2006 Pollie Awards & Conference

The 15th Annual Pollie Awards
March 22-24, 2006

Pollie Awards

Recognizing the Best in Public Affairs and Political Communication
The **NRA** is Proud to be a Sponsor of the 15th Annual Pollie Awards.
Dear Conference Participant:

On behalf of the Conference Host Committee, we welcome you to the Napa Valley and to the 2006 Pollie Awards & Conference! As Northern Californians, we are fortunate to have the bounty of the Napa Valley just a short distance away. We know you will fall in love with all the Napa Valley has to offer, and before you leave you will know why it is one of the world’s most beloved destinations.

Since AAPC’s Political Affairs & Pollies Conference last January in Washington, D.C., we’ve seen some great changes in our industry. This year’s conference is compact, but still loaded with insightful panel discussions conducted by some of the top leaders in our field. We’ve surveyed our membership and are actively working to provide the necessary tools to better your business. We hope you’ll be pleased with our efforts and that you’ll keep the feedback coming.

Most importantly, we hope you’ll find this year’s conference both stimulating and productive – and that it inspires you to become an even more active member of AAPC.

Truly a highlight of the conference will be this year’s Pollie Awards! With a record number of online submissions for public affairs, Friday’s luncheon is guaranteed to be a great celebration of our industry. If you haven’t bought a ticket already, don’t miss out! Visit the AAPC registration desk for more information.

During the conference, please contact us or other members of the Conference Committee for assistance or advice to make your stay more enjoyable. Welcome to the conference and enjoy!

Sincerely,

Beth Miller Malek
2006 Conference Co-Chair

Rich Schlackman
2006 Conference Co-Chair
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Each year AAPC is host to the world’s only awards competition solely for political and public affairs consultants, and it could not be done without the time, talent and contributions of the many individuals and organizations listed below!

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On November 2, 2004, nearly 21 million 18-29 year olds cast their vote. Turnout among 18-29 year olds was up 9 percentage points over 2000, while the overall voter rate increased only 4 points (US Census).

On November 8, 2005, young voter turnout in the New Jersey and Virginia gubernatorial elections increased 19 and 15 percent in targeted youth precincts. This generation has shown that young people are paying attention and will get out to vote.

Young people are paying attention...

but are you paying attention to them?

Young voters can make a difference in your campaign;

Leading analysts suggest the two main factors behind the jump in youth turnout are a more engaged Generation Y and targeted field efforts that mobilized young people.

To find out how effectively target and mobilize this newly engaged electorate, contact Young Voter Strategies at (202) 994-5122 or visit www.youngvoterstrategies.org.

Young Voter Strategies, a project of The Graduate School of Political Management at The George Washington University (GSPM) with support from The Pew Charitable Trusts, provides the public, parties, candidates, consultants and non-profits with data on young voters and tools to effectively mobilize this demographic.
CONFERENCE AGENDA

2006 PUBLIC AFFAIRS POLLIE AWARDS & CONFERENCE
MARCH 22-24, 2006
SILVERADO RESORT & CLUB ~ NAPA VALLEY, CALIFORNIA

WEDNESDAY, MARCH 22, 2006
REGISTRATION
3:00 p.m. – 7:30 p.m.
Silverado Ballroom Foyer

POLLIE AWARDS CONFERENCE
WELCOME RECEPTION
6:00 p.m. – 7:30 p.m.
Silverado Ballroom East/West
Join your friends and colleagues to kick off the 15th Annual Pollie Awards & Conference. A ticket is required for attendance at this event.

Sponsored by:
Signature Media Solutions

THURSDAY, MARCH 23, 2006
REGISTRATION
7:00 a.m. – 6:00 p.m.
Silverado Ballroom Foyer

CONTINENTAL BREAKFAST
7:30 a.m. – 8:30 a.m.
Fairway Deck

Sponsored by:
Campaigns & Elections Magazine

WELCOME/OPENING REMARKS
8:30 a.m. – 9:00 a.m.
Silverado Ballroom East/West

INTERNET TECHNOLOGY AND PUBLIC AFFAIRS
9:00 a.m. – 10:15 a.m.
Silverado Ballroom East/West
With a growing number of voters online, the Internet is a medium that is an essential component of a public affairs campaign. The tools offered by this medium continue to evolve, and practitioners at the cutting-edge of online campaigns will discuss the “tried and true” methods for online advocacy and provide you with a “hands-on” glimpse of the future of technology in public affairs.

Sponsored by:
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REFRESHMENT BREAK WITH EXHIBITORS
10:15 a.m. – 10:30 a.m.
Fairway Deck

HOW TO USE LOCAL CABLE TV TO IMPROVE YOUR CAMPAIGNS
10:30 a.m. – 11:45 a.m.
Silverado Ballroom East/West
There are more than 180 million people in wired cable homes in the U.S. who tune to cable programming every single week, and not one of these viewers is watching in the same way. Learn what local cable television is, how it is changing to accommodate your needs as political professionals, and how you can use cable easily and effectively to make an impact on the people you need to reach.

