February 20, 2007

Dear Conference Participant:

On behalf of the Conference Host Committee, we welcome you to exciting South Beach, Miami, and to the 2007 Pollie Awards & Conference! We couldn’t think of a better place to feature the best and brightest our industry produces than in one of the country’s hottest and hippest locations – South Beach, Miami.

The 2006 election cycle not only brought change to the political landscape in Washington, D.C., it brought change to the way many of us are conducting elections – we’ve adopted new tools and techniques to reach an increasingly busy electorate. 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 in.

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 the AAPC.

We have much to celebrate this conference. We’re thrilled to be honoring two of the true pioneers and innovators of our industry as we induct Joe Cerrell and Dick Woodward into the AAPC Hall of Fame on Wednesday evening. And on Thursday, get ready for the highlight of the conference... this year’s Pollie Awards! With a record number of submissions, Thursday’s dinner 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 pleasant. Welcome to the conference and enjoy!

Sincerely,

Dave Beattie
2007 Conference Co-Chair

Beth Miller Malek
2007 Conference Co-Chair

Rich Schlackman
2007 Conference Co-Chair

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**Tuesday, February 20**

12:00 p.m. – 6:00 p.m.  
**Registration**  
Cotillion Court

2:00 p.m. – 5:00 p.m.  
**Exhibitor Set-Up**  
Pompeii Ballroom

6:00 p.m. – 8:00 p.m.  
**Opening Welcome Reception**  
Pompeii Ballroom

**Wednesday, February 21**

7:00 a.m. – 8:00 p.m.  
**Registration**  
Pompeii Ballroom

7:30 a.m. – 6:00 p.m.  
**Exhibits**  
Pompeii Ballroom

8:00 a.m. – 9:00 a.m.  
**Continental Breakfast Membership Meeting**  
Pompeii Ballroom

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**General Session**  
Promenade Room

**The Politics of Health Care**  
Universal health care is a potent political issue, but how will it play out in 2007 and beyond? Who will be the winners and losers? Who should be covered, and who should pay? Join leading experts from business and labor as they discuss where the health care debate is taking us, and how it may change American politics forever.

Speakers:  
Mark Mellman, The Mellman Group  
Ellen Golombek, SEIU  
Other panelists TBD

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**Luncheon**  
Mona Lisa Ballroom

**Featured Luncheon Speaker**  
Jorge Ramos, Univision

Followed By:  
**How Will the U.S. Deal With a Post-Castro Cuba?**

For older Americans, no single event did more to shape their worldview than the Cuban missile crisis. Now, for the first time in nearly half a century, America’s political leaders may be faced with the decision of what to do with a post-Castro Cuba. We’ve assembled an extremely knowledgeable panel to share with us not only the inside story on Cuban politics, but the political impact Cuba will very likely soon have on American politics.

Panelists:  
Damián Fernández, Cuban Research Institute  
Marifeli Pérez-Stable, Inter-American Dialogue  
Lisandro Perez, Cuban Research Institute  
Victor Bulmer Thomas, Chatham House  
Juan Tamayo, Miami Herald  
Ray Sanchez, Sun-Sentinel

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**Campaigning in the New Media Landscape**  
Learn to communicate, organize and activate in the new media landscape, or get left behind. New technologies are opening up new ways to reach and motivate, but just as importantly, they are turning some traditional methodologies into anachronisms. Learn how to target your audience and why traditional tools may not work in the future.

Speakers:  
Simon Rosenberg, NDN  
Hal Malchow, MSHC Partners  
Mike Connell, New Media Communications  
Michael Cornfield, ElectionMall.com

Moderator:  
Rebecca Donatelli, Campaign Solutions

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**Merger and Acquisitions From the Agency Perspective**

Part one of a two-part focus on buying, selling or merging your business. Part one will present issues from the agency side, including panelists who have been through a sale, internal buy-out or merger of their agency.

Speakers:  
Matt Klink, Cerrell Associates  
Frank Schubert, Schubert Flint Public Affairs

Moderator:  
Wayne Johnson, JohnsonClark Associates

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Thursday, February 22

7:00 a.m. – 8:00 p.m.
Registration
Pompeii Ballroom

7:30 a.m. – 2:30 p.m.
Exhibits
Pompeii Ballroom

8:00 a.m. – 9:00 a.m.
Continental Breakfast
Pompeii Ballroom

10:45 a.m. – 12:00 p.m.
General Session
Promenade Room

Election Focus: Handicapping 2008
Join our panel of insiders as they place their bets on the winners and losers in the 2008 presidential election cycle.

Speakers:
Chuck Todd, The Hotline (Invited)
Jim Barnes, National Journal (Invited)
Beth Reinhard, Miami Herald
Adam Smith, St. Petersburg Times

12:15 p.m. – 2:00 p.m.
Luncheon
Pompeii Ballroom

Newspaper Pollie Awards
Join us for a presentation of the Pollie Award winners in newspaper.

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2:00 p.m. – 2:30 p.m.
Networking with Exhibitors
Pompeii Ballroom

2:30 p.m. – 3:45 p.m.
Concurrent Session
Promenade Room A

Mergers and Acquisitions:
A Business Valuation Primer
Join merger and acquisition specialist Chris Higgins for an informative how-to session dealing with business valuation, finding the right partner, choosing the right time and knowing when to sell. The session will deal specifically with the challenges confronting political and public affairs agency valuations.

Speaker:
Chris Higgins, U.S. Capital Partners

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2:30 p.m. – 3:45 p.m.
Concurrent Session
Promenade Room B

Digital Asset Management
The business of politics has gone digital, requiring agencies to think in new ways about storage, use and protection of digital images. Learn what you need to know about intellectual property and your business.

Speakers:
Cassandra Illidge-Roberts, Getty Images
Other panelists TBD

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6:00 p.m. – 7:00 p.m.
Pollies Reception
Promenade Room

Sponsored by:
The National Rifle Association

7:00 p.m. – 11:00 p.m.
Pollie Awards Ceremony & Dinner
Pompeii Ballroom

Join us as we salute the best in political communication for 2006!

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