WELCOME TO THE AAPC

THE 18TH ANNUAL POLLIE AWARDS & CONFERENCE
RECOGNIZING THE BEST IN POLITICAL AND PUBLIC AFFAIRS COMMUNICATIONS

MARCH 27-29, 2009 · GAYLORD NATIONAL RESORT & CONVENTION CENTER
NATIONAL HARBOR · WASHINGTON, DC
To My Valued Friends,

This past year has been an extraordinary one for politics: record-breaking dollars contributed—especially from small and new donors, online and overnight; Latino organizing delivering more seats, not only in Los Angeles where you expect, but in places like Wisconsin and Pennsylvania; and the diversity of tools we use to persuade voters increased more this year than in the past decade, with social networking making believers out of the most cynical amongst us.

In a time of economic recession, more than a million people made their livings in the campaign business this past election cycle.

As the President of the American Association of Political Consultants, I salute you and would like to welcome you to the 2009 Pollie Awards & Conference at the exquisite Gaylord National Resort & Convention Center, on the Potomac in Maryland.

The Pollie Awards & Conference has become the premier political event of its kind, primarily because of the diversity of the organization itself. The AAPC includes members from all 50 states, along with international members from places as diverse as Sweden, Nigeria, Hong Kong and Turkey. They reflect a wide range of ideologies, partisan affiliations and more than 70 professional specialties (including students and academics). But, no matter from where we come, we are all professionals who believe in, work for and defend democracy and freedom of speech with our jobs.

Our theme this year is “Defenders of Democracy – Protectors of Political Free Speech.” In keeping with this theme, we are presenting sessions that will examine the new world of political speech on the Internet and how to best use this for campaign purposes, along with sessions on issues that will be making headlines in the upcoming year, such as health care, gambling initiatives and the aftermath of Proposition 8.

We have assembled an outstanding program that will create dialogue and discussions on lessons learned during the past election cycle. During the next few days, we encourage you to set high expectations, we help manage them on time.

Sincerely,

Anthony J. Fazio
President, AAPC

605 Pennsylvania Avenue, SE ● Suite 330 ● Washington, DC 20003
Phone: 202-544-9815 ● Fax: 202-544-9816 ● www.theaapc.org
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Welcome!

Thank you for coming to the 18th annual Pollie Awards! Considering the current economic climate, this year’s attendance is a remarkable testament to the importance of political communication in our country. It’s also a testament to the importance of what AAPC provides to our profession and the members who sustain it.

Every two years, the leadership of our association changes. I have been privileged to have spent the better part of the last year working with our current president, Tony Fazio. This event tonight, indeed this whole conference, has been his vision. Using his background in political communication, Tony has helped to heighten the awareness of our association within the political and public affairs industries.

Our next president, Dr. Whit Ayres, is a pollster and former professor of political science. His vision for AAPC will take us in new directions that will continue to grow the association in exciting ways. I am blessed to have the opportunity to work with both of these individuals, as well as an outstanding board and a group of dedicated members.

The AAPC would not exist as it is without its staff and interns who have, many times, gone above and beyond the call of duty. Melissa Cressey, our Pollie Conference Coordinator, and Whitney Hurt, our Membership Director, have spent untold hours working on our conference – including spending the night in the office to get the direct mail pieces in the hands of the judges in a timely manner.

The AAPC exists to promote the professions of political consulting and public affairs and to protect freedom of speech. But mostly it is about people, the volunteers and staff who serve – and most of all, the members who sustain it.

Angela McMillen
Executive Director, AAPC, the Association of Political & Public Affairs Professionals

Dear Conference Attendee,

On behalf of the AAPC Board of Directors and my Pollie Conference Co-Chairs, welcome to the 2009 Pollie Awards & Conference here in Washington, D.C.

Over the next several days you will have the opportunity to hear from many of the best and the brightest in our industry. You will have a front row seat for the discussion about the newest and best campaign techniques and tactics. You will also learn about some of the newest tools to improve service to your clients and grow your business.

Many of our sponsors, partners and exhibitors from last year are with us again this year, along with many new ones. In addition, many of these partners are part of our Member Benefits program, which offers members significant discounts on great products and services. Please visit our exhibit area for more information.

Saturday evening, the AAPC Foundation will induct Nancy Todd Tyner and Richard Wirthlin into the AAPC Hall of Fame, and for the second year, we will be awarding Student Pollie Awards. Sunday evening features the Pollie Awards, where the “best of the best” are honored for their work in an evening not to be missed.

