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RECOGNIZING THE BEST IN POLITICAL AND PUBLIC AFFAIRS COMMUNICATIONS

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THE 18TH ANNUAL POLLIE AWARDS & CONFERENCE

RECOGNIZING THE BEST IN POLITICAL AND PUBLIC AFFAIRS COMMUNICATIONS



March 27, 2009

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 learn, share knowledge and ask questions. I hope you enjoy the fruits of our many months of hard work. If there is anything we can do to make your visit more comfortable and productive, please let us know.

Sincerely,

Anthony J. Fazio

Anthony J. Fazio
President, AAPC

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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

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*Harvey Research Opinion Leader Study (June 2008), surveying Congress and those who shape and influence legislation



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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. 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

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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 of the political consulting industry.

I would like to extend my gratitude to the staff at the AAPC headquarters for all the hard work they've done. I would also like to personally thank our Executive Director, Angela McMillen. Angela, you were an inspiration with your boundless

energy and positivity that radiated through the office. It is always a delight to work with you! Once again, this conference would not be such a success without everyone's tireless efforts. Thank you!

Lastly, a very special thanks to our AAPC President, Tony Fazio. From coast to coast, Tony's guidance and direction kept the AAPC on track for our 2009 conference. Tony set high expectations and

standards from the moment he entered the office, and it was a pleasure to keep up with his challenges!

Once again, thank you for attending!

Best,

Melissa Cressey
Pollie Conference
Coordinator, AAPC

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*Source: Diary Markets 4 Book Average (Winter 2008-Fall 2008), NY/LA, /
Riverside/Chicago/SF - July-December 2008 Average; Dallas/Washington/
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**Source: RAEL, February 2007, 18 to 54

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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 Bellotti – 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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Roll Call

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

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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11:00 a.m. – 11:15 a.m.

Refreshment Break

Woodrow Wilson Foyer

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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.

MODERATOR:

Beth Miller – Wilson-Miller Communications

SPEAKERS:

Darren Willcox – Coalition to Advance Healthcare Reform

Mike Tuffin – America’s Health Insurance Plans

Ben Goddard – Goddard Claussen Strategic Advocacy

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12:30 p.m. – 1:45 p.m.

Luncheon/General Session

Woodrow Wilson A

**NATIONAL CABLE COMMUNICATIONS
CABLE AWARDS****SPEAKER:**

Chuck Cowdrey – National Cable Communications
Tim Kay – National Cable Communications

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2:00 p.m. – 3:15 p.m.

Breakout Session

Annapolis 1

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 deliver results for your clients, you won't want to miss this session.

MODERATOR:

Julie Germany – Institute for Politics, Democracy & the Internet

SPEAKERS:

Emily Williams – MSHC Partners
Francine McMahon – *The Hill*
Ryan Waite – Connell Donatelli, Inc.

SPONSORED BY:

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2:00 p.m. – 3:15 p.m.

Breakout Session

Annapolis 2

POLITICS & GAMING

Gambling 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:

Nancy Todd Tyner – Nancy Todd, Inc.

SPEAKERS:

Leo Wallach – Winner & Mandabach Campaigns
Jim Tabilio – Winning Directions
Frank Catania – Catania Consulting Group
John Pappas – Poker Players Alliance

SPONSORED BY:

Poker Voters of America

3:15 p.m. – 3:30 p.m.

Refreshment Break

Woodrow Wilson Foyer

SPONSORED BY:

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3:30 p.m. – 4:30 p.m.

Breakout Session

Annapolis 3&4

ONLINE FUNDRAISING

The Internet has fundamentally and irrevocably changed political fundraising. Don't let your clients 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.

SPEAKERS:

Jen Stolp – Campaign Solutions
John Hlinko – Grassroots Enterprise
Ian Koski – Blue State Digital

SPONSORED BY:

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3:30 p.m. – 4:30 p.m.

Breakout Session

Annapolis 1

ABSENTEE AND EARLY VOTING

Understanding the advantages of early and absentee voting.

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

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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

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6:30 p.m. – 8:00 p.m.

