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GOVERNOR ARNOLD SCHWARZENEGGER

March 15, 2008

American Association of Political Consultants

Greetings to all who have gathered for the 2008 Polle Awards.

I applaud your commitment to upholding ethics and practices that
promote greater reassurance in America's political system. Your efforts
help political consultants enhance their profession and provide them with
more opportunities to hone their skills. And by recognizing the best of
the best at today's event, you not only honor outstanding achievements,
but help maintain your industry's highest standards.

My congratulations go to all of the 2008 Polle Award winners here
today, especially the students who are being recognized for their great
accomplishments. I salute these inspiring young people, along with all of
this year's award winners, for their hard work and excellence.

On behalf of all Californians, I hope you have a pleasant stay in my
hometown, and I wish you every continued success.

Sincerely,

Arnold Schwarzenegger
Arnold Schwarzenegger

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Tonight at the Pollies, there will be many winners. But only one exceptional team will be going home with the Yahoo! Big Idea Chair. This unique, highly coveted award—featured at such high-profile events as the Andys, Effies and Cannes—honors creative advertising ideas that break the mold and make us wish they were ours. And though the competition is fierce, the winners will truly stand out above the rest, even when they're sitting. Best of luck to all of the candidates in this year's race for the purple chair.

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TABLE OF CONTENTS

THE JUDGES	8	Internet/Electronic Media – The AAPC Pollie Awards for Excellence in Digital Media – Brought to You by Yahoo!	25
THE WINNERS	12	Phones	34
Direct Mail	12	Field	36
Fundraising	14	Campaigns	36
Collateral	15	Shoulda, Woulda, Coulda	36
Newspaper	22	Student	37
Television – The AAPC-NCC Pollie Awards for Excellence in Cable Advertising	23		

ADVERTISER INDEX

CBS Radio	43	Producer's Handy Dandy	31
Connell Donatelli	40	Robert Kaplan Fund Raising, Inc.	47
Corbis	11	Salesforce.com	41
Executive Communications, Inc.	42	Signature Media	2
Getty Images	20	Thank You From Executive Director	44
Grassroots Enterprise	39	The Connections Group	46
HCD Research	38	The George Washington University	17
Headington Media Group	38	The Mellman Group	45
Holtzman Vogel PLLC	40	The Politico	10
Influential Data	29	United States Postal Service	19
Landslide Communications	18, 30	ValueClick Media	16
LinkedIn	28	Voter Vision	32
Micro Target Media	42	Winning Directions	4
National Cable Communications	33	Yahoo!	6
Patelco	44	Zata 3 Consulting	21

THE JUDGES

Each year the 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!

THE 2008 POLLIE AWARDS JUDGES

Stephen Abbott, Abbott Public Relations

David All, David All Group

Cathy Allen, The Connections Group

Eric Amidon, New York’s Future, LLC

John Angier, Okie Campaigns

Christopher Arterton, GSPM,
The George Washington University

Jeff Ballabon, Ballabon Group LLC

Tony Bawidamann, MWW Group

William Beaman, *Campaigns & Elections* Magazine

Garrett Biggs, Blair Biggs Campaigns

David Bishop, Americana
Media Consulting

Larry Blackrock

Todd Blair, Blair Biggs Campaigns

Jason Boxt, Center for
U.S. Global Engagement

Jeffrey Browne, CapAd
Communications, Inc.

Ben Burger, Stevens Reed Curcio
& Potholm

Edward Cafiero, The Clinton Group, Inc.

Sean Cartwright,
Kennedy Communications

Pete Casale, Burkewood Communications

Liz Chadderdon, The Chadderdon Group

Catherine Charles, Various Campaigns

Brad Chism, Zata|3 Consulting

Ted Christian, ADP

James Clark, American
Bankers Association

Monica Cloud

William Connelly, Washington
and Lee University

CJ Conrad, Axon Design & Marketing

Christopher Crotty, Crotty
Consulting Inc.

Carol Dahmen, Comcast Spotlight

Jim Dandeneau, New York State Senate

Heather Davis, Spot Runner

Casey Delaney, The Tarrance Group

Erin DeLullo, DeLullo & Associates, LLC

Stephen DeMaura, Americans
for Job Security

John Diamond, University
of Maine System

Brian Donahue, Jamestown Associates

Bridget Dooley, AFSCME Council 31

Jerry Dowell, Office of Missouri Lt.
Governor Peter Kinder

Michael Dubke, Crossroads Media

Jennifer Duffy, *The Cook Political Report*

Matthew Duffy, Duffy Media, Inc.

Dale Emmons, Emmons & Co., Inc.

Jamie Emmons, Emmons & Co., Inc.

Michael Favilla, New York State Senate

Mindy Finn, CTBS, LLC

Hal Fischer, Mount Vernon
Printing Company

Ondine Fortune, Fortune Media, Inc.

Will Fowlkes, AT&T

Sean Gamble

Gail Garbrandt, Ray C. Bliss Institute
of Applied Politics

Scott Gelman, Spot Runner

Jessica George,
www.PoliticalVoiceovers.com

Harry Giannoulis, The Parkside Group

Danny Glover, AirCongress

Rachel Gorlin, Tipping Point Strategies

Chad Gosselink, Zata|3 Consulting

Gary Graves, Graves Communications

Christie Gross, My Campaign Group

Bob Grossfeld, The Media Guys

Josh Grossfeld, Mammen Group

April Hackney, Hackney & Hackney

Arthur Hackney, Hackney & Hackney

Martha Harbin, Harbin Strategies, LLC

Baha Hariri, Committee on Jobs

H.M. Hatta

Ryan Hawkins, Zata|3 Consulting

Eily Hayes, Global Strategy Group

John “Jack” Hebert, The Mallard
Group, Inc.

Michael Hoffman, See3 Communications

Aleita Huguenin, Aleita & Partners

Tierney Hunt, The New Media Firm

Glenn Hurowitz, Democratic Courage

Joe Iesue, Com-Start
(Civic Enterprise Network)

Bud Jackson, The Jackson Group

Jennifer Jeffrey, J Jeffrey Company

Marc Jensen, Spot Runner

Juliana Johnson, Urquhart Media, LLC

Tugba Kalafatoglu, Tugba Kalafatoglu
and Associates

Benjamin Katz, CompleteCampaigns.com

Josiah Keane, Meridian Pacific, Inc.

Amy Keller, *Florida Trend* Magazine

Richard Kuchinsky, Opinion Factor, Inc.

Dawn Laguens, Laguens Kully
Klose Partners

Norman Leahy, Huntsinger & Jeffer

Ilro Lee, Zata|3 Consulting

Mitchell Lester, Lester Connect

Joel LeVangia, Feature Films

Dan Levinson, a-Political

Krista Lewie-Cepero

Matt Lewis, Townhall.com

Jordan Lieberman, *Campaigns & Elections* Magazine

Wesley Little, Washington and
Lee University

Alex Lundry, TargetPoint Consulting

Jared Maynard

Lewis Mazanti, Political Communication
Center, University of Oklahoma

Bill McIntyre, Grassroots Enterprise

Bryon McKim, McKim Strategies

Kristin McLaren, Buisson
Creative Strategies

Matthew McMillan, BuzzMaker

Howell Medley, Bynum Thompson Ryer

Michael Meyers, TargetPoint Consulting

Stephanie Miller

Thomas Mills, The Campaign Network

Howard Mortman, New Media Strategies

Dan Mullen, Indie Politics

David Murphy, Valley Industry &
Commerce Association

Andrew Myers, Myers Research |
Strategic Services

Samuel Nitz

Kevin O’Neill, Grassroots Enterprise

Gary Officer, Political Media, Inc.