While many people have helped create and plan this conference, I must single out for thanks my Co-Chairs, Anthony Bellotti, Carol Dahmen and Dale Emmons. I must also extend a big thank you to Cathy Allen, Tom Shepard, Gail Garbrandt, Kevin O’Neill and Rich Schlackman. Finally, a huge thank you for a job well done to the AAPC’s staff – Executive Director Angela McMillen, Whitney Hurt and Melissa Cressey.

The biggest thanks go to AAPC President Tony Fazio for his leadership over these last two years and especially during the difficult days planning and executing this conference. Without Tony’s leadership and hard work, this conference would not be the success that it is.

This is my second consecutive year as Pollie Conference Chair. I’m proud of what Tony and I, along with many others, have been able to build over these last two years and especially during the difficult days planning and executing this conference. Without Tony’s leadership and hard work, this conference would not be the success that it is.

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This is my second consecutive year as Pollie Conference Chair. I’m proud of what Tony and I, along with many others, have been able to build over these last two years. Thanks to your help and support, we leave behind a stronger and more relevant AAPC that promotes our industry and the important work we do.

Have a great conference.

Robert Kaplan
Conference Chair
Welcome to the 2009 Pollie Awards & Conference!

It is an honor and pleasure to personally welcome you to our event. The AAPC has worked very hard these past few months preparing and coordinating for your enjoyment.

We have gathered some of the most talented, experienced and successful political professionals to share with you this weekend. In addition, I am proud to present to you our illustrious Pollie Award winners. Our 2009 entries have broken all previous records for number of entries received. The AAPC has never experienced such a boom in submissions; thank you for helping us break our record!

I have greatly enjoyed assisting the entrants with their submissions as well as the judges with their role in the contest. Reflecting on these past few months, I fondly cherish the phone conversations I shared with many of you - at times multiple conversations a day.

This weekend is about you and your hard work. Each breakout session is designed to provide you further insight into the ever-evolving sphere of politics, and the awards show celebrates the premier talent in the political consulting industry.

I would like to extend my gratitude to the staff at the AAPC headquarters for all their hard work. Each breakout session was a pleasure to keep up with, and their hard work never experienced such a boom in submissions. Thank you for helping us break our record!

Once again, thank you for attending!

Best,
Melissa Cressey
Pollie Conference Coordinator, AAPC
2008-2009 BOARD OF DIRECTORS

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Cathy Allen, The Connections Group
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Melissa Cressey, Pollie Conference Coordinator
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Eric Beard, Intern
Ashley Bergstrom, Intern
Michael Larcher, Intern
Carrie Thomas, Intern

Case in point: In the period leading up to the New Hampshire presidential primary, from Jan. 1 to Jan. 8, Sen. Hillary Clinton ran 83% of her presidential campaign ads on cable, and she aired 1% on broadcast. Sen. Barack Obama aired 87% of his ads on cable and 13% on broadcast.


Buying smart is not just buying cable. It is the first step in learning how to adapt our politics to a whole new era of political communications no longer dominated by broadcast television.

New Politics Institute
The 2008 Election: Campaigns: Buy Cable Smart
CONTRIBUTIONS
The Board of Directors of the AAPC would like to thank those who made the 2009 Pollie Awards a success!

CONFERENCE CHAIR
Robert Kaplan, Fund Raising, Inc.

CONFERENCE CO-CHAIRS
Carol Dahmen, Comcast Spotlight
Anthony Bellotti, Campaign Solutions
Dale Emmons, Emmons & Company

CONFERENCE COMMITTEE
Cathy Allen, The Connections Group
Whit Ayres, Ayres, McHenry & Associates
Tony Fazio, Winning Directions
Gail Garbrandt, Ray C. Bliss Institute of Applied Politics
Josh Halpin, The Connections Group
Richard Schlackman, MSHC Partners

A special thanks to the following companies for their time and services:

Campaign Solutions
Columbia Books
Comcast Spotlight
Connell Donatelli, Inc.
Emmons & Company
Executive Communications
Grassroots Enterprise

iConstituent
Influential Data
Interface Media Group
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Signature Media Solutions
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Getty Images is our official AAPC photographer

THE DESK OF
Republican Party Chairman
Michael Steele

In these tough economic times, I'd like to thank our Republican friends for keeping Democrats entertained.

