



Traveling with the WAA Booth

by Eric Petersen, Publicity Chair

As a way to increase the public knowledge of the WAA, our booth travels all around the state promoting our association and its members. Since our annual conference in Green Bay to the time you are reading this article, the booth has already been at three different events with a handful more to come this year. The booth was present at a very well-attended Madison Garden Expo where over 20,000 people strolled through the exhibition hall of the Alliant Energy Center. WAA members promoted hiring certified arborists and directed the public to check out our website's Certified Arborists for Hire page to find someone in their area. The booth's

next stops were out west in La Crosse for two events at Myrick Hixon Eco Park where the booth was proudly displayed to give visitors information about our organization. Look for the booth to make an appearance at the In Celebration of Trees Event in Boerner Botanical Gardens in mid-April.

If you have an idea for a booth appearance at an event or would like to help staff the booth during a show, please contact Eric Petersen at eric@petersenassoc.com to make arrangements. Thanks to all who have volunteered and helped to get the WAA's name in the public's eye!