Anne Palisi, Faulkner Strategies

Mike Panetta, Grassroots Enterprise

Eric Payne, Eric Payne Consulting

Nathaniel Pearlman, NGP Software

Ryan Peene, Capital Impact Public Affairs

Karen Petel, Mack/Crounse Group

William Pierce, Rhode Island
General Assembly

Elizabeth Pine, The Athena Group

Jefrey Pollock, Global Strategy Group

Marcus Povinelli, Lee Zeldin
for Congress

Drew Pritt, Pritt Political Consulting

Jason Ralston, GMMB

Sherry Reilly, Grassroots Enterprise

Matt Rexroad, Meridian Pacific, Inc./
Yolo County

Erin Rice, U.S. Congress

Will Robinson, New Media Firm

Scott Ross, RJC-Florida

Tom Ross, Meridian Pacific, Inc.

Bill Russell, Catalist

Sarah Harper Scott

Paul Seale, Alien Media, Inc.

Audra Shay, Americans for Prosperity

Tom Shepard, Tom Shepard
& Associates

Kristen Soltis, The Winston Group

Jason Stanford, Stanford Campaigns

Evan Stavisky, The Parkside Group

Jared Stimson, Faulkner Strategies

Marty Stone, Stones’ Phones

Milton Stumpus

Andrew Tavani, Aristotle

Sean Tonner, Phase Line Strategies

Ed Traz, The Traz Group

Michael Turk, NCTA

David Urban, ACG

Daniel Urena, MAS Consulting
Group, Spain

Debra Vanderbeek, Primary
Communications

Steve Verzwylvelt, Southern
Strategic Relations

Erica Walters, Terris, Barnes & Walters

Larry Weitzner, Jamestown Associates

Elizabeth Welsh, Executive
Communications, Inc.

Marcel Wieder, Arrow
Communications Group

Matthew Wright, Winning Strategies
& Consulting

Fred Wszolek, WWP Strategies



POLITICO

POLITICO is proud to partner with the American Association of Political Consultants for the 17th Annual Polle Awards and Conference which brings together the top political minds to discuss the latest political trends and recognize the best in political and public affairs communications.

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POLITICO started 2008 strong, smashing our previous audience records and reaching 5.5 million viewers in February. In coming months we will continue to devote our efforts to becoming your number one political news source covering Capitol Hill, the White House and the Executive branch.



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THE WINNERS

Please join us in recognizing the winning firms
and entries within the following categories.

DIRECT MAIL

National Grassroots/Issue
Advocacy/Public Affairs

Honorable Mention:
Only You
The Lukens Company

State Grassroots/Issue
Advocacy/Public Affairs

Gold:
You're Kidding Right
McNally Temple Associates, Inc.

Silver:
Clean Energy
MSHC Partners

Bronze:
Future
Gold Communications

Honorable Mention:
METH
Meridian Pacific, Inc.

Local Grassroots/Issue
Advocacy/Public Affairs –
Over \$250,000

Gold:
Architect Survey
JDK Marketing & Public Affairs

Silver:
We Came Here for Our Kids...
Imprenta Communications Group, Inc.

Bronze:
Save San Onofre – Coalition
Building Campaign
Phil Giarrizzo Campaign Consulting

Honorable Mention:
Caruso Brand Package
JDK Marketing & Public Affairs

Local Grassroots/Issue
Advocacy/Public Affairs –
Under \$250,000

Gold:
Sick and Tired
Compass Media Group

Silver:
Smoking Patrol
San Francisco Association of Realtors

Bronze:
Up in the Sky
Barnes Mosher Whitehurst
Lauter & Partners

Honorable Mention:
Jolly Matthews Guns
Persuasive Strategies

State/Local Grassroots/Issue
Advocacy/Public Affairs –
Bilingual/Multilingual/Foreign
Language

Silver:
Gift/Spanish
Checkmate Consulting

National Organization

Gold:
Cross
Response America

Gold:
Call for Entries
Winning Directions

Silver:
Monopoly
Mack/Crounse Group

Bronze:
Worth Fighting For
Mack/Crounse Group

State Organization

Gold:
Monopoly
Mack/Crounse Group

Silver:
Better Shot
Compass Media Group

Bronze:
Meet Jessica
Mack/Crounse Group

Honorable Mention:
Never Should Have Happened
Mack/Crounse Group

Local Organization

Gold:
Make a Difference
Kennedy Communications

Silver:
Choi: There Are 3 Choices for Council
The Parkside Group

Bronze:
Angel
Mission Control, Inc.

Honorable Mention:
Moneyhouse
Checkmate Consulting

U.S. House

Gold:
Energy #1
Mack/Crounse Group

Silver:
Congressman Dan Boren:
“Accomplishments” Mailer
720 Strategies

Bronze:
Mailbox
Mission Control, Inc.

Honorable Mention:
Barrow “Coffee”
Terris, Barnes & Walters

State Government

Gold:
BIG Mailer
Innovative Advertising

Silver:
Sopranos Mailer
Innovative Advertising

Bronze:
Father's Day Card
Innovative Advertising

Honorable Mention:
Get Rich Quick
Innovative Advertising

Local Government

Silver:
Smoking Patrol
San Francisco Association of Realtors

Bronze:
Snow up to his neck
Mammen Group

Honorable Mention:
Tall Tales
Kennedy Communications

Public Agency

Silver:
An Agency That Works
Barnes Mosher Whitehurst
Lauter & Partners

Honorable Mention:
North Tahoe “Fire/Update”
TBWB

State Ballot Measure

Gold:
Ref. 67 Claim Denied
Northwest Passage Consulting

Silver:
Private Schools Too Far
Mack/Crounse Group

Bronze:
Ref. 1 – Full of Holes
Mack/Crounse Group

Honorable Mention:
Ref. 1 Hurts Our Children
Mack/Crounse Group

Local/Regional Ballot
Measure – Over \$250,000

Silver:
Tomorrow
William Berry Campaigns, Inc.

Bronze:
Entertainment in Your Backyard
Rainmaker Media Group

Honorable Mention:
Picture
Compass Media Group

Local/Regional Ballot
Measure – Under \$250,000

Silver:
SMM “Slice”
TBWB

Bronze:
Follow the Hummer
Stearns Consulting LLC

Honorable Mention:
Loopholes You Can Drive a
Hummer Through
Stearns Consulting LLC

State/Local Ballot Measure –
Bilingual/Multilingual/Foreign
Language

Gold:
Gift Box
Imprenta Communications Group, Inc.

Silver:
Gateway
Stearns Consulting LLC

Bronze:
Imagine...
Imprenta Communications Group, Inc.

Honorable Mention:
Universal Care
MSHC Partners

State/Local Ballot
Measure – GOTV

Gold:
SB Streets
Faulkner Strategies

Silver:
Remember
The Eppstein Group, Inc.

State/Local Ballot
Measure – Signature
Gathering

Bronze:
Hits Home
Compass Media Group

State/Local Ballot
Measure – Vote-by-Mail
Request

Bronze:
Give Us a Chance
Meridian Pacific, Inc.