Bud Jackson

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Partners:
Martin R. Wilson, Beth A. Miller (AAPC Board Member), Julie A. Soderlund

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We Congratulate All of the AAPC’s 2009 Pollie Award Winners.
CONFERENCE AGENDA
2009 Pollie Awards & Conference
March 27-29, 2009, Gaylord National Resort & Convention Center
National Harbor, Washington, D.C.

FRIDAY, MARCH 27
12:00 p.m. – 6:00 p.m.
Registration
Woodrow Wilson Registration Desk

12:00 p.m. – 3:00 p.m.
AAPC Board of Directors Meeting
Annapolis 4

PRESIDENT:
Tony Fazio

3:15 p.m. – 4:30 p.m.
AAPC Foundation Board Meeting
Annapolis 4

CHAIR:
Wayne Johnson

4:30 p.m. – 6:00 p.m.
New Members Reception and AAPC Membership Meeting
Annapolis 4

Come and meet the “Class of 2009,” the new members of the AAPC. Join a panel of new members, old members and board members – Republicans and Democrats – as they share their experiences with the association. Learn the mission, ethics and values behind this group of political professionals and what it means to them personally and professionally to be members of the AAPC. AAPC members will vote on and meet the new officers and board members.

HOST:
Gail Garbrandt – AAPC Board Member

GUESTS:
Joe Mercurio – Fordham University
Steve Castleton – GOPUSA
Jamie Emmons – Emmons & Company
Bud Jackson – The Jackson Group

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6:00 p.m. – 7:30 p.m.
Opening Welcome Reception
Gaylord Atrium

The beautiful lower atrium of the Gaylord National Resort & Convention Center is the place to meet and network with the people who have made the 18th Annual Pollie Awards & Conference come alive. Enjoy the music of renowned jazz artist Al Williams and relax with AAPC board members and staff, strategic partners, and conference attendees in this casual atmosphere overlooking the picturesque Potomac River.

HOSTS:
Robert Kaplan – Conference Chair
Carol Dahmen – Co-chair
Dale Emmons – Co-chair
Anthony Belotti – Co-chair

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SATURDAY, MARCH 28
7:00 a.m. – 8:00 p.m.
Registration
Woodrow Wilson Registration Desk

7:30 a.m. – 8:00 p.m.
Exhibits
Woodrow Wilson Foyer

8:30 a.m. – 9:45 a.m.
General Session
Woodrow Wilson A

KEYNOTE: THE STATE OF POLITICAL CONSULTING TODAY: HOW WE DOING OUT THERE?
Join the best in the country as two of our own analyze what happened in 2008 that will forevermore change how we campaign, and debut the results of the first major poll of political consultants on how they made decisions, how they changed voter contact budgets, and what trends are now likely standard operating procedure. Fundraising online, Latino organizing, e-mail list-building, social networking, the use of humor – see how the best won the day with new creativity and technology you need to know.

SPEAKERS:
Cathy Allen – AAPC Board Member and Communications Chair
Whit Ayres – AAPC Incoming President

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9:45 a.m. – 11:00 a.m.
Breakout Session
Annapolis 1

MOBILE TECHNOLOGY
The times they are a-changin’. The mobile phone in your pocket is no longer just for calling your friends. This election cycle we saw it used to raise millions of dollars for nonprofits, keep people up-to-date on the latest news and exit polls, and finally, provide a venue for candidate GOTV, messaging and the release of major campaign announcements.

MODERATOR:
Kathie Legg – Mobile Monday

SPEAKERS:
Scott Goodstein – Obama Campaign
Kevin Bertram – Distributive Networks

SPONSORED BY:
Mobile Monday

THE 18TH ANNUAL POLLIE AWARDS & CONFERENCE

9:45 a.m. – 11:00 a.m.
Breakout Session
Annapolis 2

YOU MUST BE PRESENT TO WIN
Winning in every arena, from politics to business and even in our personal life, requires great communications skills. Unfortunately, as the pace of life increases, we are overwhelmed with more information, and our ability to connect, persuade and earn attention decreases. Ironically, as the tools to communicate multiply, our ability to connect has diminished.

SPEAKER:
John Davies

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Davies Public Affairs

11:00 a.m. – 11:15 a.m.
Refreshment Break
Woodrow Wilson Foyer

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Bliss Institute

11:15 a.m. – 12:15 p.m.
General Session
Annapolis 3 & 4

POLITICS OF HEALTH CARE
Learn important insights on how voters think and feel when it comes to their health care and on the players in this debate. Find out from these experts how the politics of health care might change in 2010 and beyond as a new administration that promises to make health care reform a priority takes the helm.