Speaker: Chuck Cowdrey
VP/Political, National Cable Communications

Sponsored by: NCC

NETWORKING BREAK WITH EXHIBITORS
11:45 a.m. – 12:15 p.m.
Fairway Deck
Keynote Luncheon:
UNDERSTANDING THE POWER OF THE LATINO VOTER
12:15 p.m. – 2:15 p.m.
Silverado Ballroom East/West
The Hispanic market is now the largest minority segment of the population in the U.S. Nationally, 50% of the growth of the total U.S. population is being fueled by the growth of the Hispanic market. A responsive population base reached most effectively through Spanish-language media can make a difference in getting candidates elected. A ticket is required for attendance at this event.

Speaker:
George Ray
Vice President, Marketing & Business Development, Univision

Sponsored by:
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Concurrent Session:
WINNING PRESENTATIONS: PERFECTING THE PITCH
2:30 p.m. – 3:45 p.m.
Buena Vista/Sutter Home
Your first meeting with a potential client – and the pitch you make – can make all the difference in landing that client or campaign. Learn the best practices and unique positioning techniques to build your client base more effectively.

Speakers:
Christi Black
Managing Director, Ogilvy Public Relations Worldwide, Sacramento Office
Steve Swatt
Senior Counselor, Porter Novelli

Sponsored by:
APCO Worldwide

Concurrent Session:
KEEPING COALITIONS ALIVE: PERMANENT MARKETING
2:30 p.m. – 3:45 p.m.
Chappellet/Mondavi
You’ve forged relationships with organizations, and throughout the election cycle you gathered their support for your clients. Your job shouldn’t end there! Learn to transition those grassroots organizations into long-term clients. Find out how to transform political coalitions into permanent public affairs powerhouses.

Speakers:
Jose Hermocillo
Sr. VP and Managing Director, APCO Worldwide, Sacramento
Kassy Perry
President & CEO, Perry Communications Group
Joel Fox
President, Small Business Action Committee
Sandra Lowe
Political Consultant, California Teachers Association

Sponsored by:
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DINNER AT THE CULINARY INSTITUTE OF AMERICA
6:00 p.m. – 10:00 p.m.
The Culinary Institute of America at Greystone is America’s only facility devoted exclusively to continuing professional education in food, wine and hospitality. The historic landmark building, formerly Christian Brothers Winery, has grand cathedral ceilings, massive hand-cut stone walls and carefully selected antiques. Guests will enjoy a fabulous dinner featuring fresh, seasonal flavors from the gardens and farms of the Napa Valley region. This will be a very special evening for all AAPC conference registrants.

Buses will depart the Silverado promptly at 6:00 p.m. for the Culinary Institute of America. A ticket is required for attendance at this event.

Sponsored by:
PhRMA

FRIDAY, MARCH 24, 2006
REGISTRATION
7:00 a.m. – 2:00 p.m.
Silverado Ballroom Foyer

CONTINENTAL BREAKFAST
8:00 a.m. – 9:00 a.m.
Silverado Ballroom Foyer
POLITICS AND THE ENVIRONMENT – A CASE STUDY: WHEN R’S AND D’S WORK HAND-IN-HAND

9:00 a.m. – 10:00 a.m.
Silverado Ballroom East/West

A growing number of environmental issues are drawing support from both sides of the aisle. How does a campaign of this nature get managed? Dr. Brennan will show how nontraditional strategic alliances can be formed and utilized effectively. This case study looks at the proposed development of the largest open-pit mine in North America at the headwaters of the two largest salmon spawning streams in the world – an issue that has brought unlikely allies like U.S. Senator and President Pro Tempore Ted Stevens together with environmental groups he has fought his entire career.

Speaker:
Dr. Scott Brennan
Environmental Expert and Consultant

Sponsored by:
Renewable Resources Coalition

REFRESHMENT BREAK
WITH EXHIBITORS
10:00 a.m. – 10:15 a.m.
Fairway Deck

Concurrent Session:
LAUNCHING YOUR PUBLIC AFFAIRS PRACTICE
10:15 a.m. – 11:30 a.m.
Buena Vista/Sutter Home

Election day has passed and you want to expand your client portfolio into the ever-growing realm of public affairs. Come hear how to best position your firm to obtain more work in the public affairs arena.

Speakers:
Martin R. Wilson
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Donna Lucas
Donna Lucas Consultants
Roger Salazar
AcostaSalazar LLC
John Whitehurst
BMWL & Partners

Concurrent Session:
EQUITY PARTNERSHIPS AND EXIT STRATEGIES
10:15 a.m. – 11:30 a.m.
Martini/Trefethen

As the owner/partner in a firm, you might wonder how an equity plan fits your firm, and ultimately, what you will do with the firm as you near retirement. What are the tax ramifications of these choices? Is it better to sell off the firm or transfer ownership? What issues should be considered when taking on a partner? What issues should be considered when splitting with a partner? Discussion topics will include: ownership transition, designing or improving an employee stock ownership plan, exit strategies, and retirement, as well as how to best navigate partnerships. This session is tailored for the more senior political consultant.

Speaker:
Martin Staubus
The Beyster Institute, San Diego

Presented by:
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POLLIE AWARDS RECEPTION
11:30 a.m. – 12:00 p.m.
Fairway Deck

Sponsored by:
The California Correctional Peace Officers Association & The California Teachers Association

2006 POLLIE AWARDS LUNCHEON
12:00 p.m. – 2:00 p.m.
Silverado Ballroom East/West

Please join us for an entertaining luncheon honoring the best and brightest of the 2005 public affairs efforts. The emcee for the luncheon will be former San Francisco Mayor Willie Brown. A ticket is required for attendance at this event.

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