Honorable Mention:
Yes on Waveyard – Early Ballot Request
HighGround, Inc.

Membership

Gold:

LCV 2008 Presidential Primaries
Voter Guide
eye2eye communications

Silver:

E-Comp Activist
Mack/Crounse Group

Bronze:

Ref. 1 Hurts Our Children
Mack/Crounse Group

Honorable Mention:

MTA Membership
MSHC Partners

State/Local Absentee Chase Mail

Gold:

Supervoter
Checkmate Consulting

Silver:

This Clown Could Ruin Your Life
Winning Directions

Best Use of Humor

Gold:

Tantrums and Antics
MSHC Partners

Silver:

Party Crashers
Checkmate Consulting

Bronze:

Smoking Patrol
San Francisco Association of Realtors

Honorable Mention:

T-Shirt
Checkmate Consulting

Best Use of Negative/Contrast

Gold:

Snow up to his neck
Mammen Group

Silver:

Political Theatre
MSHC Partners

Bronze:

Hate Is Not a Seattle Value
Fifty Plus One

International

Silver:

Sticky Notes – Leaflet
NOW Communications Group, Inc.

FUNDRAISING

Direct Mail – National Grassroots/Issue Advocacy/ Public Affairs – Prospect Mailer

Silver:

Al Franken for Senate Launch
Donor Acquisition
Mal Warwick Associates

Direct Mail – State/Local Grassroots/Issue Advocacy/ Public Affairs – Prospect Mailer

Gold:

Call on You
Moxie Media

Bronze:

Fair Chance
McNally Temple Associates, Inc.

Direct Mail – National Grassroots/Issue Advocacy/ Public Affairs – House Mailer

Silver:

Everyone Gone
Response America

Bronze:

Al Franken for Senate Max-Out Appeal
Mal Warwick Associates

Direct Mail – State/Local Grassroots/Issue Advocacy/ Public Affairs – House Mailer

Gold:

Call on You
Moxie Media

Direct Mail – PAC/Trade Association Program

Silver:

Stronger Together
MSHC Partners

Bronze:

Call for Entries
Winning Directions

Honorable Mention:

Democracy for America Note Card Appeal
Mal Warwick Associates

Internet/Electronic Media – Persuasion Online Advertising

Silver:

Planned Parenthood Keroack
Laguens Kully Klose Partners

Bronze:

Pakistan People's Party – International
Fund Drive
Aristotle

Phones – Live Calls

Honorable Mention:

Futurewise
Zata|3 Consulting

Phones – Automated Calls

Silver:

The Rock
Zata|3 Consulting

Collateral – PAC/Trade Association Program

Bronze:

Mitch McConnell UPS High
Dollar Fundraising
The Lukens Company

COLLATERAL

Billboard

Silver:

Newark Billboard
Berman and Company

Bronze:

Sign of the Times
McNally Temple Associates, Inc.

Honorable Mention:

Pretty Essential
The Eppstein Group, Inc.

Mass Transit/Bus Sign

Gold:

CWA: Washington Post Unfair
Station Domination
GMMB

Silver:

Negligent Driving Bus Ads
Berman and Company

Bronze:

Hold Your Breath
MSHC Partners

Honorable Mention:

Wolf – Bus King
NOW Communications Group, Inc.

Yard/Outdoor Sign

Gold:

Boro Renaissance
Precision Politics

Silver:

I'm a Health Care Voter
The New Media Firm

Bronze:

Closed
Moxie Media

Honorable Mention:

The Harry Potter Sign
**Barnes Mosher Whitehurst
Lauter & Partners**

Doorhanger

Gold:

Polar Bear
Mercury

Silver:

Shops Doorhangers
JDK Marketing & Public Affairs

Bronze:

Experienced Community Leadership
Winning Directions

Logo

Gold:

Hands
McNally Temple Associates, Inc.

Silver:

Energize With Natural Gas
Rainmaker Media Group

Bronze:

Erick Erickson Logo
The Stoneridge Group

Honorable Mention:

Max Wells for Dallas Mayor
The Eppstein Group, Inc.

Most Original/Innovative Collateral Material

Gold:

Women of the OCYR Calendar
DMI

Silver:

Coal Is Filthy Rally Giveaways/
Aerial Banner
Strategic Perception Inc.

Bronze:

Hollywood's #1 Backlot
**Barnes Mosher Whitehurst
Lauter & Partners**

Honorable Mention:

White Hats
Stearns Consulting LLC

Non-Mail Brochure

Gold:

Rx Help for Washington –
Multilingual Brochures
The Connections Group

Silver:

Coal Is Filthy Pamphlet
Strategic Perception Inc.

Bronze:

Marketing Brochure
Winning Directions

Bronze:

Where's the "Farm" in Farm Credit?
American Bankers Association

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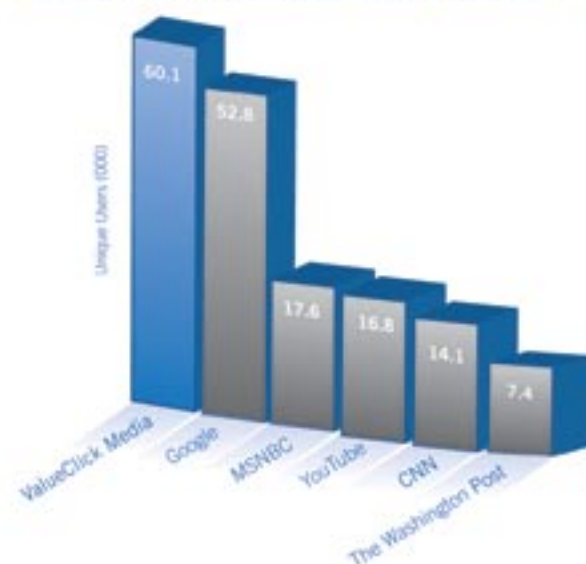
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comScore Networks, Plan Matrix Winter Release 2007

Sample sites on the ValueClick Media network:

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AccuWeather	GlobalSecurity.org	MyFamily
Associated Press	Harpers Bazaar	Real.com
AutoTrader	Hollywood.com	USA Today
Comcast	HowStuffWorks.com	WhitePages.com

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No Unfair Deals!
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& Northern California
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Republican
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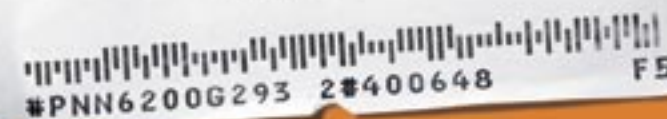
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TODAY'S MAIL



A U.S. soldier patrols at the Kandahar Air Base on February 11, 2008. 79374750. Shah Marwa/Getty Images



U.S. Army Major General Carlo G. Hawley-Bowland pins a medal on U.S. Army Sergeant Juan Pickett-Jaramillo, Walter Reed Medical Center, February 1, 2008, Washington, DC. 79475473. Mark Wilson/Getty Images



Bob Wolford and Vietnam Veterans of America members at a homecoming ceremony for the U.S. Army's 203rd Military Police Company February 16, 2008, Fort Stewart, Georgia. 79527086. Stephen Miron/Getty Images

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NEWSPAPER

Full Page – National Grassroots/Issue Advocacy/Public Affairs

Gold:
Ahmadinejad
Jamestown Associates

Silver:
Mammograms
MSHC Partners

Bronze:
Coal Is Filthy Full Page Newspaper
Strategic Perception Inc.

