

The 16th Annual Pollie Awards • February 20-22, 2007 • South Beach, Miami, Florida

2007



# Pollie Awards & Conference

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The Newspaper Association of America is a non-profit organization representing the newspaper industry.



## AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS

Dear Conference Participant:

February 20, 2007

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  
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### Special Thanks

With any successful undertaking, there are those whose ready support is often unnoticed but whose absence would be obvious. We thank these tireless volunteers who have shared the vision and shouldered the workload.

Cathy Allen  
Whit Ayres  
Amber Bagwell  
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Tony Fazio  
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# Conference Agenda

**2007 POLLIE AWARDS & CONFERENCE**  
**FEBRUARY 20-22, 2007**  
**THE EDEN ROC HOTEL**  
**SOUTH BEACH, MIAMI, FLORIDA**

## 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

Sponsored by:  
**Comcast**

9:00 a.m. – 10:15 a.m.  
**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

Sponsored by:  
**Safeway**

10:15 a.m. – 10:30 a.m.  
**REFRESHMENT BREAK**  
 Pompeii Ballroom

10:30 a.m. – 11:45 a.m.  
**GENERAL SESSION**  
 Promenade Room

### 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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**MSHC Partners**

12:00 p.m. – 1:45 p.m.  
**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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**Univision**

1:45 p.m. – 2:00 p.m.  
**REFRESHMENT BREAK**  
 Pompeii Ballroom

2:00 p.m. – 3:15 p.m.  
**CONCURRENT BREAKOUT**  
 Promenade Room A

### BUYING MEDIA LIKE A PRO!

Television advertising consumes a huge portion of many campaign budgets, yet often, key decision-makers are ill-prepared to give the media buy the scrutiny it deserves. In this session, we'll discuss how to use share, rating, frequency, reach and demographic targeting to make sure your media buy is efficient, cost-effective and hitting the voters you need to influence. We'll also discuss why cable's ability to target discrete geographic regions often makes it a particularly cost-effective tool.

Speakers:  
**Sheri Sadler**, Sadler Strategic Media  
**John Tierney**, Comcast  
**Rosy Marin**, Univision  
 Other panelists TBD

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2:00 p.m. – 3:15 p.m.  
**CONCURRENT BREAKOUT**  
 Promenade Room B

### MERGERS 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

Sponsored by:  
**American Hunters & Shooters Association**

3:15 p.m. – 3:30 p.m.

**REFRESHMENT BREAK**

Pompeii Ballroom

3:30 p.m. – 5:00 p.m.

**GENERAL SESSION**

Promenade Room

**CHANGING THE WAY WE VOTE  
WHEN THE ELECTIONS PROCESS  
BECOMES THE MESSAGE**

Listen to this insightful panel discuss the issues surrounding the way we vote and what changes will be put into effect before the next election to restore voter confidence.

Speakers:

**Doug Chapin**, Electionline.org  
**Dean Logan**, Los Angeles Elections Office  
**Ray Martinez**, Pew Charitable Trusts  
**Frank Girolami**, Labels & Lists, Inc.

Moderator:

**Cathy Allen**, The Connections Group

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6:00 p.m. – 7:30 p.m.

**HALL OF FAME EVENT**

Garden Terrace

(Weather Back-Up – Mona Lisa Ballroom)

Join us for this special evening as we recognize two legends of the political consulting industry. Proceeds of this evening will benefit the newly created AAPC Foundation.

Honorees:

**Joseph Cerrell**, Cerrell Associates  
**Dick Woodward**, Woodward & McDowell

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**PhRMA**

**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

Sponsored by:

**Campaigns & Elections Magazine**

9:00 a.m. – 10:15 a.m.

**GENERAL SESSION**

Promenade Room

**PROTECTING AMERICA**

This panel will examine the issues involved in the debate over a national catastrophe plan. Hurricane Katrina exposed the vulnerability of America to natural catastrophes as never before, but opinions differ on a solution to the problem.

Speakers:

**Robert Porter**, ProtectingAmerica.org Coalition  
**Steve McManus**, State Farm Mutual Insurance Company  
Other panelists TBD

Moderator:

**Frank Schubert**, Schubert Flint Public Affairs

Sponsored by:

**ProtectingAmerica.org Coalition**

10:15 a.m. – 10:45 a.m.

**REFRESHMENT BREAK**

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

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