Hall of Fame and Student Awards Evening

Woodrow Wilson A

Join the AAPC Foundation as we induct Nancy Todd Tyner and Dr. Richard B. Wirthlin into the AAPC Hall of Fame. Meet the 2009 Democratic and Republican Rookies of the Year, and view the work of aspiring political consultants showcased in our Student Awards. Finally, join the AAPC as we honor one of our own, the late Mike Connell, with the Political Freedom of Speech Award.

MASTER OF CEREMONIES:

Will Durst – America's Top Political Satirist

HOSTS:

Wayne Johnson – Chair, AAPC and AAPC Foundation
Tony Fazio – President, AAPC
Gail Garbrandt – Student Pollie Awards Chair

SUNDAY, MARCH 29

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.

Continental Breakfast/General Session

Woodrow Wilson A

MICROTARGETING

You've done your polling. You're running your ads. You've done voter ID. You're ready for GOTV. You know your voters. Right? What if the other side has found the one message that could possibly convince Betty Bukowski and women like her and Truman Wellgood and his co-workers to switch and vote for their candidate?

MODERATOR:

John Phillips – Aristotle

SPEAKERS:

Amy Gershkoff – Changing Targets Media
Michael Meyers – Target Point Consulting
Mark Penn – Penn, Schoen & Berland Associates

SPONSORED BY:

Penn, Schoen & Berland Associates

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 Germany – Outlaw Media

SPONSORED BY:

The Mellman Group

9:45 a.m. – 11:00 a.m.

Breakout Session

Annapolis 3 & 4

USE OF HUMOR IN CAMPAIGNS

What works? What doesn't? When does humor backfire and how can you successfully harness comedy to the benefit of your campaign?

MODERATOR:

John Brabender – BrabenderCox

SPEAKERS:

Fred Davis – Strategic Perception, Inc.

Steve Murphy – Murphy Putnam Media

Glenn Kessler – HCD Research

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11:00 a.m. – 11:15 a.m.

Refreshment Break

Woodrow Wilson Foyer

SPONSORED BY:

Labels & Lists

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

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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 Mastervich – United States Postal Service

Ondine 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

EYE ON 2010

How will the map look? What will coalitions look like? New players? Swing voters for 2010. How 2008 changed the 2010 campaign.

MODERATOR:

Whit Ayres – Ayres, McHenry & Associates, Inc.

SPEAKERS:Amy Walter – *The Hotline*

Kristina Wilfore – Ballot Initiative Strategy Center

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National Rifle Association

2:00 p.m. – 3:15 p.m.

Breakout Session

Annapolis 1

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 Keeler – VShift

SPONSORED BY:

Grassroots Enterprise

2:00 p.m. – 3:15 p.m.

Breakout Session

Annapolis 3 & 4

THE LATINO/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 masterminds who fought, and won, in the Spanish-speaking revolution that was 2008, and review their innovative work.

MODERATOR:

Sam Rodriguez – Comcast Spotlight

SPEAKERS:

César Martinez – MAS Consulting

Efrain Escobedo – National Association of Latino Elected and Appointed Officials

Lorena Chambers – Chambers Lopez & Gaitán, LLC

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3:15 p.m. – 3:30 p.m.

Refreshment Break

Woodrow Wilson Foyer

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3:30 p.m. – 4:45 p.m.

Closing General Session

Annapolis 3 & 4

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

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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

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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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Please visit these organizations either in the exhibit area of the Woodrow Wilson Foyer or throughout the conference in various sessions.



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The New York Times
Editorial, Wednesday, November 19, 2008

A Resounding Vote for Open Space

Despite the financial crisis, voters made it clear they want to increase spending on preserving open land, even at the cost of higher taxes... In Minnesota, voters increased the sales tax for land preservation environmental protection. It was the largest open-space state referendum in the nation's history.

