

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.**



POLLIE AWARDS



## AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS

March 22, 2006

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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# POLITICS

## FROM EVERY ANGLE

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## THANK YOU TO THOSE WHO MADE THE 2006 POLLIE AWARDS A SUCCESS!

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](http://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.

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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:*  
**The Washington Post,  
Slate Group and Newsweek**

### 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**

## 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

### 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

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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

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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:**  
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## 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



## THE 15TH ANNUAL POLLIE AWARDS & CONFERENCE

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### **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**

Wilson-Miller Communications, Inc.

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Donna Lucas Consultants

**Roger Salazar**

AcostaSalazar LLC

**John Whitehurst**

BMW & 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:*

**The Beyster Institute**

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### **POLLIE AWARDS RECEPTION**

11:30 a.m. – 12:00 p.m.  
Fairway Deck

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**The NRA**

### **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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### RENEWABLE RESOURCES COALITION

500 L Street, Suite 502  
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Website: [www.renewableresourcescoalition.org](http://www.renewableresourcescoalition.org)

The mission of the Renewable Resources Coalition is to preserve and protect the ongoing viability of Alaska's abundant fishing and hunting resources and the lands and waters they need to survive; and, to promote public awareness of public policy issues that affect the well-being of businesses and individuals that are dependant upon the fish and game resources that we are duty bound to protect.



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## THE 15TH ANNUAL POLLIE AWARDS & CONFERENCE

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755 Riverpoint Drive  
West Sacramento, CA 95605  
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Fax: 916-374-1824  
Website: [www.ccpoa.org](http://www.ccpoa.org)

The California Correctional Peace Officers Association represents the 31,000 men and women who work the "toughest beat in the state" inside California's prisons and youth facilities.



## CALIFORNIA TEACHERS ASSOCIATION

1705 Murchison Drive  
Burlingame, CA 94010  
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Fax: 650-552-5002  
Website: [www.cta.org](http://www.cta.org)

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## CALIFORNIA BROADCASTERS ASSOCIATION

915 L Street, Suite 1150  
Sacramento, CA 95814  
Phone: 916-444-2237  
Website: [www.cabroadcasters.org](http://www.cabroadcasters.org)

Promoting customs and practices in the best interests of broadcasters and the public they serve is the purpose

of the California Broadcasters Association. As the only statewide broadcasting industry organization, the California Broadcasters Association provides protections and professional services to further the interests of all commercial radio and television stations in California.



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1 Dell Way  
Round Rock, TX 78682  
Website: [www.dell.com](http://www.dell.com)

Dell sells more systems globally than any computer company, placing it No. 28 on the Fortune 500. Dell's climb to market leadership is the result of a persistent focus on delivering the best possible customer experience by directly selling standards-based computing products and services.



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Fax: 646-613-4601  
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## EXHIBITOR GUIDE

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4819 Cumberland Avenue  
Chevy Chase, MD 20815  
Contact: Howard Simkowitz  
Phone: 301-654-4704  
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Website: [www.caliper.com](http://www.caliper.com)

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