Honorable Mention:
Coal Is Filthy Full Page Newspaper #2
Strategic Perception Inc.

Full Page – State Grassroots/Issue Advocacy/Public Affairs

Gold:
Consumer Data Protection – Flasher
Cerrell Associates

Silver:
Coal Is Filthy Texas Rally Newspaper #2
Strategic Perception Inc.

Bronze:
Coal Is Filthy Texas Rally Newspaper
Strategic Perception Inc.

Honorable Mention:
Do You Know Someone Who Loves
Pi as Much as Pie?
Goddard Claussen Strategic Advocacy

Full Page – Local Grassroots/Issue Advocacy/Public Affairs

Gold:
Save San Onofre
Phil Giarrizzo Campaign Consulting

Silver:
Sewage
NOW Communications Group, Inc.

Bronze:
Fair Chance
McNally Temple Associates, Inc.

Full Page – State/Local Ballot Measure

Bronze:
Yes on Waveyard – Early Ballot Request
HighGround, Inc.

Less Than Full Page – National Grassroots/Issue Advocacy/Public Affairs

Gold:
Global Warming
MSHC Partners

Silver:
Veterans Day
North Woods Advertising

Bronze:
American Diabetes Association
Mack/Crounse Group

Honorable Mention:
Planned Parenthood Keroack Ad
Laguens Kully Klose Partners

Less Than Full Page – State Grassroots/Issue Advocacy/Public Affairs

Gold:
California Endowment:
“Waiting” Campaign
GMMB

Silver:
Coal Is Filthy Texas 2
Strategic Perception Inc.

Bronze:
Thin Ice
Compass Media Group

Honorable Mention:
Don’t Kill California Jobs
Meridian Pacific, Inc.

Bilingual/Multilingual/Foreign Language

Gold:
Education – Shops at Santa Anita
Full Page Ad 1
Imprenta Communications Group, Inc.

Silver:
Education – Shops at Santa Anita
Full Page Ad 2
Imprenta Communications Group, Inc.

Bronze:
Arcadia – World Class City
Imprenta Communications Group, Inc.

Honorable Mention:
Katah Hosh Hapiba Hikiyah
True Blue

Magazine Ad

Gold:
Negligent Driving Ad
Berman and Company

Silver:
Hippo
Berman and Company

Bronze:
Whale Meat
Berman and Company

Honorable Mention:
Know Your Amps From a Hole
in the Ground
The Public Response Group, Inc.

Insert

Silver:
Cities (Canton)
Mercury

Bronze:
Yes on Waveyard – Launch Insert
HighGround, Inc.

Honorable Mention:
Packers
Mercury

RADIO

National Grassroots/Issue Advocacy/Public Affairs

Gold:
Jesse
Jamestown Associates

Honorable Mention:
So Sorry, Maine
MacWilliams Kirchner
Sanders & Partners

State/Local Grassroots/Issue Advocacy/Public Affairs

Gold:
Healthcare Energy
Gilliard Blanning Wysocki &
Associates, Inc.

Silver:
Peter Tesei – Radio Ad
Spot Runner

Bronze:
Restricted Area
Cerrell Associates

Honorable Mention:
Consumer Data Protection
Gene Wise/Power Ballad

State/Local Organization

Silver:
Shorty Circuitwitz
Lloyd Betorney/The Public
Response Group

State/Local Government

Gold:
PSC Blues Brandon Presley for PSC
Fletcher Rowley Chao Riddle Inc.

Silver:
Jackpot
EpandMedia/SKD

Bronze:
Greedy Bunch
Innovative Advertising

Honorable Mention:
Nursing Home
EpandMedia/SKD

Local Ballot Measure

Gold:
Downtown
Rainmaker Media Group

Silver:
Vote No HISD Bond
Bethel Nathan Communications

Bilingual/Multilingual/Foreign Language

Silver:
Calvin Isaac in Coctaw
True Blue

Bronze:
Launch – Healthy Fresno
JohnsonClark Associates

Honorable Mention:
Latino Healthy Day
JohnsonClark Associates

Best Use of Humor

Silver:
CWA: “Hot”
GMMB

Honorable Mention:
According to the Latest Study: Fish
Berman and Company

Honorable Mention:
Dow Constantine “Complain”
Northwest Passage Consulting

Best Use of Negative/Contrast

Gold:
Rosalee Steve
True Blue

Silver:
1976 Gary Anderson for Ins.
Commissioner
Fletcher Rowley Chao Riddle Inc.

TELEVISION

The AAPC-NCC Pollie Awards for Excellence in Cable Advertising

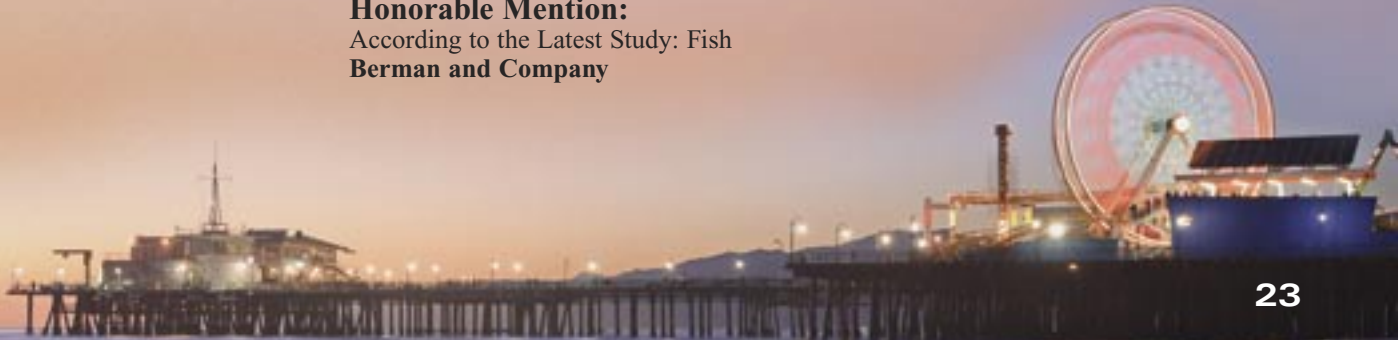


National Grassroots/Issue Advocacy/Public Affairs

Silver:
Where’s the Fence?
RapidResponse Media, Inc.

Bronze:
Thanks Union Bosses
Berman and Company

Honorable Mention:
Heal – The One Campaign
Strategic Perception Inc.





State Grassroots/Issue
Advocacy/Public Affairs

Gold:
Poor Coverage
North Woods Advertising

Silver:
Waiting Room
RBI Strategies and Research/
Launch Advertising

Bronze:
TV4US Fly IL
Joe Slade White and Company, Inc.

Honorable Mention:
TV4US Present TN
Joe Slade White and Company, Inc.

Local Grassroots/Issue
Advocacy/Public Affairs

Silver:
Max Wells for Mayor
The Eppstein Group, Inc.

Bronze:
Save Water
The Eppstein Group, Inc.

Honorable Mention:
Peter Tesei – “Strong Leader”
Spot Runner

National Organization

Gold:
Being Green
North Woods Advertising

Silver:
Robert Wood Johnson
Foundation: “Reasons”
GMMB

Bronze:
Environmental Defense Fund “Leadership”
Strategic Perception Inc.