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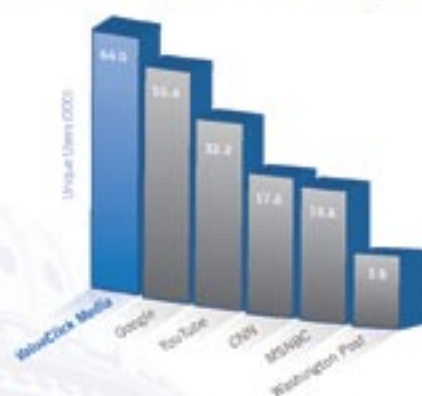
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Source: Score Networks, Plan Matrix January 2009

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Traders work on the floor of the New York Stock Exchange during afternoon trading as President Barack Obama is seen on television at the economic stimulus bill signing ceremony, February 17, 2009. 84505723, Mario Tama/Getty Images



Service Employees International Union demonstrators protest as foreclosed homes are auctioned off outside the Norwalk Courthouse on September 13, 2008, Norwalk, California. 82760912, David McNew/Getty Images



House adopts the conference report on a \$787.2 billion economic stimulus package, February 13, 2009, Washington, DC. 84786037, Scott J. Ferrel/Congressional Quarterly/Getty Images

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Google

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1 The National Journal, 3/3/09, 2 Techpresident.com, 2/11/09

