, proposals may be faxed (858)566-4098 or mailed to: Mike Palat, Program Chair, West Coast Arborists, Inc., 8524 Commerce Av., Suite B, San Diego CA 92121 P: (858)566-4204

If you have any questions, please contact: Mike Palat by email at mpalat@wcainc.com or phone at (858)566-4204

This RFP is available online at <http://www.wcisa.net/Default.asp>

Primary Presenter: (**this person will receive all conference correspondence **)

Name: _____ Title: _____
Organization: _____
Address: _____
City, State, Zip: _____
Phone: _____ Fax: _____
Email: _____

Additional Presenters: (repeat as necessary)

Name: _____ Title: _____
Organization: _____
Address: _____
City, State, Zip: _____
Phone: _____ Fax: _____
Email: _____

Proposal Title: _____

Format:

_____ **Workshop:** 90 minute sessions intended to share established and innovative strategies through interactive activities and presentations.

_____ **Presentation:** 45-60 minute sessions intended to present information, research or evaluation results in a lecture format with some time for discussion.

_____ **Other:** (please describe) _____

Please check the track that best suits your proposal: (if appropriate, check all that apply)

_____ **General Session – “Serving the Environment with Quality Arboriculture”**
_____ **Service**
_____ **Science**
_____ **Professionalism**
_____ **Other:** _____

Proposal requirements continued on next page

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All proposals should include the following sections:

Proposal Description (100 words maximum)

Information for the conference proceedings to include the following:

- Brief program description
- Session target audience
- Session format and information that will be shared

Participant Learning Objectives (200 words maximum)

- What are the learning objectives for conference participants?
 - Will conference participants gain skills, knowledge, abilities to apply in their own sphere of influence?
- How do you intend to engage participants in active learning?

Proposal Abstract (600 words maximum)

Please address all applicable areas:

- Program, policy, or research description
- Need or problem that program, policy, or research addresses
- Describe how the program or research is replicable, or applicable to other audiences
- Collaborating organizations/agencies

Have you presented at a Western Chapter Conference before?

____ Yes ____ No

If yes, how will the information differ from your previous session? (100 words maximum)

Notice of acceptance will be sent by October 1, 2010.