Honorable Mention:
Pelosi
Jamestown Associates

State/Local Organization

Silver:
Ford’s Theatre Society “Gala”
APCO Worldwide

Honorable Mention:
OVHA: “Healthy as a Horse”
The Guice Agency

State/Local Ballot Measure

Silver:
Marvin Brisolara – “Briso Who?”
The Guice Agency/CAVU Productions

Bronze:
Cono Caranna – DA
The Primetime Agency, LLC

Honorable Mention:
50 Kids
Laguens Kully Klose Partners

State/Local Ballot Measure –
Bilingual/Multilingual/Foreign
Language

Bronze:
NCTA DTV Transition – Ruben
Strategic Perception Inc.

Honorable Mention:
David Wong – “The Word Is Out”
(Mandarin Version)
Spot Runner

Best Use of Humor

Silver:
Louisiana State Senate, District 30
Paschall Strategic Communications

Bronze:
Travel
Armour Griffin Media Group

Honorable Mention:
Nick Saben
Jamestown Associates

Best Use of Negative/
Contrast – Grassroots/Issue
Advocacy/Public Affairs

Bronze:
Conspired
JohnsonClark Associates

Honorable Mention:
Dance
MacWilliams Kirchner
Sanders & Partners

Best Use of Negative/
Contrast – State/Local
Ballot Measure

Gold:
Thanks Union Bosses
Berman and Company

Silver:
Welcher Bobby Mathieson for Delegate
Fletcher Rowley Chao Riddle Inc.

Bronze:
Promises
Leviathan

Honorable Mention:
Louie, Louie
JohnsonClark Associates

Best Non-Broadcast Video

Silver:
Walk a Day in My Shoes – Obama
The New Media Group

Bronze:
Michigan Momentum Web Only Video
The Campaign Group

Honorable Mention:
John McCain: Courageous Service
Biography Video
Campaign Solutions

Best Cable Only Broadcast

Silver:
NCTA DTV Transition – Jim Cable
Strategic Perception Inc.

Bronze:
This Is Justice?
McNally Temple Associates, Inc.

Honorable Mention:
Choi: You’re Out
The Parkside Group

International

Silver:
Wolf
NOW Communications Group, Inc.

Bronze:
Doubletalk
NOW Communications Group, Inc.

Honorable Mention:
Sticky Notes
NOW Communications Group, Inc.

Television Ad – More
Than 60 Seconds

Gold:
Service
Jamestown Associates

Silver:
Partnership for North Carolina’s Future
Capstrat

Bronze:
World Class Bob Clement for Mayor
Fletcher Rowley Chao Riddle Inc.

INTERNET/ELECTRONIC
MEDIA

The AAPC Pollie Awards for
Excellence in Digital Media –
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Websites

National Grassroots/Issue
Advocacy/Public Affairs

Gold:
Women’s Campaign Forums
She Should Run
Blue State Digital

Silver:
Majority Watch
Mercury

State Grassroots/Issue
Advocacy/Public Affairs

Gold:
Sportsmen for the Wyoming Range
Public Affairs Company

Silver:
PetPAC
Moran & Associates

Silver:
UN Foundation – On Day One
MSHC Partners

Bronze:
Sick of Blue Cross Website
Blackrock Associates

Honorable Mention:
ACEC – Stop Check Out Fees
Grassroots Enterprise

Local Grassroots/Issue
Advocacy/Public Affairs

Silver:
No California Pipeline
Fifty Plus One

Bronze:
Seattle Climate Action Now (SeattleCAN)
Mercury

Honorable Mention:
SeattleNMA.org
Mercury

National Organization

Gold:
Fair Food Foundation
MSHC Partners

Silver:
Clean Sky Coalition Website
Strategic Perception Inc.

Bronze:
UN Foundation – Gift to the World
MSHC Partners

Honorable Mention:
Leadership
McNally Temple Associates, Inc.

State Organization

Gold:
Iowa Republican Party
ElectionMall Technologies, Inc.

Silver:
Illinois Republican Party
Online Rebranding
The Stoneridge Group

Silver:
ksdp.org
NGP Software

Bronze:
VoteFor1.org
ElectionMall Technologies, Inc.

Local Organization

Silver:
Broward Democratic Party Website
Impact Politics

Bronze:
Houston, We Have a Problem
Barnes Mosher Whitehurst
Lauter & Partners

Honorable Mention:
Floyd GA Democrats
electyou.com

U.S. Senate

Silver:
GordonSmith.com
Campaign Solutions

Bronze:
Jim Inhofe for Senate: Website and
Flash Page
Strategic Perception Inc.



U.S. House

Honorable Mention:
www.globalwarming.house.gov
Articulated Man

Honorable Mention:
Office of U.S. Rep. Heather Wilson
GovTech Solutions, LLC

State/Local Government

Honorable Mention:
Marlene O'Toole for the Florida House
Americana Media Consulting

Honorable Mention:
Metro Parks, Serving Summit County
GovTech Solutions, LLC

State/Local Ballot Measure

Bronze:
VoteFor1.org
ElectionMall Technologies, Inc.

Honorable Mention:
Yes on Waveyard – YesonWaveyard.com
HighGround, Inc.

Best Use of Humor

Gold:
WaldemartWatch.com
Blue State Digital

Bronze:
Six Packs for Soldiers –
A Beer-Partisan Salute
Grassroots Enterprise

Honorable Mention:
The Golden Boob Award – NBCC
Grassroots Enterprise

Best Use of Negative/Contrast

Silver:
Twister Tim
Fifty Plus One

Bronze:
The Truth About Buddy
Powers Communications

International

Honorable Mention:
Connect2Canada (C2C)
Grassroots Enterprise

Landing Page

Gold:
Clean Sky Coalition Landing Page
Strategic Perception Inc.

Silver:
John McCain: Courageous Service
Landing Page
Campaign Solutions

Bronze:
This Is for the Soldiers
MSHC Partners

Honorable Mention:
Speed Matters Speed Test
Blue State Digital

Internet Communications/
Advertising

Persuasion Online
Advertising – National
Grassroots/Issue Advocacy/
Public Affairs

Gold:
Justice in America?
RapidResponse Media, Inc.

Gold:
Bra Ads
MSHC Partners

Silver:
Northeast Midwest Initiative – Healthy
Farm Bill
MSHC Partners

Bronze:
Demand Action
North Woods Advertising

Persuasion Online
Advertising – State/Local
Grassroots/Issue Advocacy/
Public Affairs

Silver:
Louisiana Voter Registration
Program – RNC
Connell Donatelli

Bronze:
Virtual March
Edmonds Associates

Honorable Mention:
Bluegrass Freedom Fund – Fletcher Ads
MSHC Partners

Best Use of Humor –
Persuasion Online Advertising

Silver:
Blue Print Man
Laguens Kully Klose Partners

Bronze:
CUIP – Western Site
MSHC Partners

Best Use of Negative/
Contrast – Persuasion
Online Advertising

Silver:
No on E Banner Ad Campaign
MSHC Partners

Bronze:
Media Matters – Interrogation Ads
MSHC Partners

Web Video – Grassroots/Issue
Advocacy/Public Affairs

Gold:
Project Phin
First Tuesday Media, Inc.