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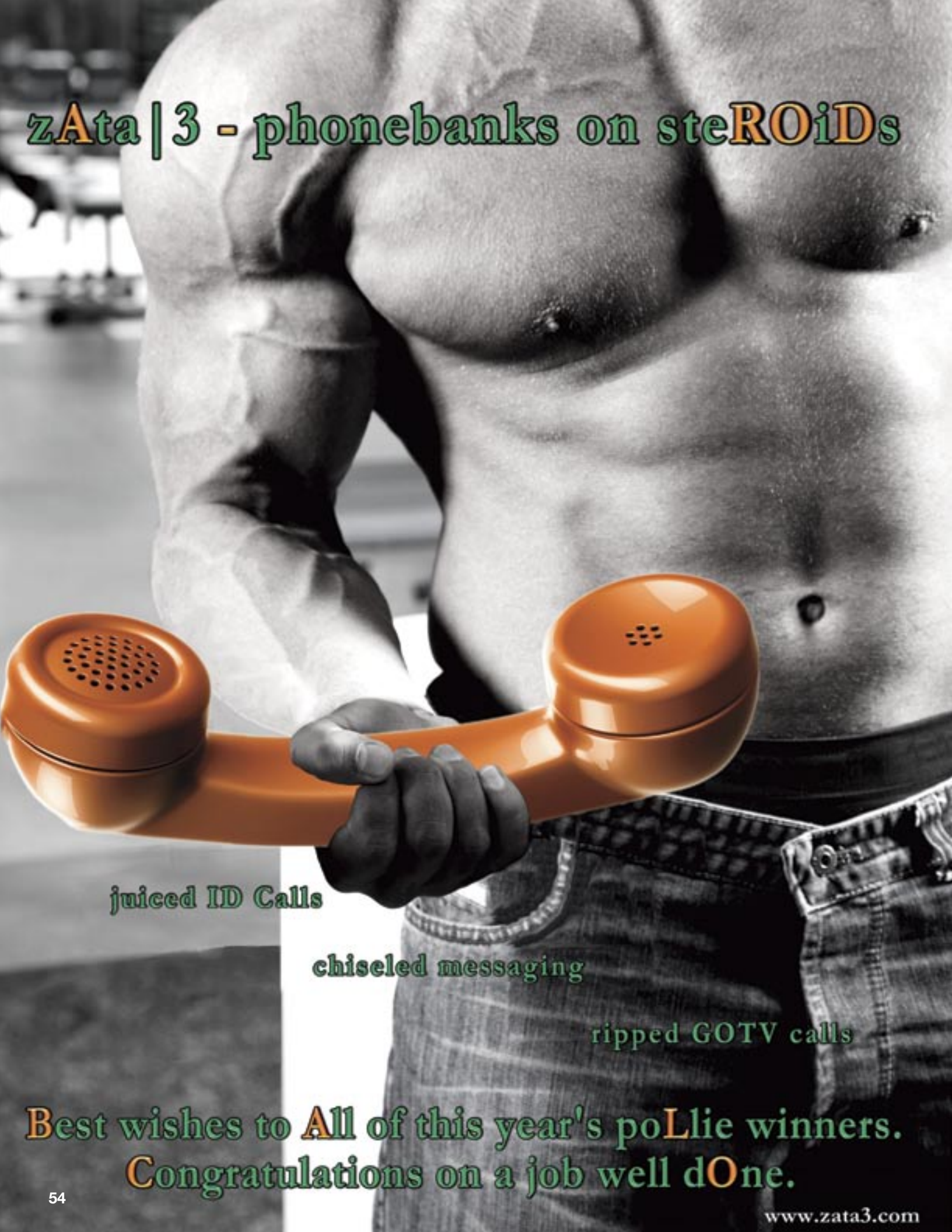
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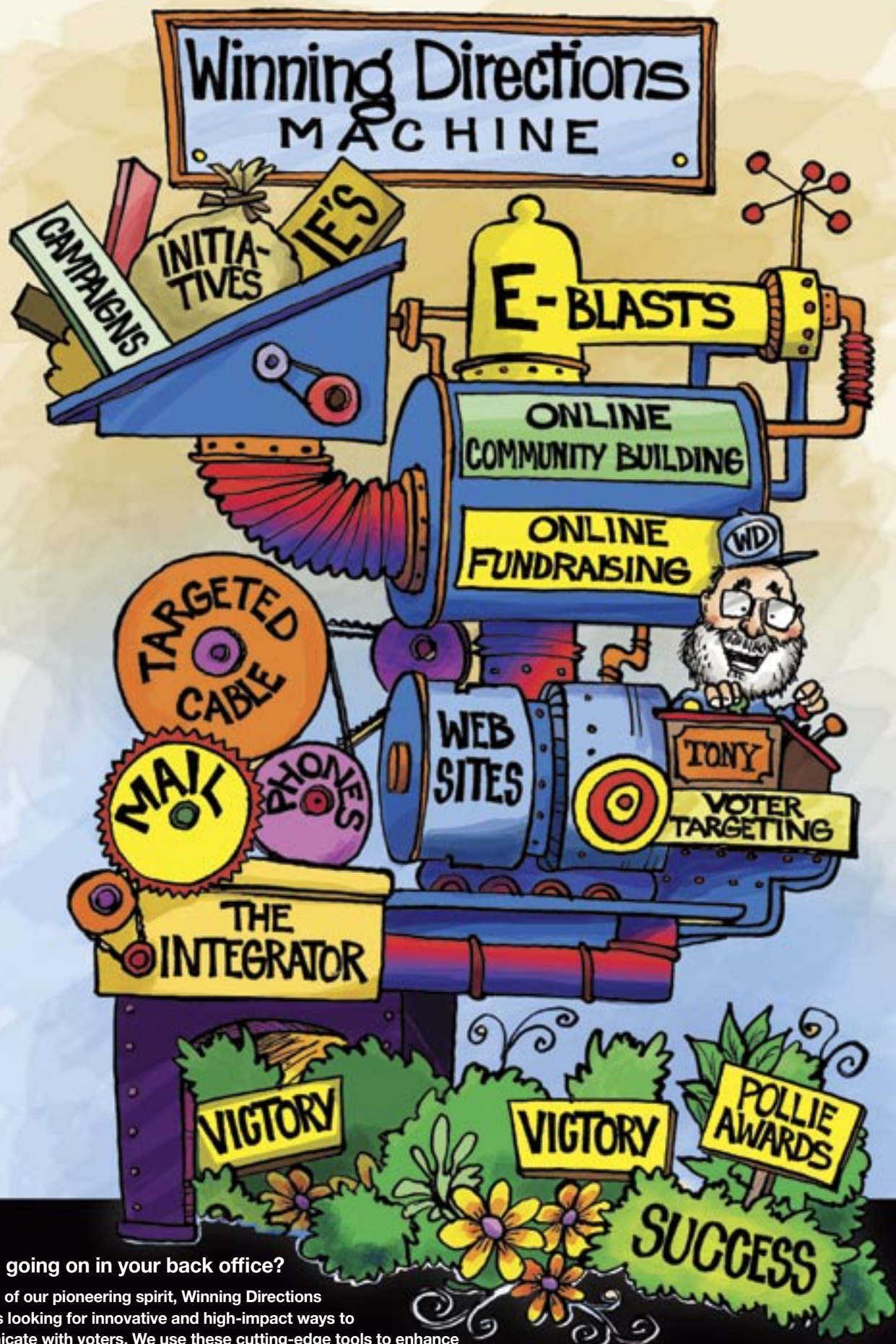
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