SPEAKERS:
Beth Miller – Wilson-Miller Communications
Darren Willcox – Coalition to Advance Healthcare Reform
Mike Tuffin – America’s Health Insurance Plans
Ben Goddard – Goddard Claussen Strategic Advocacy

SPONSORED BY:
Wilson-Miller Communications

THE STATE OF POLITICAL CONSULTING
When it comes to their health care and on the players in this debate. Find out from these experts how the politics of health care might change in 2010 and beyond as a new administration that promises to make health care reform a priority takes the helm.

SPEAKERS:
Beth Miller – Wilson-Miller Communications
Darren Willcox – Coalition to Advance Healthcare Reform
Mike Tuffin – America’s Health Insurance Plans
Ben Goddard – Goddard Claussen Strategic Advocacy

SPONSORED BY:
Wilson-Miller Communications
Join a panel of noted political and online advertising experts to learn the most effective practices in creating successful online paid media campaigns. This session will cover everything within online paid media, from search to online display advertising. If you’re planning to miss out on donors that are only a click away from supporting your side. Learn from the best in the business how to build your campaign war chest by raising big money in cyberspace.

**ONLINE ADVERTISING 101**

- Join a panel of noted political and online advertising experts to learn the most effective practices in creating successful online paid media campaigns.
- This session will cover everything within online paid media, from search to online display advertising.
- If you’re planning to miss out on donors that are only a click away from supporting your side. Learn from the best in the business how to build your campaign war chest by raising big money in cyberspace.

**2:00 p.m. – 3:15 p.m.**

**Breakout Session**

**Annapolis 2**

**POLITICS & GAMING**

Gaming revenues in the United States have grown enormously over the past two decades. We will examine how politics and legislation will shape the future of American gaming in land-based casinos, on Indian lands and on the Internet.

- **MODERATOR:** Thomas C. Shepard – Tom Shepard & Associates
- **SPEAKERS:**
  - Ace Smith – SCN Public Relations
  - Becki Donatelli – Campaign Solutions
  - Natalie LeBlanc – MSHC Partners
- **SPONSORED BY:** Luce Research LLC

**3:30 p.m. – 4:30 p.m.**

**Breakout Session**

**Annapolis 2**

**ALL ABOUT E-MAIL**

Targeting, list building, best practices.

- **MODERATOR:** Frank Girolami – Influential Data
- **SPEAKERS:**
  - Bob Blaemire – CATALYST
  - Jeff Averbeck – SMARTech Corporation
  - Chris Casey – NGP Software
- **SPONSORED BY:** Influential Data

**4:45 p.m. – 6:00 p.m.**

**Closing General Session**

**Annapolis 3 & 4**

**PROPOSITION 8: A CASE STUDY**

- **MODERATOR:** Cathy Allen – The Connections Group
- **SPEAKERS:**
  - Frank Schubert – Schubert Flint Public Affairs
  - Jeff Flint – Schubert Flint Public Affairs
- **SPONSORED BY:** Schubert Flint Public Affairs
9:45 a.m. – 11:00 a.m.
Breakout Session
Annapolis 1

SOCIAL NETWORKING & VIRAL MARKETING
Word of mouth. Facebook. MySpace. e-mail. YouTube. Leveraging the power of viral marketing and social networking for your campaign.
MODERATOR: Will Robinson – The New Media Firm
SPEAKERS: Mark Mellman – The Mellman Group
Mark SooHoo – Campaign Solutions
Chris Nolan – Spot-On
Justin Germony – Outlaw Media

SPONSORED BY:
The Mellman Group

Luncheon/General Session
12:30 p.m. – 1:45 p.m.
Woodrow Wilson A

EYE ON 2010
SPEAKERS: Amy Walter – The Hotline
Kristina Wilfore – Ballot Initiative Strategy Center

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11:15 a.m. – 12:30 p.m.
Breakout Session
Annapolis 1

SEARCH MARKETING
Over 80% of all Internet traffic originates from search engines such as Google, AOL or MSN. Join a panel of noted marketing experts to learn how your campaign can capitalize on voters looking for specific information on the Internet.
MODERATOR: Kate Kaye – ClickZ
SPEAKERS: Eric Frenchman – Connell Donatelli, Inc.
Peter Greenberger – Google
Rich Masterson – CampaignGrid