Silver:
Fight for Video Games Trailer
Grassroots Enterprise

Bronze:
LCV Asks “What Are They Waiting For?”
The Element Agency

Honorable Mention:
Texas Tribe
The Media Guys/iFilms

Web Video – State/Local
Ballot Measure

Honorable Mention:
People
Leviathan

Web Animation

Gold:
Gridlock – ATA
Goddard Claussen Strategic Advocacy

Silver:
Don't Regulate
Mercury

Bronze:
Landrieu Years
Innovative Advertising

Honorable Mention:
Karen Handel's Extreme Makeover
The Stoneridge Group

Best Use of E-mail/
Viral Marketing

Silver:
Protect Our Lake Online Petition
Blackrock Associates

Honorable Mention:
Center for American Progress –
Clean My Ride
MSHC Partners

Best Use of New Technology

Silver:
MyBarackObama.com
Blue State Digital

Bronze:
American Solutions – Newt Gingrich
in Second Life
Connell Donatelli

Honorable Mention:
JFK v. Romney's Speech on Religion
Glen Kessler/HCD Research

Best Use of Search
Engine Marketing

Silver:
CWA's Speed Matters Campaign
Blue State Digital

Bronze:
Iraq Study Group Report
MSHC Partners

Honorable Mention:
Edison Electric Institute Marketing
Goddard Claussen Strategic Advocacy

Best Use of
Game Technology

Honorable Mention:
Protect Your Future Here
Goddard Claussen Strategic Advocacy

Best Use of
Mobile Technology

Gold:
It's Our Healthcare!
Text-to-Screen Campaign
Mobile Commons

Silver:
It's OUR Healthcare!
Mobile Commons

Bronze:
DCCC State of the Union
Mobile Commons

Honorable Mention:
Human Rights Campaign –
Mobile Action Network
MSHC Partners

Best Use of Social
Networking

Gold:
Video Game Voters Network
Grassroots Enterprise

Silver:
WVWV – Facebook Campaign
MSHC Partners

Best Use of Viral Video

Silver:
Gridlock – ATA
Goddard Claussen Strategic Advocacy

Bronze:
Consumer Data Protection Legislation
Cerrell Associates

Honorable Mention:
Families USA – Bush v. Kids Ads
MSHC Partners

5 Ways Candidates Can Use LinkedIn



"If Barack Obama wins Iowa, it will be due to the fact that he 'gets' social networking."

- Jonathan Alter, Newsweek editor, October 2007

So whether you're out front stumping or behind the scenes running a campaign, LinkedIn should be an effective part of your e-campaign strategy. LinkedIn can connect your candidate with voters, fund-raisers, and volunteers. It can communicate your campaign's message to highly influential business professionals, targeting voters in specific geographic areas. And it can trigger conversations that mobilize grassroots support for your candidate.

1 Create a positive online brand.

Use the "Profile" sections to distinguish your candidate from the pack, to extend the communication lines of a government official, or to tout the successes of a campaign consultant.

Check out these examples: www.linkedin.com/in/johnensign, www.linkedin.com/in/barackobama, www.linkedin.com/in/davidall. Claim the "name plate" web link like these profiles do, and move your profile to the top of a Google hit list.

2 Target key voters.

Use LinkedIn's "InMail" or "Invitation" functions to reach influential voters, particularly high-level executives and professional audiences. The average LinkedIn member has a household income of \$109,000; 75% are 29 or older. More than 1.5 million are C-level executives.

3 Identify voters and contributors.

Use the "Advanced Search" function to find and target voters and potential contributors in specific geographic areas, at specific companies, or within specific industries.

4 Research business issues.

Use the "Answers" feature to get pertinent input from LinkedIn's 19 million engaged business professionals on issues that matter to them—and to answer their questions.

5 Highlight endorsements.

Use the "Recommendations" feature on your candidate's profile to post endorsements from key interest and constituent groups.

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Firefighters Voter Guide



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Ventura County Republican
Leadership Voter Guide

And Announcing Our Newest Addition:



Los Angeles County Republican
Leadership Voter Guide

Landslide Communications designs, produces and mails its voter guides exclusively through DMH & Associates.

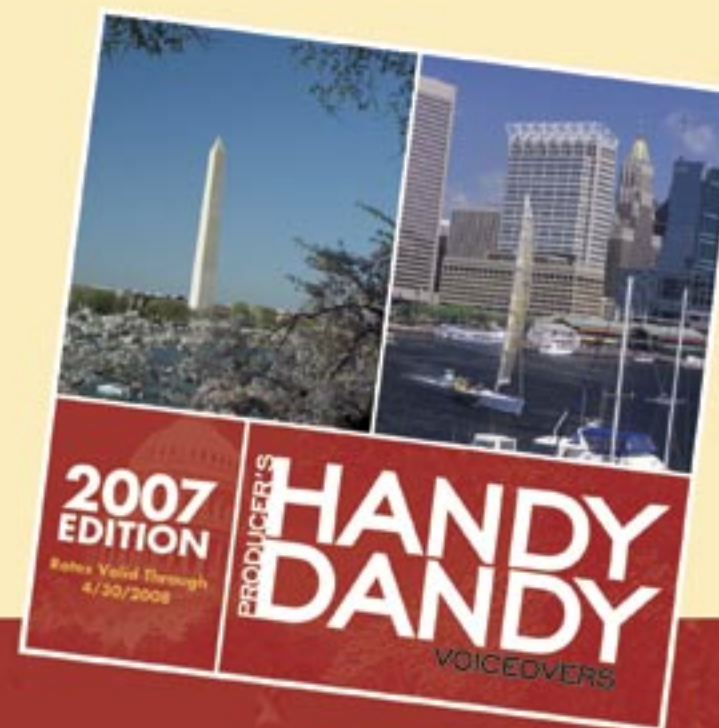


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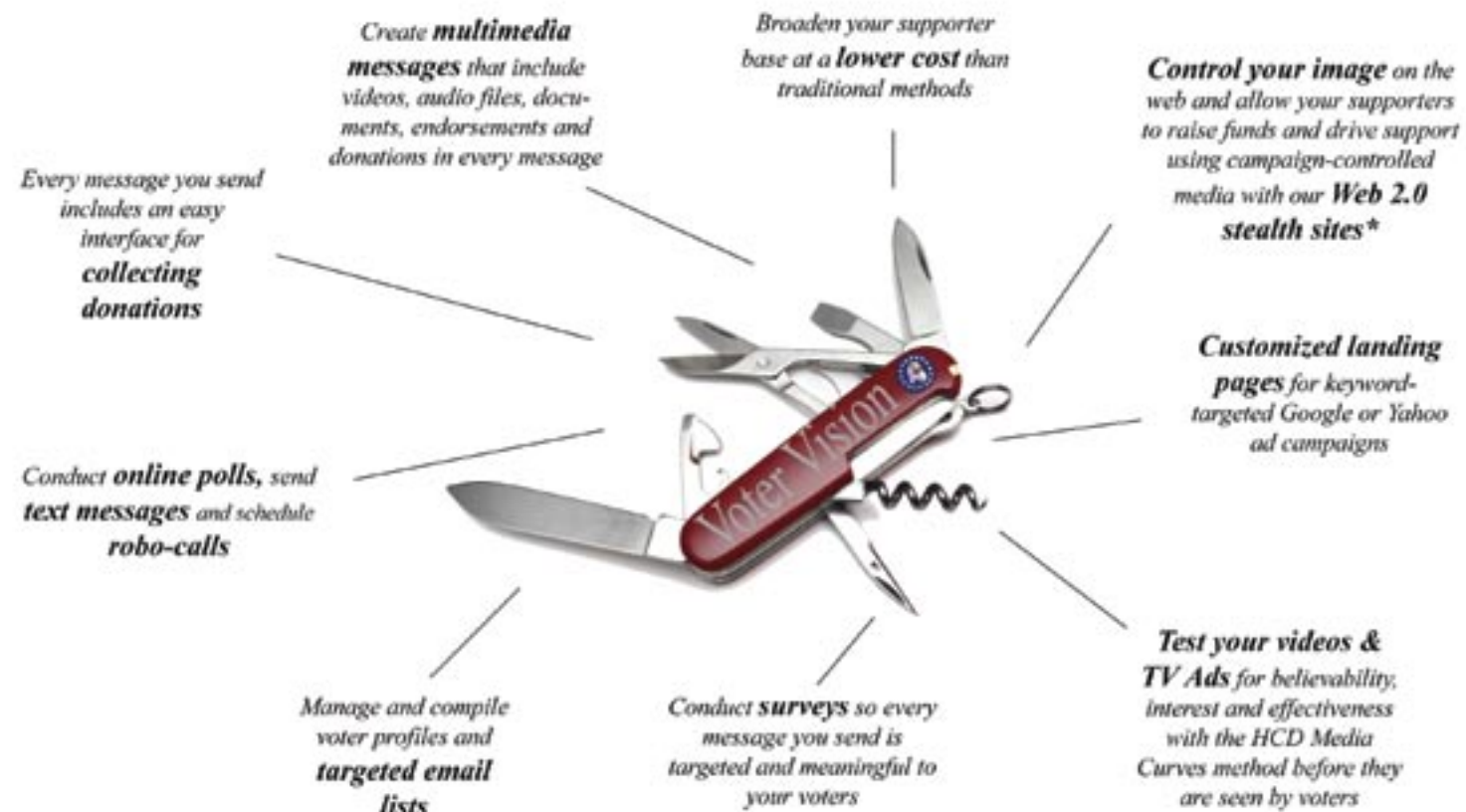
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*** Voter Vision will be launching Constituent Vision Q3 08

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gary@votervision.us



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NCC



PHONES

Live Calls

National Grassroots/Issue
Advocacy/Public Affairs

Silver:
Here, Let Me Write It for You!
Executive Communications, Inc.

Bronze:
CAFE Patch
Winning Connections, Inc.

Honorable Mention:
Renewable Energy Patch
Winning Connections, Inc.

State/Local Grassroots/Issue
Advocacy/Public Affairs

Silver:
Coloradans for Sensible Ethics
Patch-Through
Winning Connections, Inc.

Bronze:
Fighting for Forests
Stones’ Phones

Honorable Mention:
The Reform Coalition
Winning Connections, Inc.

National Organization

Silver:
DSCC Voter Recruitment
Winning Connections, Inc.

Bronze:
What Happens in Vegas Rarely
Stays in Vegas
The Clinton Group, Inc.

Honorable Mention:
AARP Fraud Prevention
Winning Connections, Inc.

State/Local Organization

Bronze:
Wisdom for the Future
Stones’ Phones

Honorable Mention:
Michael Moore’s SICKO
Winning Connections, Inc.

Honorable Mention:
SEIU Local 775 Recruitment Test
Winning Connections, Inc.

State/Local Ballot Measure

Gold:
Oakland A’s
Zata|3 Consulting

Silver:
Winner by a Nose
Zata|3 Consulting

Bronze:
Under the Radar Screen
Zata|3 Consulting

State/Local Government

Bronze:
New Movers
Zata|3 Consulting

Honorable Mention:
Nashville Duhmans Bedder Skools
The Clinton Group, Inc.

Chase Call

Gold:
Trust Henry Jones With Your Retirement
Zata|3 Consulting

Silver:
Signature Revocation Saves
Panhandle Town
The Clinton Group, Inc.

Bronze:
AARP Divided We Fail Recruitment
Winning Connections, Inc.

GOTV Call

Bronze:
Don’t Forget to Vote – Leave a
Post-It Note!
Stones’ Phones

Honorable Mention:
The Early Vote Gets the Win
Stones’ Phones

Membership

Honorable Mention:
SEIU Local 775 Recruitment Test
Winning Connections, Inc.

Best Use of Negative/
Contrast

Silver:
A Really Good Reason
Stones’ Phones

Bronze:
Wake Up Wal-Mart!
The Clinton Group, Inc.

Best Use of 800 Technology

Gold:
California Teachers Turn Up the Heat
Stones’ Phones

Silver:
Taking Action to Save Lives
Stones’ Phones

Bronze:
Chaos
LSG Strategies

Best Use of Telephone –
Town Hall Call/Forum Call

Gold:
Explaining the Bad News
Zata|3 Consulting

Silver:
DCCC Small Donor Pep Rally
Zata|3 Consulting

Bronze:
Where’s Hillary?
Zata|3 Consulting

Patch-Through Program for
Grassroots Advocacy

Bronze:
Gay? No Kid for You in THIS State!
Executive Communications, Inc.

Honorable Mention:
The Real Cost of Smoking
Stones’ Phones

Automated Calls

State/Local Grassroots/Issue
Advocacy/Public Affairs

Gold:
Spoiled Food and Bad Business
Zata|3 Consulting

Silver:
DC Vote Hotline
Winning Connections, Inc.

Bronze:
No River Tax-Political Action Committee
GOPcalls.com

National Organization

Silver:
LIVESTRONG
Zata|3 Consulting

Bronze:
American Physical Therapy
Association Patch
Winning Connections, Inc.

Honorable Mention:
Sierra Club Energy Accountability
Winning Connections, Inc.

State/Local Organization

Bronze:
Pop Quiz
Stones’ Phones

Honorable Mention:
Otsego Co. GOTV – State Sen.
James Seward
The Casale Group

U.S. Senate/U.S. House

Silver:
Lowey’s Ark
Zata|3 Consulting

Bronze:
Congress on the Corner
Zata|3 Consulting

Honorable Mention:
Speaking to the People
Stones’ Phones

State/Local Government

Silver:
Run Wooten Run!
Zata|3 Consulting

Bronze:
Nutter for Mayor
Zata|3 Consulting

Honorable Mention:
VA Coordinated Campaign
Zata|3 Consulting

Public Agency

Honorable Mention:
Urgent Hurricane Preparedness
Michael Smith

State/Local Ballot Measure

Gold:
Books? Who Needs Books?
Executive Communications, Inc.