SPONSORED BY:
NextDoor Search

11:15 a.m. – 12:30 p.m.
Breakout Session
Annapolis 2

USING ALL THE TOOLS IN THE BOX
Integrating your media, including direct mail, TV, Internet, etc., to build the brand of your candidate/issue campaign.
MODERATOR: Dale Emmons – Emmons & Company
SPEAKERS: David Mastrevich – United States Postal Service
Onidine Fortune – Fortune Media
Matthew Dybwad – Emotive, LLC

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12:30 p.m. – 1:45 p.m.
Luncheon/General Session
Woodrow Wilson A

CAMPAIGN WEBSITES
What makes an effective campaign website? Which tools and techniques work in political and public affairs campaigns?
MODERATOR: Karen Jagoda – E-Voter Institute
SPEAKERS: Rob Kubasko – Campaign Solutions
Mike Panetta – Grassroots Enterprise
Brian Keeter – VShift

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Grassroots Enterprise

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1:45 p.m. – 3:00 p.m.
Breakout Session
Annapolis 3 & 4

THE LATIN/HISPANIC CAMPAIGN REVOLUTION
While online campaigning gets most of the bragging rights from the 2008 campaign cycle, a closer look reveals that Latino/Hispanic strategies, organizing, media and online technologies moved the nation – and not only in Florida, Texas and California, but also in Pennsylvania, Idaho, Wisconsin and the great Midwest. Meet the mindminds who fought, and won, in the Spanish-speaking revolution that was 2008, and review their innovative work.
MODERATOR: Sam Rodriguez – Comcast Spotlight
SPEAKERS: César Martínez – MAS Consulting
Efrain Escobedo – National Association of Latino Elected and Appointed Officials
Lorena Chambers – Chambers Lopez & Gaitán, LLC

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The Connections Group

THE 2008 PRESIDENTIAL ELECTION & THE FUTURE OF AMERICAN POLITICS
Have we just seen a fundamental realignment in presidential winning coalitions? Has the electorate shifted from the center-right orientation of recent decades? Or is Obama’s election more a rejection of the past than a guide to the future? These are three of the smartest, most knowledgeable people covering politics today.
MODERATOR: Whit Ayres – Incoming President of the AAPC
SPEAKERS: John King – CNN. Formerly the Associated Press Chief Political Correspondent and CNN White House Correspondent, John is now CNN’s Chief National Correspondent. He was recently named the anchor of “State of the Union with John King,” a new four-hour Sunday news program that offers a blend of newsmaker interviews, political analysis, national and world affairs, cultural segments, media analysis and commentary.

Ron Brownstein – National Journal. Formerly a top political correspondent for the Los Angeles Times, Ron is now a columnist for National Journal, writing about the intersection of politics and policy. He is also an analyst on CNN. He is one of the most conceptual and analytical journalists in the country. He is the author (with Dan Balz) of “Storming the Gates: Protest Politics and the Republican Revival” (1996).

Charlie Cook – The Cook Political Report. Charlie is one of the most influential political analysts in politics today. Politicians of both parties beat a path to his door, because his assessments of a candidate’s potential can make or break a campaign. As the Washington Post has written: “The pharaoh had Joseph. The Greeks had the Oracle at Delphi. Washington has Charlie Cook.”

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Ballot Initiative Strategy Center

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6:30 p.m. – 7:30 p.m.
AAPC Pollie Reception
Woodrow Wilson Foyer
SPONSORED BY:
Aristotle

7:30 p.m. – 10:00 p.m.
Pollie Awards Ceremony & Dinner
Woodrow Wilson Ballroom
Presentation Video
Pollie Winners Announcement
Special Awards
Bill Maher Segment

MASTER OF CEREMONIES:
Will Durst – America’s Top Political Satirist

ENTERTAINMENT:
The Capitol Steps – Music and political satire by the Washington-based troupe of congressional staffers turned songwriters. They put the MOCK in Democracy.
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EXHIBITOR GUIDE
The following companies are exhibiting at the conference and can be found at their respective tables in the AAPC Exhibit Hall, at the Gaylord National Resort & Convention Center in Washington, D.C.

Please visit our exhibitors and see what they have to offer!

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ElectionMall
Emotive
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iConstituent
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MVP Group, Inc.
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Signature Media Solutions
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Please visit these organizations either in the exhibit area of the Woodrow Wilson Foyer or throughout the conference in various sessions.
Socially Awkward?

Talk to Us.

Do you need to harness social media for your campaign? Want to target voters based on their MySpace profiles or build a Facebook application?

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