Silver:
Next Exit: Better Roads
Stones’ Phones

Bronze:
No Elevator
Zata|3 Consulting

Honorable Mention:
Community College Yes – Absentee
Vote Reminder
Cardinal Communication Strategies

Bilingual/Multilingual/
Foreign Language

Silver:
Hungry for Respect
Zata|3 Consulting

Bronze:
Chief Language
Zata|3 Consulting

Membership

Honorable Mention:
Let Sleeping Dogs Lie
Zata|3 Consulting

Best Use of Humor

Bronze:
Edwin Call
Innovative Advertising

Honorable Mention:
Who Will Save Harry Potter?
Stones’ Phones

Best Use of
Negative/Contrast

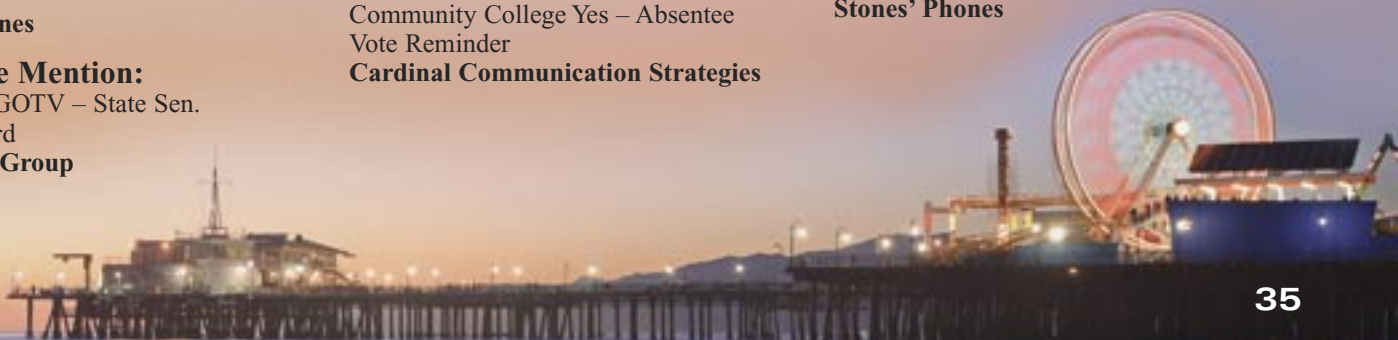
Bronze:
Fight the Lies
Stones’ Phones

Honorable Mention:
All in the Family
Zata|3 Consulting

Most Innovative Use of
Automated Technology

Bronze:
Clean My Ride
Winning Connections, Inc.

Honorable Mention:
In Their Own Words
Stones’ Phones





Patch-Through Program for
Grassroots Advocacy

Gold:
Stop the Ad
Stones’ Phones

Silver:
Tell Your Senator
Stones’ Phones

Bronze:
Support for Patient Equity
The Clinton Group, Inc.

Honorable Mention:
American Physical Therapy
Association Patch
Winning Connections, Inc.

FIELD

Best Volunteer
Recruitment Program

Silver:
Volunteers Accomplish the
Impossible in Utah!
FieldWorks

Best Use of New Technology

Gold:
Save San Onofre
Phil Giarrizzo Campaign Consulting

Silver:
Where to Canvass?
Zata|3 Consulting

Bronze:
Google Maps and District Lines
Zata|3 Consulting

Honorable Mention:
Size Matters
LSG Strategies

CAMPAIGNS

Television Campaign

Gold:
How Michael Nutter Moved From
Last to First
The Campaign Group

Silver:
No on Proposition 93
JohnsonClark Associates

Bronze:
Don’t Let Them Tell You
NOW Communications Group, Inc.

Honorable Mention:
I Am a Woman
A-Political

Radio Campaign

Silver:
Grinch
Blair Butterworth & Associates

Bronze:
Consumer Data Protection Legislation
Cerrell Associates

Direct Mail Campaign –
Republican

Gold:
AARP Health Care Rally Campaign
Winning Directions

Silver:
Jennifer Beck for State Senate
The Traz Group

Bronze:
Dean Browning for County Commissioner
The Traz Group

Direct Mail Campaign –
Democrat

Silver:
Utahans for Public Schools
Mack/Crounse Group

Bronze:
Buckley for Supervisor Mail Plan
Mack/Crounse Group

Honorable Mention:
Luke Ravenstahl for Pittsburgh Mayor
Gold Communications

Field/Phone Campaign

Bronze:
The Ponies and Blackjack
Zata|3 Consulting

Honorable Mention:
The Comeback Kid Comes Back
Zata|3 Consulting

Internet/Electronic Media
Campaign

Silver:
Nevada Caucus ’08 – Voter
Education Initiative
KSR Strategy Group

Bronze:
Wexler Wants Hearings Campaign
Impact Politics

SHOULDA, WOULD, A,
COULDA

Television

Gold:
Easy Cover
RapidResponse Media, Inc.

Silver:
Rabbits
1st Strike Creative

Bronze:
Skunks
1st Strike Creative

Honorable Mention:
Michael’s Dilemma Charlie Melancon
for Congress
Fletcher Rowley Chao Riddle Inc.

Radio

Gold:
Croc Hunter
Innovative Advertising

Direct Mail

Silver:
Dead Cow
Curtis Scott Advertising Inc.

Bronze:
Jeopardy
Checkmate Consulting

Honorable Mention:
Door to Door
Checkmate Consulting

Internet/Electronic Media –
Website

Silver:
UnionFacts.com
Berman and Company

Bronze:
Ben Westlund for Governor
OneSource Strategies

Honorable Mention:
BadPryce.org
BuzzMaker, LLC

Internet/Electronic Media –
Internet Communications/
Advertising

Silver:
Northfield – No on 41 and 48
OneSource Strategies

Bronze:
Guy Drexinger for Ins. Com.
“Greenback Mountain”
Fletcher Rowley Chao Riddle Inc.

Honorable Mention:
Byrd – Losing America
WebStrong Group

Phones – Live Calls

Bronze:
Missouri Ballot Measure Phone
Test for BISC
Winning Connections, Inc.

Honorable Mention:
Tester Tax Attack
Winning Connections, Inc.

Phones – Automated Calls

Bronze:
Ed Norton Invitation to Trick or
Vote Event
PoliticalRobocalls.com

Honorable Mention:
The Hitcher
Zata|3 Consulting

STUDENT

Best Direct Mail

Gold:
Intro Greg
Ryan Nees
Western High School/
Indiana University

Best Radio Ad

Gold:
Where Will Tom Go Next?
Robert Alberty
Fordham University

Silver:
Issue 21, School Levy
Jacob Fatkins
University of Akron – Bliss Institute

Best Television Ad

Gold:
Values Matter
Chris Brooks
George Washington University

Silver:
Doggie Howser Attack Ad
Drew Veeneman
University of Akron – Bliss Institute

Bronze:
Intro – Kandid Koss
Drew Veeneman
University of Akron – Bliss Institute

Bronze:
Kandid Koss on Ohio
Drew Veeneman
University of Akron – Bliss Institute

Best Use of New Media

Silver:
GregGoodnight.com
Ryan Nees
Western High School/
Indiana University

Best Fundraising

Gold:
Washington and Lee Mock
Convention Fundraising
Anthony Nardini Jr.
Mock Convention 2008, Washington
and Lee University

Best Phone Calls

Gold:
Mayor Godfrey Phone Campaign
Jessica Fawson
University of Utah

Bronze:
The Republican Choice
Brian Johze
University of California, Berkeley

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To Chris, Katie, Kate,
Geoff, Briana & Jessica:

We would not have
pulled this off without
your incredible work.
Thank you for giving
me your all.

- ANTHONY BELLOTTI

To Tony, Whit, Robert
& the AAPC Board:

Congratulations on
the greatest conference
in AAPC history.

Thank you for the
opportunity to serve as your
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To Peter, Marina, Dan
& the entire WD team:

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